

Social Media Marketing Research

社會媒體行銷研究

Marketing Theories

1002SMMR05

TMIXM1A

Thu 7,8 (14:10-16:00) L511

Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

<http://mail.tku.edu.tw/myday/>

2012-03-15

課程大綱 (Syllabus)

| 週次 | 日期 | 內容 (Subject/Topics) |
|----|-----------|---|
| 1 | 101/02/16 | Course Orientation of Social Media Marketing Research |
| 2 | 101/02/23 | Social Media: Facebook, Youtube, Blog, Microblog |
| 3 | 101/03/01 | Social Media Marketing |
| 4 | 101/03/08 | Marketing Research |
| 5 | 101/03/15 | Marketing Theories |
| 6 | 101/03/22 | Measuring the Construct |
| 7 | 101/03/29 | Measurement and Scaling |
| 8 | 101/04/05 | 教學行政觀摩日 (--No Class--) |
| 9 | 101/04/12 | Paper Reading and Discussion |

課程大綱 (Syllabus)

| 週次 | 日期 | 內容 (Subject/Topics) |
|----|-----------|------------------------------------|
| 10 | 101/04/19 | Midterm Presentation |
| 11 | 101/04/26 | Exploratory Factor Analysis |
| 12 | 101/05/03 | Paper Reading and Discussion |
| 13 | 101/05/10 | Confirmatory Factor Analysis |
| 14 | 101/05/17 | Paper Reading and Discussion |
| 15 | 101/05/24 | Communicating the Research Results |
| 16 | 101/05/31 | Paper Reading and Discussion |
| 17 | 101/06/07 | Term Project Presentation 1 |
| 18 | 101/06/14 | Term Project Presentation 2 |

Outline

- Marketing Theory
- Disciplinary Underpinnings of Marketing Theory
 - Psychological basis of marketing
 - Sociological basis of marketing
- Theories of Marketing Management and Organization
- Theoretical Sub-Areas of Marketing

Nothing
is
so practical
as a
good theory

Theory

- a set of propositions or an abstract conceptualization of the relationship between entities.

Purpose of theory

- increase **scientific understanding** through a **systematized structure** capable of both **explaining and predicting phenomena** (Hunt, 1991)

Theory

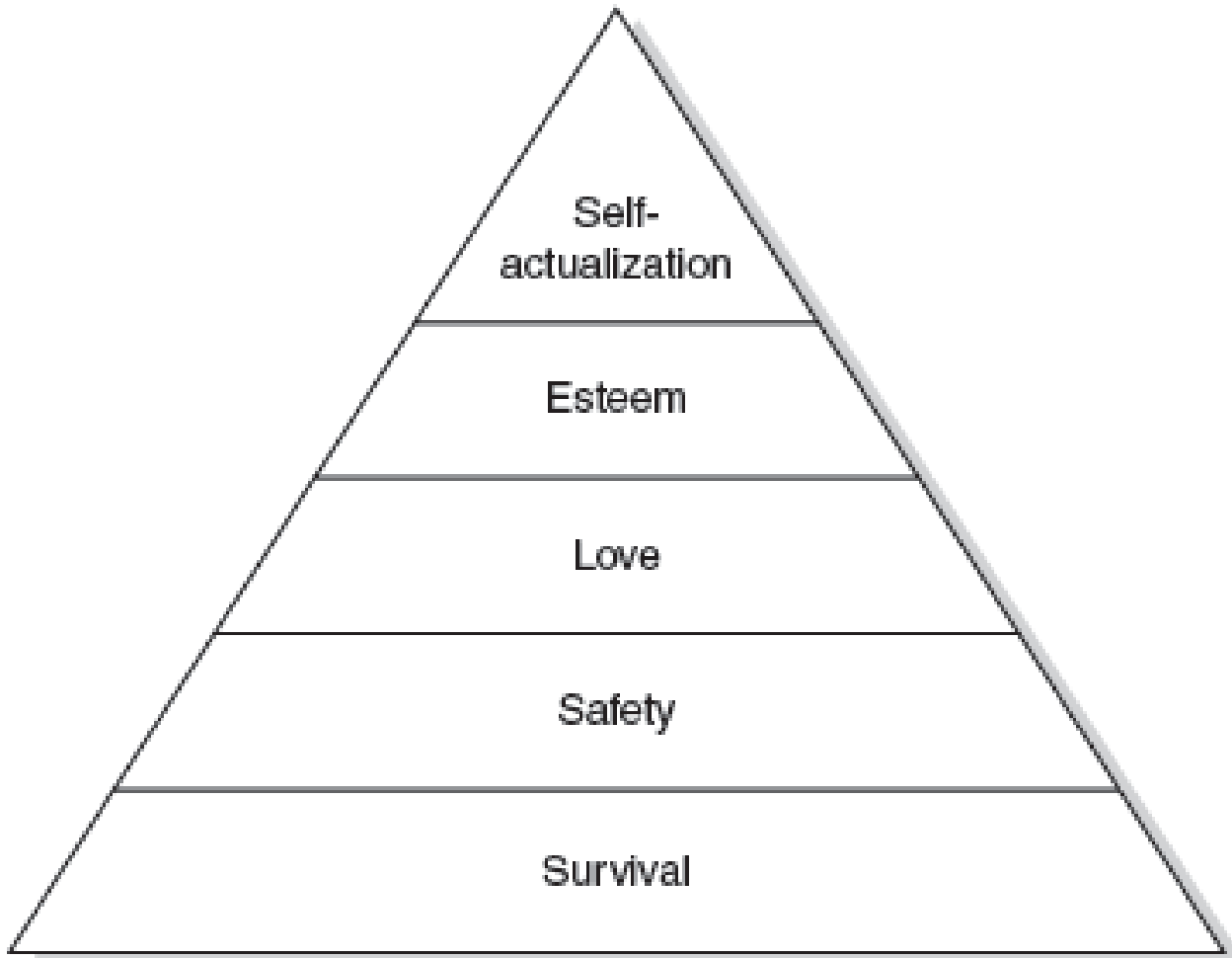
- a **statement** of **relations** among **concepts** within a set of **boundary assumptions** and **constraints** (Bacharach, 1989)

Marketing

Exchange and economic growth

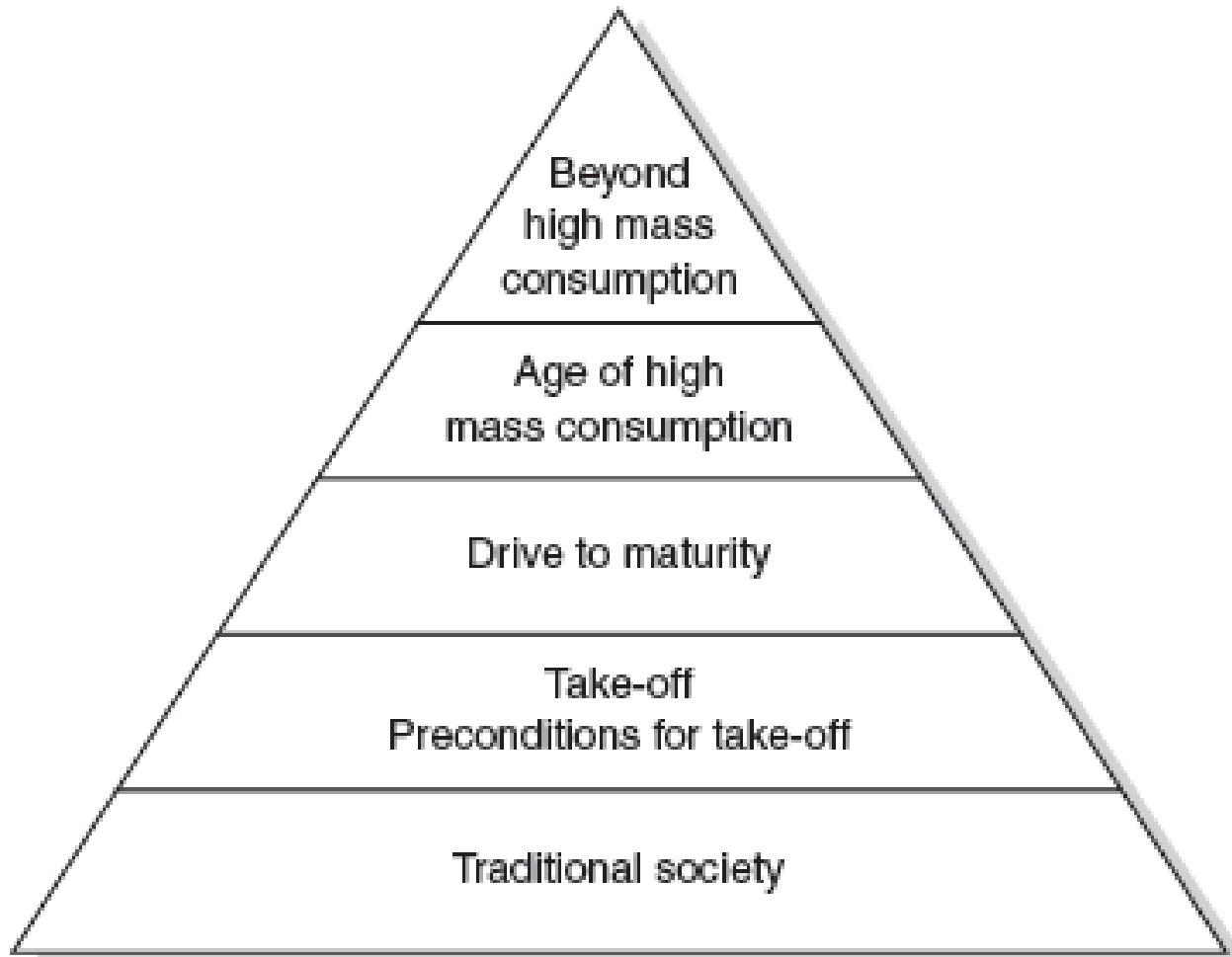
Maslow's hierarchy of human needs

(Maslow, 1943)



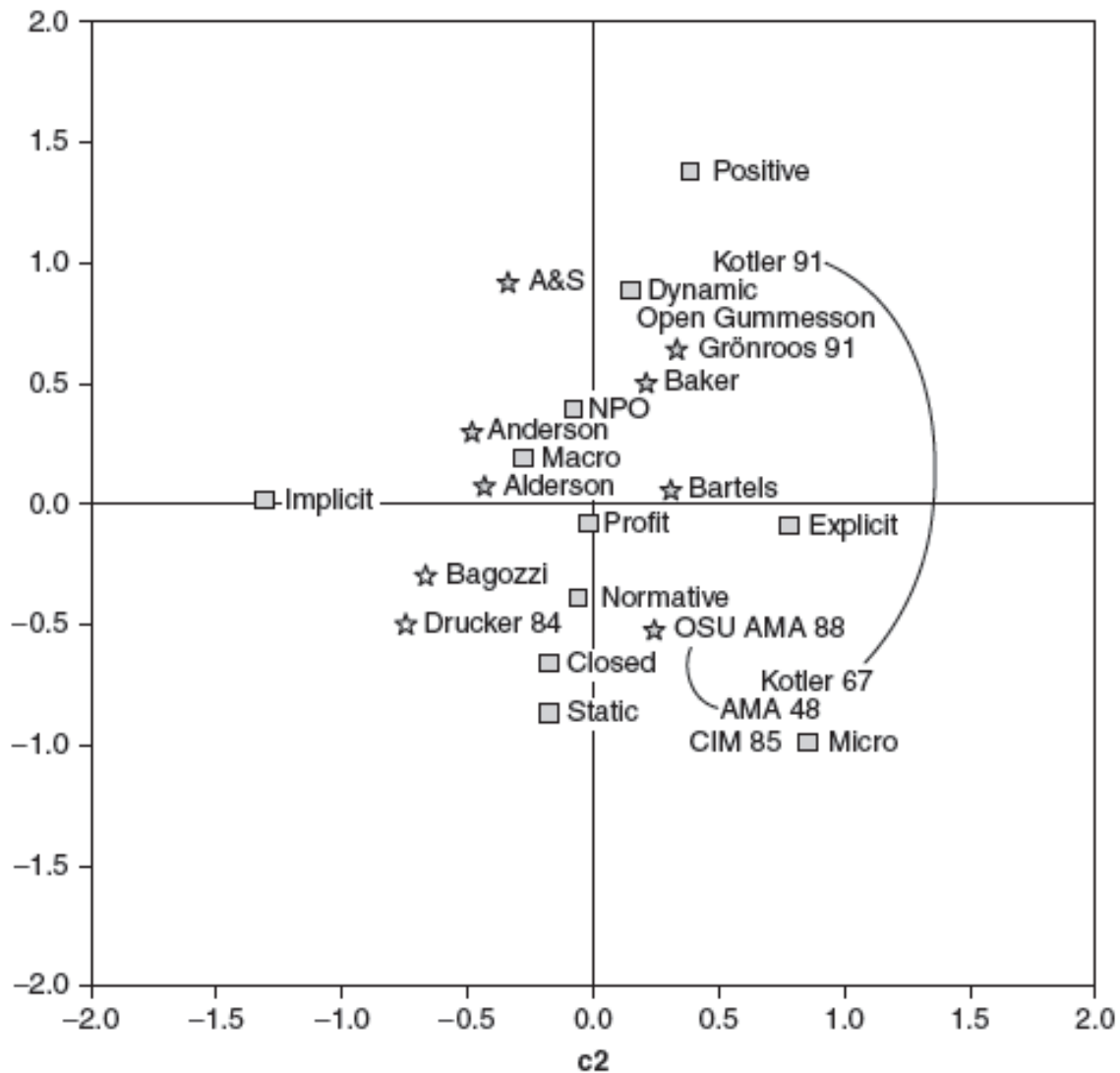
Rostow's Stages of Economic Growth model

(Rostow, 1962)



What is marketing?

- **5 themes** from a content analysis of approximately 100 definition of marketing
 1. Object of marketing
 2. Nature of the relationship
 3. Outcomes
 4. Application
 5. Philosophy or (versus) function



Marketing definitions: a map of the territory

Disciplinary Underpinnings of Marketing Theory

- The economics basis of marketing
- The psychological basis of marketing
- The sociological basis of marketing
- Cultural aspects of marketing

Psychological foundations of marketing

- Motivation
- Perception
- Decision making
- Attitudes
- Persuasion

Psychological Constructs and Some Associated Marketing Areas

| Psychological Construct | Marketing areas |
|-------------------------|---|
| Learning | Brand recall, loyalty |
| Motivation | Consumer needs, choice conflicts |
| Perception | Product packaging, advertising content |
| Decision making | Brand selection, consumer involvement, post-purchase evaluation |
| Attitudes | Customer satisfaction, trust, ad influence |
| Personality | Consumer segmentation, materialism, addictions |

Motivation

- both physiological needs (e.g. hunger, thirst, pain avoidance, security, maintenance of body temperature)
and psychogenic needs (e.g. achievement, affiliation, status, approval, power)
motivate consumer behaviour

Motivation and Psychological Needs

- the waste of money and/or resources by people to display a higher status than others' is clearly linked to the psychological ego-related needs for status, approval and self-confidence, although it may be influenced in part by extrinsic factors, such as social norms and cultural values

TRA (1975)

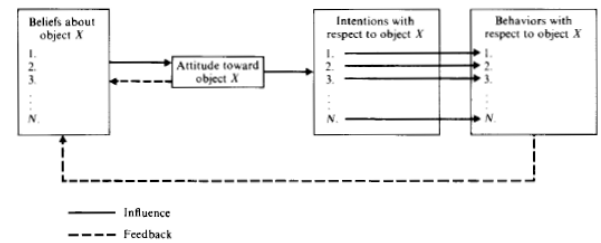


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

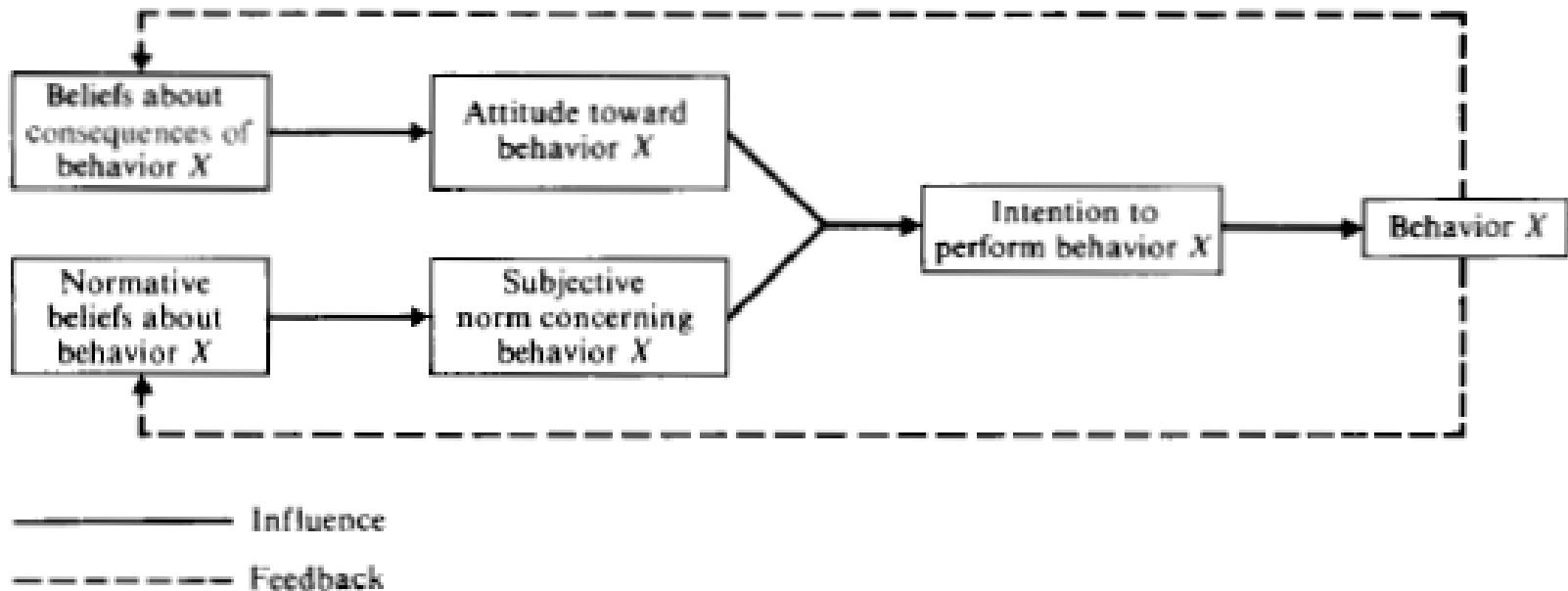


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

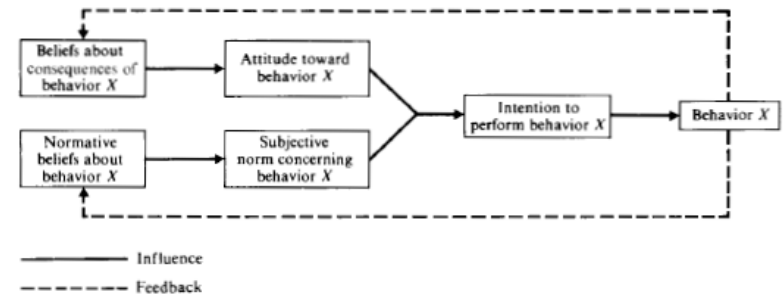


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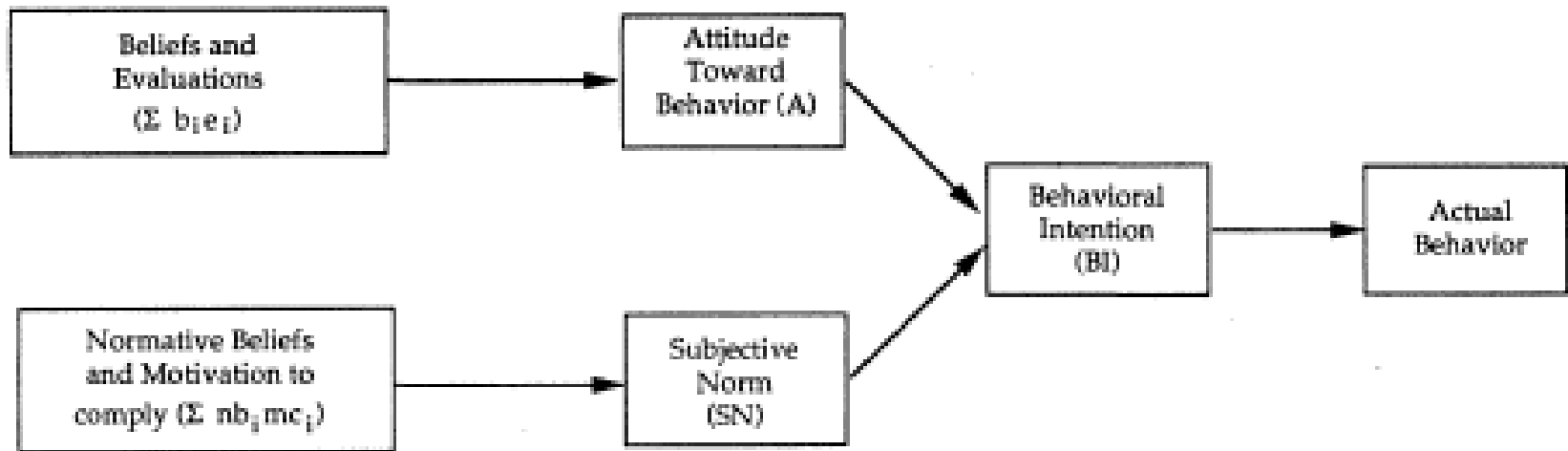


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

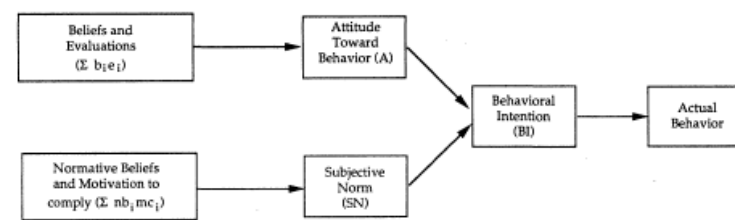


FIGURE 1. Theory of Reasoned Action (TRA).

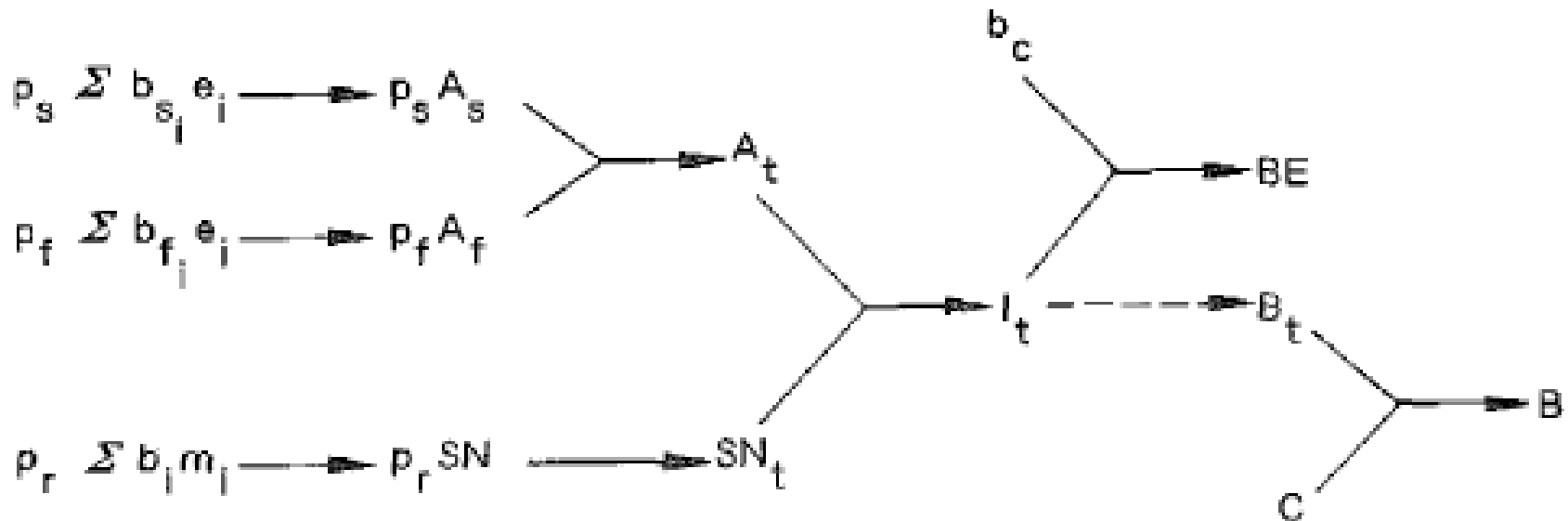


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

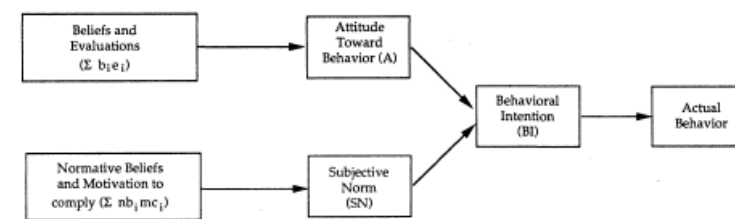


FIGURE 1. Theory of Reasoned Action (TRA).

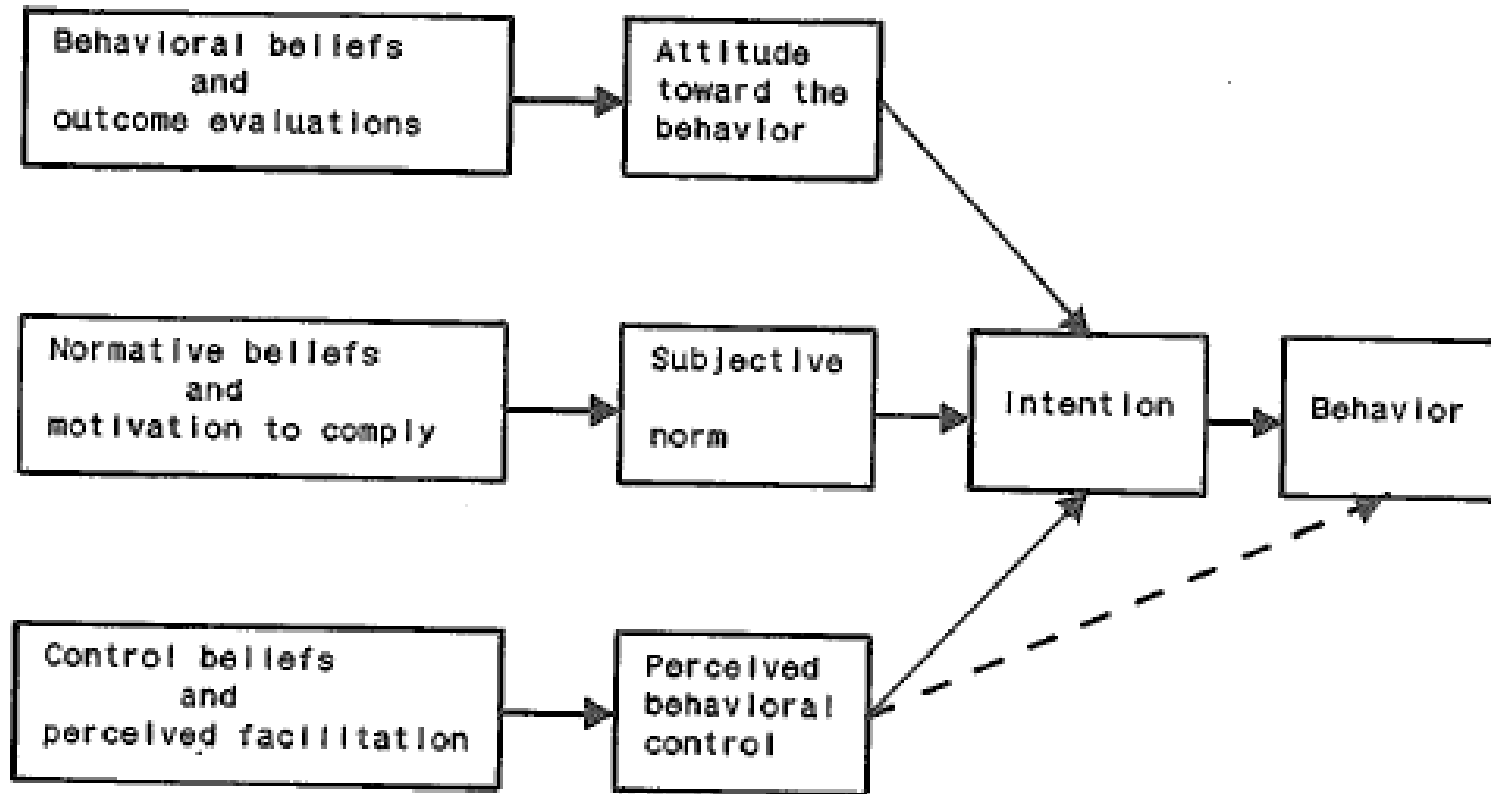


FIG. 10.2. Theory of planned behavior.

TPB (1991)

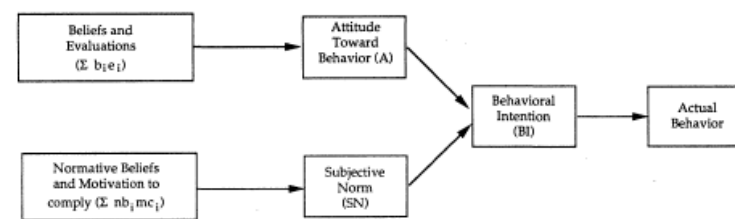


FIGURE 1. Theory of Reasoned Action (TRA).

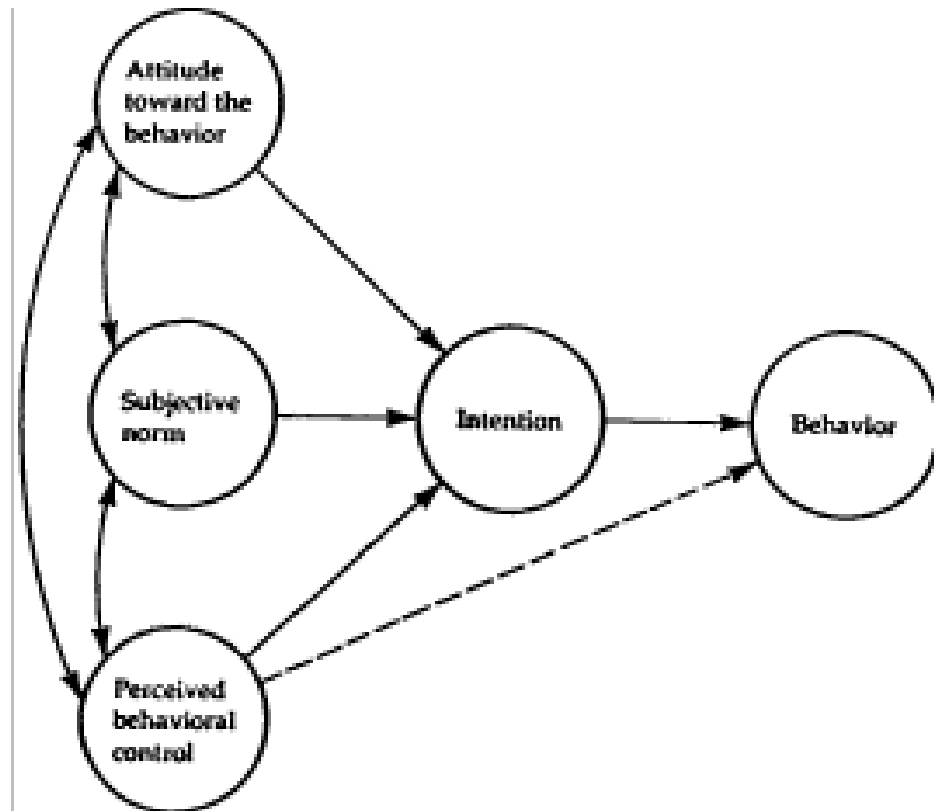
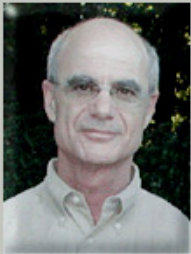


FIG. 1. Theory of planned behavior



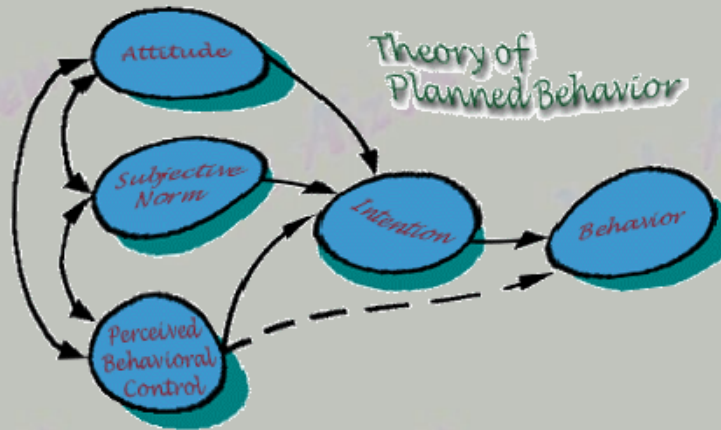
Icek Aizen (Ajzen)

Professor of Psychology
 University of Massachusetts

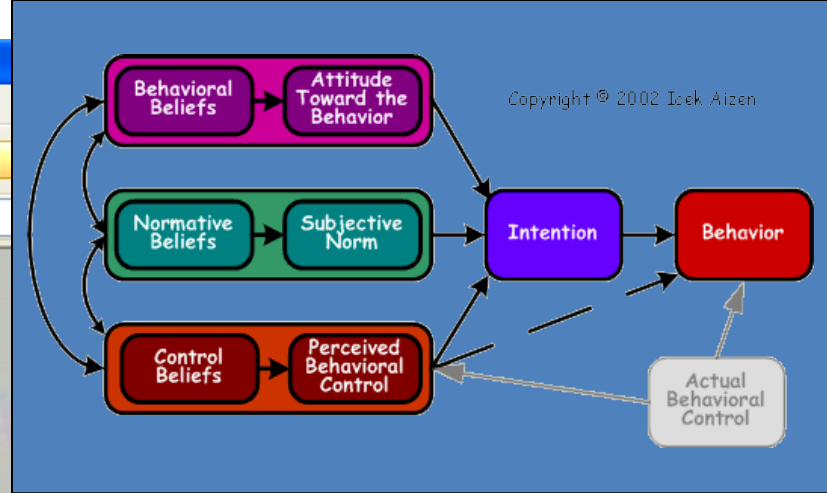
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TAM (1989)

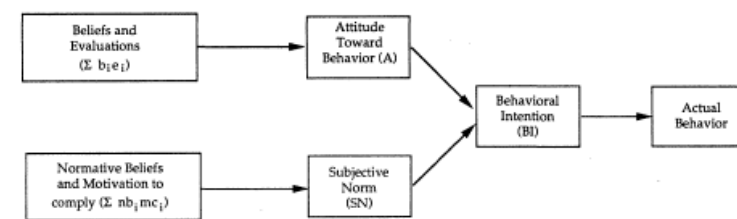


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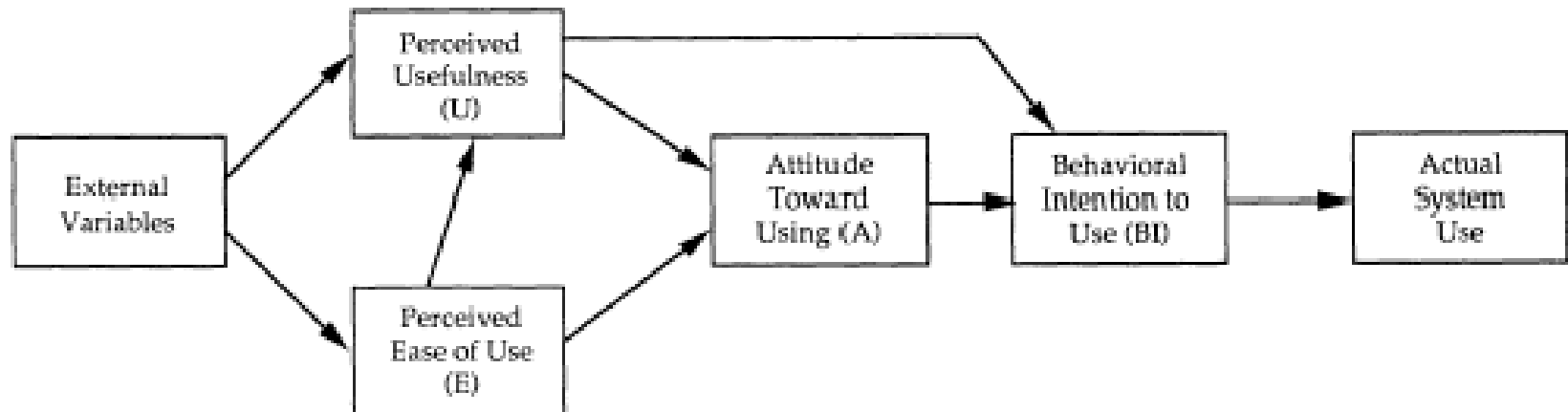


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

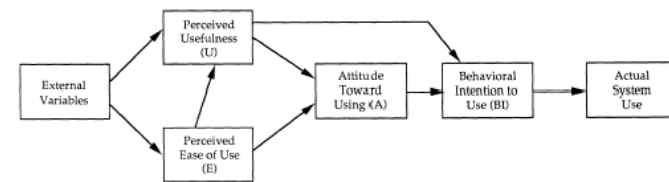
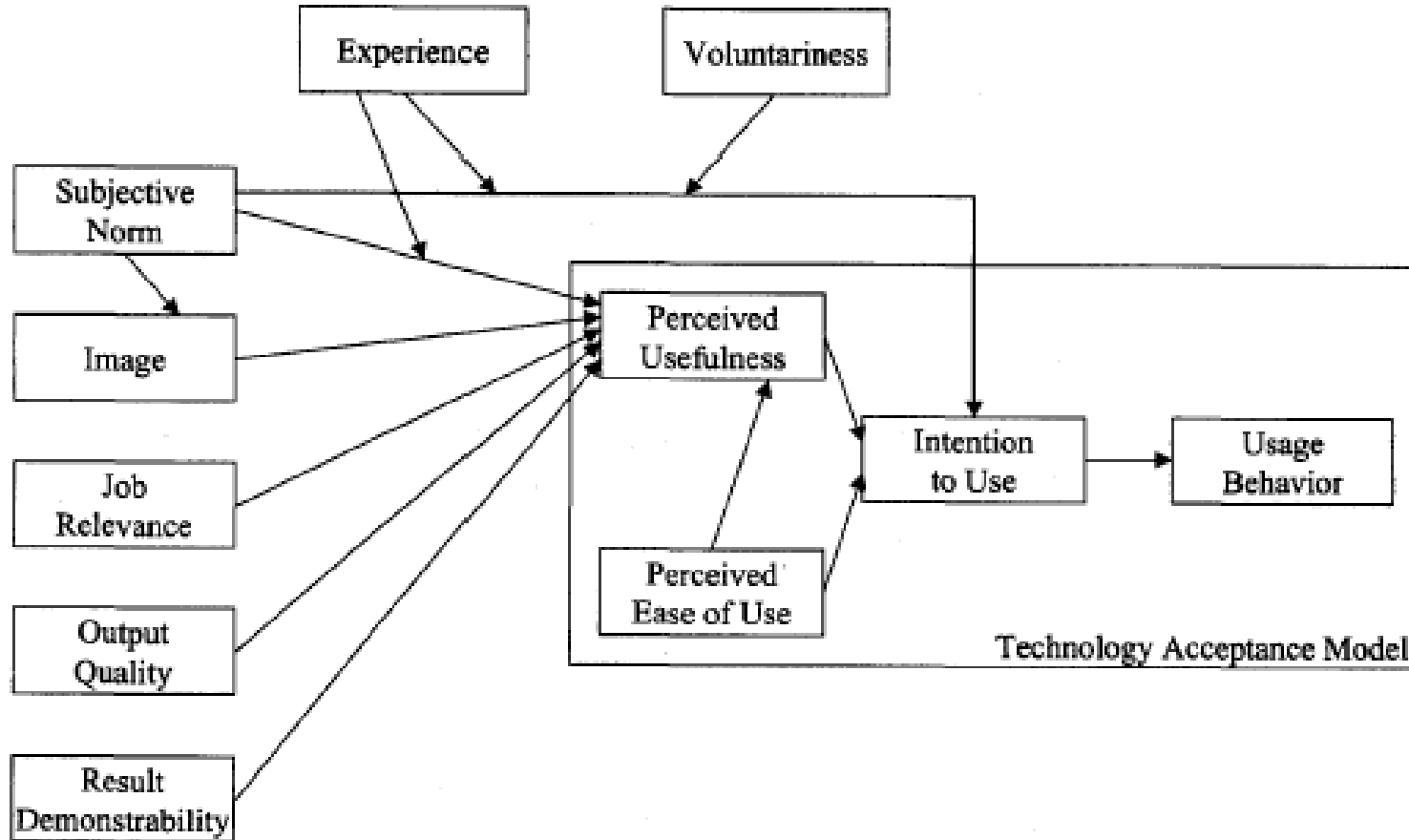


FIGURE 2. Technology Acceptance Model (TAM).

Figure 1 Proposed TAM2—Extension of the Technology Acceptance Model



Venkatesh, V., & Davis, F. D. (2000) "A theoretical extension of the technology acceptance model: Four longitudinal field studies", *Management Science*, 46(2), pp. 186-204.

UTAUT (2003)

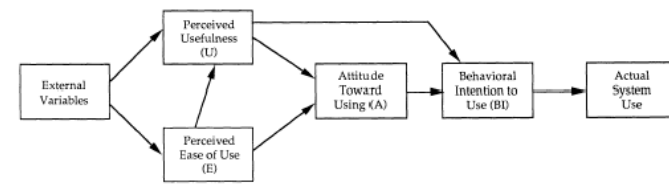
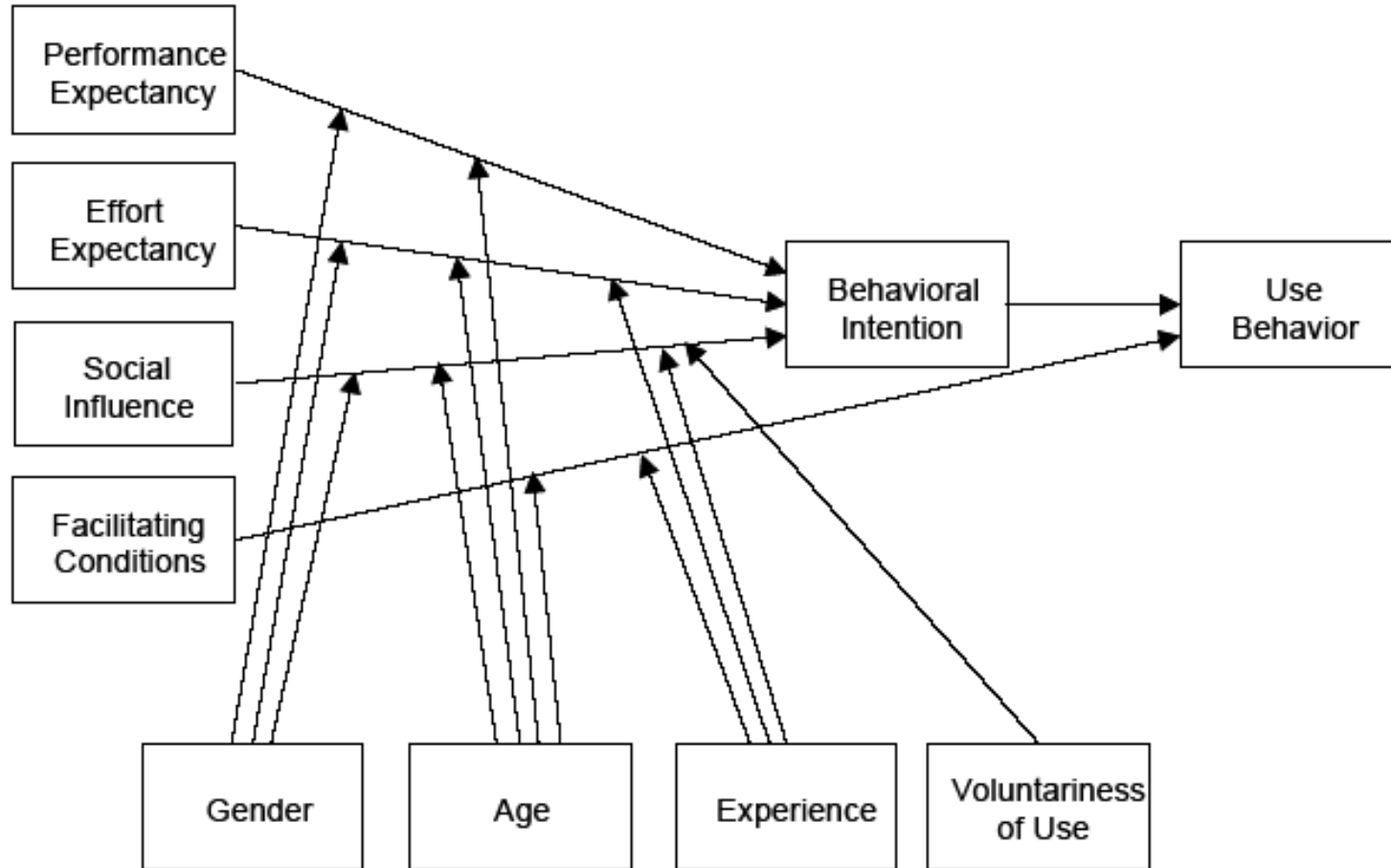
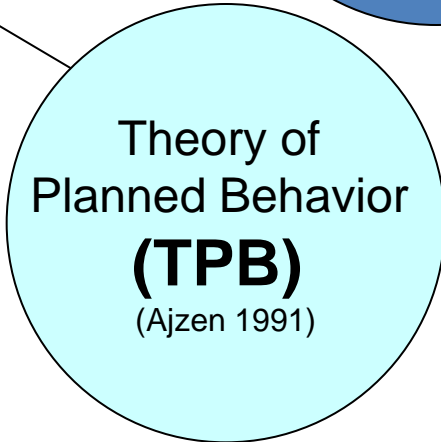
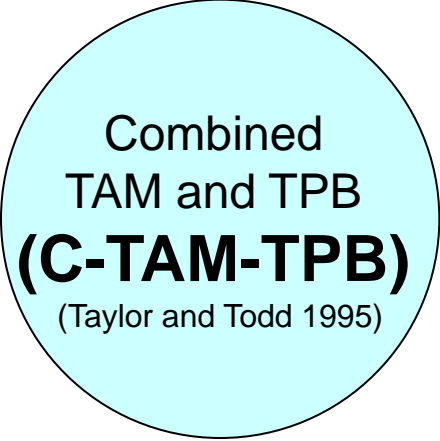
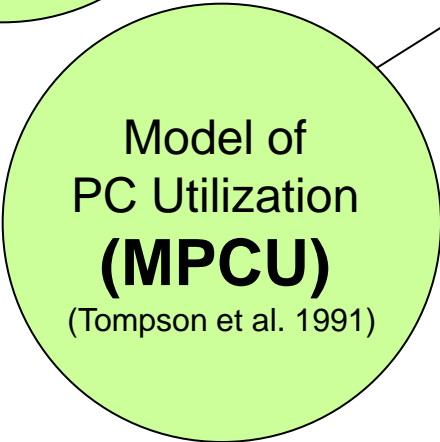
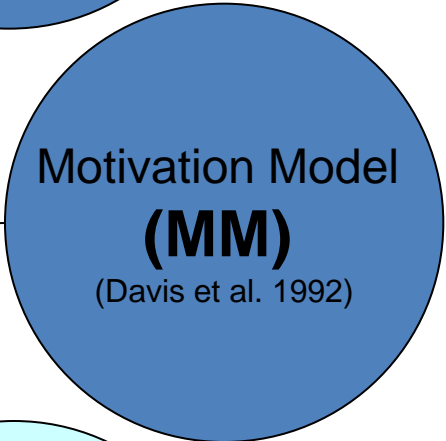
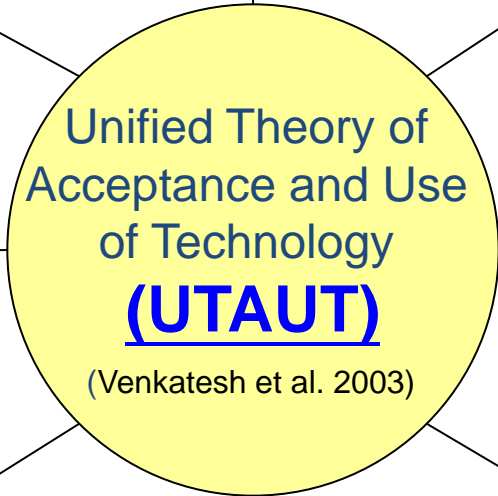
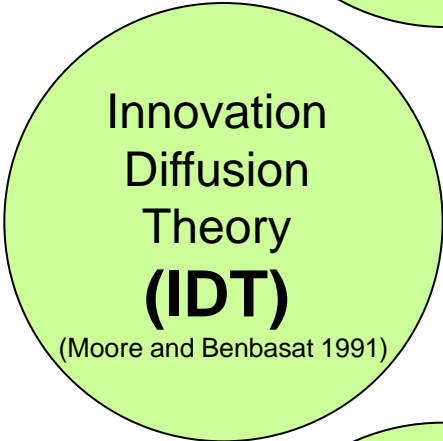
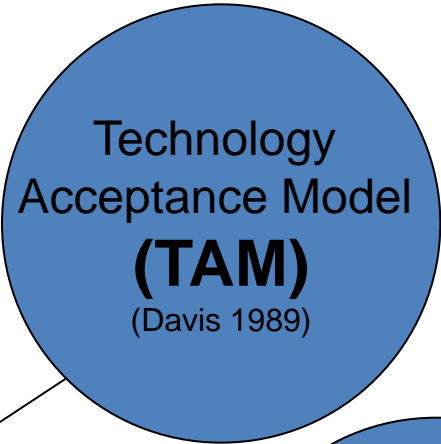
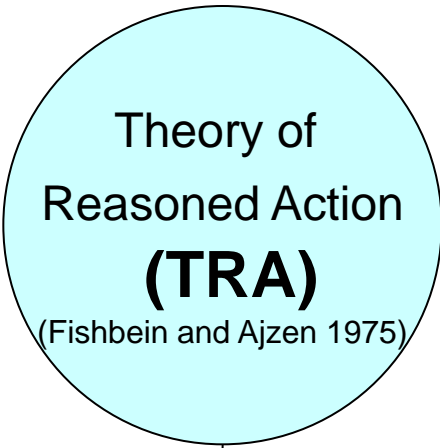
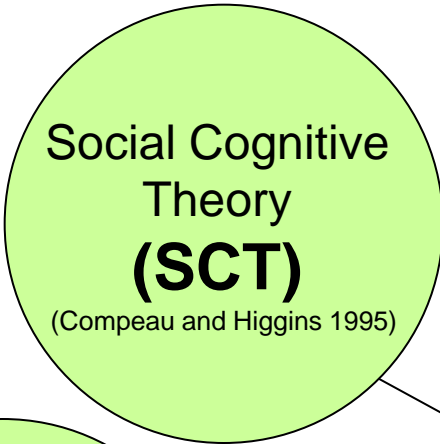


FIGURE 2. Technology Acceptance Model (TAM).



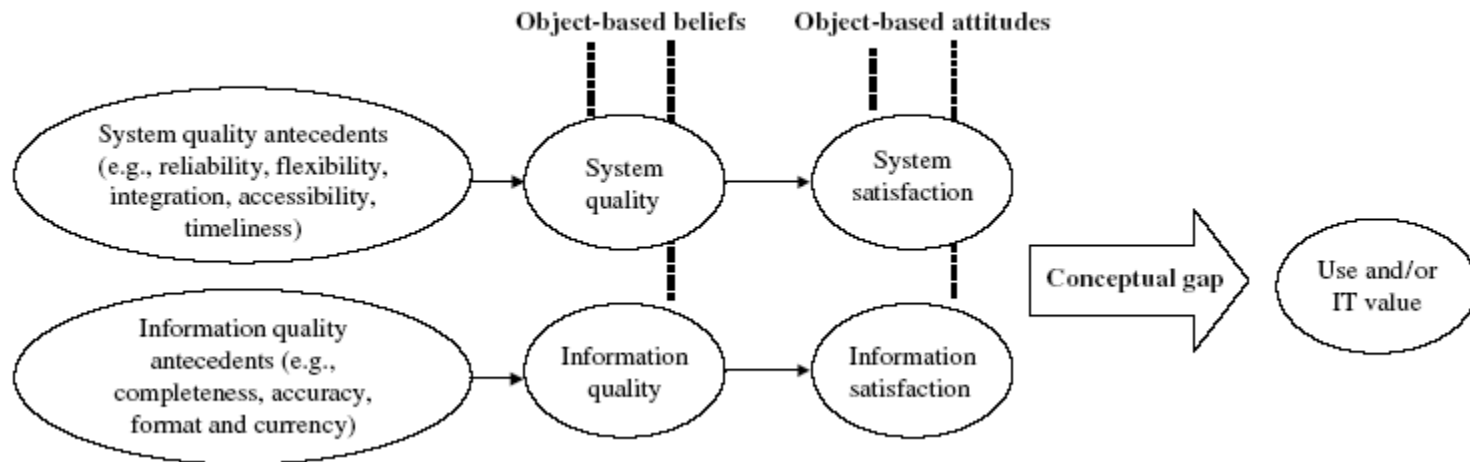
Unified Theory of Acceptance and Use of Technology (UTAUT)

Venkatesh, V., M.G.Morris, G..B.Davis and F.D.Davis (2003), "User Acceptance of Information Technology: Toward A Unified View", MIS Quarterly, 27(3), pp. 425-478.



US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

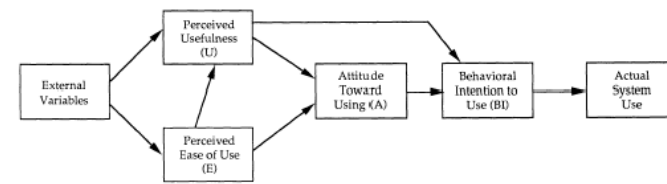
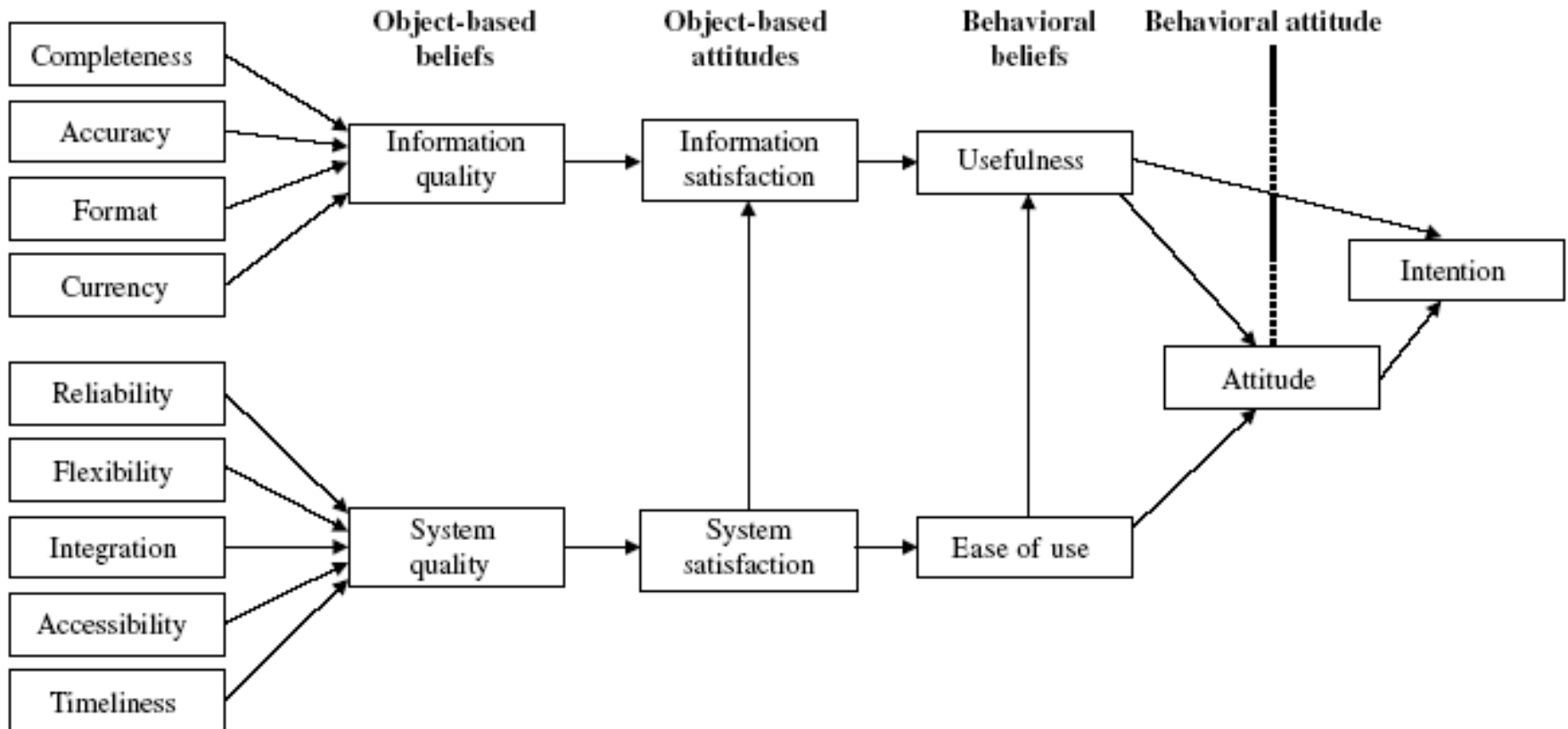


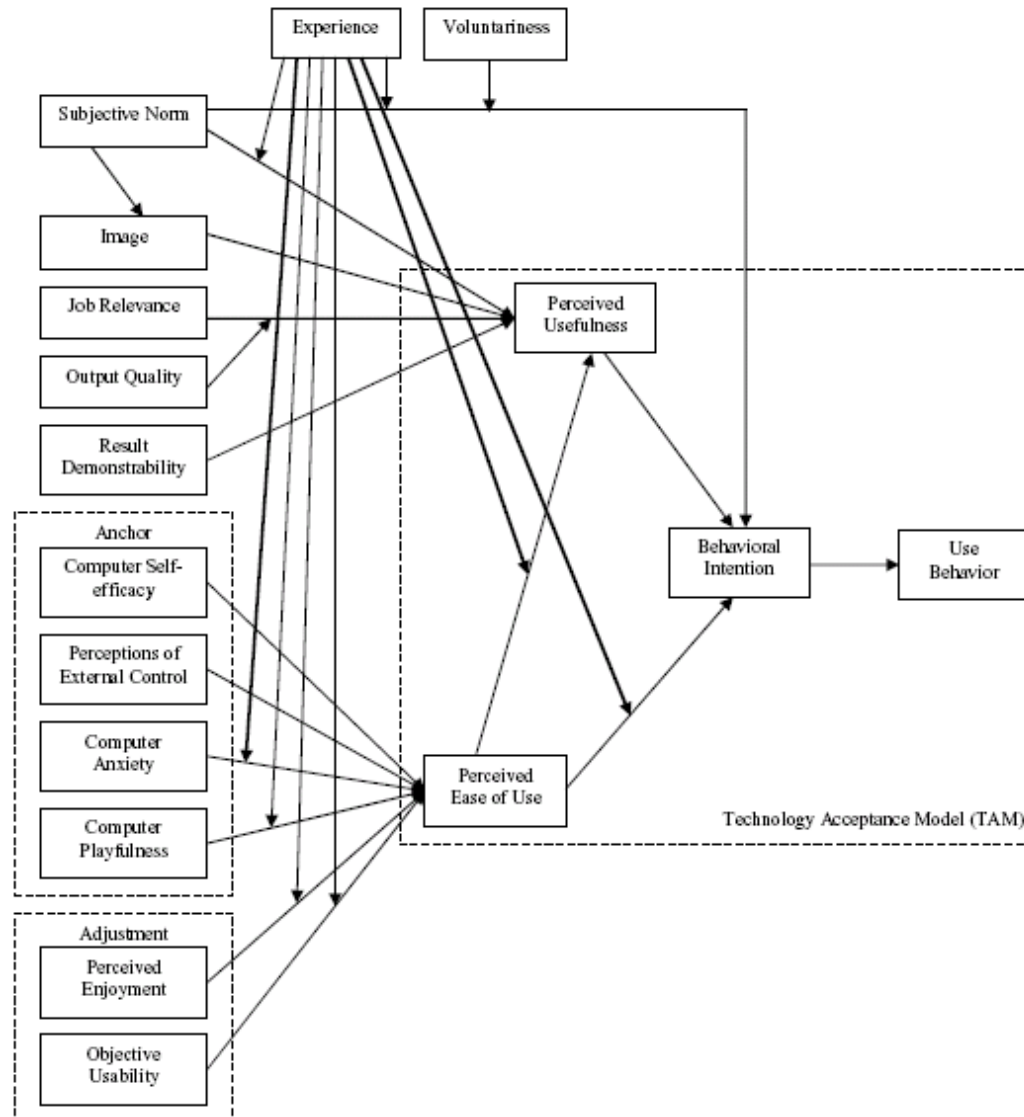
FIGURE 2. Technology Acceptance Model (TAM).



IUSTA (integration of user satisfaction and technology acceptance)

Wixom, B.H., and Todd, P.A. "A theoretical integration of user satisfaction and technology acceptance," Information Systems Research (16:1), Mar 2005, pp 85-102.

TAM 3 (2008)



Viswanath Venkatesh, Hillo Bala, Technology Acceptance Model 3 and a Research Agenda on Interventions, Decision Sciences, Volume 39, Number 2, May 2008, pp. 273-315.

^aThick lines indicate new relationships proposed in TAM3.

Sociology and Marketing

- marketing (science) is the behavioural science which seeks to explain exchange relationships

(Social) exchange requires

(Kotler, 1984)

- the presence of (at least) two parties
- that each party has something to offer that might be of value to the other party
- each party is capable of communicating and delivering
- each party is free to accept or reject an offer
- each party believes it is appropriate or desirable to deal with the other party

Individuals, groups and the larger society

- Role
- Status
- Norm
- Groups
- Family Life-cycle
- Community
- Social class and lifestyle
- Culture
- Sub-culture

Relationship, power, and conflict

- Relationships
- Network
- Conflict and cooperation
- Power

Learning and change

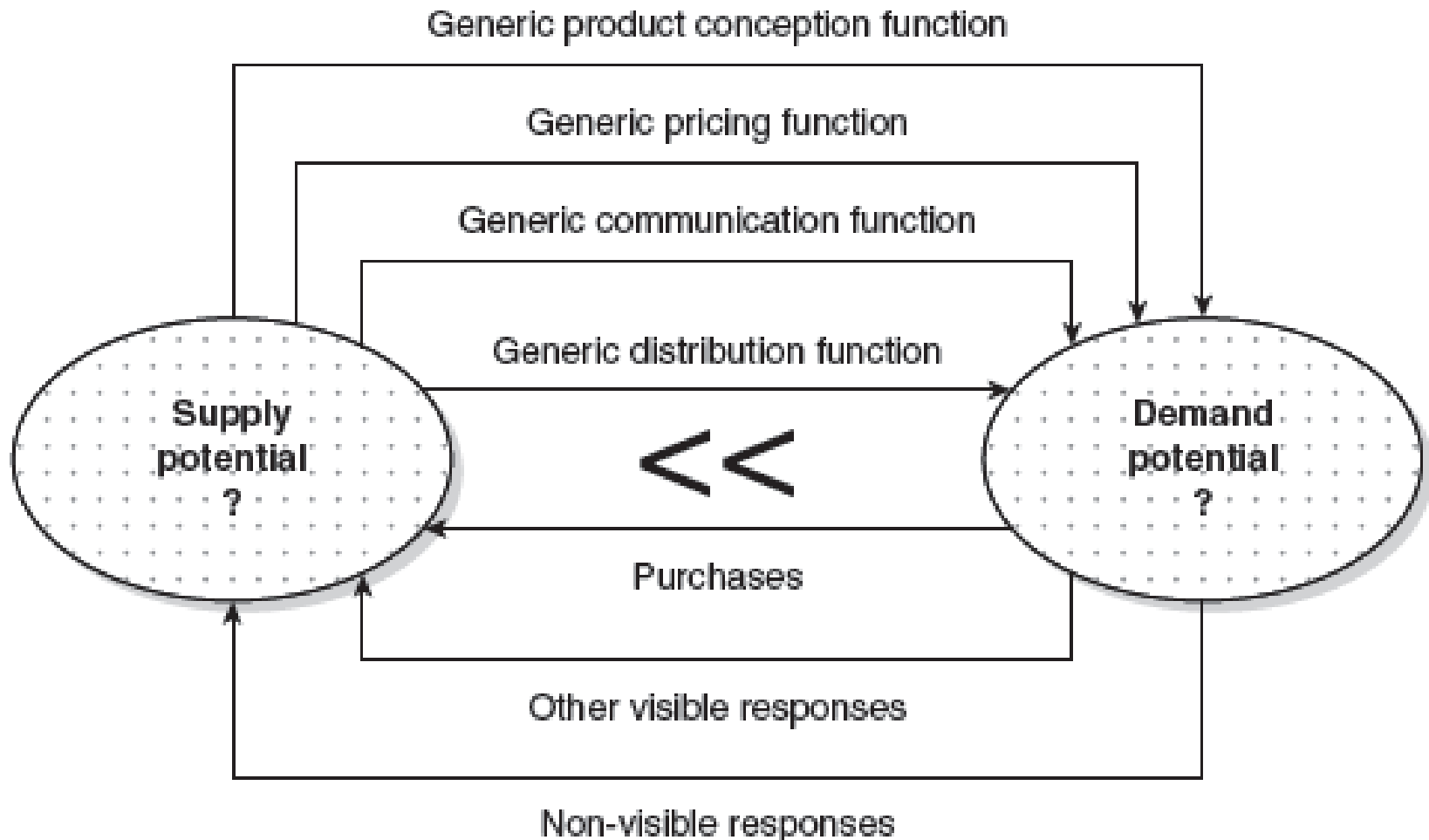
- Socialization
- Social change

Theories of Marketing Management and Organization

- The Marketing mix
- Marketing strategy
- Target segment strategy

The new exchange model

(van Waterschoot et al., 2006)



Theoretical Sub-Areas of Marketing

- Consumer behaviour
- Innovation and new product development
- Relationships and networks
- Theory in social marketing
- Theories of retailing
- An institutional approach to sustainable marketing
- Brand equity and the value of marketing assets

Behavioural research

| Consumer behaviours | Number of studies |
|------------------------|-------------------|
| Acquisition patterns | 6 |
| Charity/gift giving | 27 |
| Deviant behaviours | 12 |
| Possessions | 6 |
| Shopping behaviour | 10 |
| Situational influences | 75 |
| Symbolic consumption | 74 |
| Time | 12 |
| Variety seeking | 52 |

Psychological research

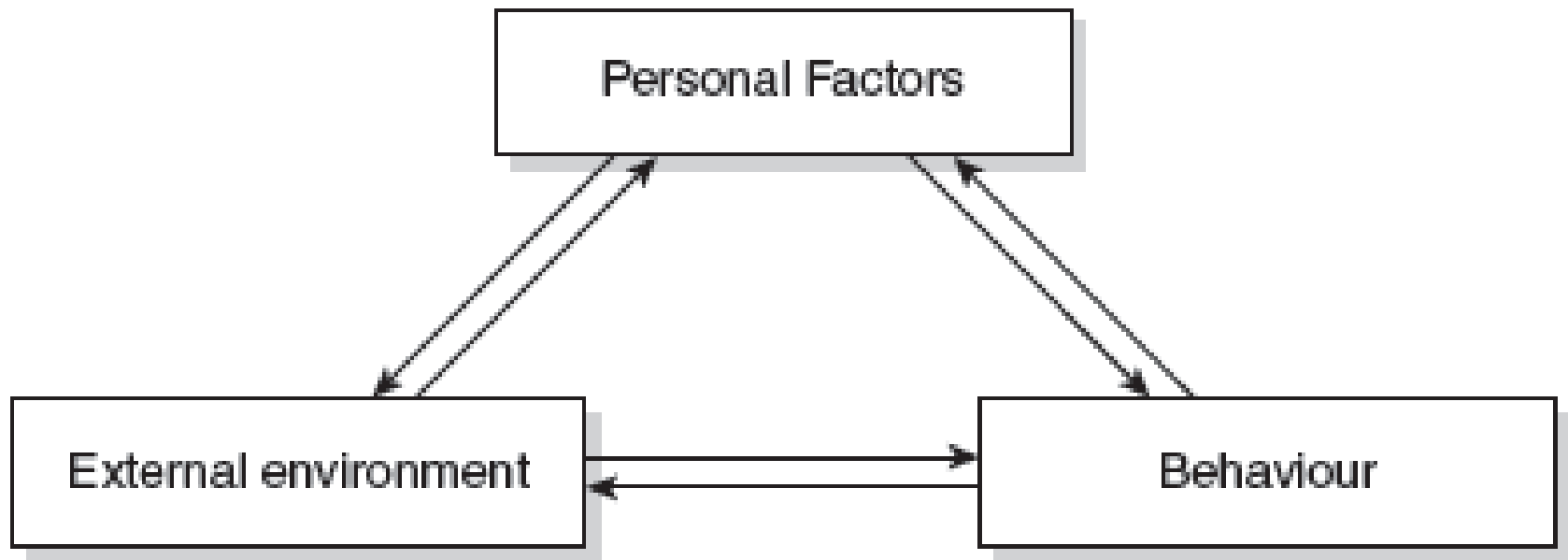
| Consumer psychology | Number of studies |
|----------------------------------|-------------------|
| Aesthetics and hedonics | 16 |
| Affect, emotion and mood | 73 |
| Attention and perception | 101 |
| Attitudes and preferences | 248 |
| Choice and choice models | 106 |
| Cognitive processing | 110 |
| Consumer socialization | 28 |
| Decision theory and processes | 205 |
| Expertise and knowledge | 57 |
| Inference | 35 |
| Information processing | 402 |
| Learning | 38 |
| Memory | 66 |
| Motivation and involvement | 130 |
| Perceived risk | 30 |
| Personality | 55 |
| Satisfaction and dissatisfaction | 46 |
| Self concept and image | 68 |
| Values | 17 |

Societal issues in consumer research

| Macro/sociological issues | Number of studies |
|-----------------------------|-------------------|
| Consumer ethics | 2 |
| Culture | 18 |
| Family | 62 |
| Lifestyles | 17 |
| Social and reference groups | 66 |
| Social class | 12 |
| Welfare/well-being | 8 |
| Women in the workforce | 22 |

A social cognitive model of behaviour

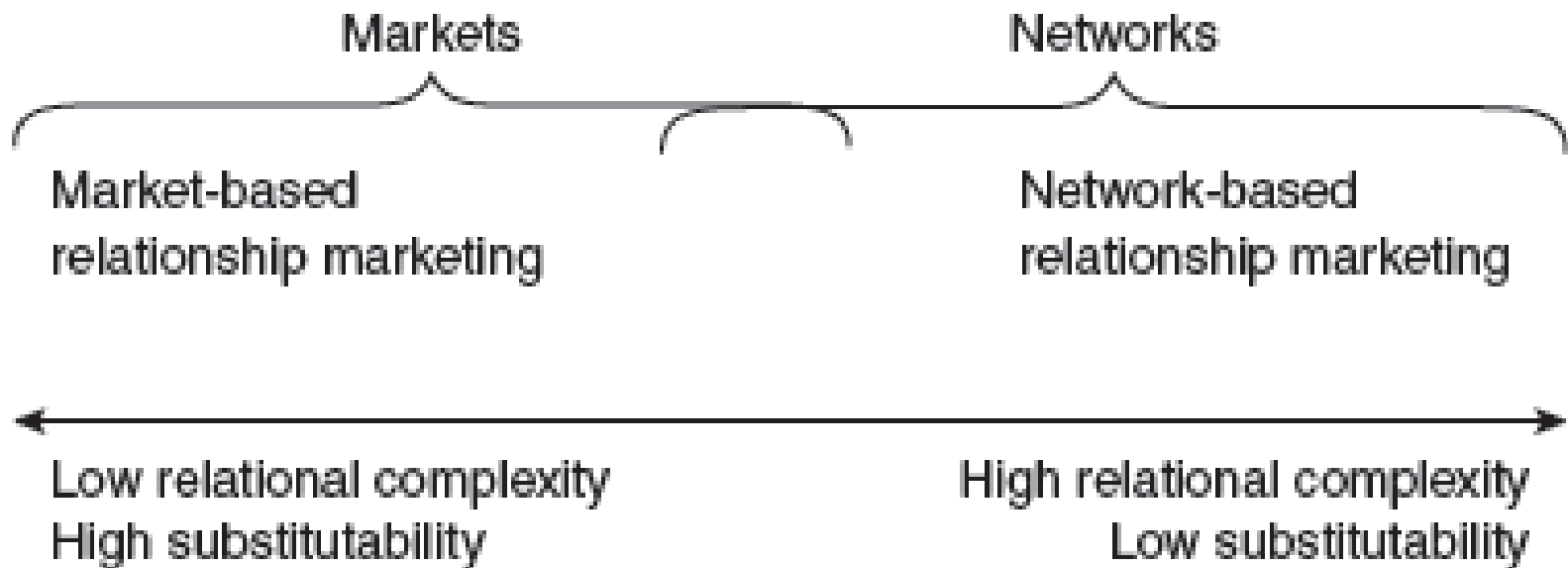
(Bandura, 1986)



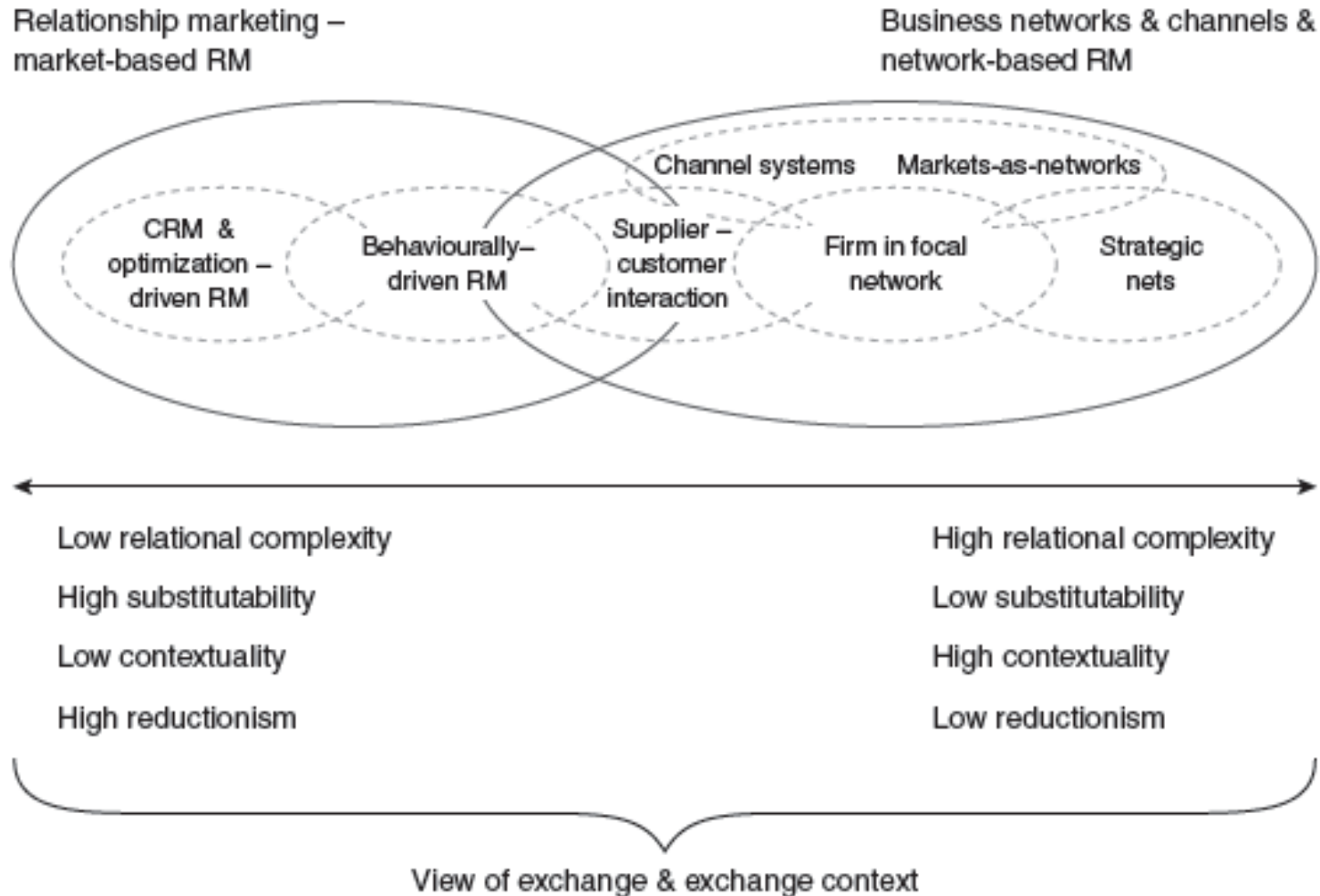
Sources and constituents of relationship marketing and business networks



Relational complexity and marked-based RM and network-based RM

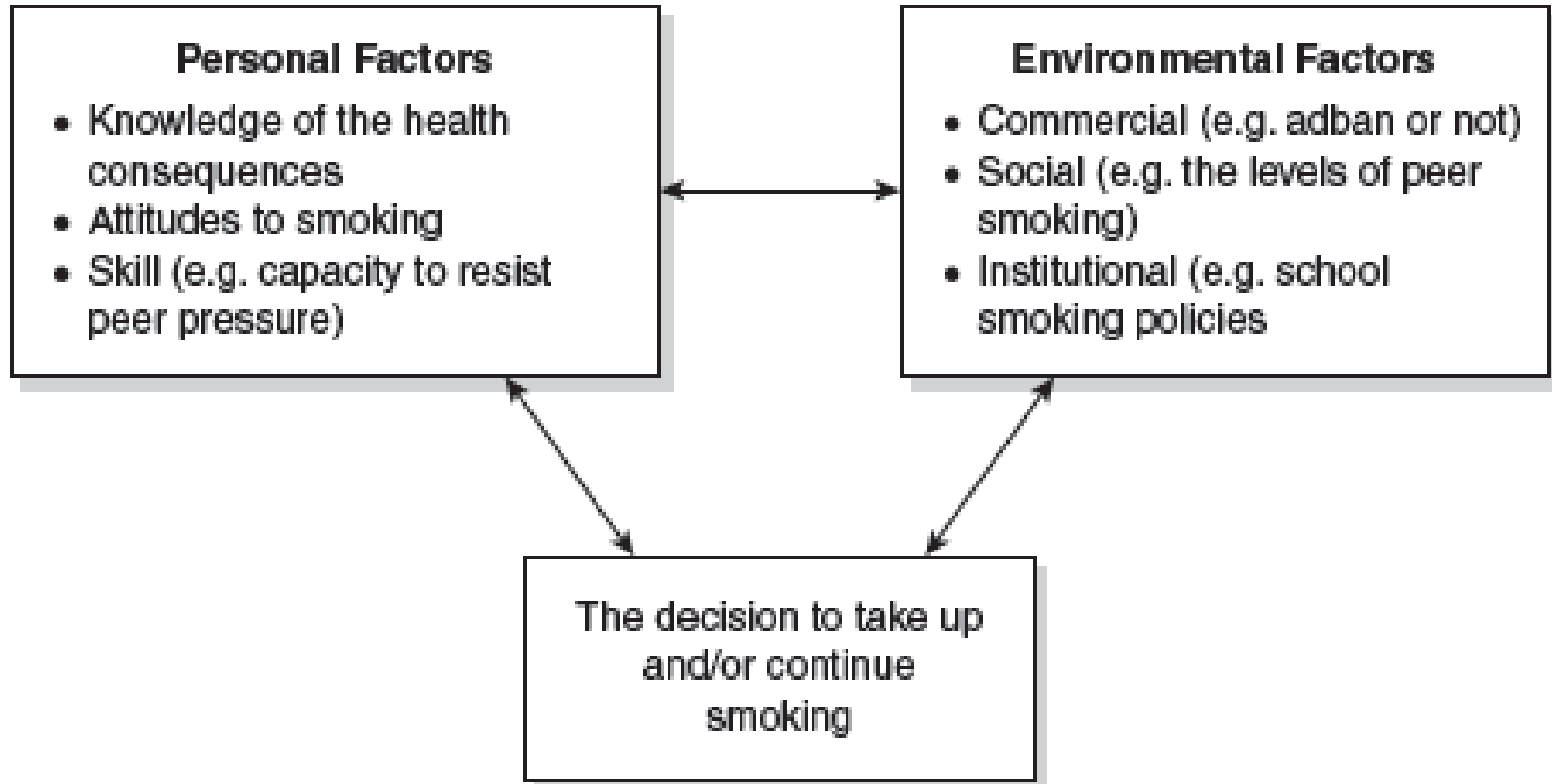


Key constituents of relationship marketing and business networks

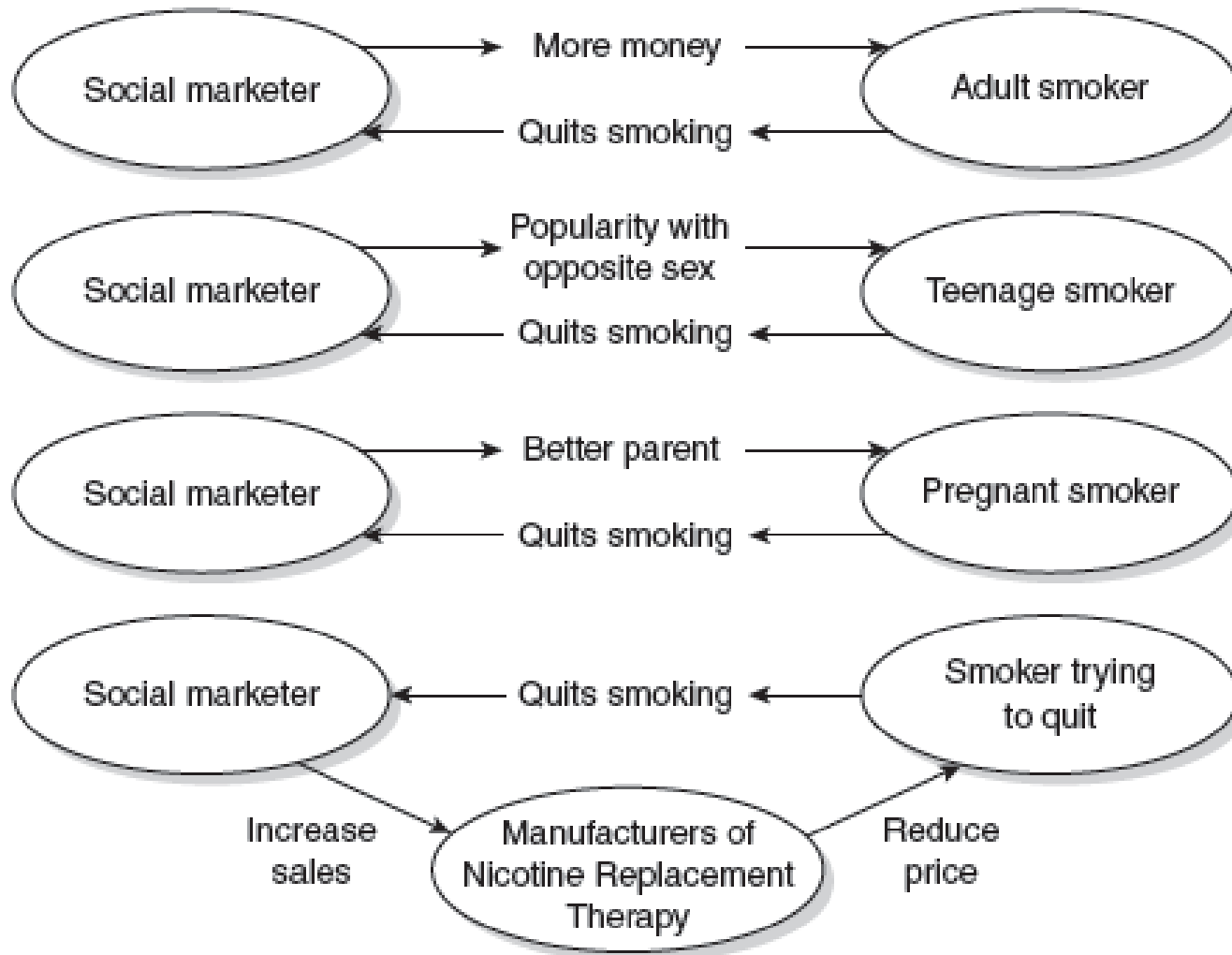


Social cognitive theory

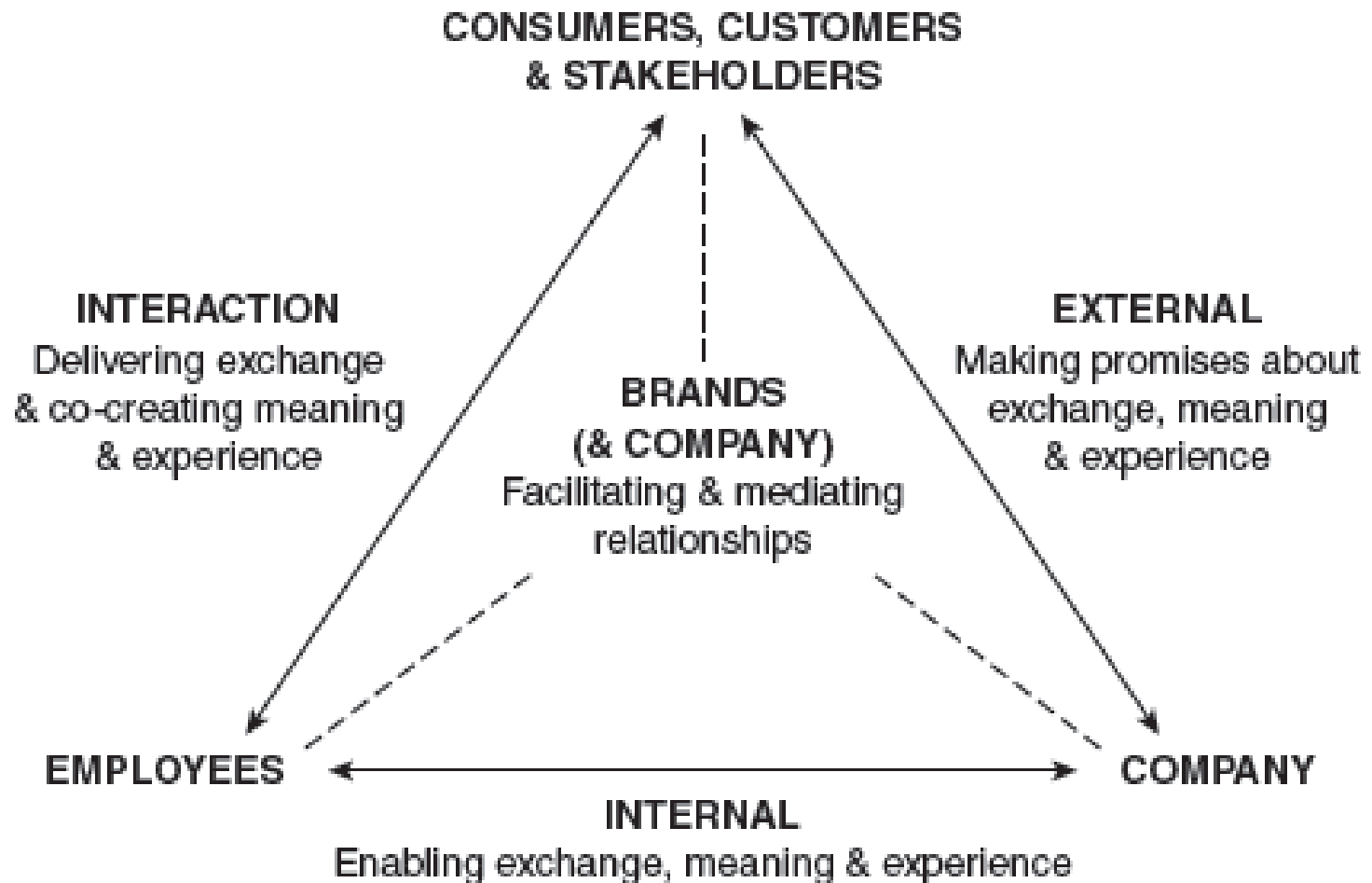
personal and environmental determinant of teen smoking



Examples of exchange in social marketing smoking cessation



The service brand–relationship–value triangle (Brodie et al., 2006)



Three types of marketing that influence perceptions

(customer, employee and organizational perceptions)

- External marketing
 - Communication between the organization and its customers and stakeholders making promises about the service offer.
- Interactive marketing
 - Interactions between people working within the organization/network and end-customers that create the service experience associated with delivering promises about the service offer.
- Internal marketing
 - The resources and processes enabling and facilitating promises about the service offer involving the organization and people working in the organization.

Summary

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- Theoretical Sub-Areas of Marketing