

Social Media Marketing Management

社會媒體行銷管理

行銷理論

(Marketing Theories)

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課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	102/02/19	社會媒體行銷管理課程介紹 (Course Orientation of Social Media Marketing Management)
2	102/02/26	社群網路 (Social Media: Facebook, Youtube, Blog, Microblog)
3	102/03/05	社群網路行銷 (Social Media Marketing)
4	102/03/12	行銷管理 (Marketing Management)
5	102/03/19	社群網路服務與資訊系統理論 (Theories of Social Media Services and Information Systems)
6	102/03/26	行銷理論 (Marketing Theories)
7	102/04/02	教學行政觀摩日 (Off-campus study)
8	102/04/09	行銷管理論文研討 (Paper Reading on Marketing Management)
9	102/04/16	社群網路行為研究 (Behavior Research on Social Media)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	102/04/23	期中報告 (Midterm Presentation)
11	102/04/30	社群網路商業模式 (Business Models and Issues of Social Media)
12	102/05/07	社群網路策略 (Strategy of Social Media)
13	102/05/14	社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)
14	102/05/21	社群網路論文研討 (Paper Reading on Social Media)
15	102/05/28	探索性因素分析 (Exploratory Factor Analysis)
16	102/06/04	確認性因素分析 (Confirmatory Factor Analysis)
17	102/06/11	期末報告1 (Term Project Presentation 1)
18	102/06/18	期末報告2 (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

What is marketing?

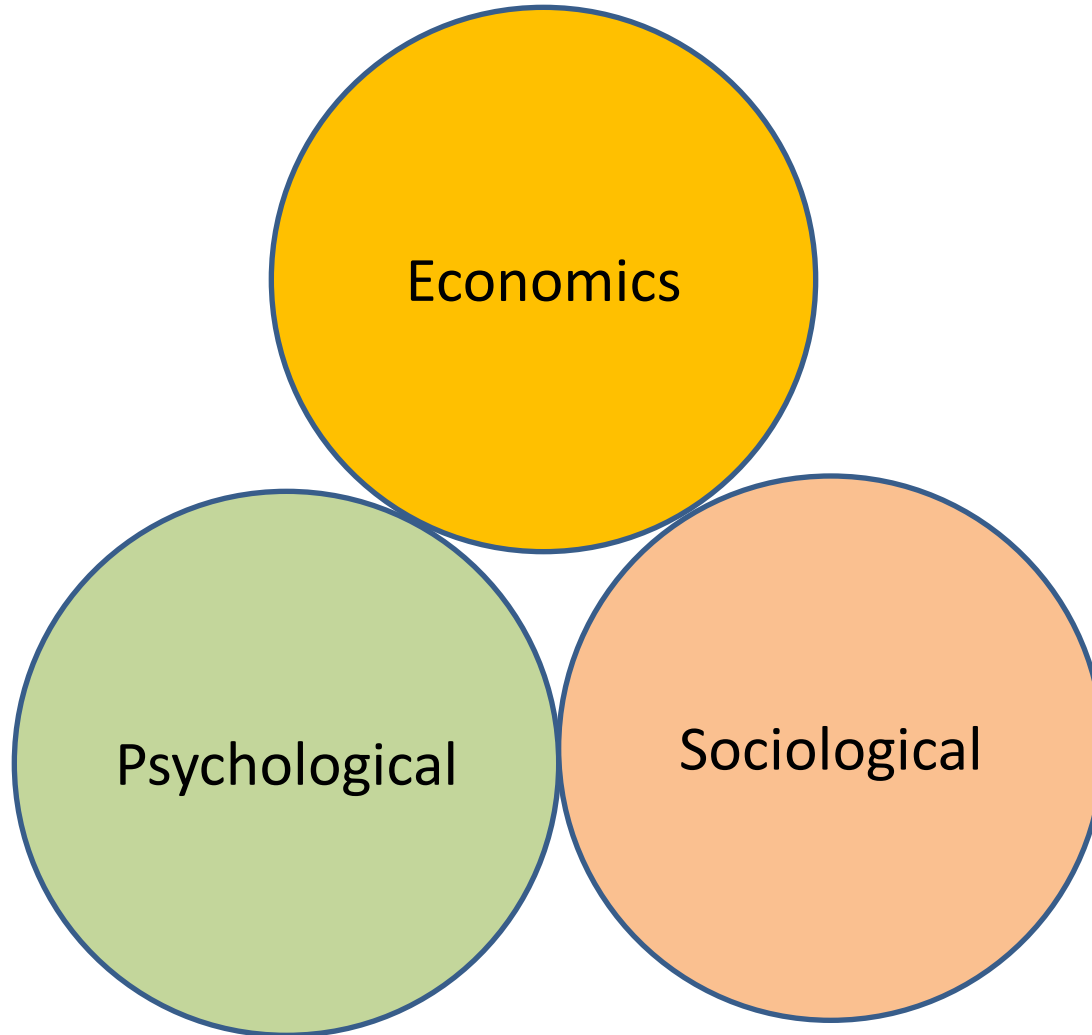
- **5 themes** from a content analysis of approximately 100 definition of marketing
 1. Object of marketing
 2. Nature of the relationship
 3. Outcomes
 4. Application
 5. Philosophy or (versus) function

Marketing

Identifying
and
meeting

human and social needs

Basis of Marketing Theory



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

Key Psychological Processes

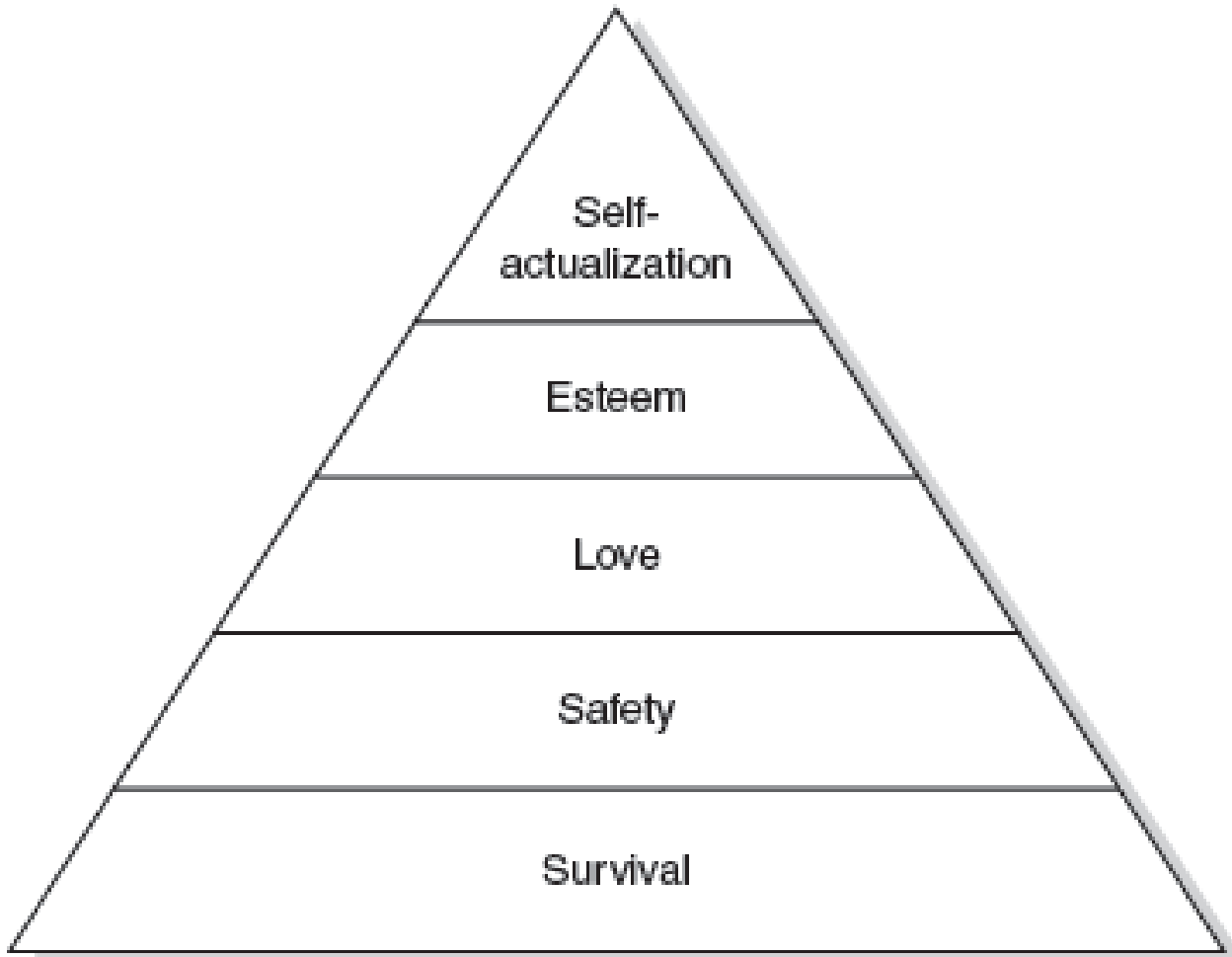
- Motivation
 - Freud, Maslow, Herzberg
- Perception
 - Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world
- Learning
- Emotions
- Memory

Psychological Constructs and Some Associated Marketing Areas

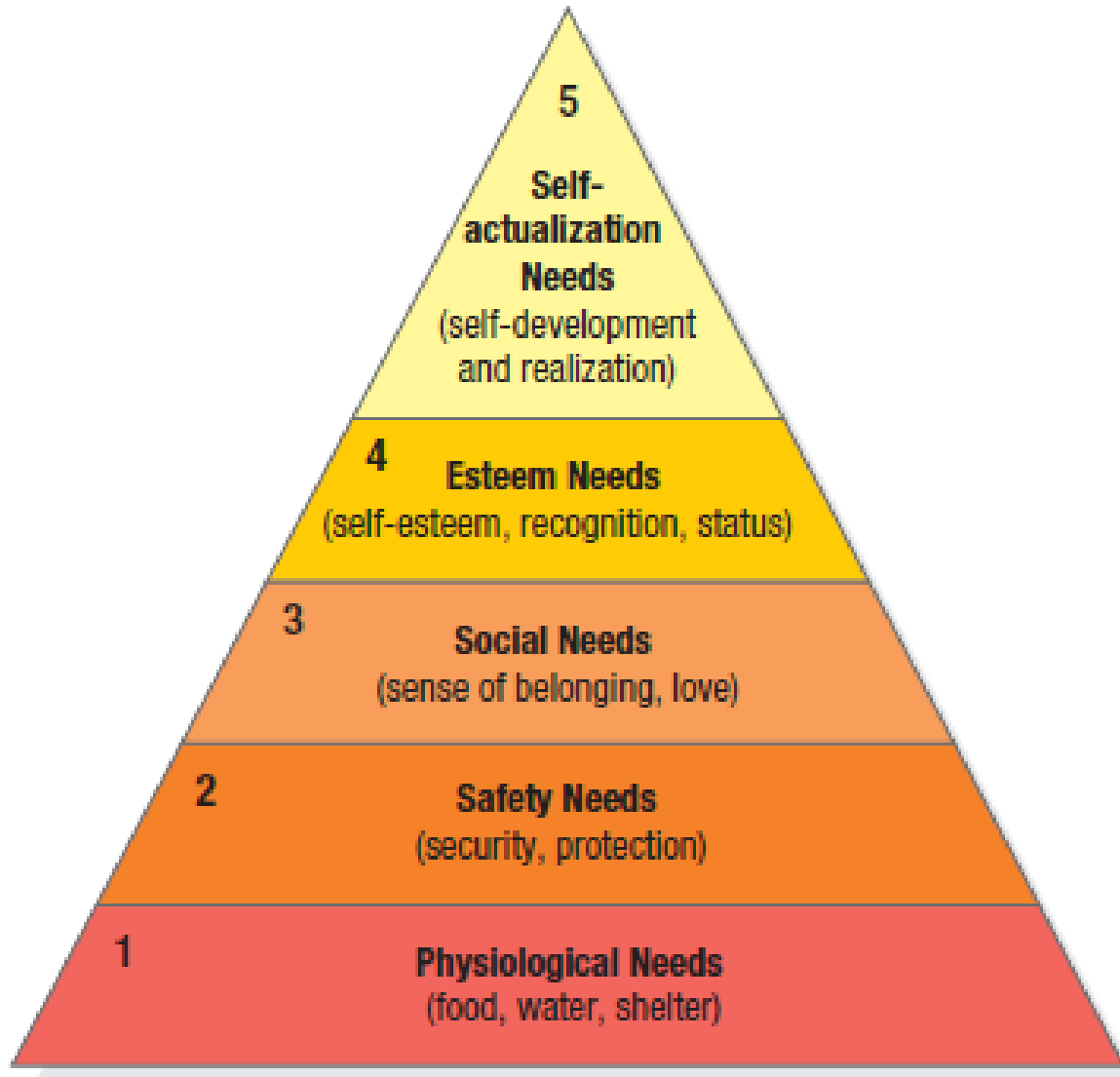
Psychological Construct	Marketing areas
Learning	Brand recall, loyalty
Motivation	Consumer needs, choice conflicts
Perception	Product packaging, advertising content
Decision making	Brand selection, consumer involvement, post-purchase evaluation
Attitudes	Customer satisfaction, trust, ad influence
Personality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

Maslow's hierarchy of human needs

(Maslow, 1943)

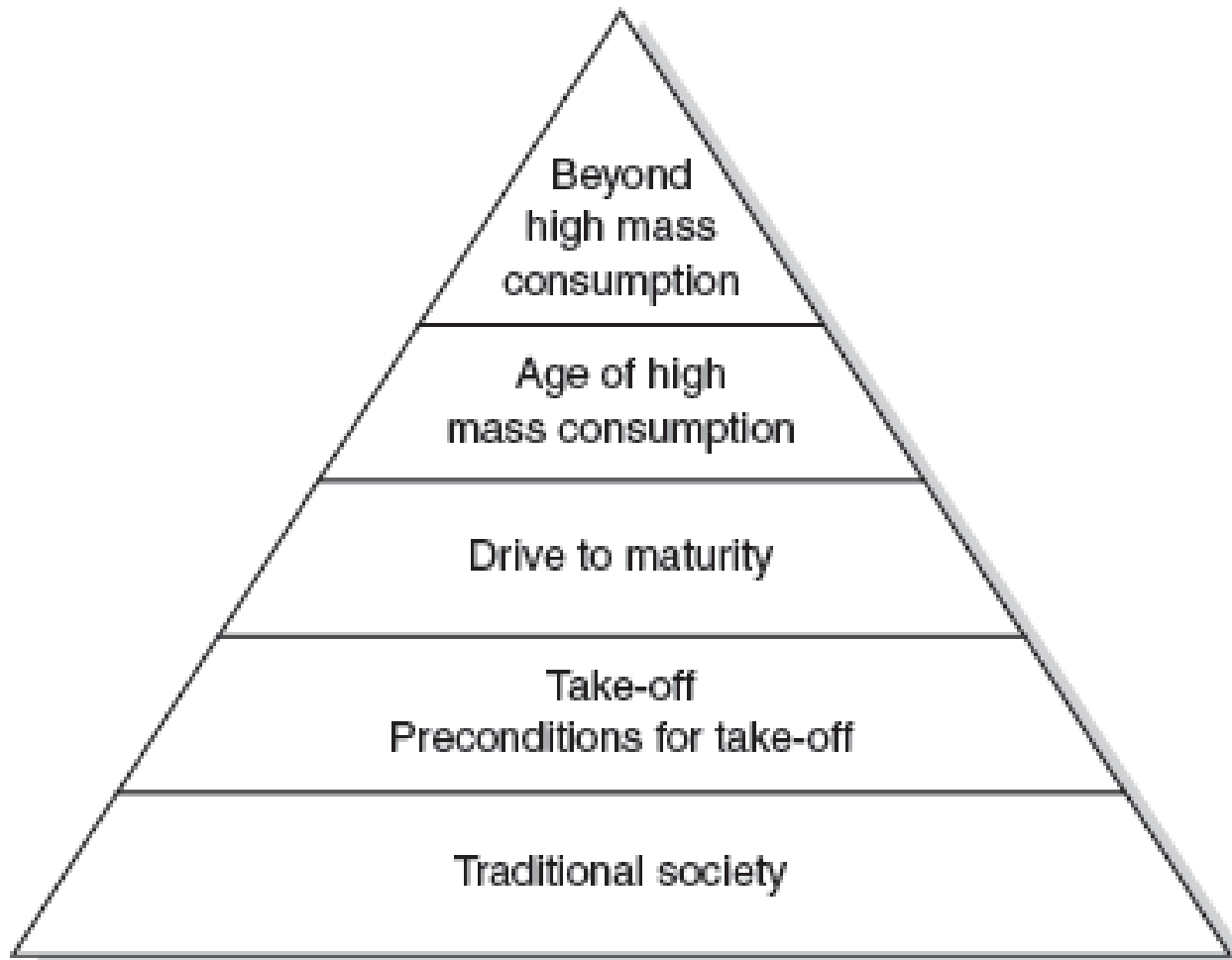


Maslow's Hierarchy of Needs



Rostow's Stages of Economic Growth model

(Rostow, 1962)



TRA (1975)

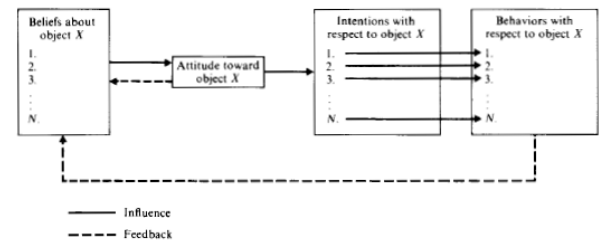


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

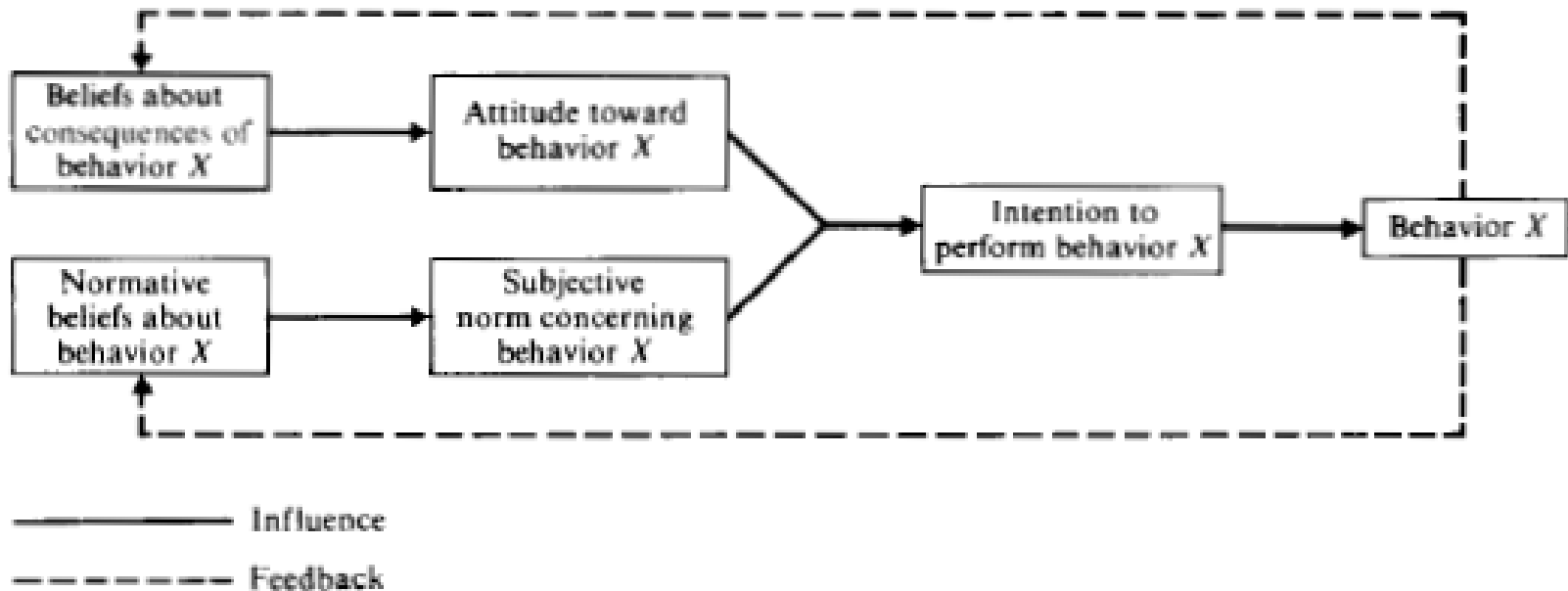


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

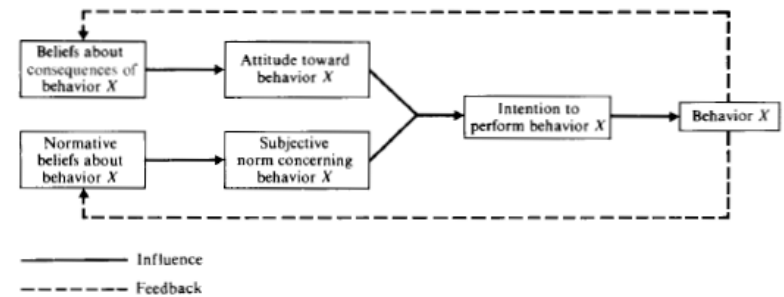


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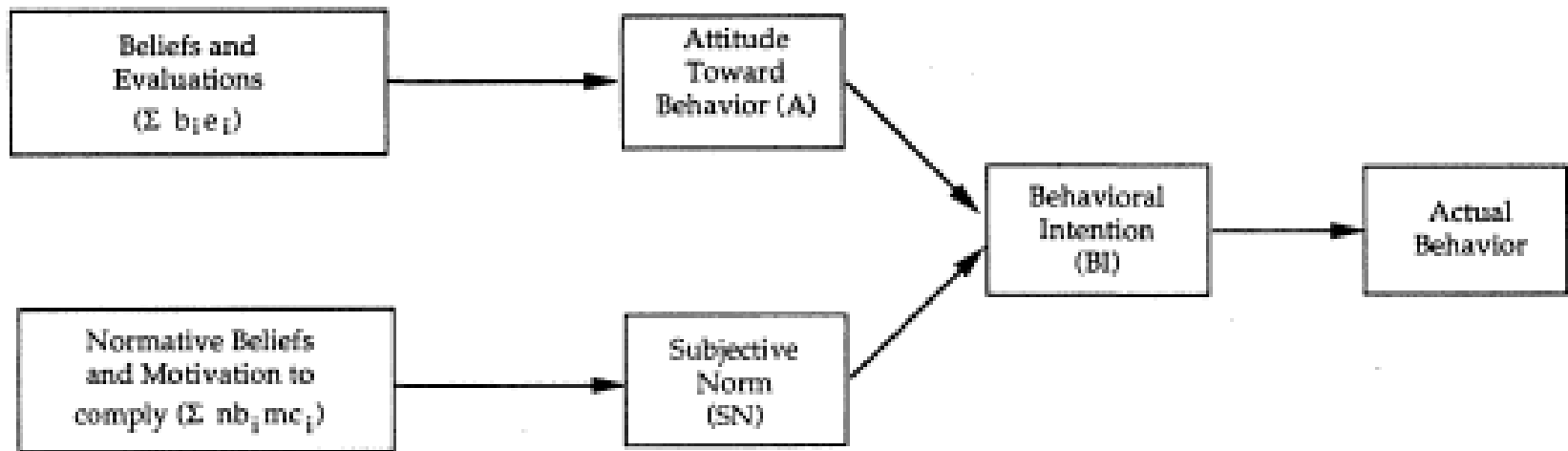


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

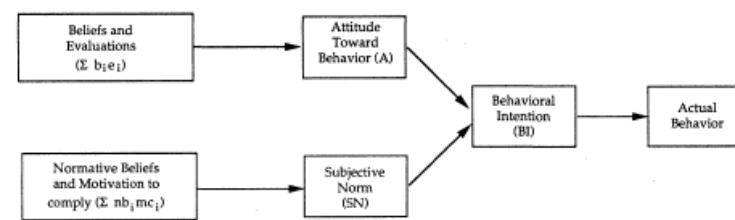


FIGURE 1. Theory of Reasoned Action (TRA).

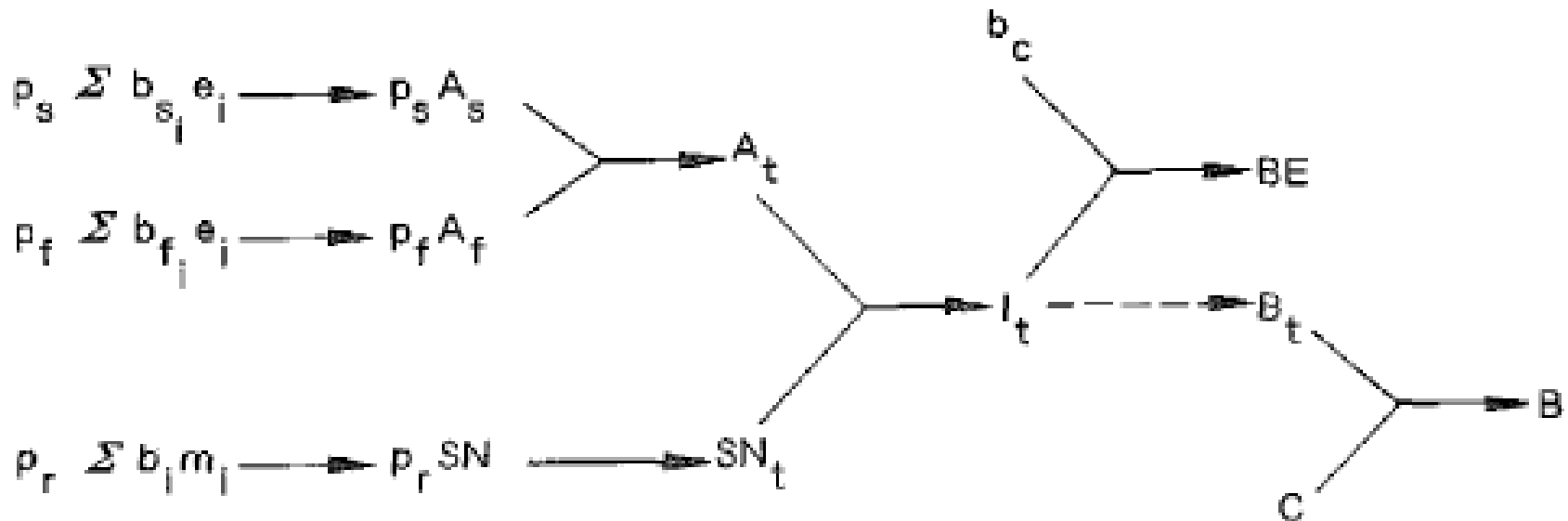


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

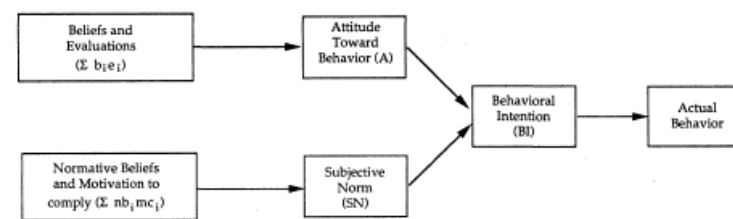


FIGURE 1. Theory of Reasoned Action (TRA).

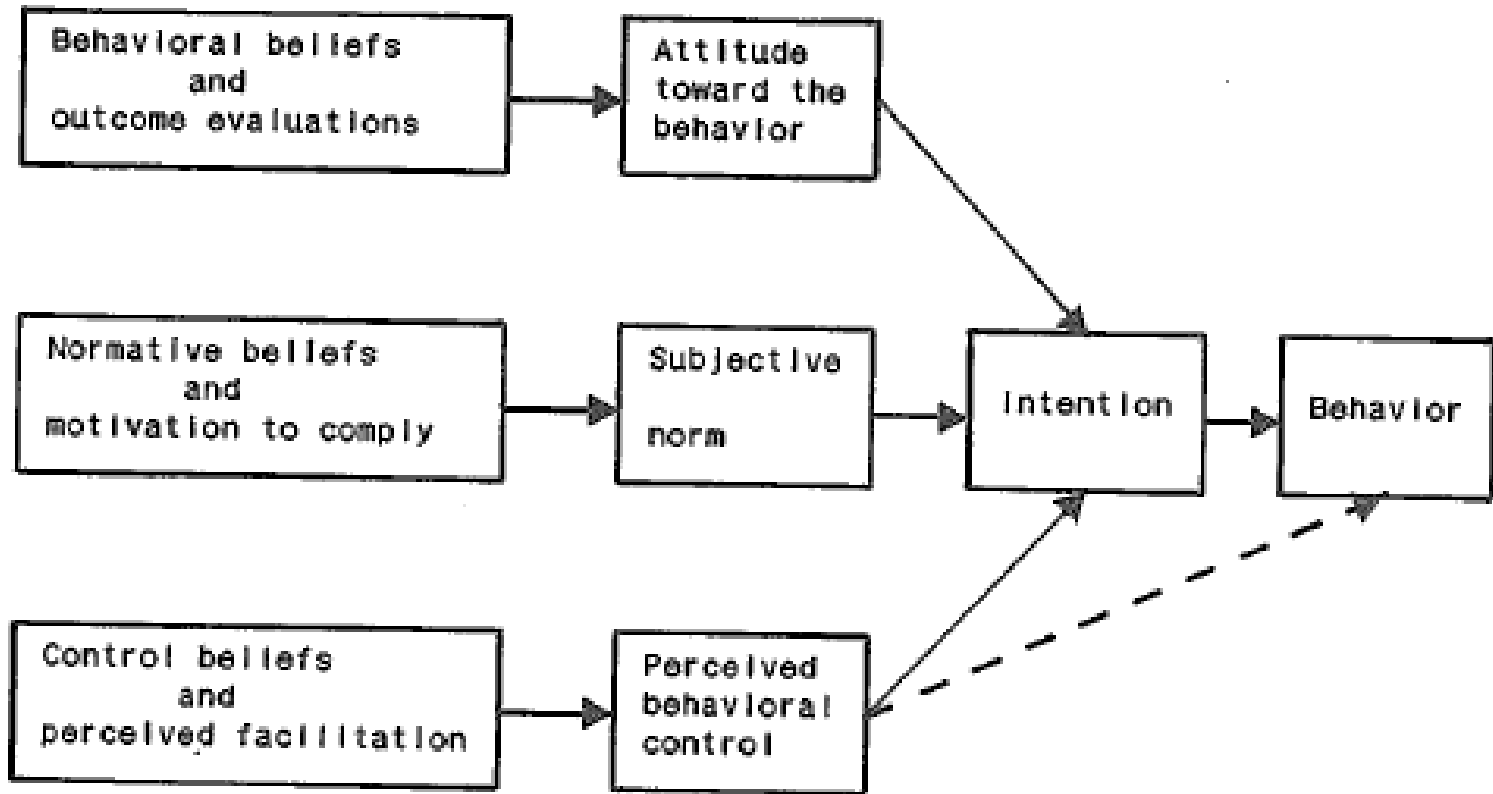


FIG. 10.2. Theory of planned behavior.

TPB (1991)

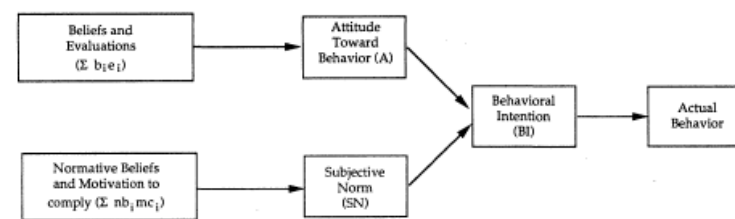


FIGURE 1. Theory of Reasoned Action (TRA).

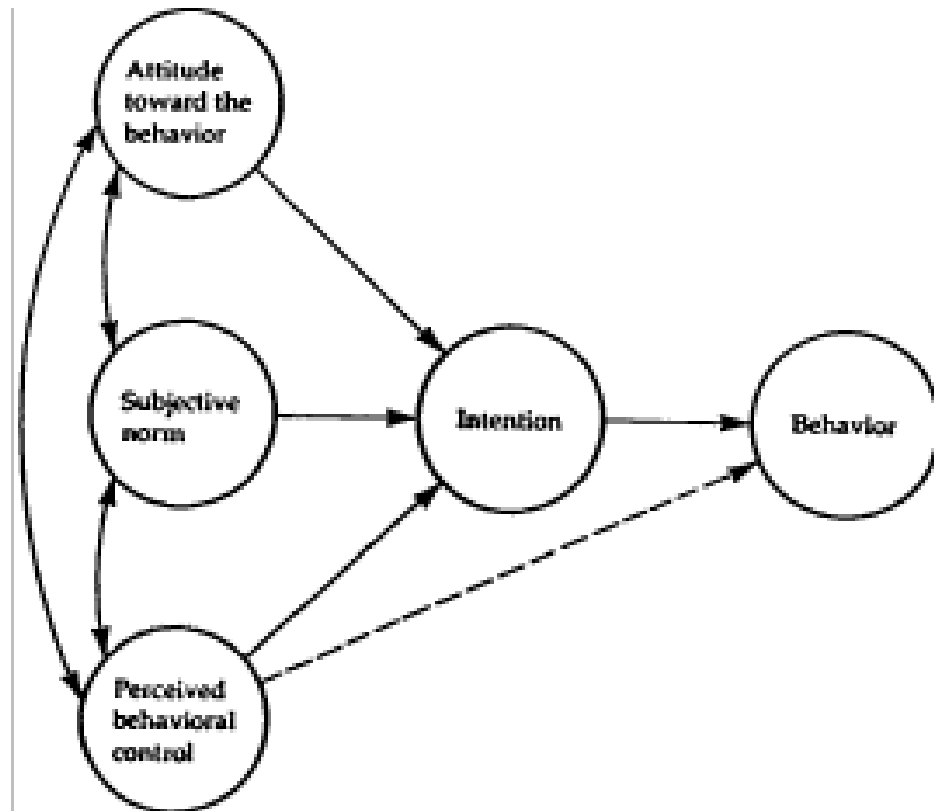


FIG. 1. Theory of planned behavior

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**

Perception

- Selective attention
- Selective distortion
- Selective retention
- Subliminal perception

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

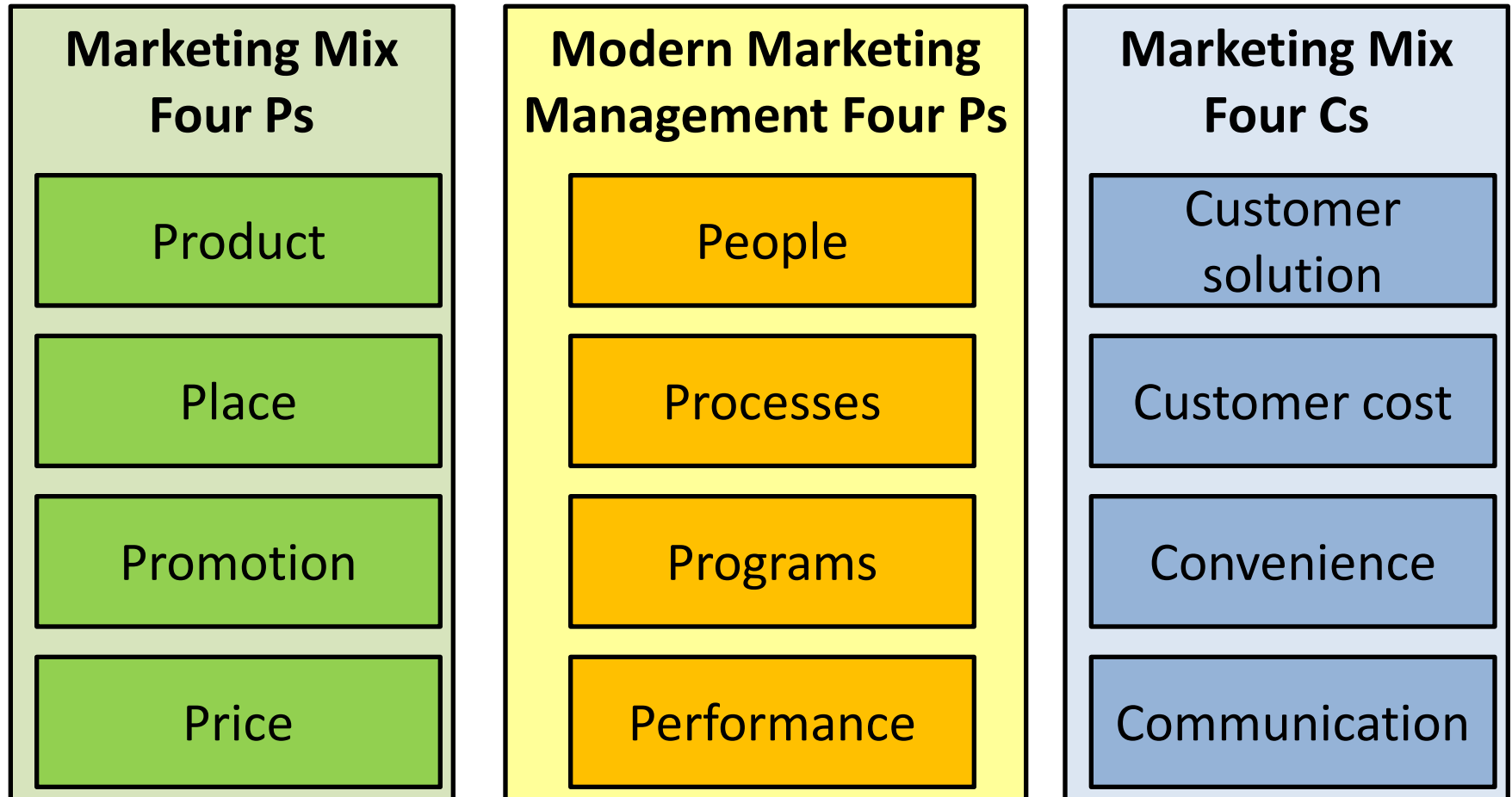
Theories of Marketing Management and Organization

- The Marketing mix
- Marketing strategy
- Target segment strategy

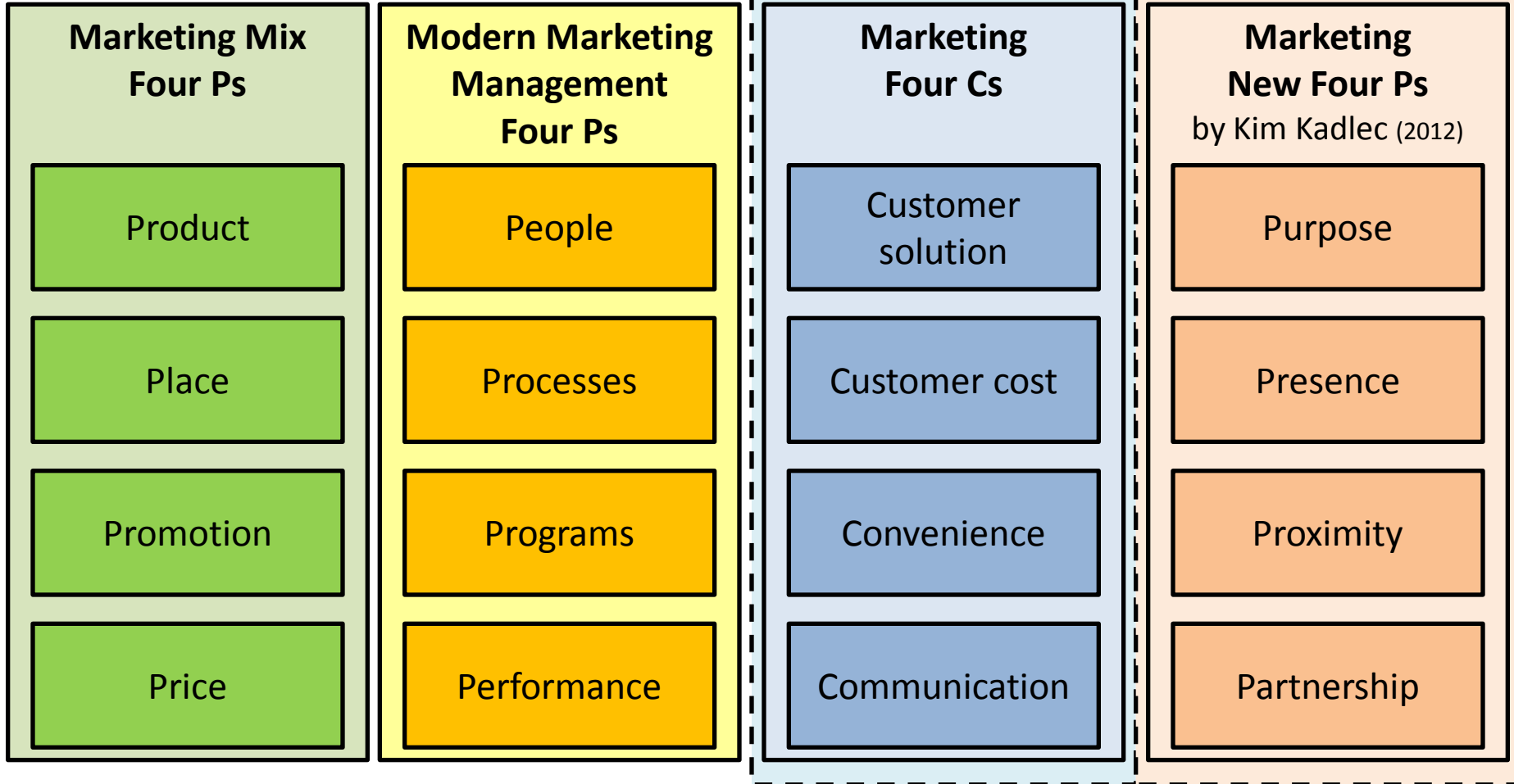
The Four P Components of the Marketing Mix



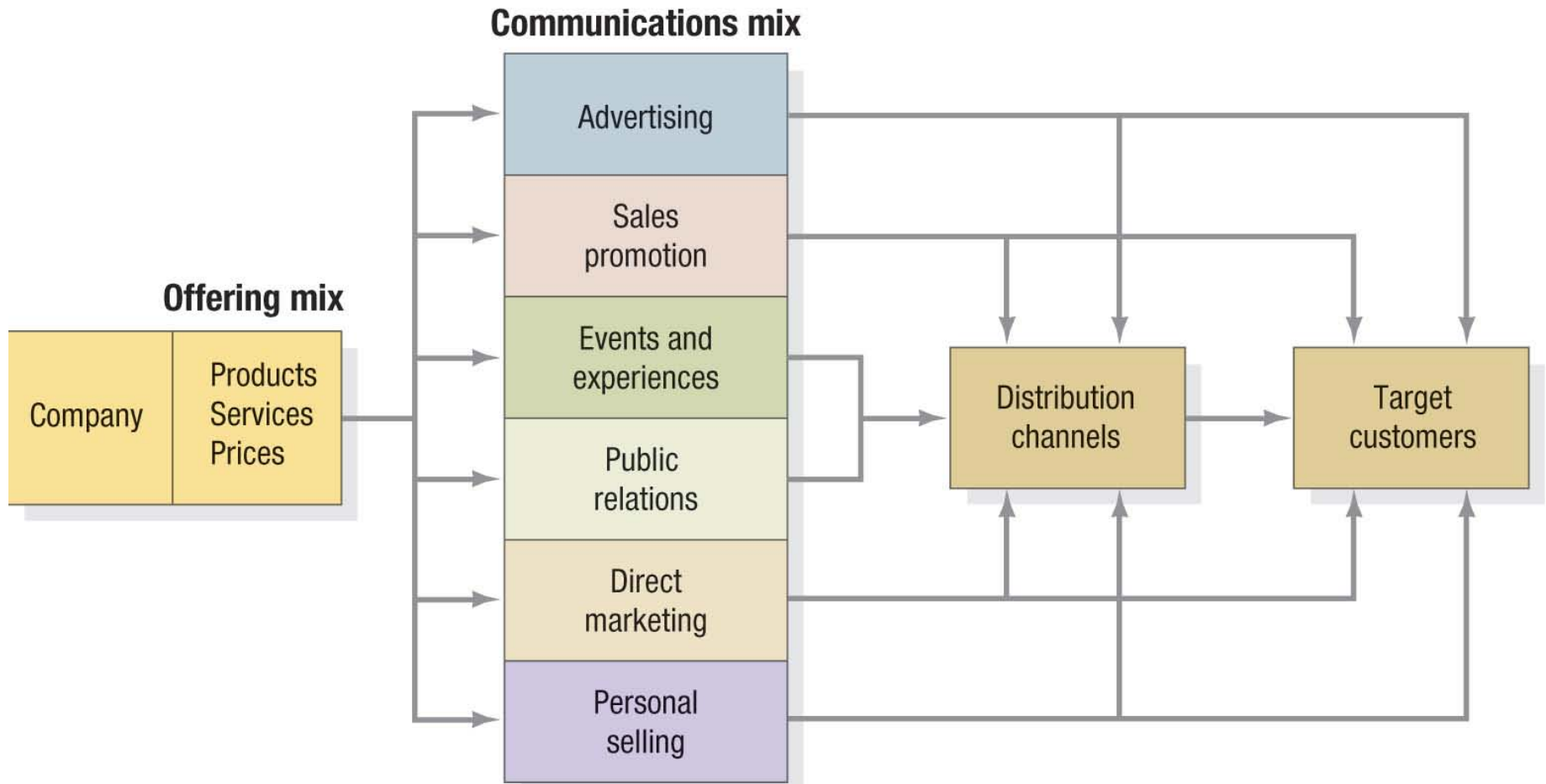
The Evolution of Marketing Management



Marketing 4Ps and 4Cs

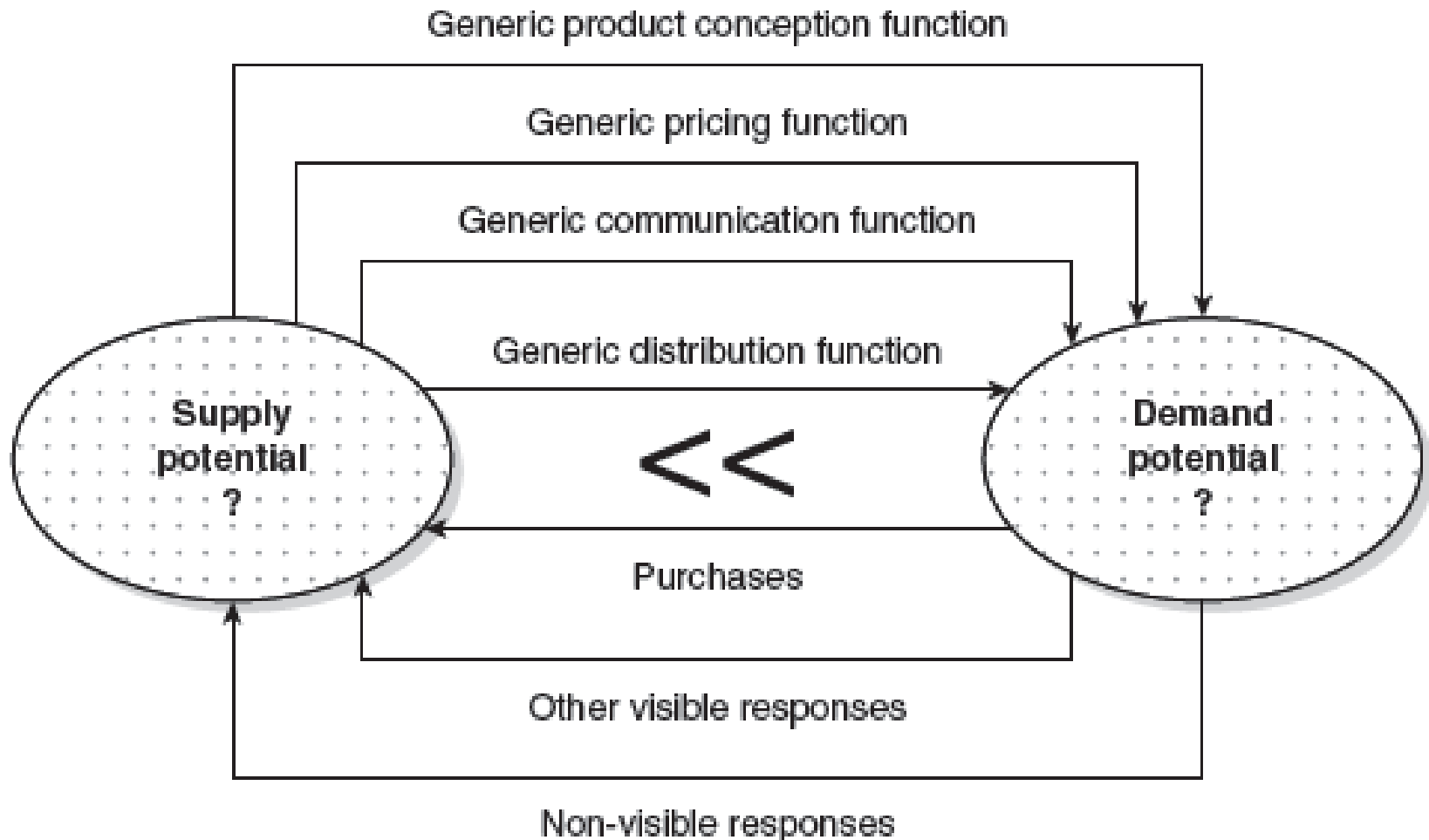


Marketing-Mix Strategy



The new exchange model

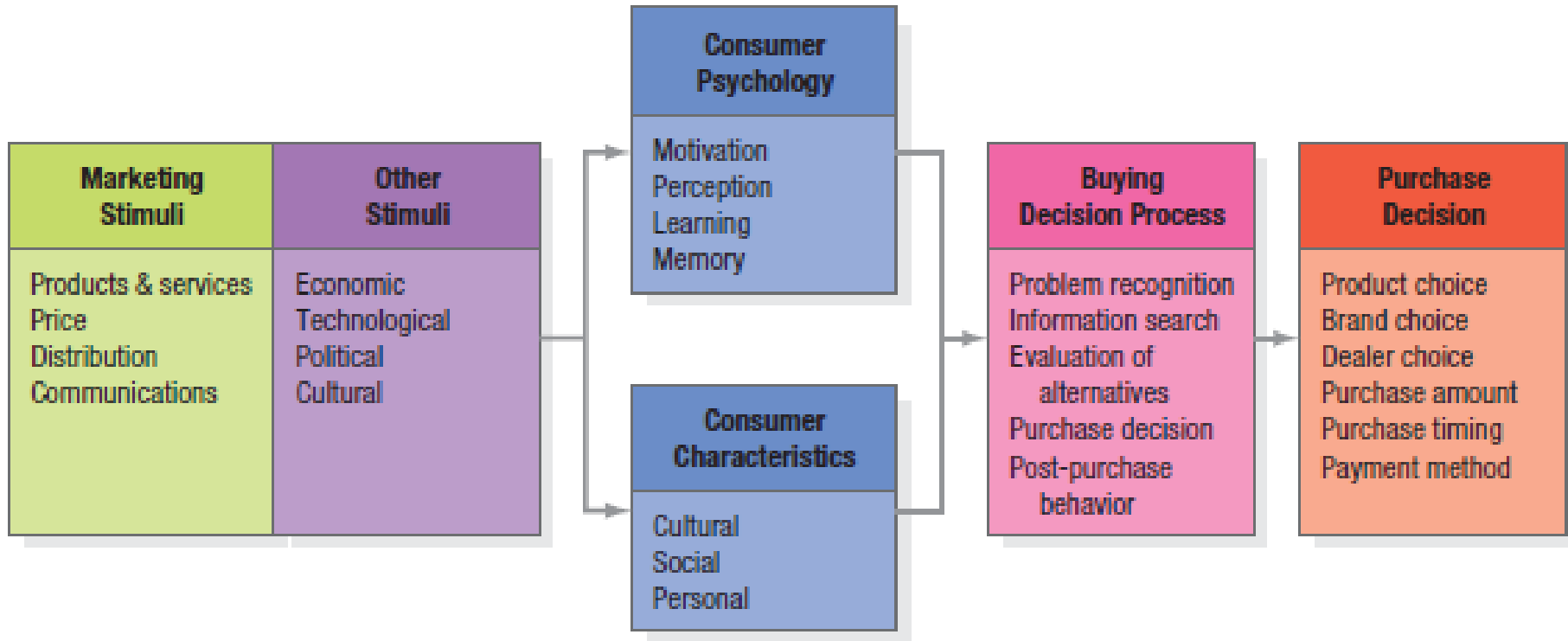
(van Waterschoot et al., 2006)



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

Model of Consumer Behavior



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

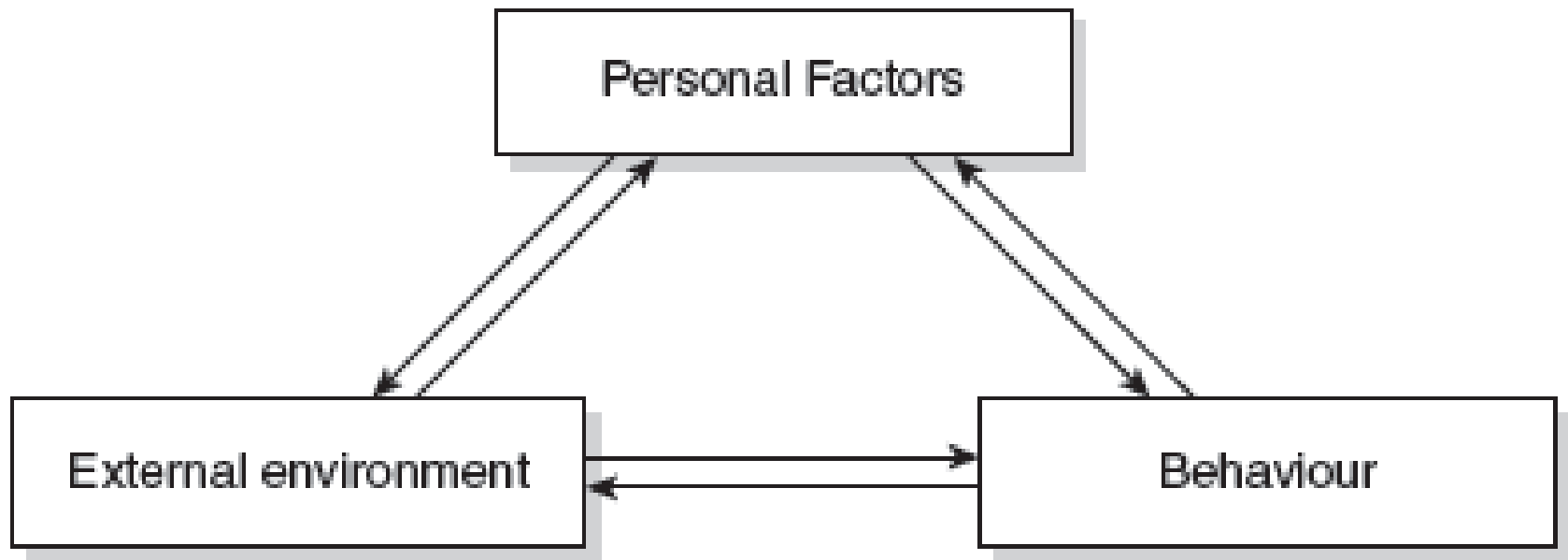
Consumer psychology	Number of studies
Aesthetics and hedonics	16
Affect, emotion and mood	73
Attention and perception	101
Attitudes and preferences	248
Choice and choice models	106
Cognitive processing	110
Consumer socialization	28
Decision theory and processes	205
Expertise and knowledge	57
Inference	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

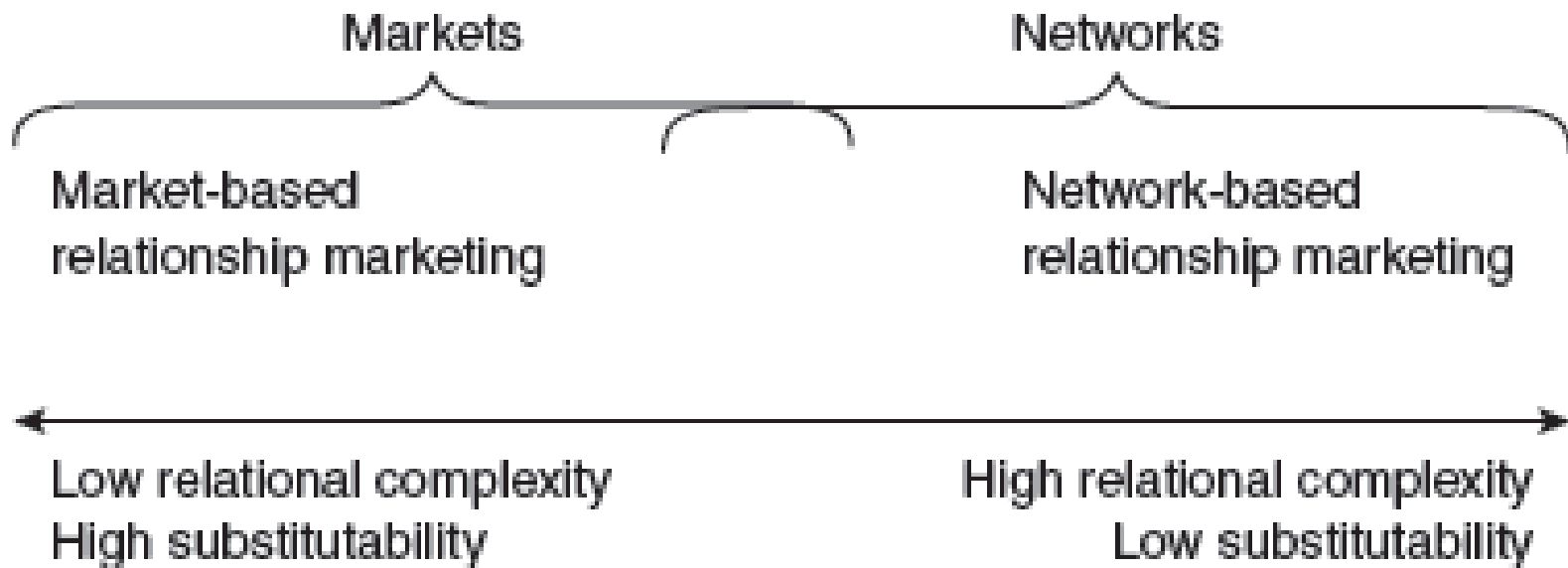
(Bandura, 1986)



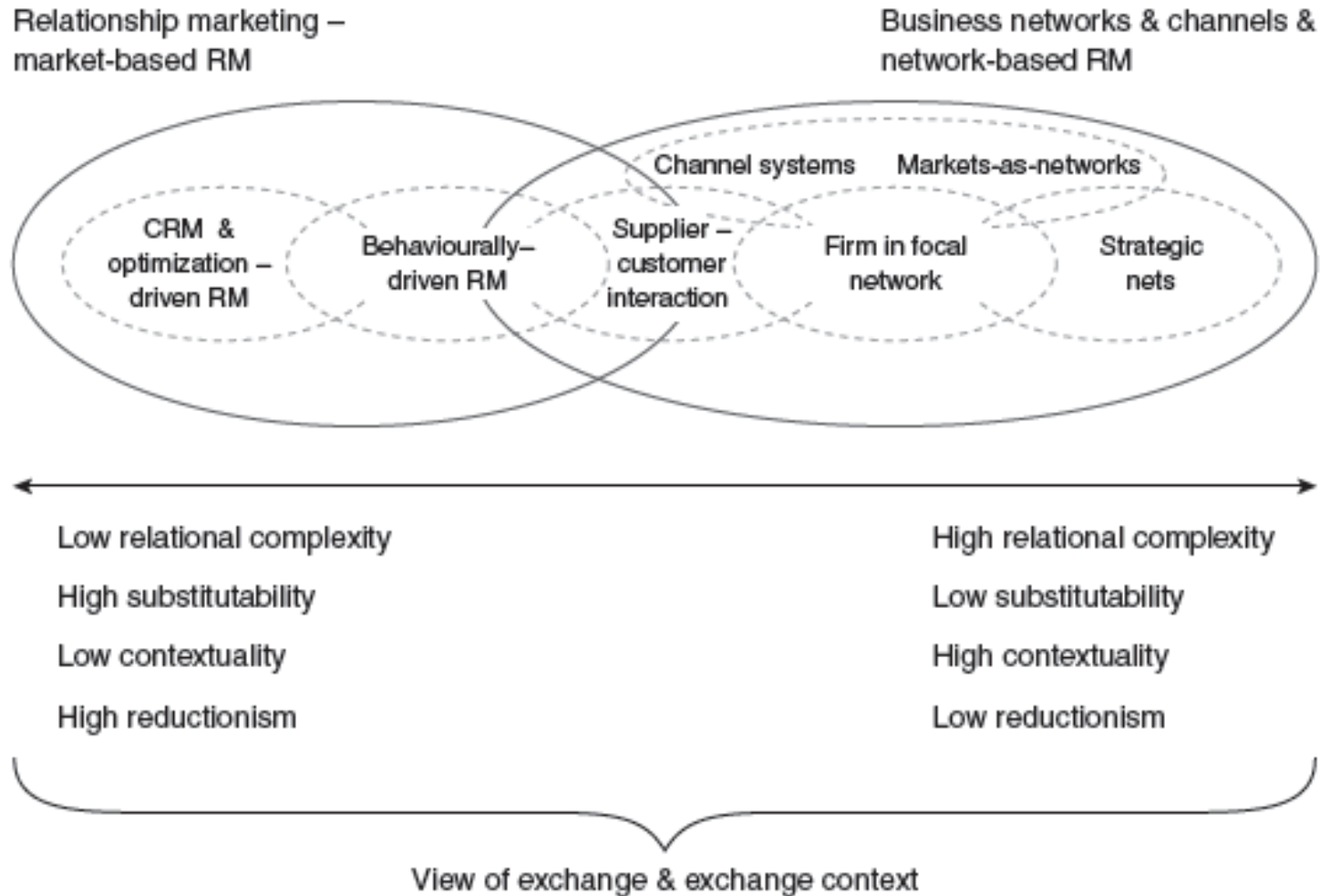
Sources and constituents of relationship marketing and business networks



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

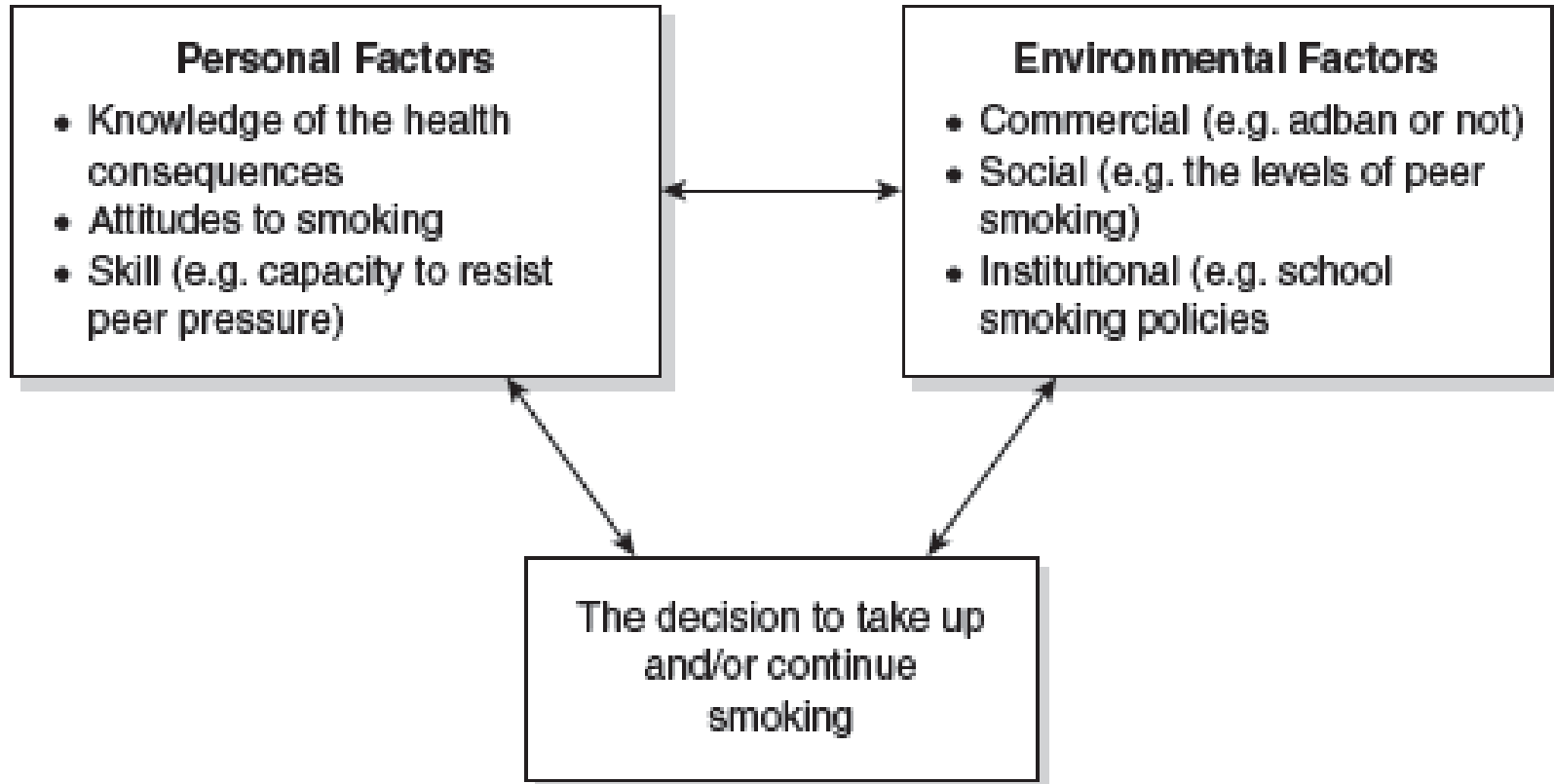


Key constituents of relationship marketing and business networks

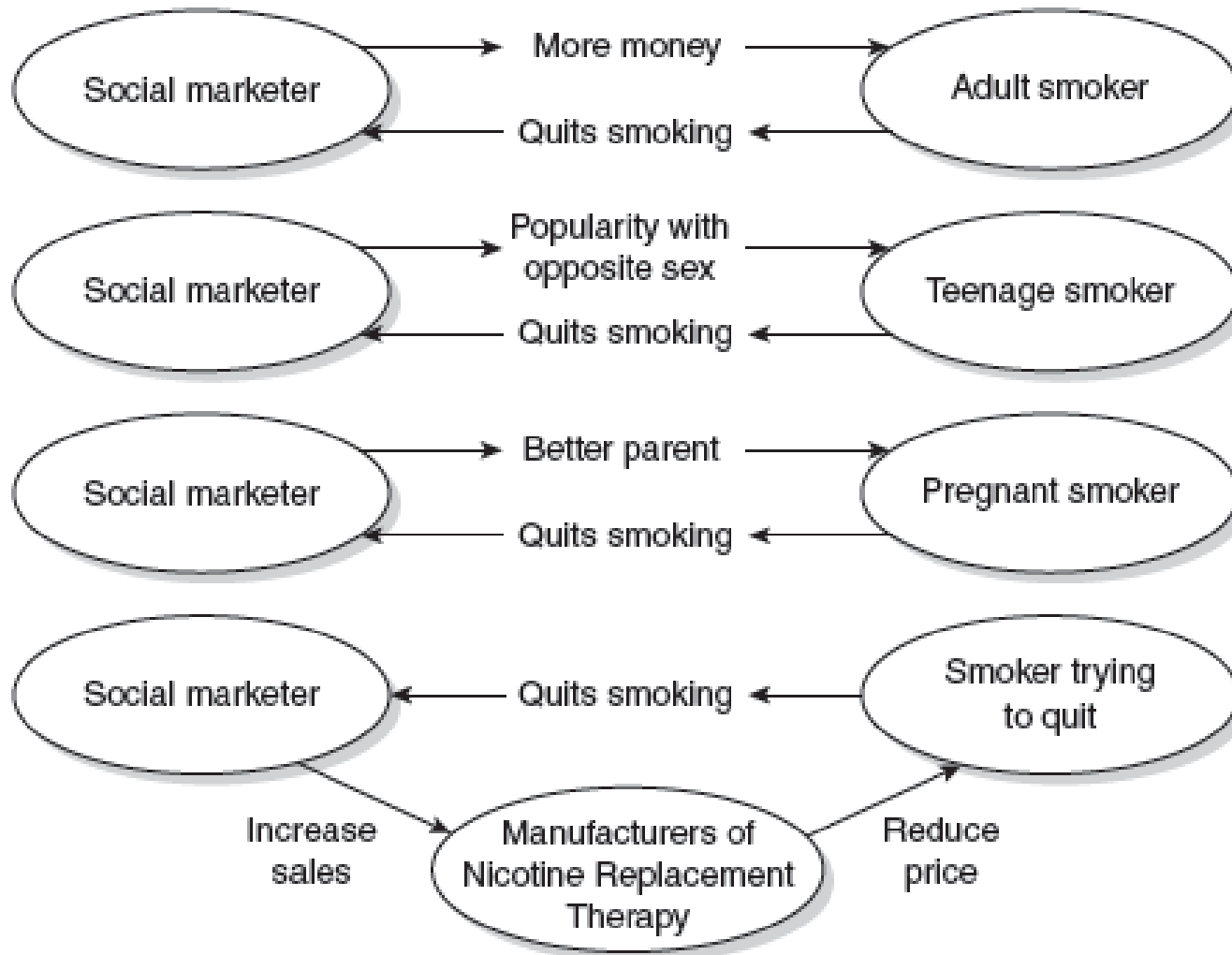


Social cognitive theory

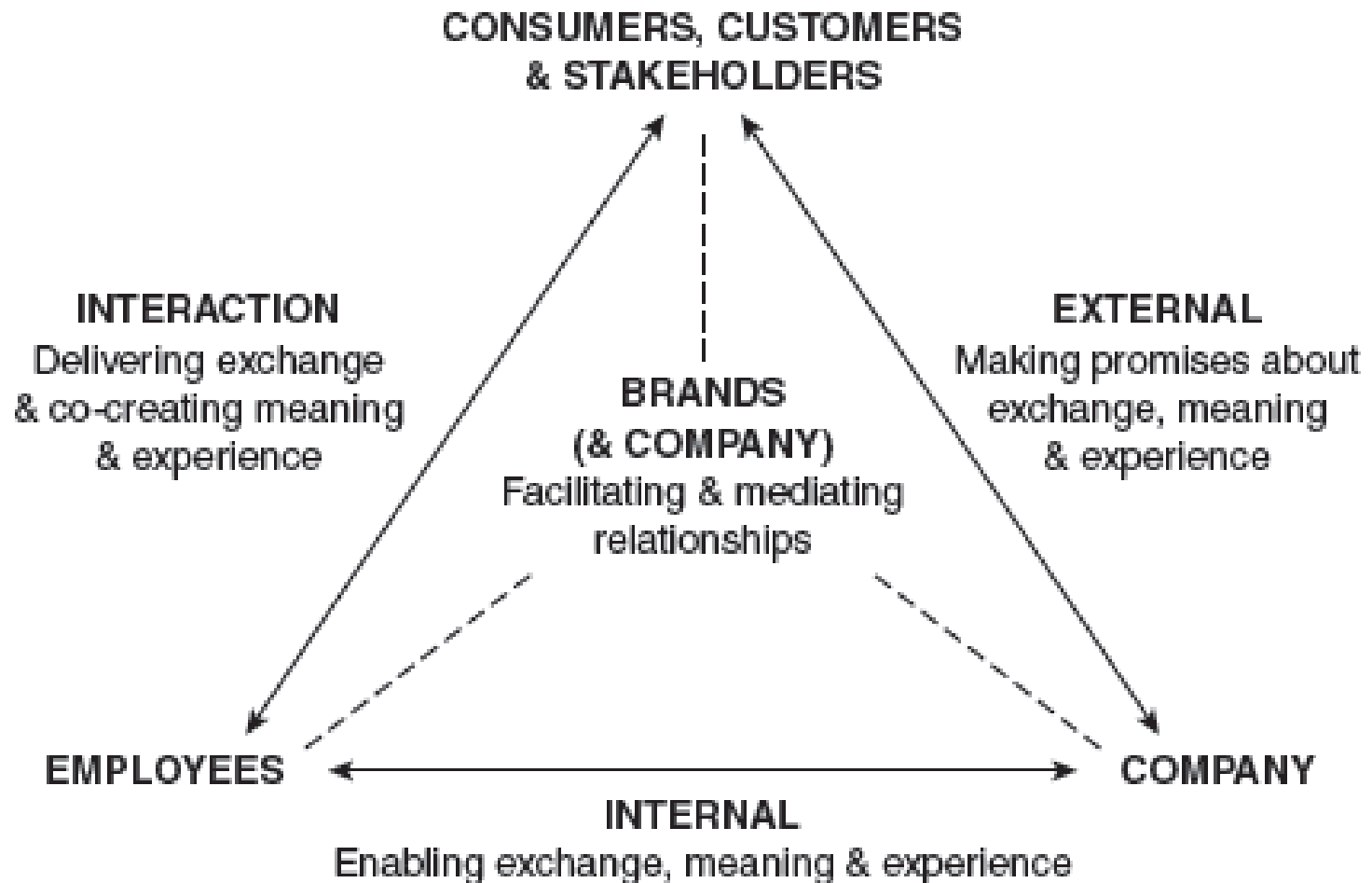
personal and environmental determinant of teen smoking



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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References

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