

社群網路行銷管理

Social Media Marketing Management



Tamkang
University
淡江大學

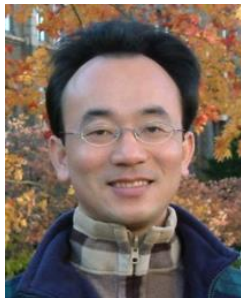
社群網路消費者心理與行為

(Consumer Psychology and Behavior on Social Media)

1042SMMM04

MIS EMBA (M2200) (8615)

Thu, 12,13,14 (19:20-22:10) (D309)



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2016-03-10



課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2016/02/18	社群網路行銷管理課程介紹 (Course Orientation for Social Media Marketing Management)
2	2016/02/25	社群網路商業模式 (Business Models of Social Media)
3	2016/03/03	顧客價值與品牌 (Customer Value and Branding)
4	2016/03/10	社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)
5	2016/03/17	社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
6	2016/03/24	社群網路行銷管理個案研究 I (Case Study on Social Media Marketing Management I)
7	2016/03/31	行銷傳播研究 (Marketing Communications Research)
8	2016/04/07	教學行政觀摩日 (Off-campus study)
9	2016/04/14	社群網路行銷計劃 (Social Media Marketing Plan)
10	2016/04/21	期中報告 (Midterm Presentation)
11	2016/04/28	行動 APP 行銷 (Mobile Apps Marketing)

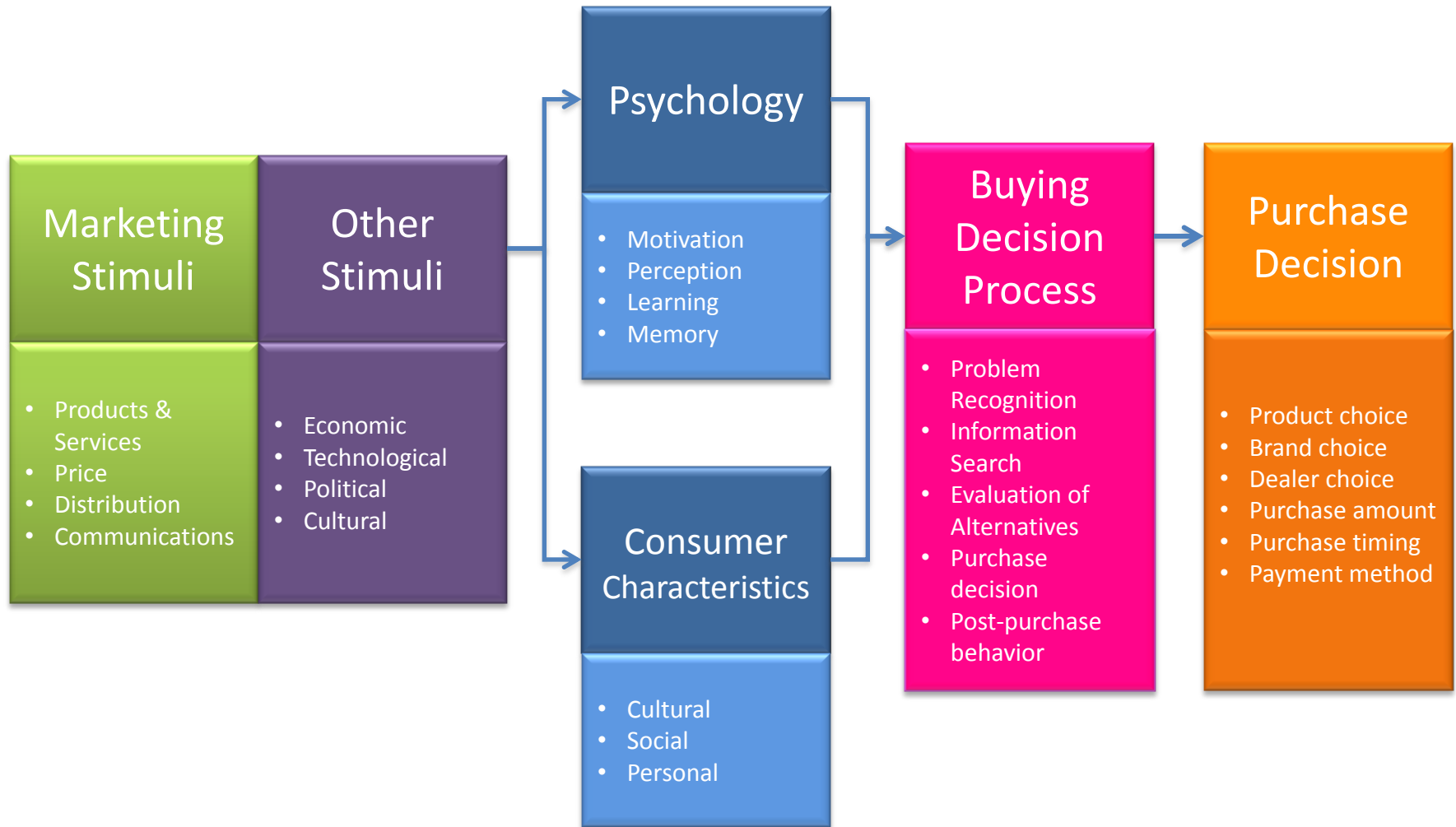
課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
12	2016/05/05	社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)
13	2016/05/12	社群網路行銷管理個案研究 II (Case Study on Social Media Marketing Management II)
14	2016/05/19	深度學習社群網路情感分析 (Deep Learning for Sentiment Analysis on Social Media)
15	2016/05/26	Google TensorFlow 深度學習 (Deep Learning with Google TensorFlow)
16	2016/06/02	期末報告 I (Term Project Presentation I)
17	2016/06/09	端午節(放假一天)
18	2016/06/16	期末報告 II (Term Project Presentation II)

Consumer Psychology and Behavior on Social Media

How consumers think, feel, and act

Model of Consumer Behavior



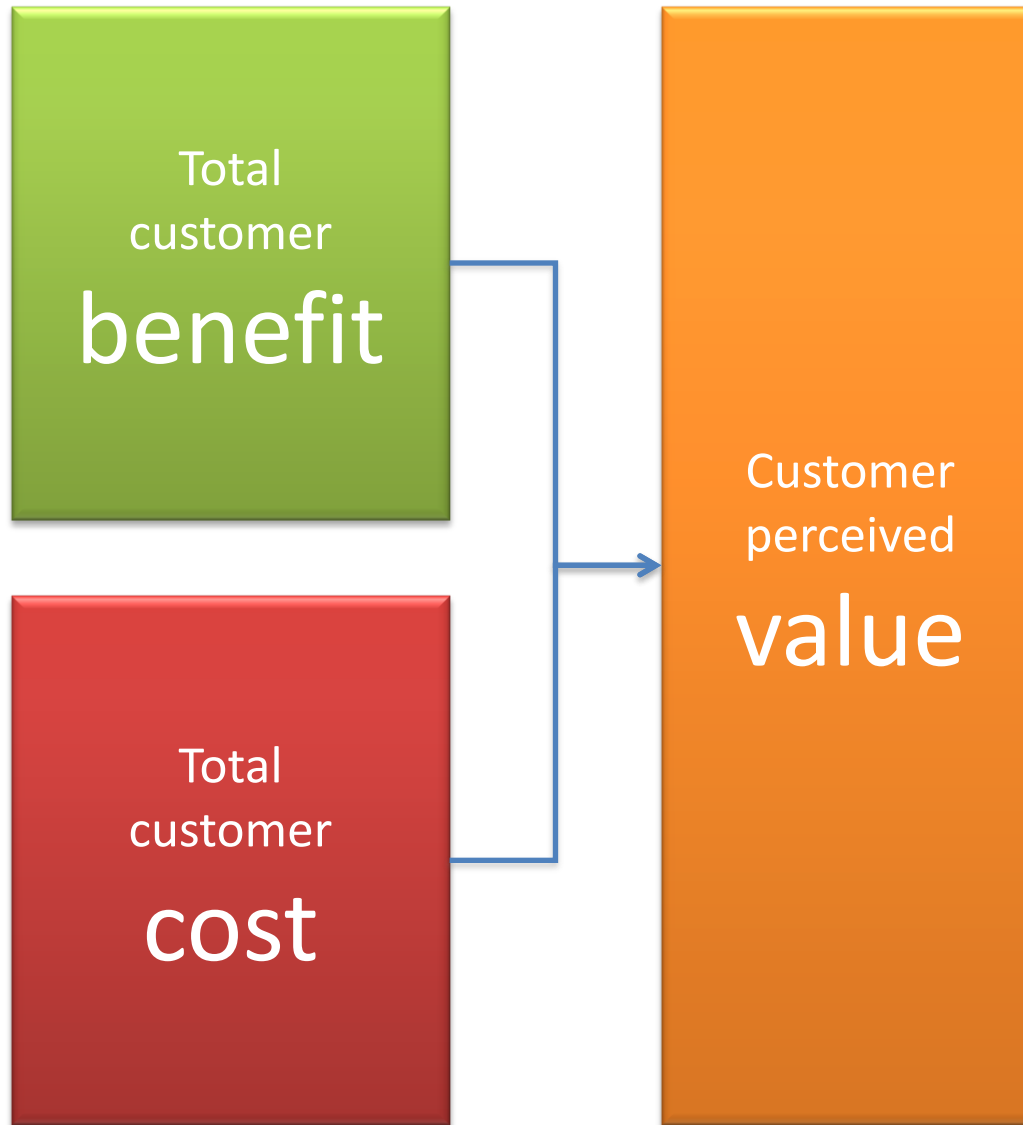
Marketing

**“Meeting
needs
profitably”**

Value

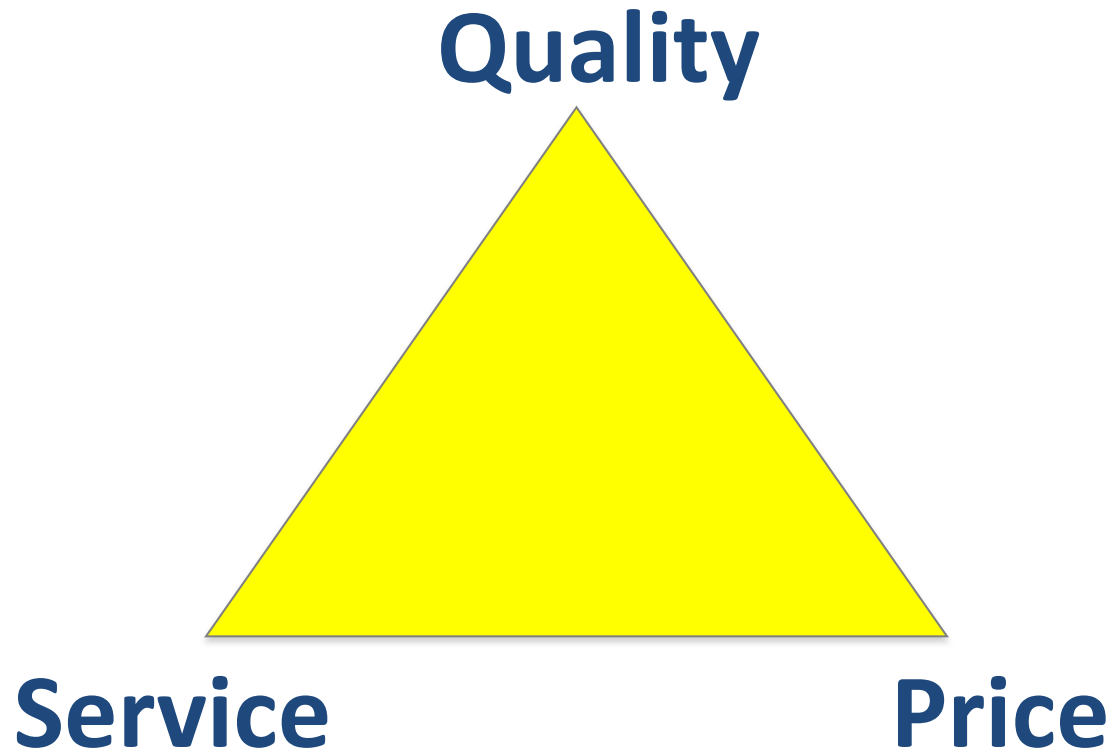
the sum of the
tangible and
intangible
benefits and costs

Value



Customer Value Triad

Quality, Service, and Price
(qsp)

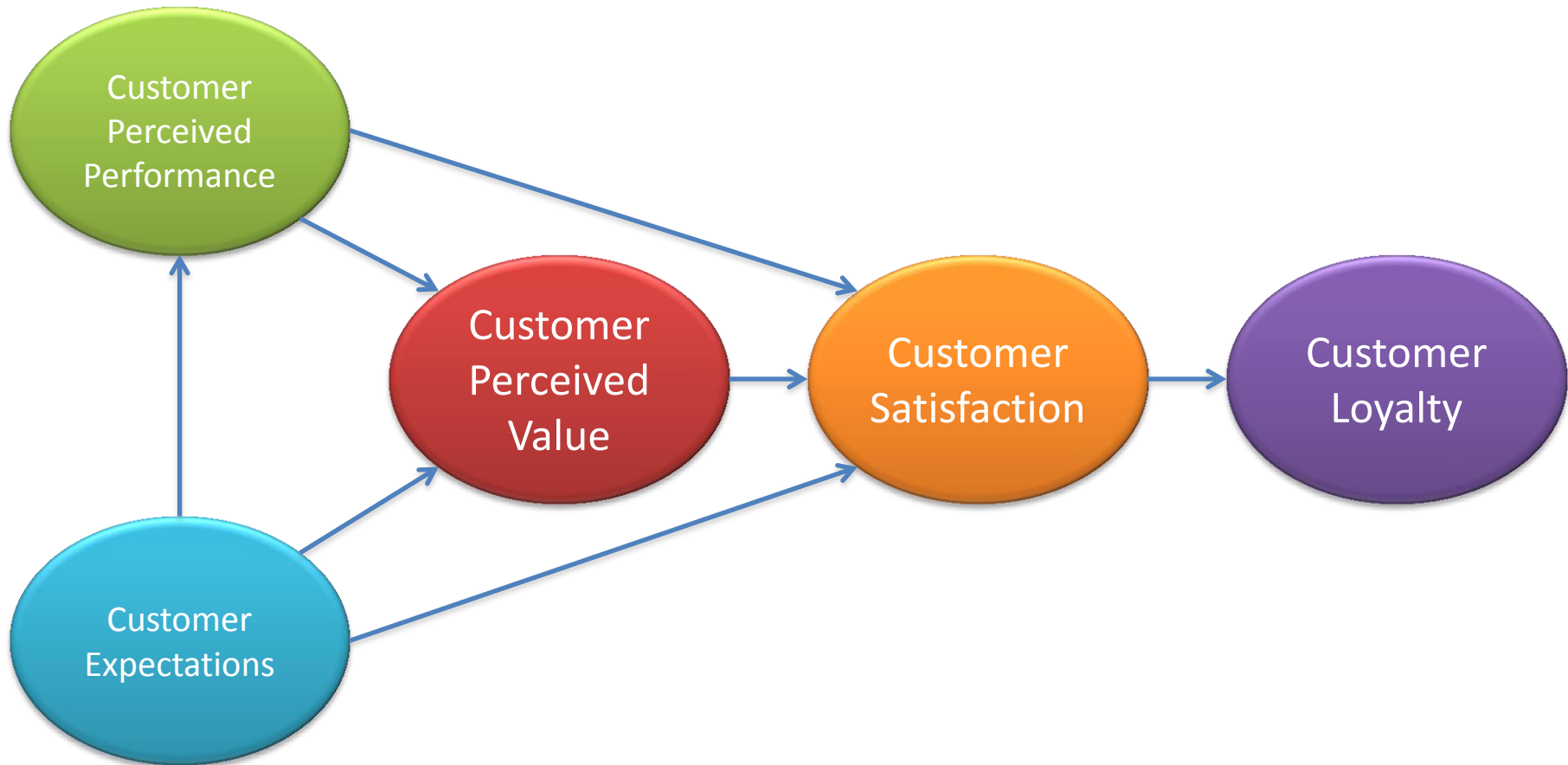


Value and Satisfaction

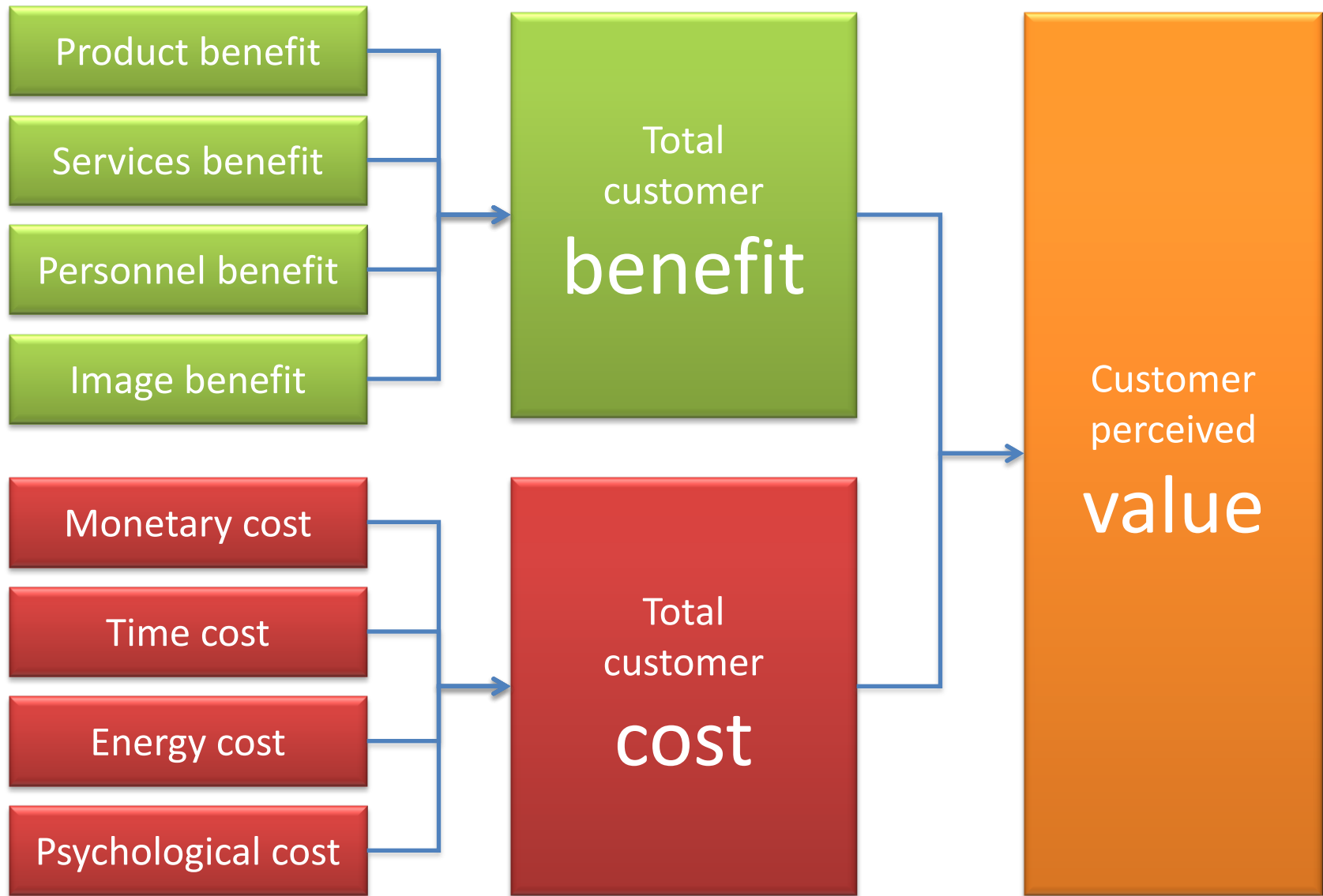
- Marketing
 - identification, creation, communication, delivery, and monitoring of **customer value**.
- Satisfaction
 - a person's judgment of a product's **perceived performance** in relationship to **expectations**

Building **Customer Value,** **Satisfaction,** **and** **Loyalty**

Customer Perceived Value, Customer Satisfaction, and Loyalty



Customer Perceived Value



Satisfaction

“a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations”

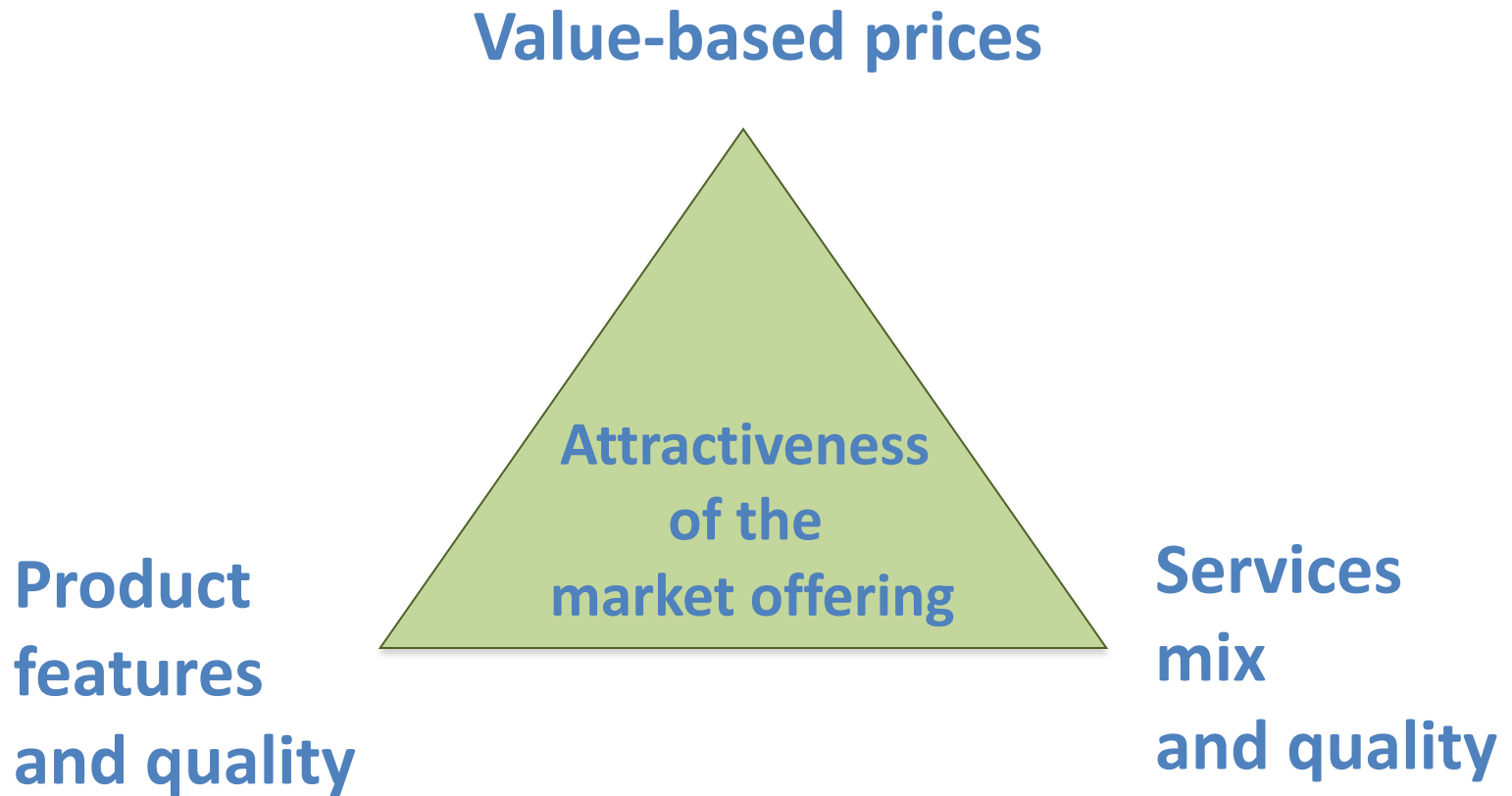
Loyalty

**“a deeply held commitment to
rebuy or repatronize
a preferred product or service
in the future
despite situational influences and
marketing efforts having the
potential to cause switching
behavior.”**

Customer Value Analysis

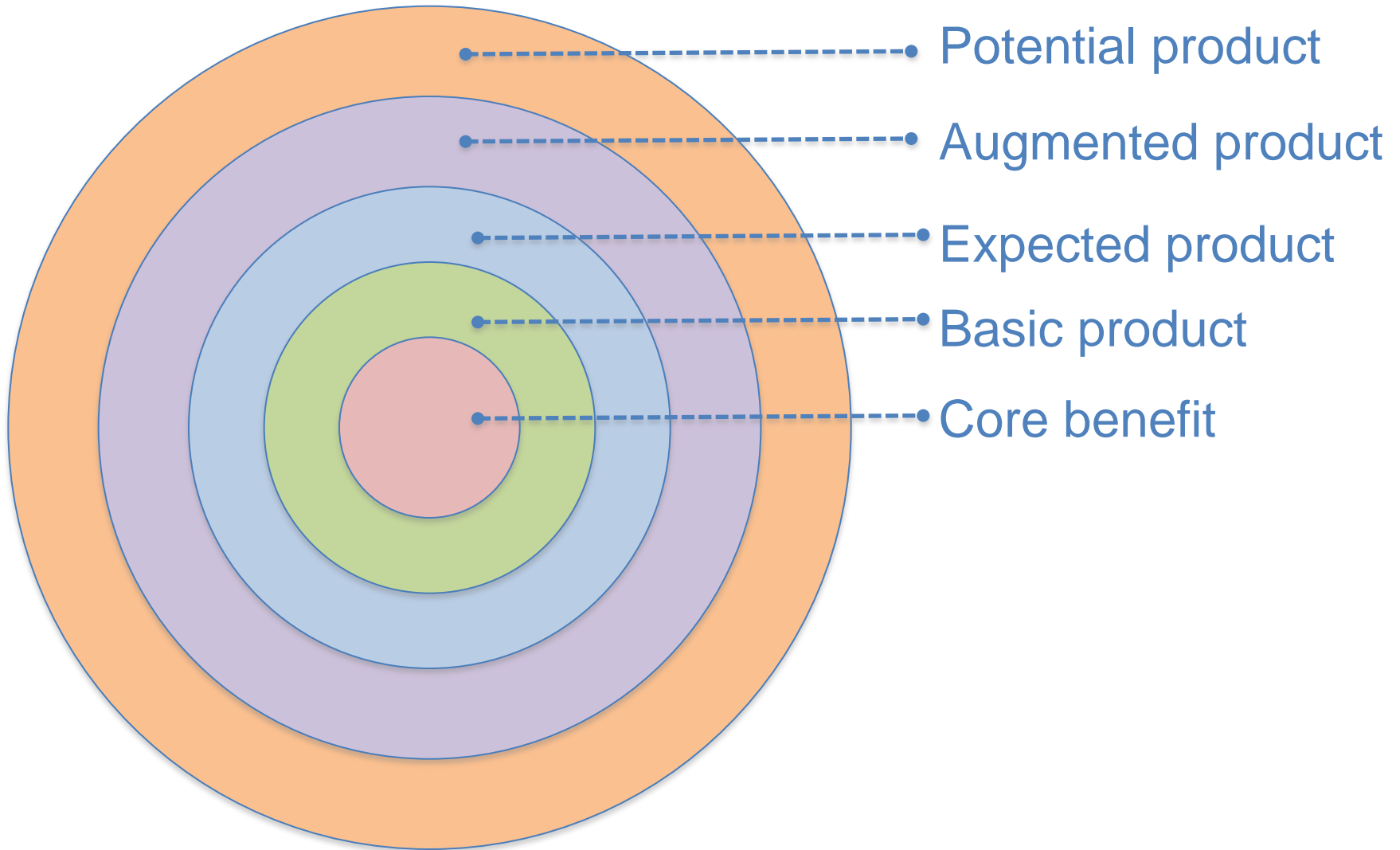
1. Identify the major attributes and benefits customers value
2. Assess the quantitative importance of the different attributes and benefits
3. Assess the company's and competitors' performances on the different customer values against their rated importance
4. Examine how customers in a specific segment rate the company's performance against a specific major competitor on an individual attribute or benefit basis
5. Monitor customer values over time

Components of the Marketing Offering



Product Levels:

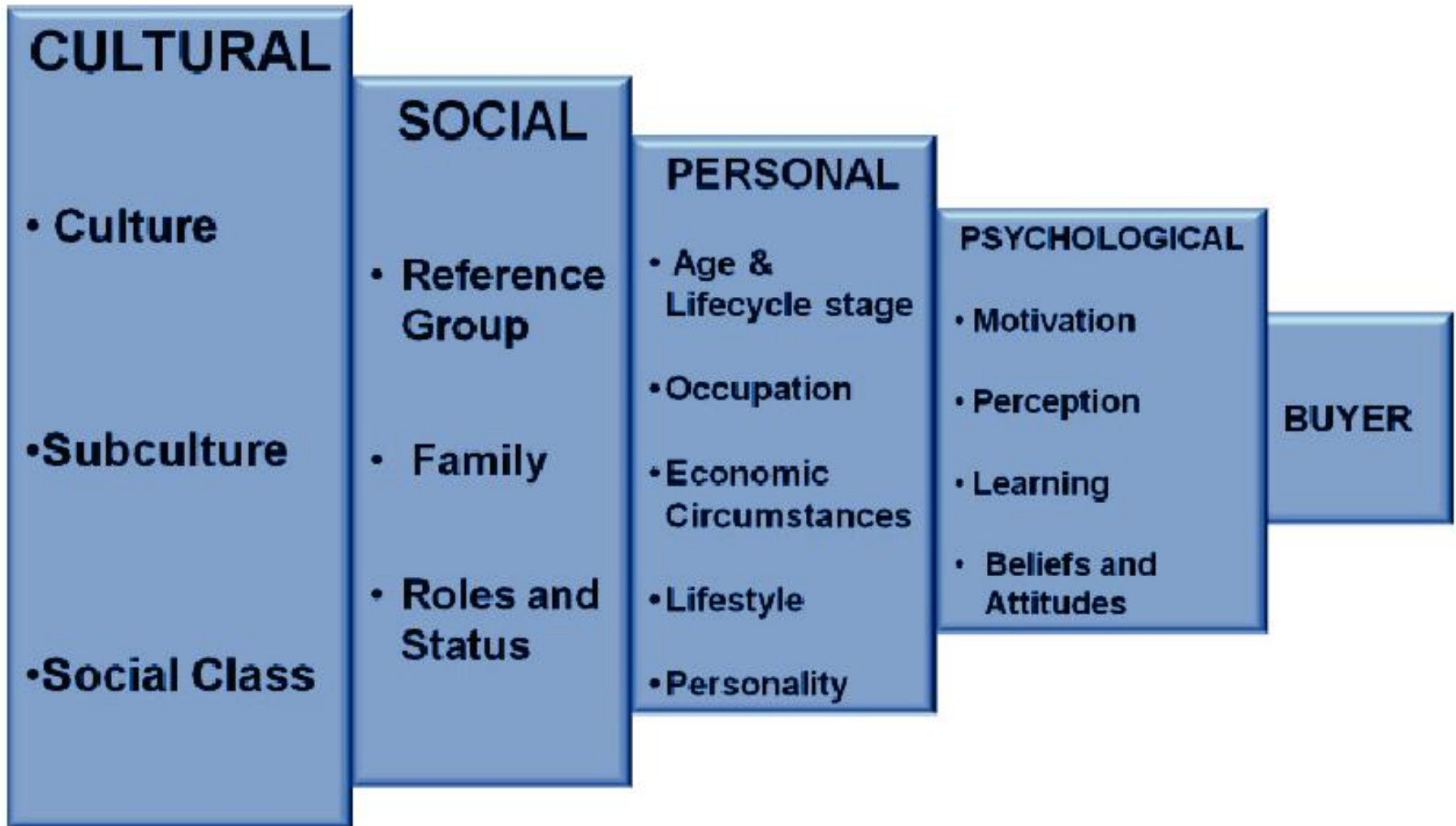
The Customer-Value Hierarchy



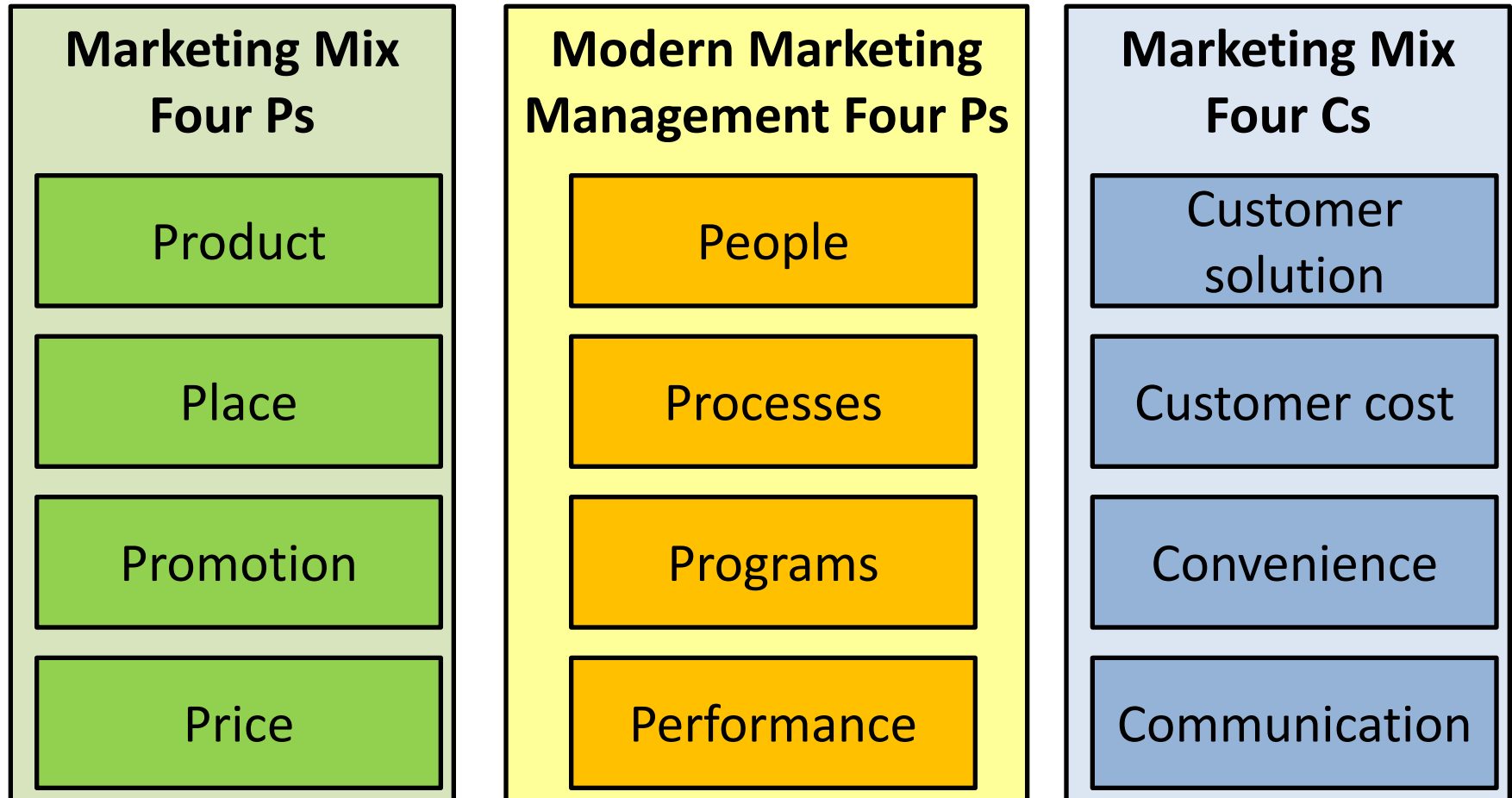
Analyzing Consumer Markets

- The aim of marketing is to **meet** and **satisfy** target customers' **needs and wants** better than competitors.
- Marketers must have a thorough understanding of **how consumers think, feel, and act** and **offer clear value** to each and every target consumer.

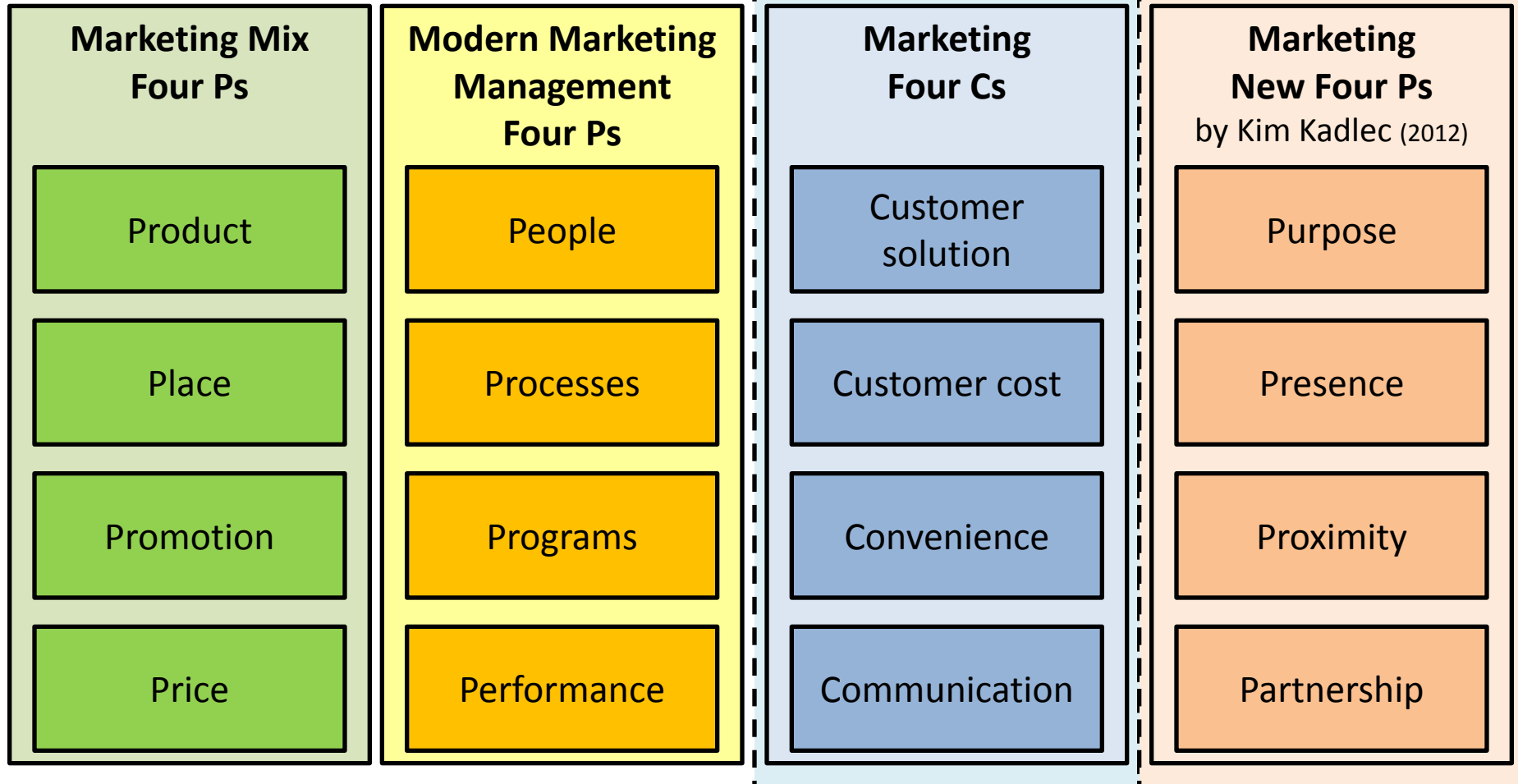
Factors Affecting Consumer Behavior



The Evolution of Marketing Management



Marketing 4Ps and 4Cs



What Influences Consumer Behavior?

- Cultural Factors
- Social Factors
- Personal Factors

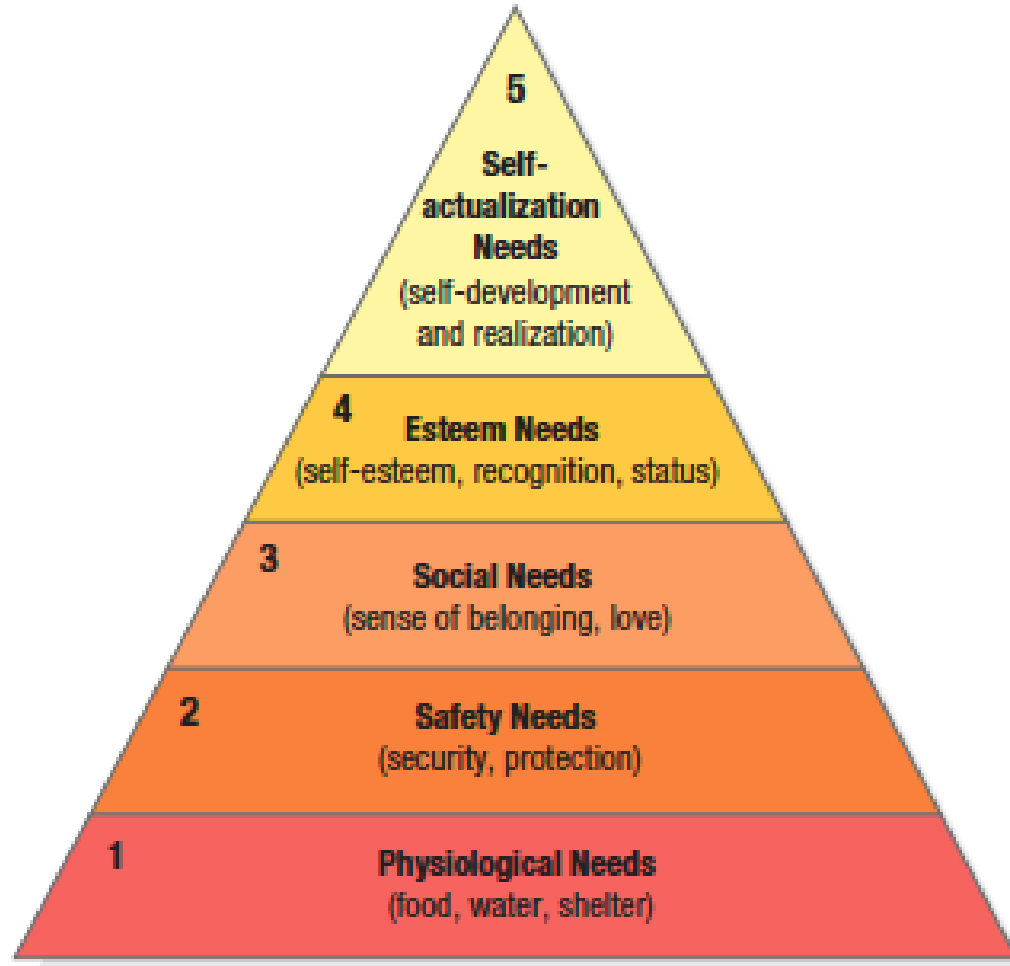
Consumer Behavior

- Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
- Marketers must fully understand both the theory and reality of consumer behavior.

Key Psychological Processes

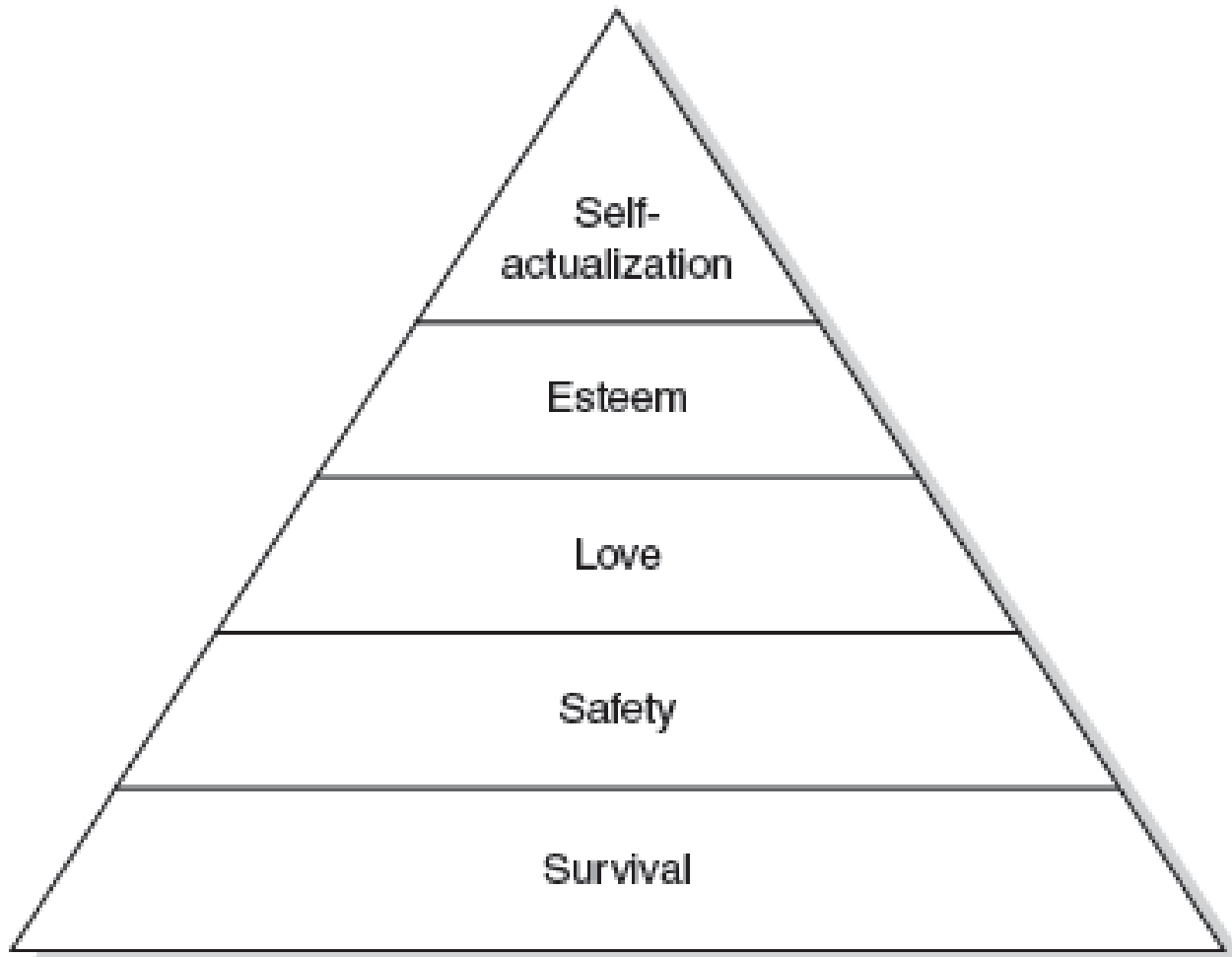
- **Motivation**
 - Freud, Maslow, Herzberg
- **Perception**
 - Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world
- Learning
- **Emotions**
- Memory

Maslow's Hierarchy of Needs

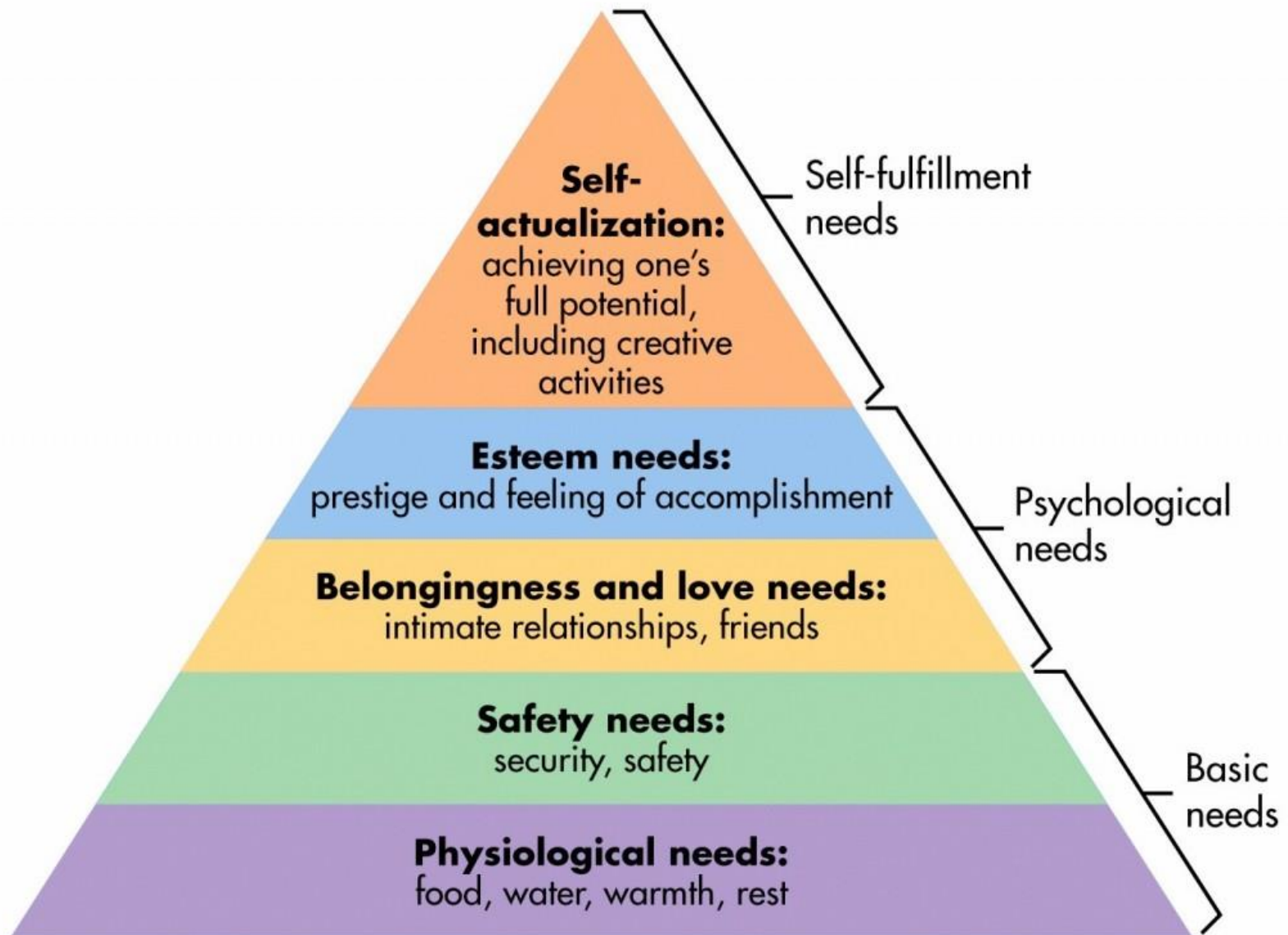


Maslow's hierarchy of human needs

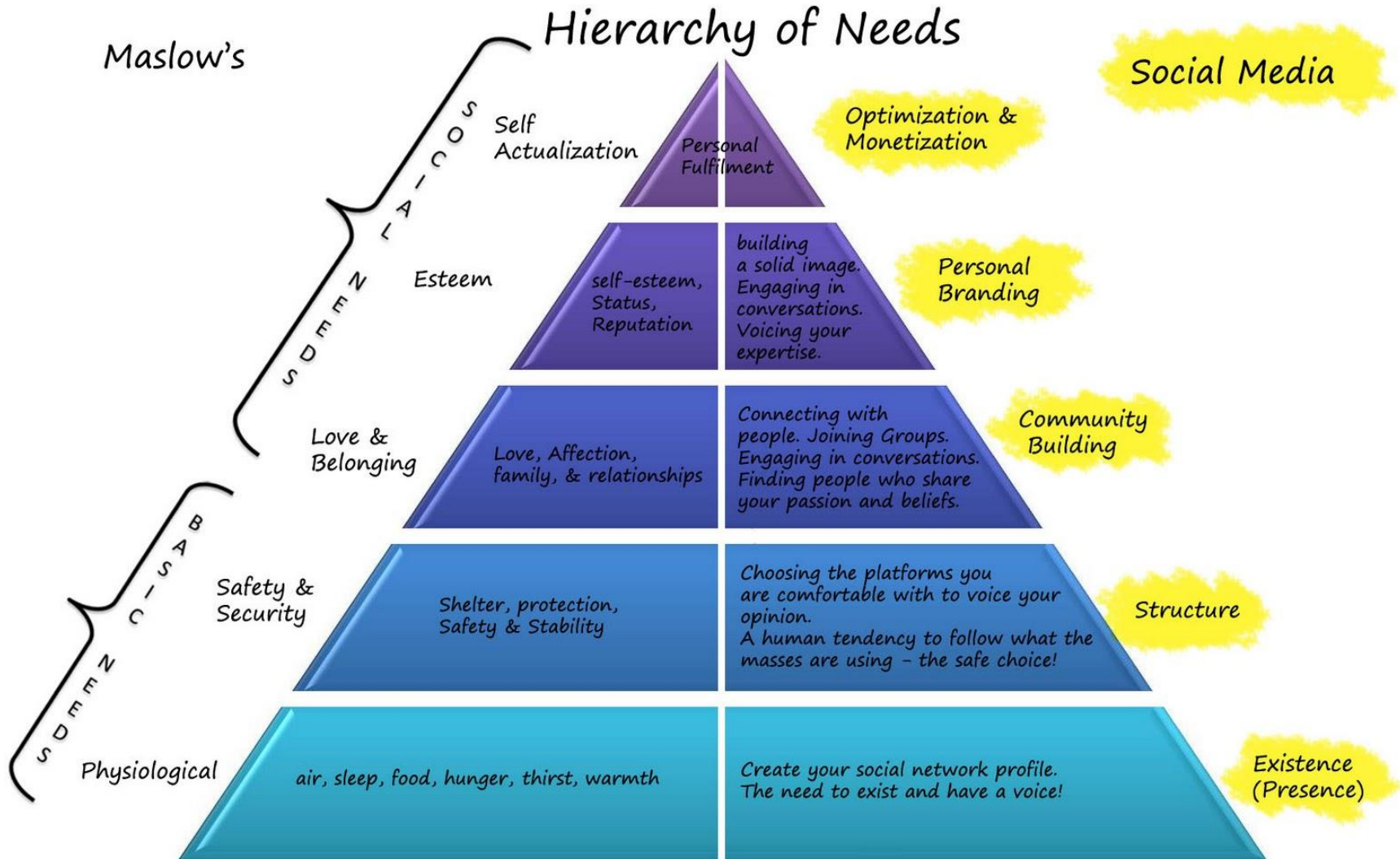
(Maslow, 1943)



Maslow's Hierarchy of Needs

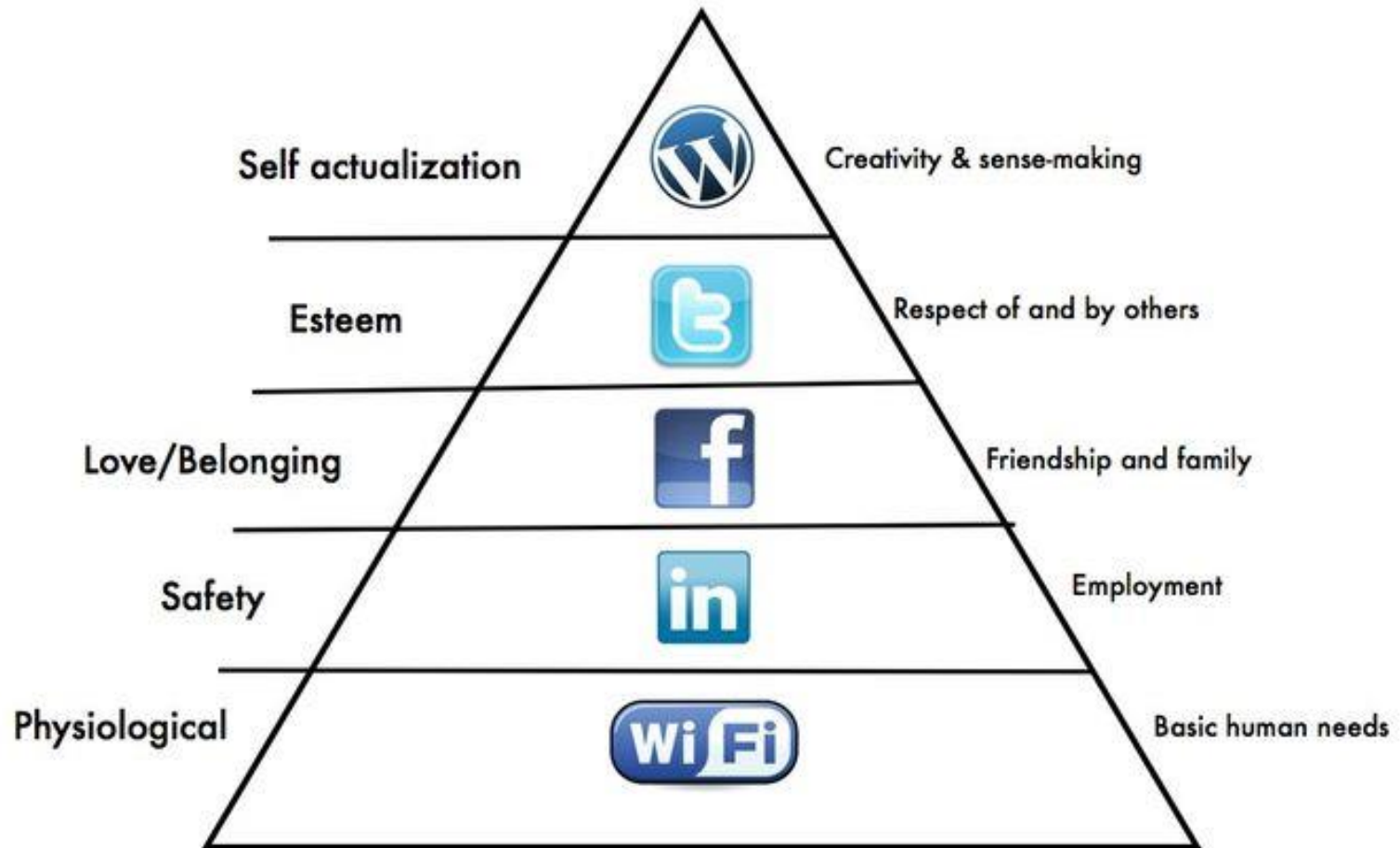


Social Media Hierarchy of Needs



Social Media Hierarchy of Needs - by John Antonios

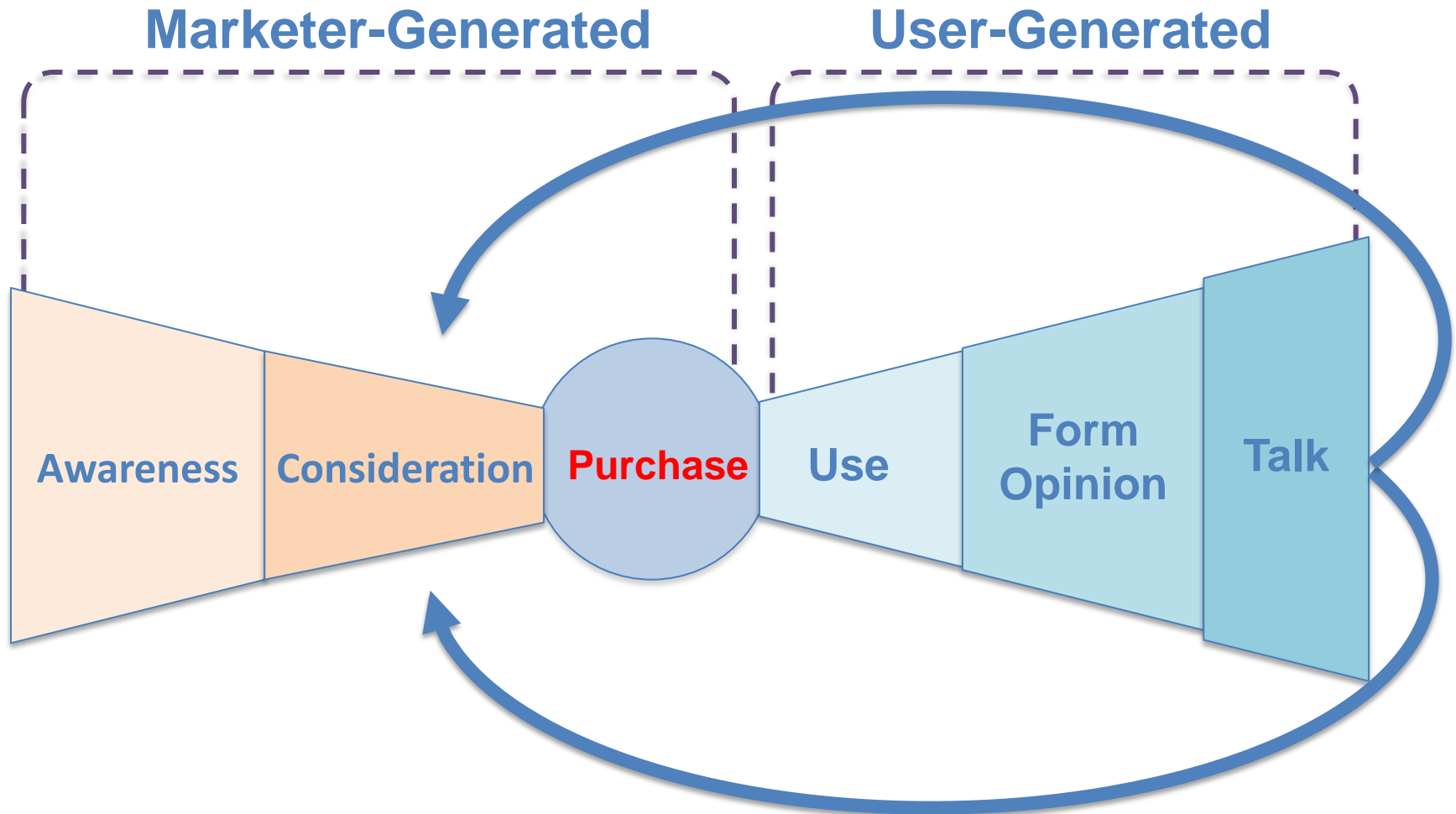
Social Media Hierarchy of Needs



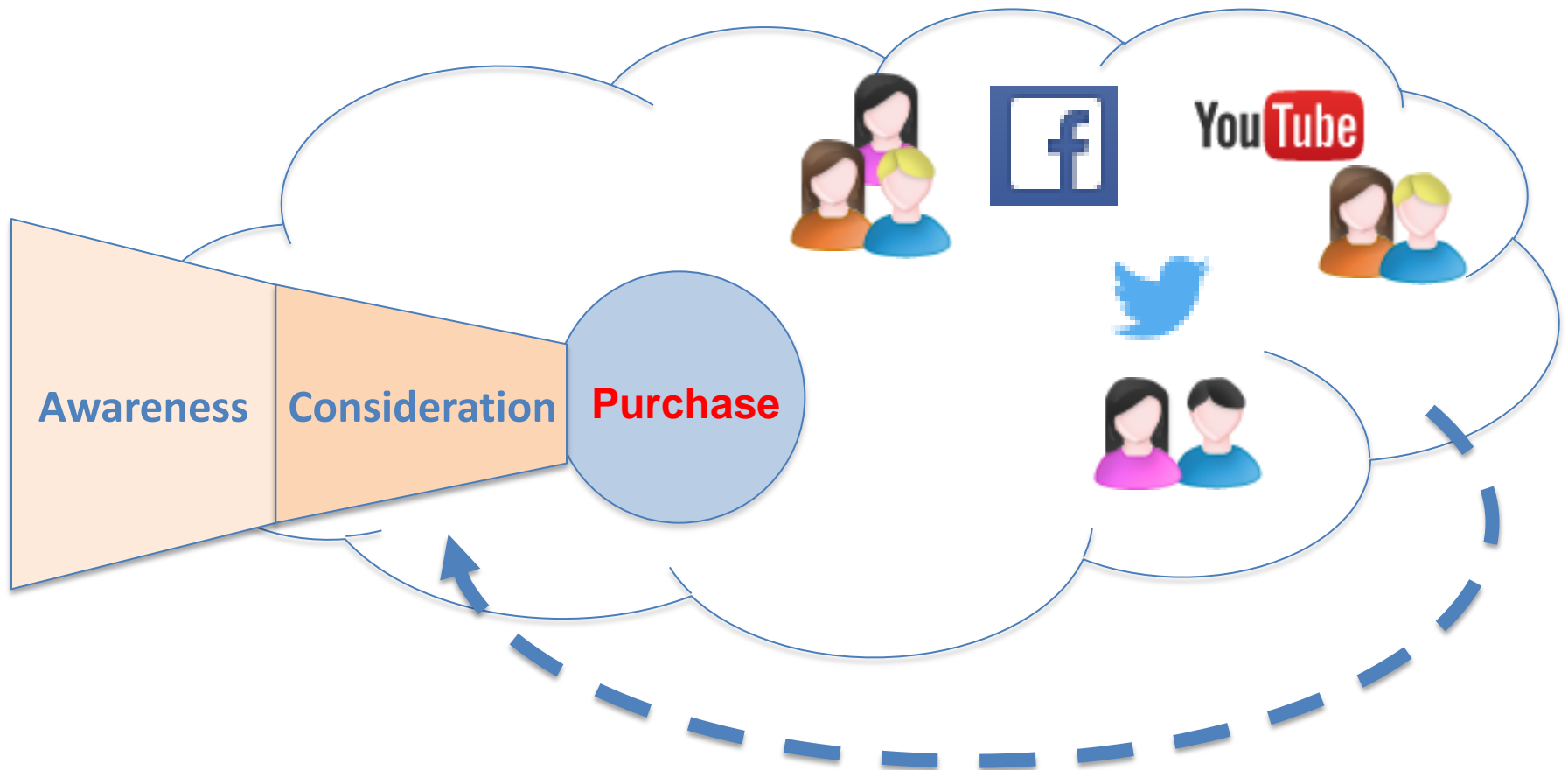
@daveduarte

The Social Feedback Cycle

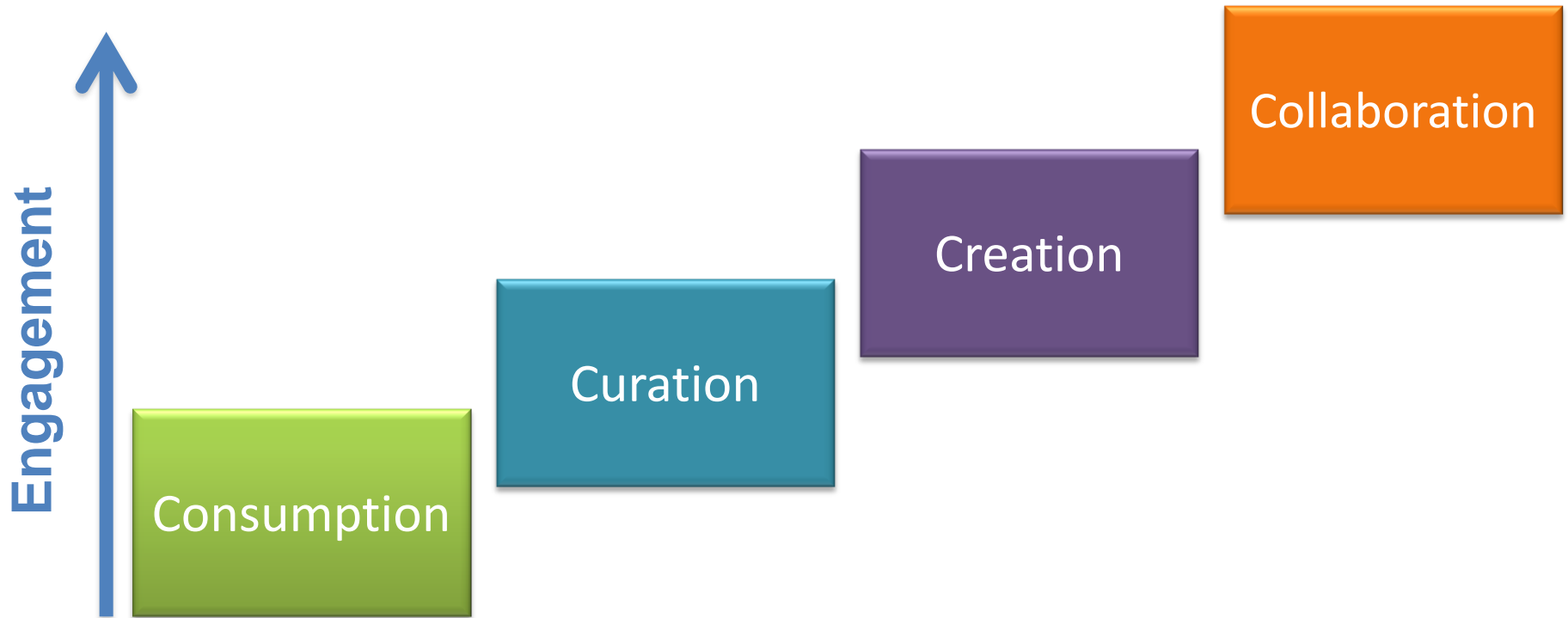
Consumer Behavior on Social Media



The New Customer Influence Path



Structured Engagement Engagement Process on Social Media



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

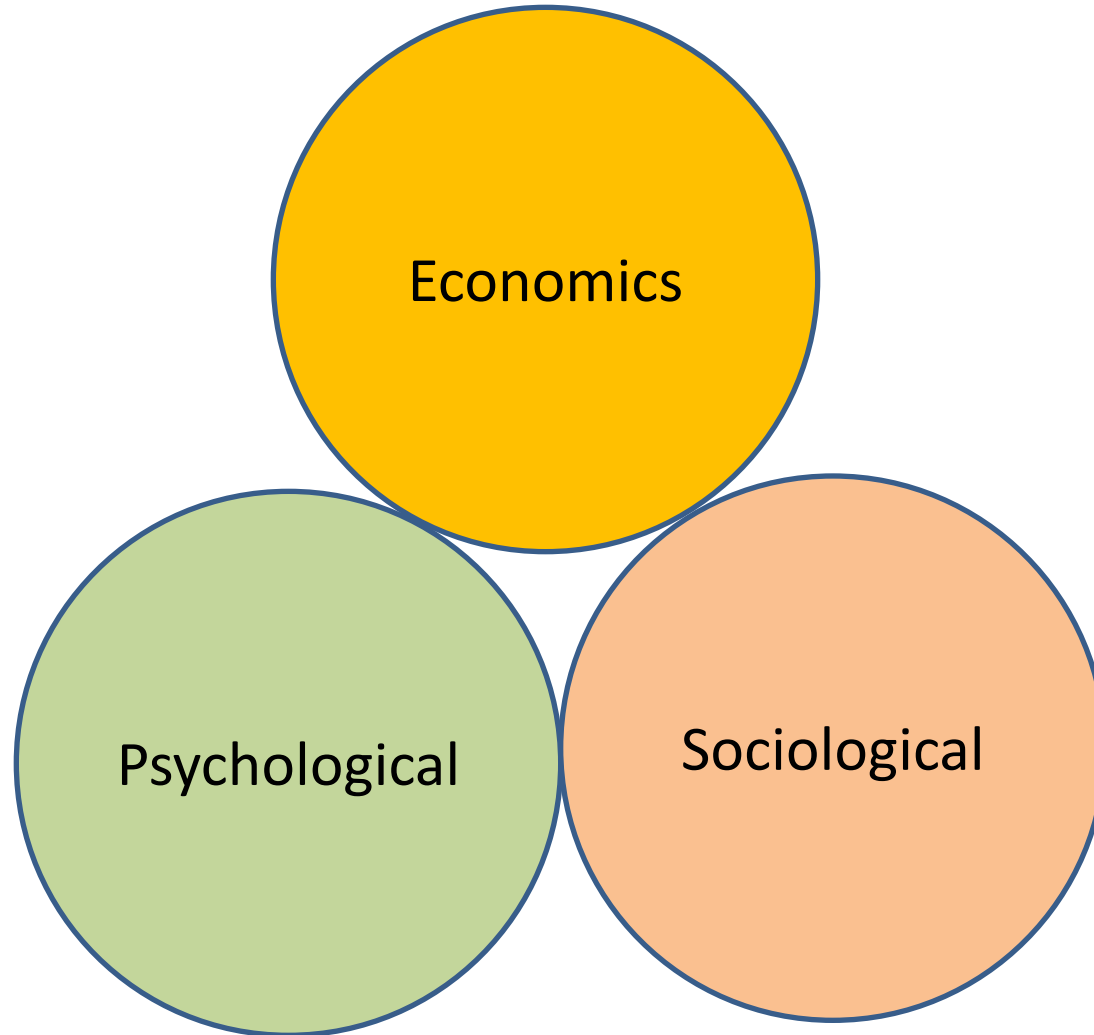
- a **statement of relations among concepts** within a set of **boundary assumptions and constraints** (Bacharach, 1989)

Marketing

**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

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**

Overall Model of Consumer Behavior

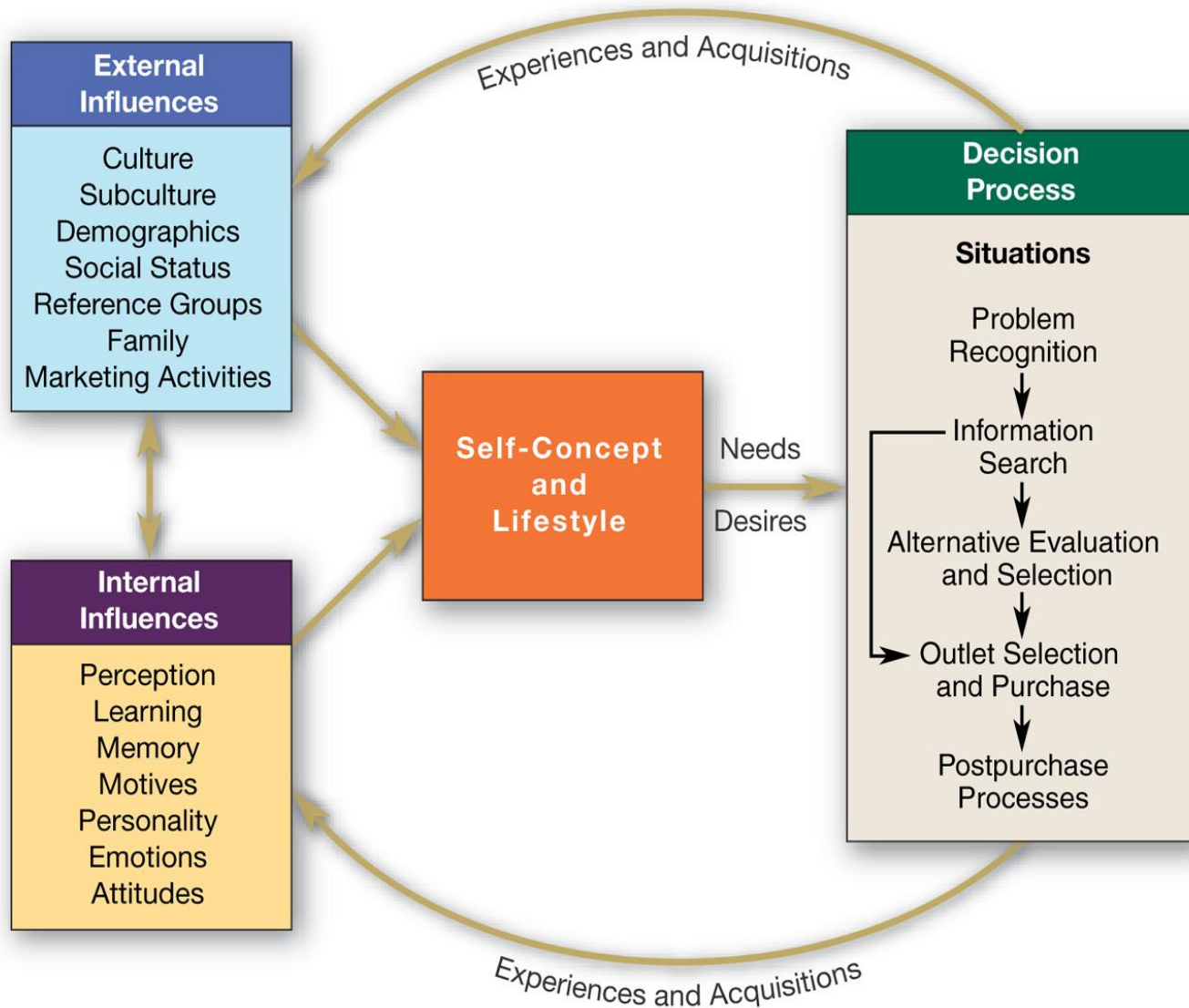
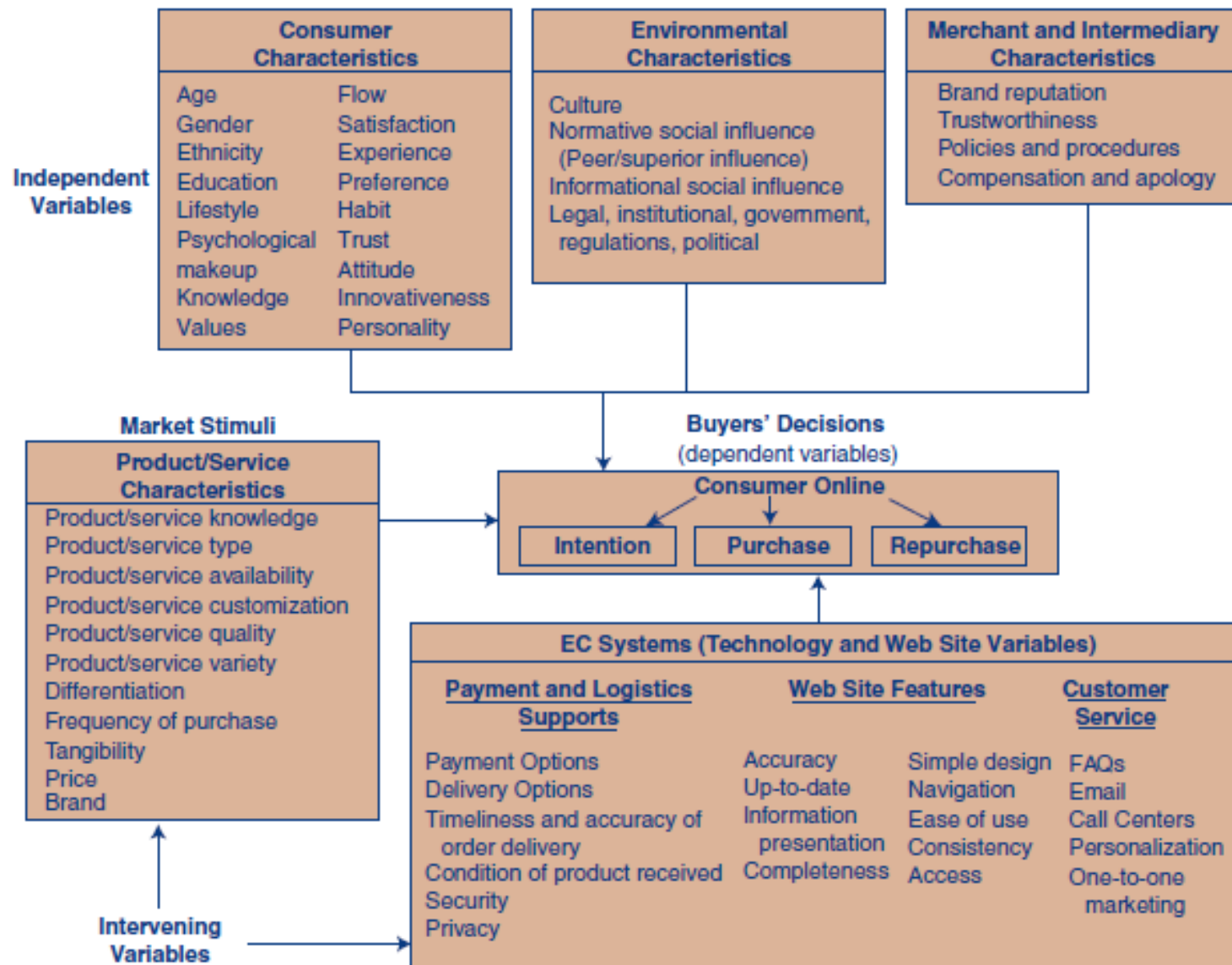


EXHIBIT W4.1.1 EC Consumer Behavior Model



Customer Satisfaction in EC

Information Quality

- Accuracy of Content
- Up-to-Date Content
- Information Presentation
(Visual representation of products)
- Completeness of Content
(Detailed description of products)

System Quality

- Privacy and Security
- Simple Design
- Ease of Navigation
- Ease of Use
- Consistency of Web Site

Service Quality

- Flexibility (Billing and Delivery Option)
- Timeliness of Order Delivery
- Accuracy of Order Delivery
- Condition of Products Received
- Responsiveness
- Fairness of Policies and Procedures
- Empathy (Compensation and Apologies)

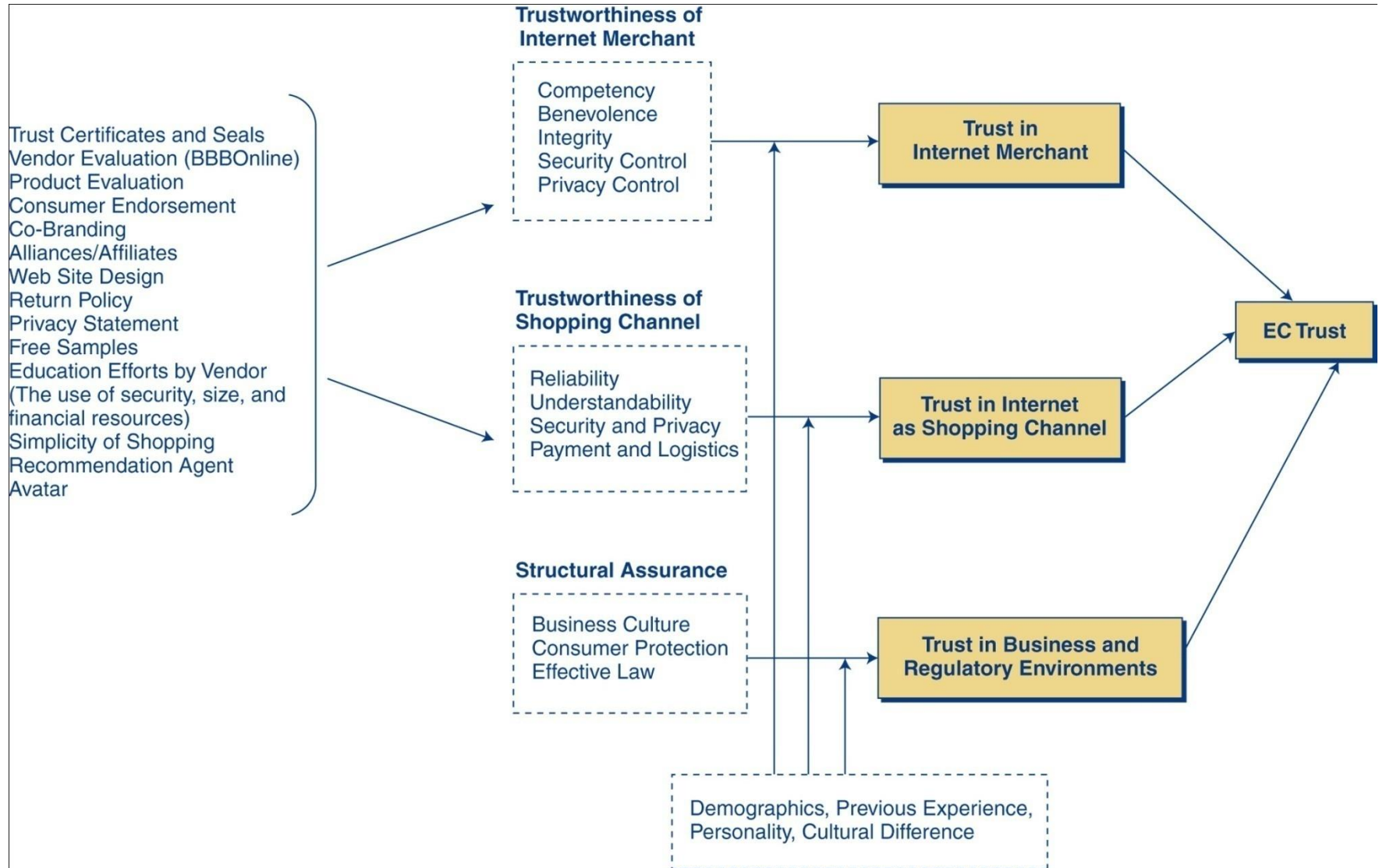
**Consumer Satisfaction
with an Internet Store**

TRUST IN EC

- **Trust**

The psychological status of willingness to depend on another person or organization.

EC Trust Models



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Theories used in IS research

88 Theories

88 Theories used in IS research

1. Absorptive capacity theory
2. Actor network theory
3. Adaptive structuration theory
4. Administrative behavior, theory of
5. Agency theory
6. Argumentation theory
7. Behavioral decision theory
8. Boundary object theory
9. Chaos theory
10. Cognitive dissonance theory

88 Theories used in IS research

11. Cognitive fit theory
12. Cognitive load theory
13. Competitive strategy (Porter)
14. Complexity theory
15. Contingency theory
16. Critical realism theory
17. Critical social theory
18. Critical success factors, theory of
19. Customer Focus Theory
20. Deferred action, theory of

88 Theories used in IS research

- 31. Flow theory
- 32. Game theory
- 33. Garbage can theory
- 34. General systems theory
- 35. General deterrence theory
- 36. Hermeneutics
- 37. Illusion of control
- 38. Impression management, theory of
- 39. Information processing theory
- 40. Institutional theory

88 Theories used in IS research

- 41. International information systems theory
- 42. Keller's Motivational Model
- 43. Knowledge-based theory of the firm
- 44. Language action perspective
- 45. Lemon Market Theory
- 46. Management fashion theory
- 47. Media richness theory
- 48. Media synchronicity theory
- 49. Modal aspects, theory of
- 50. Multi-attribute utility theory

88 Theories used in IS research

- 51. Organizational culture theory
- 52. Organizational information processing theory
- 53. Organizational knowledge creation
- 54. Organizational learning theory
- 55. Portfolio theory
- 56. Process virtualization theory
- 57. Prospect theory
- 58. Punctuated equilibrium theory
- 59. Real options theory
- 60. Resource-based view of the firm

88 Theories used in IS research

- 61. Resource dependency theory
- 62. Self-efficacy theory
- 63. SERVQUAL
- 64. Social capital theory
- 65. Social cognitive theory
- 66. Social exchange theory
- 67. Social learning theory
- 68. Social network theory
- 69. Social shaping of technology
- 70. Socio-technical theory

88 Theories used in IS research

- 71. Soft systems theory
- 72. Stakeholder theory
- 73. Structuration theory
- 74. Task closure theory
- 75. Task-technology fit
- 76. Technological frames of reference
- 77. Technology acceptance model
- 78. Technology dominance, theory of
- 79. Technology-organization-environment framework
- 80. Theory of collective action

88 Theories used in IS research

- 81. Theory of planned behavior
- 82. Theory of reasoned action
- 83. Transaction cost economics
- 84. Transactive memory theory
- 85. Unified theory of acceptance and use of technology
- 86. Usage control model
- 87. Work systems theory
- 88. Yield shift theory of satisfaction

Top 10 IS Theories 2014

1. Institutional theory (9.4%)
2. Social network theory (6.7%)
3. Contingency theory (6.6%)
4. Organizational culture theory (5.8%)
5. Transaction cost economics (5.6%)
6. DeLone and McLean IS success model (5.1%)
7. Technology acceptance model (5.1%)
8. Socio-technical theory (4.8%)
9. Garbage can theory (4.0%)
10. Diffusion of innovations theory (3.7%)

Social Media Services and Information Systems

- Social Media Services (SMS)
- Information Systems (IS)
- Computer Mediated Communication (CMC)

Theories of Information Systems

- Theory of Reasoned Action (TRA)
- Technology Acceptance Model (TAM)
- Theory of Planned Behavior (TPB)
- Unified Theory of Acceptance and Use of Technology (UTAUT)
- Integration of User Satisfaction and Technology Acceptance (IUSTA)

TRA (1975)

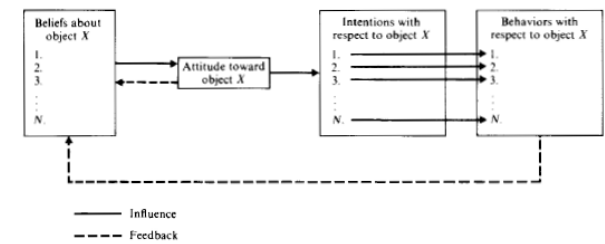


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

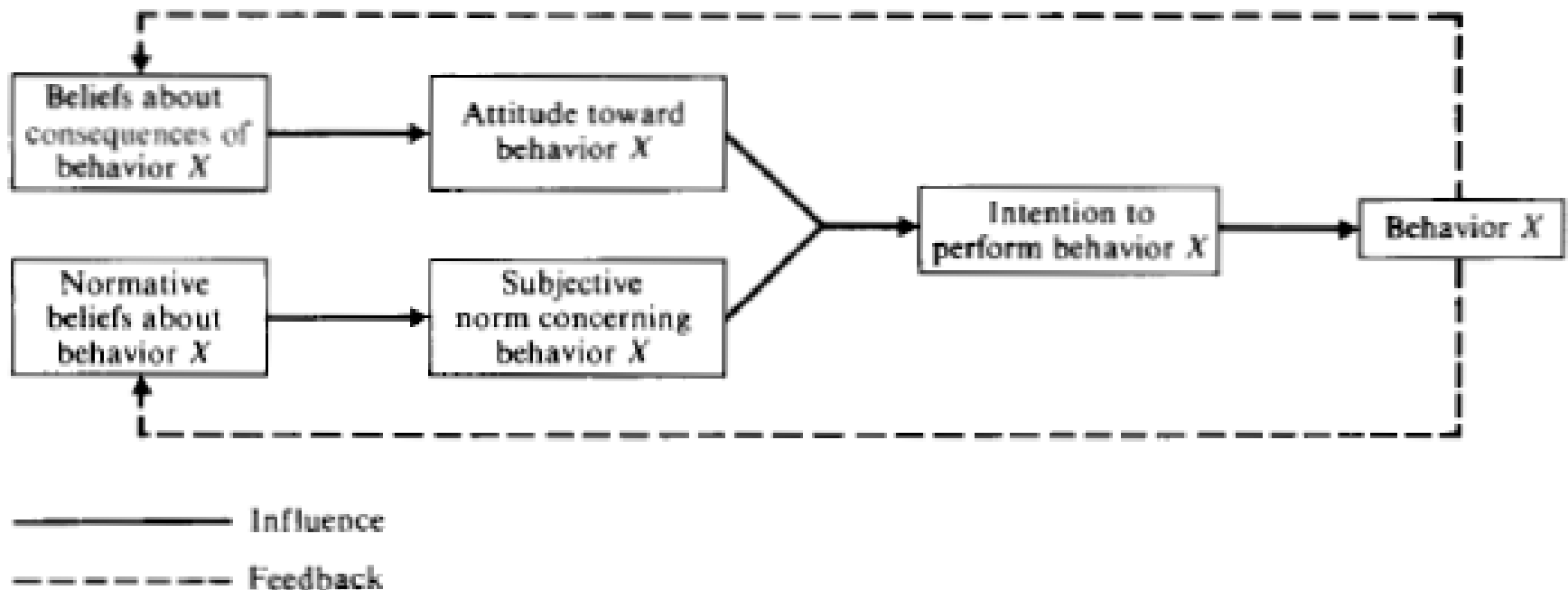


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

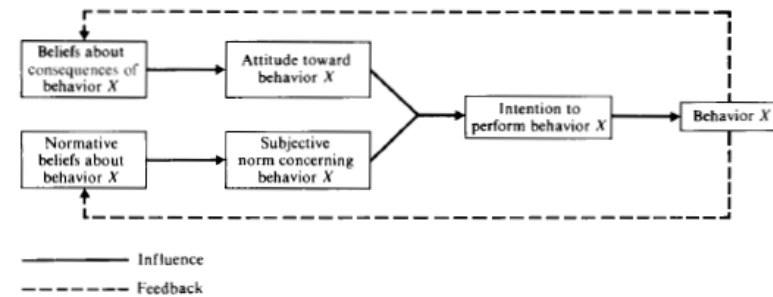


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

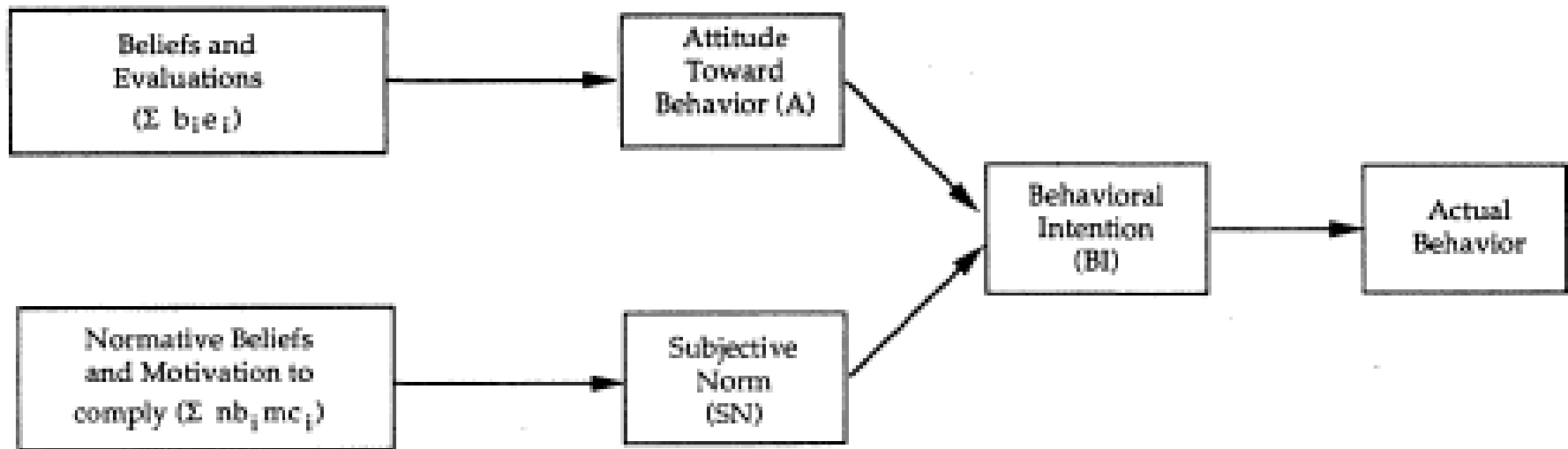


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

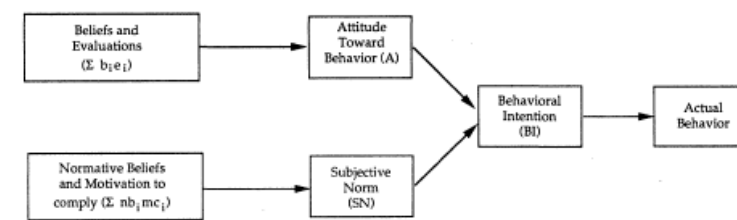


FIGURE 1. Theory of Reasoned Action (TRA).

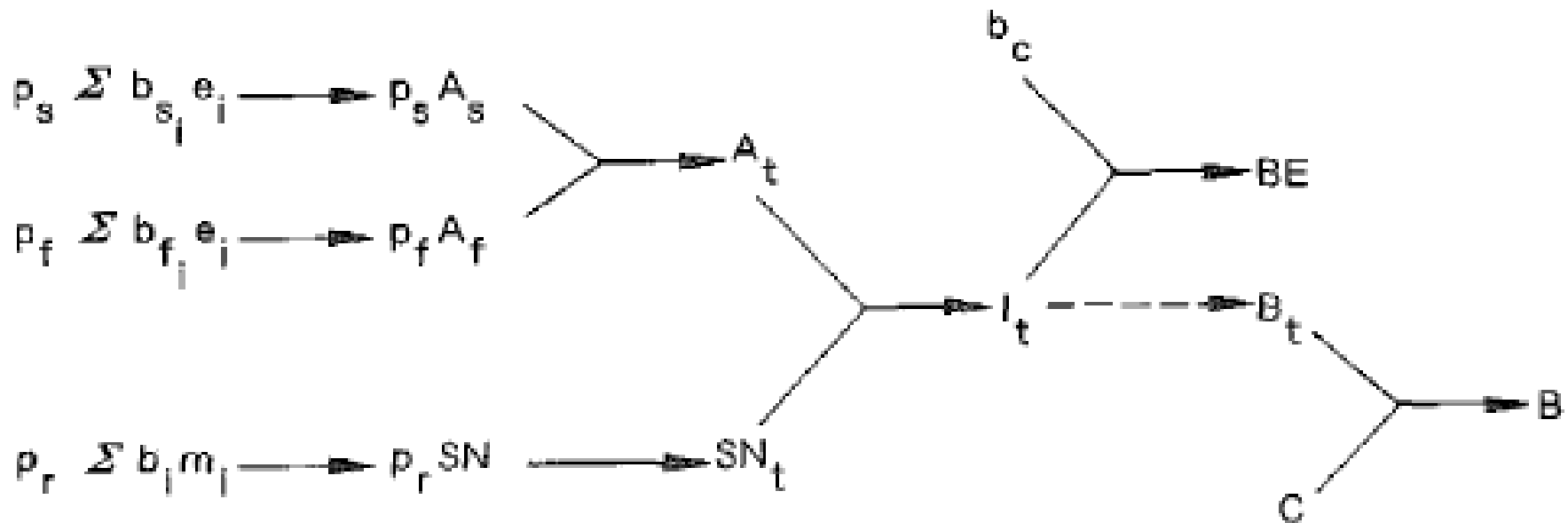


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

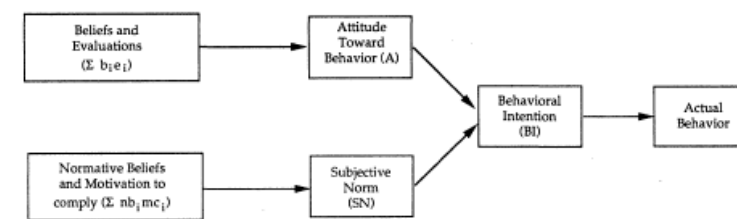


FIGURE 1. Theory of Reasoned Action (TRA).

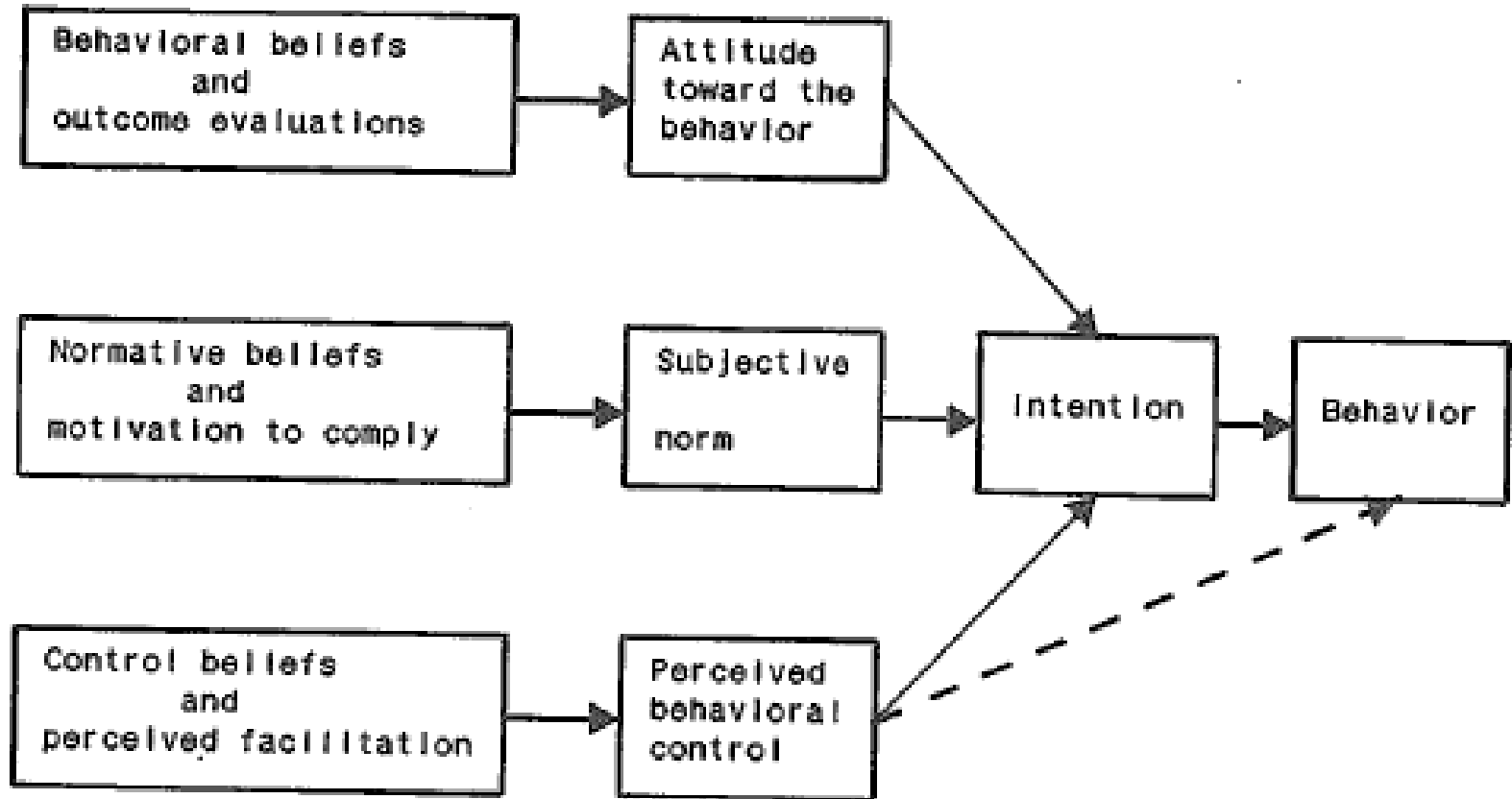


FIG. 10.2. Theory of planned behavior.

TPB (1991)

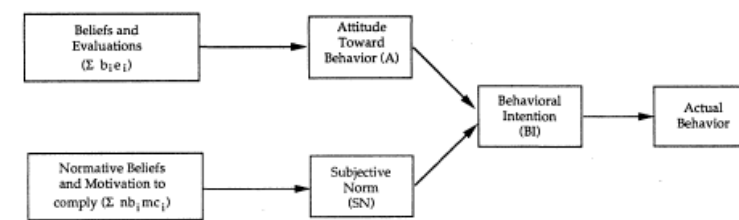


FIGURE 1. Theory of Reasoned Action (TRA).

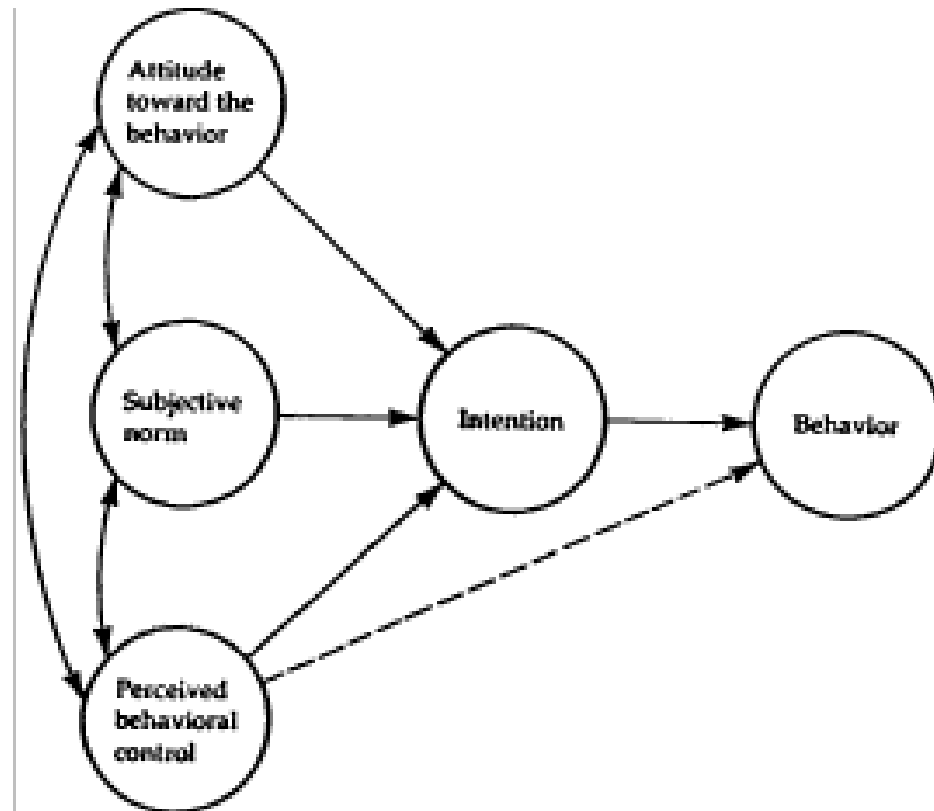


FIG. 1. Theory of planned behavior


Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.

Icek Aizen (Ajzen): Homepage - Microsoft Internet Explorer

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網址(D) http://www.people.umass.edu/aizen/index.html



Icek Aizen (Ajzen)

Professor of Psychology
University of Massachusetts

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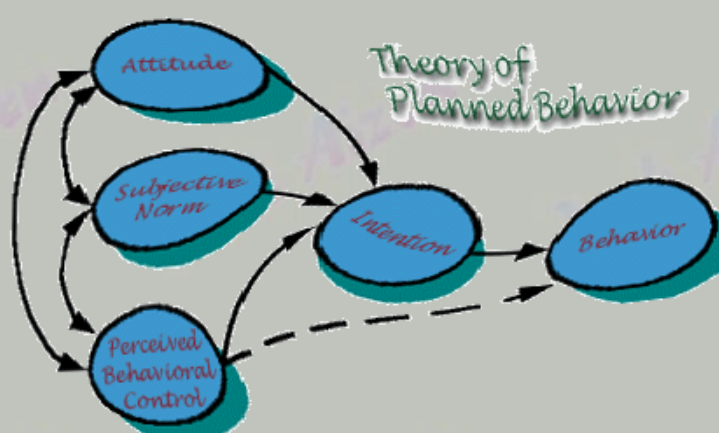
[Research](#)

[Publications](#)

[TpB](#)

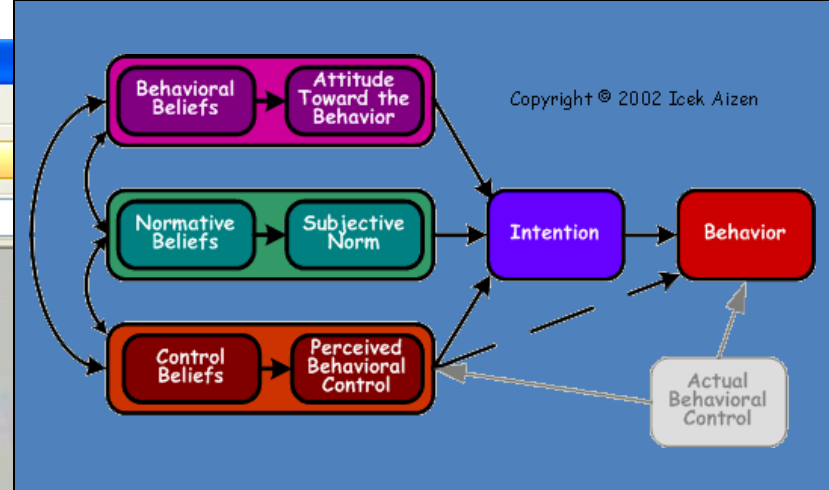
[Consulting](#)

Search



The diagram illustrates the Theory of Planned Behavior. It shows three ovals on the left: 'Attitude', 'Subjective Norm', and 'Perceived Behavioral Control'. Arrows from each of these three ovals point to a central oval labeled 'Intention'. An arrow from 'Intention' points to a final oval labeled 'Behavior'. A dashed arrow also points from 'Perceived Behavioral Control' directly to 'Behavior'. The title 'Theory of Planned Behavior' is written in a stylized font above the 'Intention' oval.

Last modified: April 13, 2005



TAM (1989)

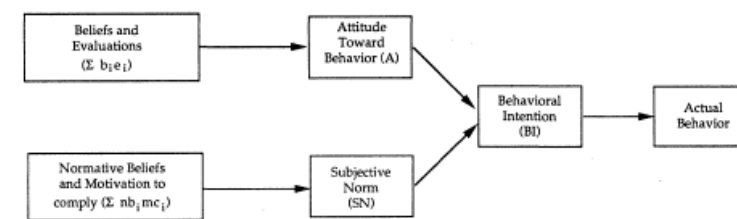


FIGURE 1. Theory of Reasoned Action (TRA).

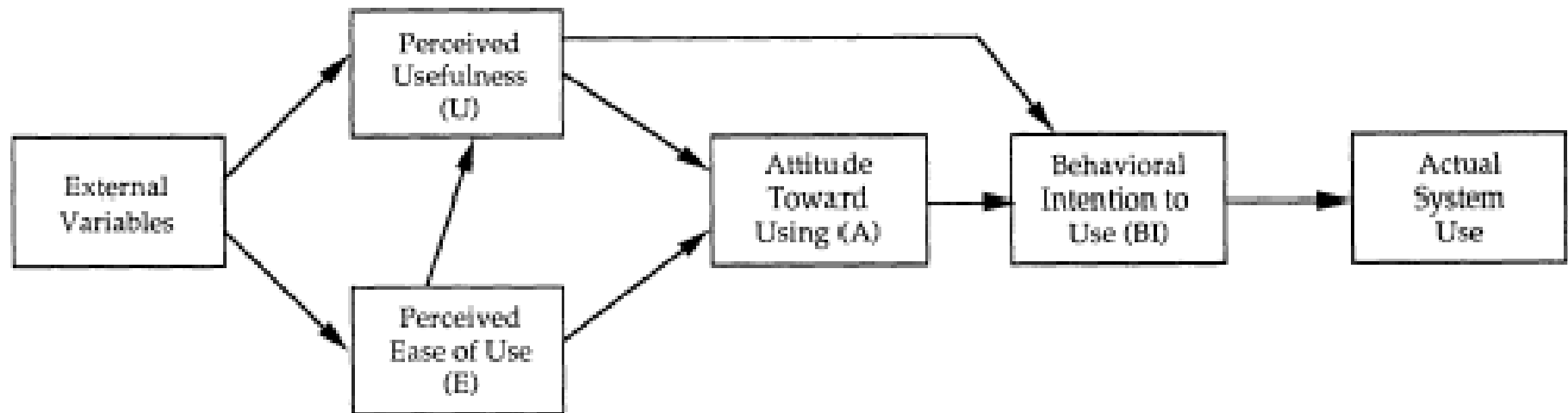


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

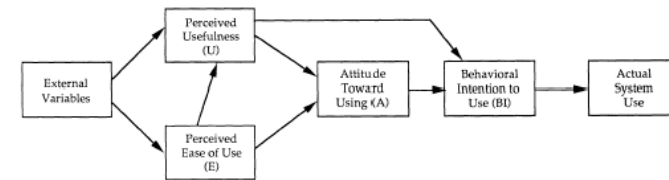
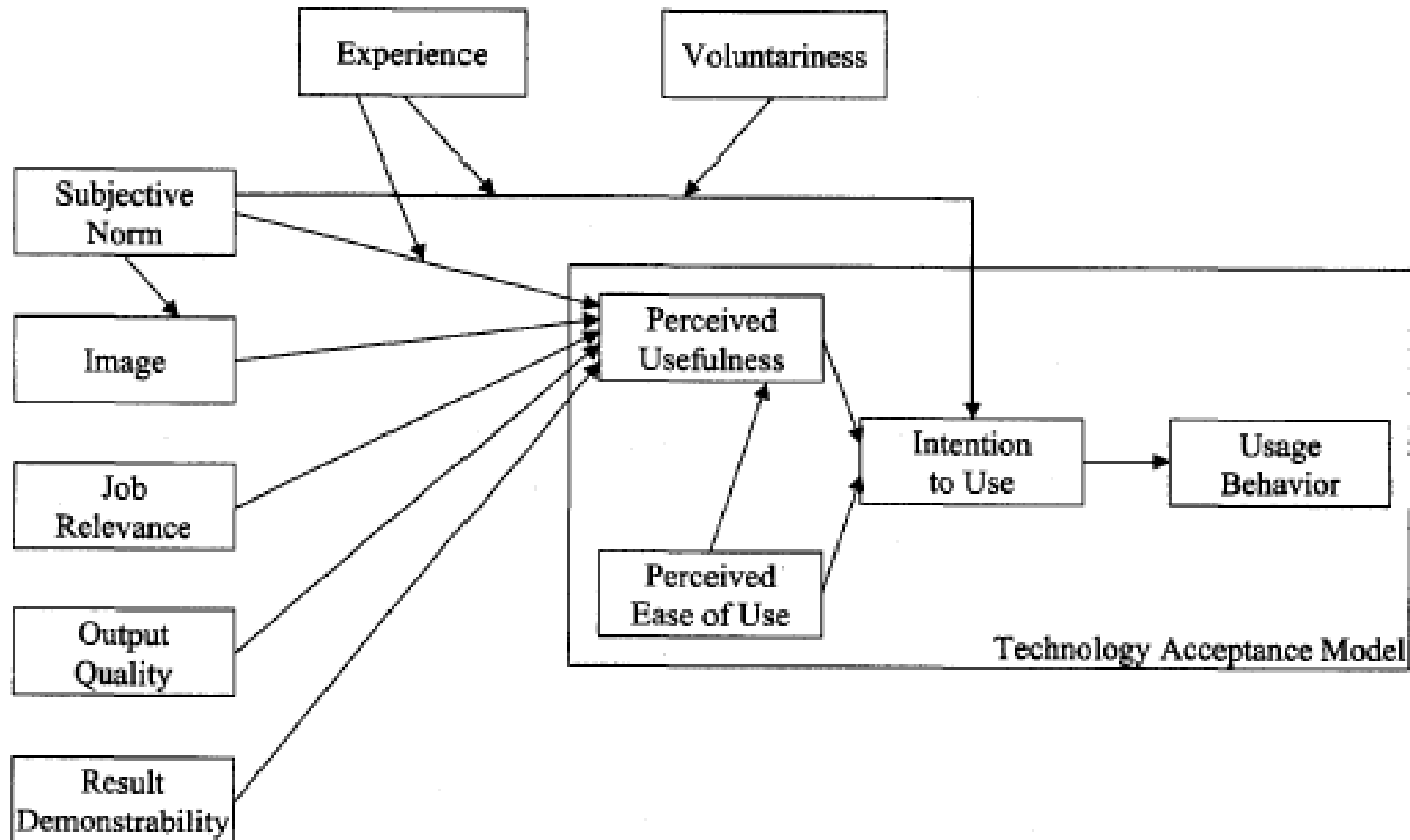


FIGURE 2. Technology Acceptance Model (TAM).

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)

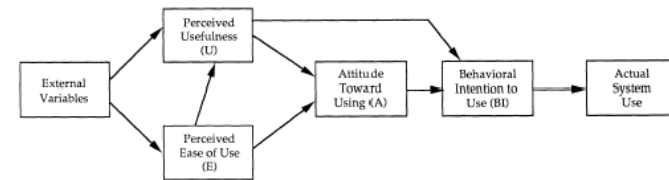
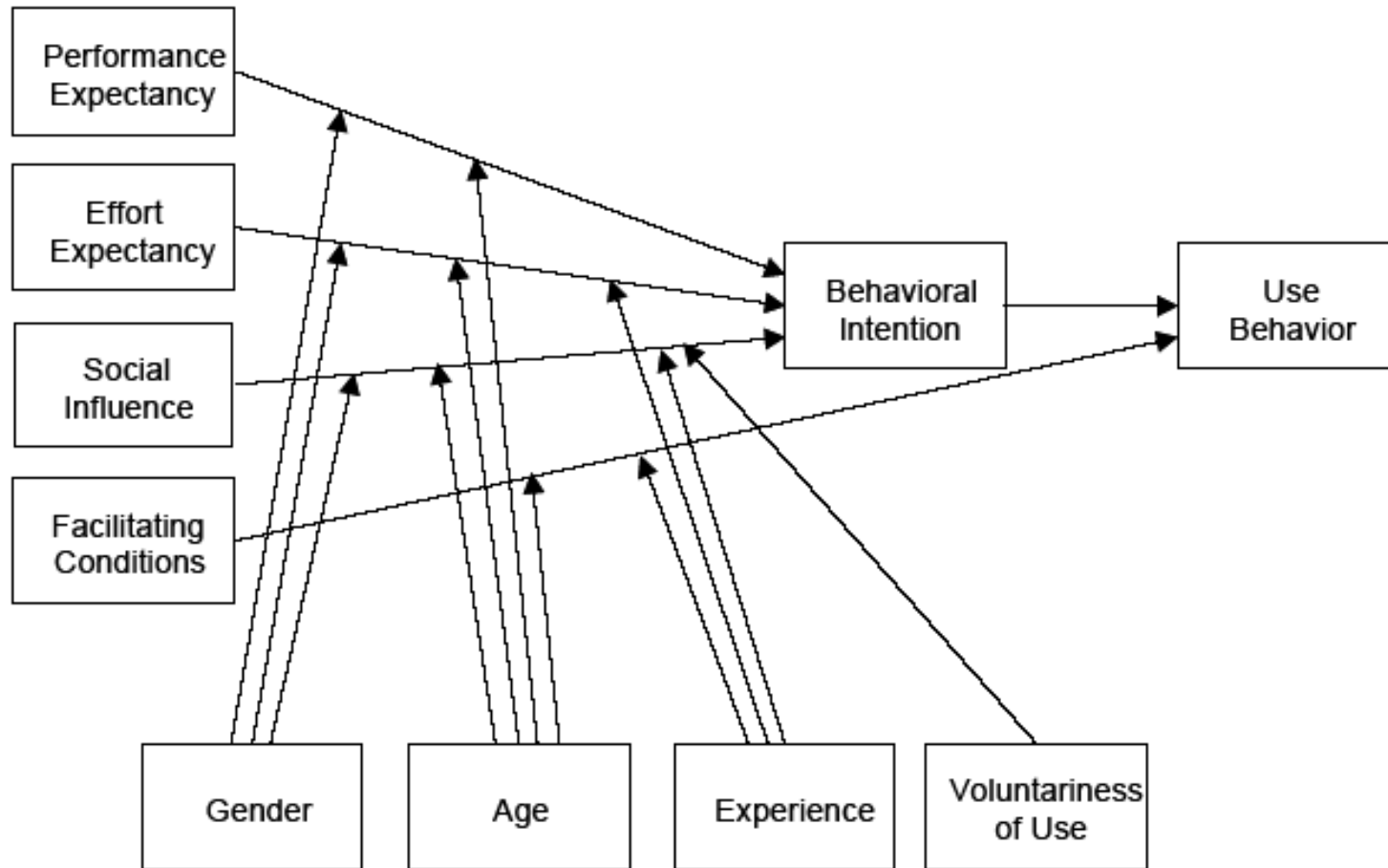
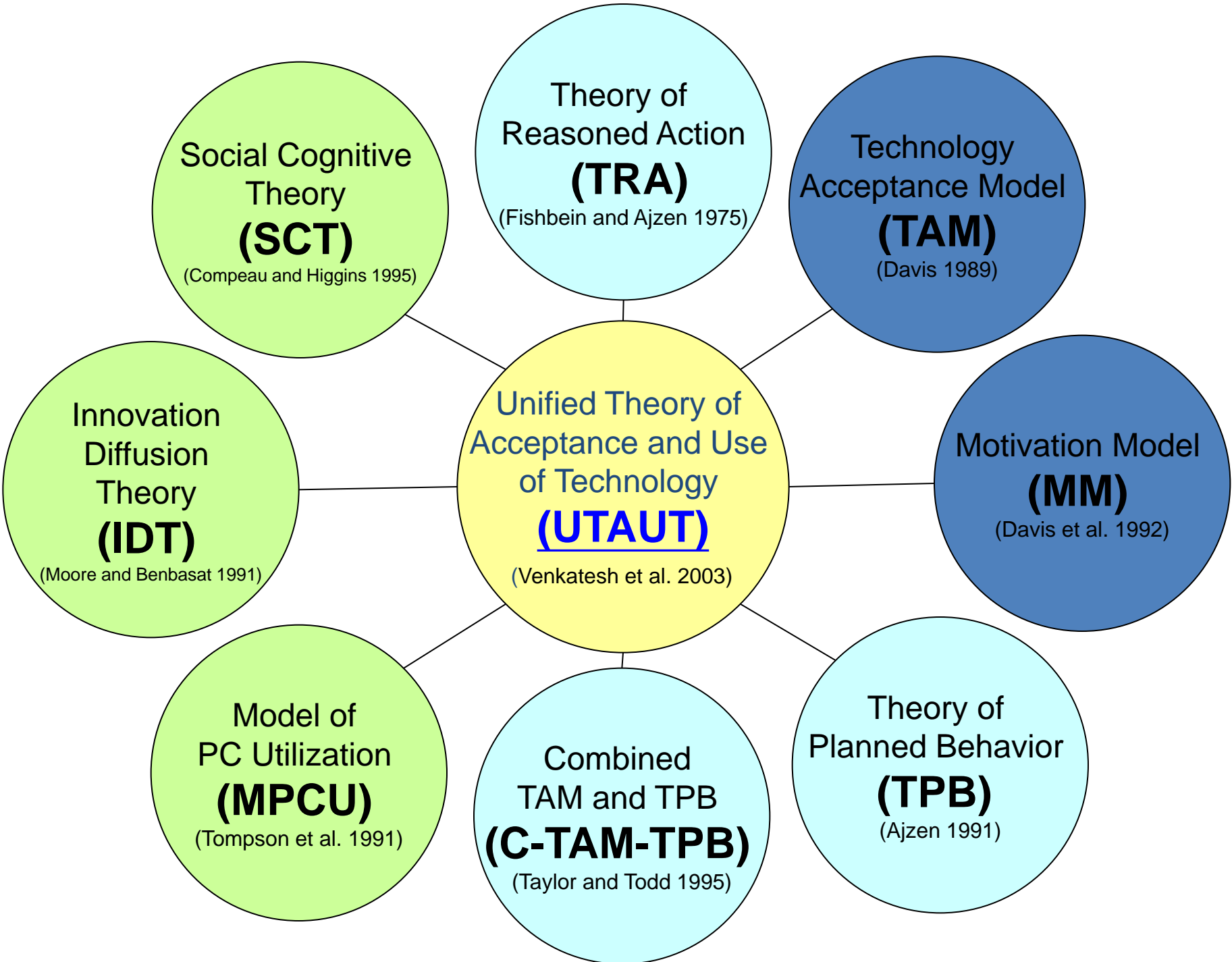


FIGURE 2. Technology Acceptance Model (TAM).



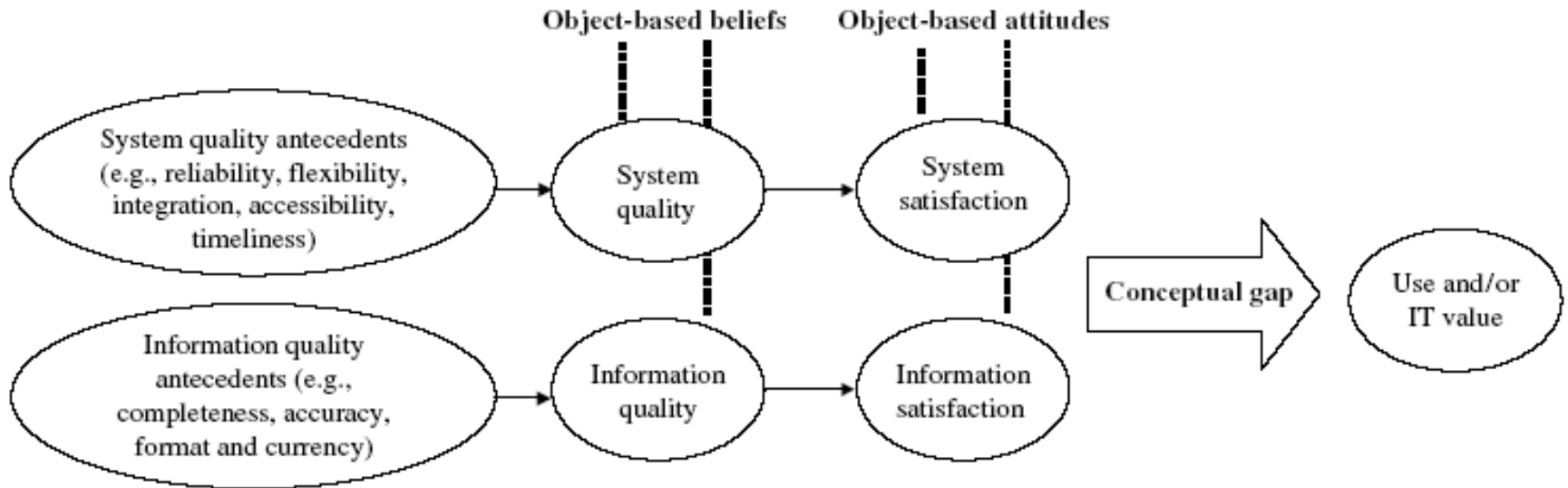
Unified Theory of Acceptance and Use of Technology (UTAUT)





US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

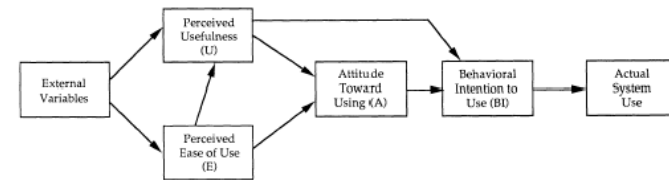
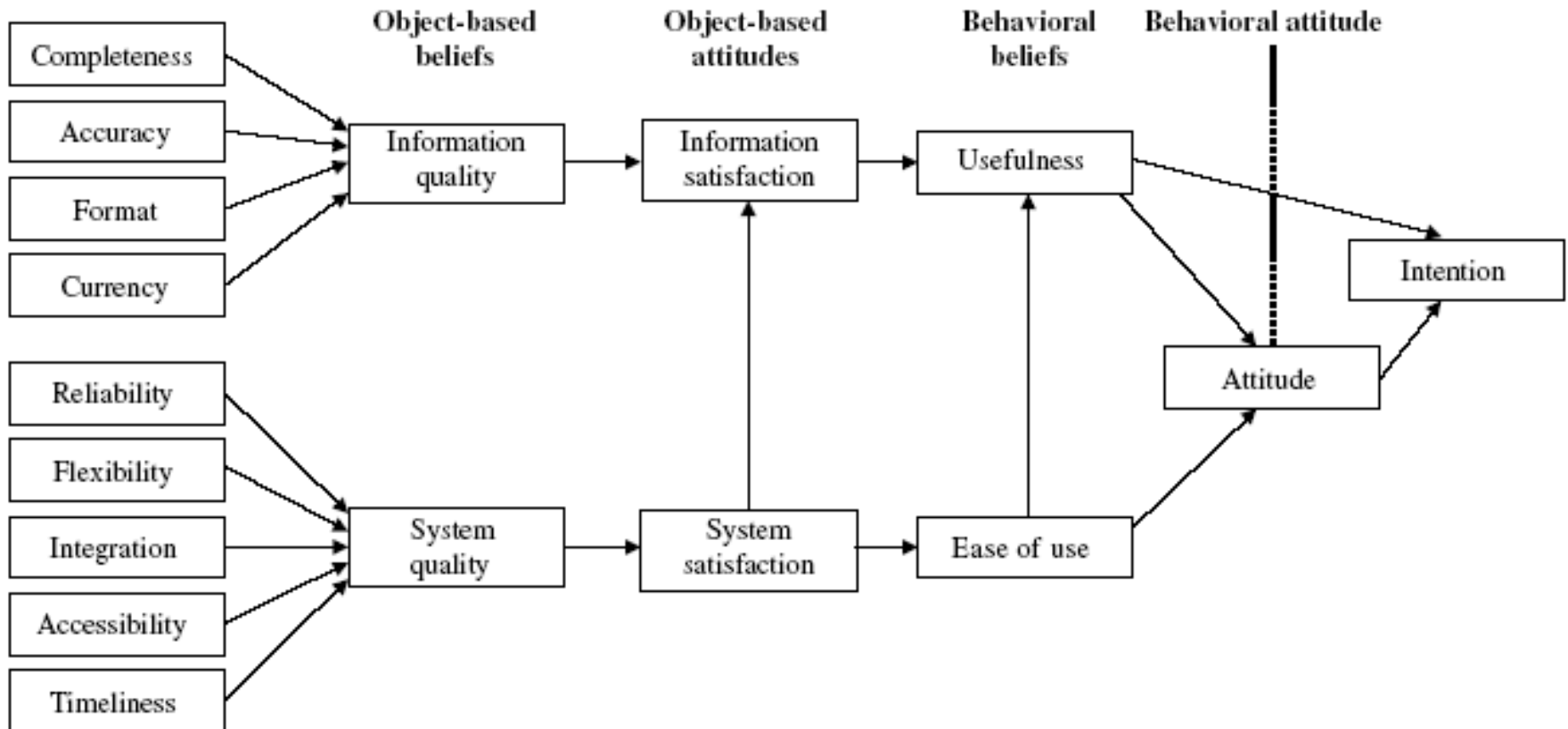


FIGURE 2. Technology Acceptance Model (TAM).

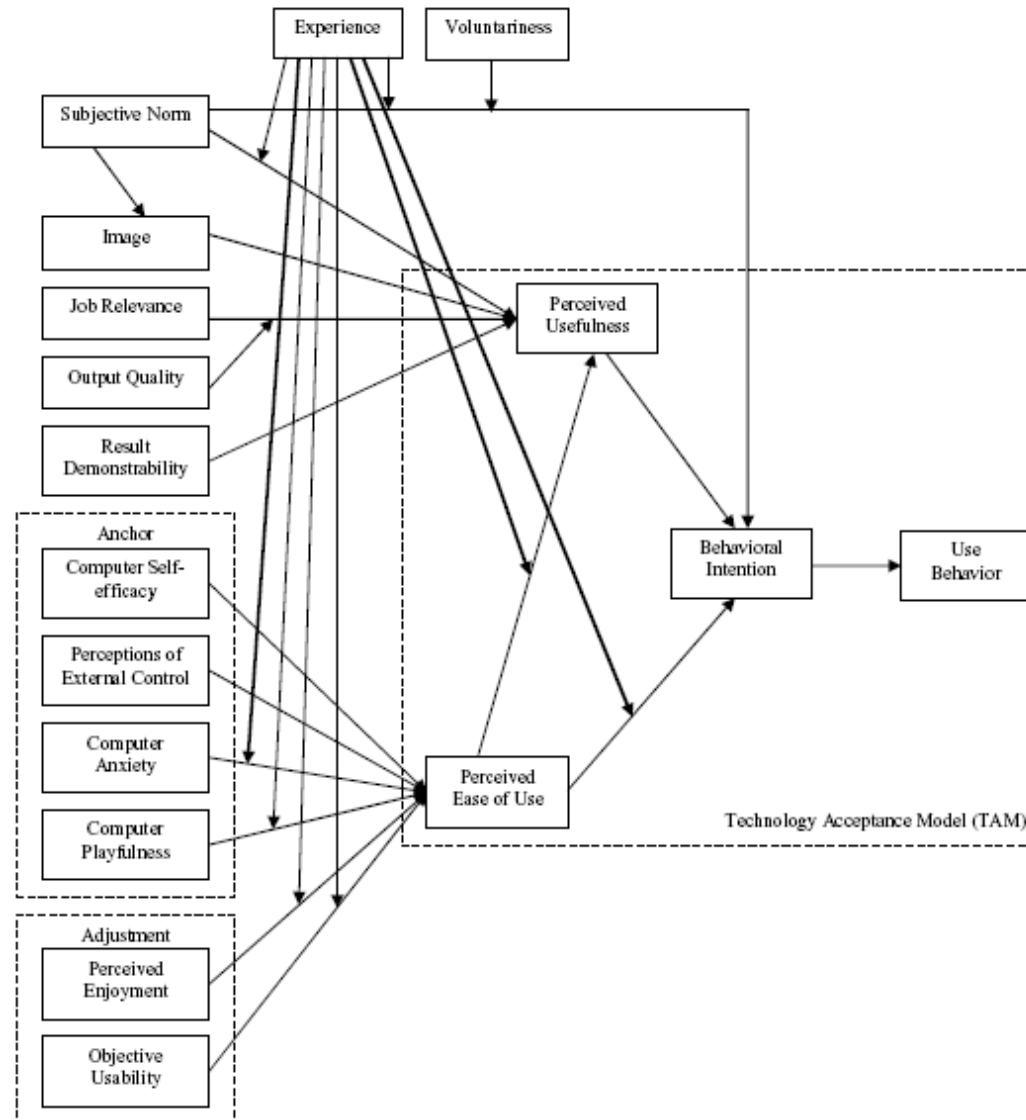


IUSTA (integration of user satisfaction and technology acceptance)

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)



^aThick lines indicate new relationships proposed in TAM3.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, pp. 179-211.
- Ajzen, I., (1985) "From Intentions to Actions: A Theory of Planned Behavior," in J. Kuhl and J. Beckmann (Eds.) *Action Control: From Cognition to behavior*, Springer Verlag, New york, 1985, pp.11-39.
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