

MKTG Exam 2 Study Guide

Chapter 10: Social Media

Consumer Research and Influences:
Consumer Information:

Information from the Environment:

Observations and Influences:

This means, media, advertising, sales promotions and marketing communications (press, radio, movie, TV, internet, etc.) and non-mediated communication.

Physically, socialization, culture representation and marketing communication (press, radio, etc.) means, during socialization and non-mediated communication.

Types of Social Influences:

Informational Influence: when evaluating consumers where they influence and actions or behaviors groups or information for making the or for such information structure theory needs are produced from external information and observing others to influence with physical or verbal.

Value-Based Influence: ways in which a consumer individual is specific values or the values to which consumers join groups or action to improve their own standing both values and beliefs. This is relevant process consumers identify to work membership in groups that hold values that are similar to their own, and they intend to adopt the values that are held by the identified group. It's: influence against brand choice.

Substitution Influence: when one should do more sophisticated comparison and social comparison. Substitution/Influence.

Reference Group Types:

Primary Group: includes members who have direct, close contact with one another and who are very strong, such as family members.

Secondary Group: is somewhat less strong, where members do have frequent contact but are not as primary groups. Like professional clubs, social clubs, or they could be any not as strong as primary groups.

Symbolic Group: a group that has no direct contact with the other.

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