Consumer Behaviour

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Chapter 1: An introduction to consumer behaviour

1. What is consumer behaviour (CB)?

- **Consumer behaviour**
  - the study of processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires

  - Study of *processes*: look at underlying processes, psychology, sociology behind behaviours
    (ASSIGNEMENT → why are people behaving in this way, the psychology behind this)
  - Items consumed can include anything: other people (rockstars), items, democracy,...
  - Needs and desires: hunger, love, spiritual fulfilment,...
  - Individuals and groups (both!)
  - ALSO what precedes the purchases and what goes after the purchase

1. CB as field of study

- **CB = interdisciplinary science (integrates a lot of things)**
  Consumer researchers can be found anywhere, just about anywhere we find consumers
  -> they approach from different perspectives

  - Micro-economics
    - Consumer theory: choice theory
  - Psychology
    - The decision process
    - The learning process
    - Attitudes and motivation
  - Sociology
    - Groups
    - Culture
    - Product role in social institutions and group through social group relationships
  - Social psychology
    - Cognitive and heuristic bias
    - Product role in behaviours of individuals as members of social groups

- **Consumer VS shopper: what’s the difference**
  - Consumer is broader than only a shopper
  - CB used to focus on shoppers: what is happening, on what conditions can we encourage them to buy our product
    → purchase itself = only small part of whole process
    → successful marketing strategy: understand whole process of the behavior: purchase is only one part
  - Different needs

<table>
<thead>
<tr>
<th>Consumer needs</th>
<th>Shopper needs</th>
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</thead>
<tbody>
<tr>
<td>Requirements that I need fulfilled by the products I buy for me &amp; my family</td>
<td>Requirements that I need fulfilled as a part of the shopping process</td>
</tr>
<tr>
<td>Why do I have these?</td>
<td>e.g. healthy, durable, filling, tasty</td>
</tr>
<tr>
<td>e.g. variety, value, convenience, experience</td>
<td></td>
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</table>
2. CB as a process

- **Earlier:** CB = buyer behavior = interaction between consumers & producers at time of purchase
- **Now:** CB = ongoing process, not only purchase (why, how do they decide and after that, how do they get rid of the product) → expanded view: entire consumption process = influences before, during, after purchase

<table>
<thead>
<tr>
<th>Pre-purchase</th>
<th>Purchase</th>
<th>Post-purchase</th>
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</thead>
<tbody>
<tr>
<td>- How do consumers decide that they need a product or service?</td>
<td>- How do consumers experience acquiring a product or service?</td>
<td>- Does the product provide perform its intended function?</td>
</tr>
<tr>
<td>- What are the best information sources to learn more about alternative choices?</td>
<td>- What does the purchase say about the consumer?</td>
<td>- How is the product eventually disposed of, and what are the environmental consequences of this act?</td>
</tr>
<tr>
<td>- What cues do consumers use to infer which products are superior to others?</td>
<td>- How do situational factors affect their purchase decision (store displays, time,...)</td>
<td>- What determines whether consumer will be satisfied with product?</td>
</tr>
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</table>

- **CB = activities people undertake when...**

<table>
<thead>
<tr>
<th>Obtaining</th>
<th>Consuming</th>
<th>Disposing</th>
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</thead>
<tbody>
<tr>
<td>- How do consumers decide that they need a product or service?</td>
<td>- How consume place order online</td>
<td>- How do consumers experience acquiring a product or service?</td>
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<td></td>
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<td></td>
<td>- How much you throw away after use</td>
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<tr>
<td></td>
<td>- If you resell items yourself or through a consignment store</td>
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<td></td>
<td>- How you recycle products</td>
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3. CB as actions in a play (actors on marketplace stage)

- **CB = system of actors who fulfill different roles**
  - **Role theory** = each consumer has lines, props, costumes necessary to good performance
  - People play different roles -> modify consumption decisions & evaluation according to particular play they are in at that time
  - Consumers = role players who need different products to help them play their various parts
  - Not only a process where you behave along different stages, you can see it as actions in play the way you behave depends on the role you play

* e.g. You want to book a hotel, you want to achieve this → different behavior when you book this as an academic who do this for wok VS for your family
• Consumer’s buying roles
  – Initiator: Initiates idea *e.g. As a husband, say to your men to buy something*
  – Influencer: Influences, provides recommendations for certain products without buying them *e.g. friend helping you to find a dress*
  – Decider: Ultimate buying decision
  – Buyer: Actual purchase
  – Payer: Pays *e.g. use husband credit card (not always same as buyer)*
  – User: Consumes *e.g. children use hotel that you purchased*
  – Gatekeeper: Controls access *e.g. for your children, you decide whether your children go on vacation or not*

→ one person can fulfill different roles

4. CB as subjective and situational

• CB = combination of who I am and the situation I am in

<table>
<thead>
<tr>
<th>Subjective</th>
<th>Situational</th>
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<tbody>
<tr>
<td>Consumer influences</td>
<td></td>
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<tr>
<td>• Psychological influences</td>
<td></td>
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<tr>
<td>• Personal influences</td>
<td></td>
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<tr>
<td>• Social influences</td>
<td></td>
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<tr>
<td>• Cultural influences</td>
<td></td>
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<tr>
<td>= influences consumers themselves have on the process, behavior shaped by themselves</td>
<td></td>
</tr>
<tr>
<td>Organizational influences</td>
<td></td>
</tr>
<tr>
<td>• Product/service</td>
<td></td>
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<tr>
<td>• Price</td>
<td></td>
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<tr>
<td>• Promotion</td>
<td></td>
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<tr>
<td>• Place</td>
<td></td>
</tr>
<tr>
<td>• People</td>
<td></td>
</tr>
<tr>
<td>• Process</td>
<td></td>
</tr>
<tr>
<td>• Physical evidence</td>
<td></td>
</tr>
<tr>
<td>Market and external influences</td>
<td></td>
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<tr>
<td>= factors that we can manipulate</td>
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</tbody>
</table>

• Consumer influences

  ![Cultural, Social, Personal, Psychological, Buyer]  

  - Cultural
    - Culture
      - Subculture
    - Social class
  - Social
    - Reference groups
    - Family
  - Personal
    - Age
    - Lifestyle
    - Personality
    - Self-concept
  - Psychological
    - Motivation
    - Perception
    - Learning
    - Beliefs
    - Attitudes
    - Feelings
  - Buyer

• Organizational influences
  – Traditional marketing mix
1. Selling VS Marketing

- **Marketing**
  - “There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”
  - Marketing is a social process by which individuals and groups obtain what they need and want through creating offering, and freely exchanging products and services of value with others

- **Customer value**
  - Consumer’s assessment of the overall capacity of offerings to satisfy needs and wants
  - Assessment (in their minds!) about whether the offering satisfies their needs or not
  - Verschil tussen waarde verkregen door bezit/gebruik product en kost om het te verkrijgen

2. Why study consumer behaviour?

Four main reasons

- Potential positive economic implications (better marketing strategies, segmenting marketings)
- Deal with social issues
- Make us a better consumer
- Living in consumption society: consumer behaviour explains how the society is running the way it does

**Marketing mix**

- People, process, physical evidence, promotion

**Services marketing mix**

- People
- Process
- Physical evidence
- Promotion

**Four main reasons**

- Potential positive economic implications (better marketing strategies, segmenting marketings)
- Deal with social issues
- Make us a better consumer
- Living in consumption society: consumer behaviour explains how the society is running the way it does
• Types of value
  – **Utilitarian value**: helps to accomplish some task, really use it
  – **Hedonic value**: just having fun, immediate satisfaction, experience, emotions
  – E.g. fastfood = utilitarian: cheap, fast, convenient, you survive because you eat
    = hedonic: taste, playground for children, toy in Happy Meal
  – E.g. riding Ferrari = utilitarian: transportation
    = hedonic: prestige, comfort, feeling you get

• Importance of CB for marketing
  – To ensure that products/service meet consumer needs
  – Improve marketing strategies to facilitate the creation of value by generating a better understanding of...
    ✓ the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
    ✓ the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
    ✓ the behavior of consumers while shopping or making other marketing decisions;
    ✓ limitations in consumer knowledge or information processing abilities that influence decisions and marketing outcome;
    ✓ how consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer;
    ✓ how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.
    ✓ ...

2. Consumers’ impact on marketing strategy

• Understanding CB is good business > basic marketing concepts rely on satisfying consumer needs
  – marketers can only satisfy needs to the extent that they understand the consumers
  – marketers have to understand the wants and needs of different consumer segments

• Carefully defining consumer segments and listening to consumers more important in the context of
  – **relationship marketing**
    = building lifetime relationships between brands and customers, effort to keep in touch with customers on regular basis, giving them reasons to maintain bond with company
  – **database marketing**
    = tracking customers’ buying habits by computer and adapting products and information tailored precisely to people’s wants and needs

• Market segmentation
  – Delineating segments whose members are similar to one another in one or more characteristics and different from members of other segments
  – Segmentation variables = basis for slicing up market

<table>
<thead>
<tr>
<th>Category</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
<td>Age</td>
</tr>
<tr>
<td>= measure observable aspects</td>
<td>Gender</td>
</tr>
<tr>
<td>of population</td>
<td>Social class, occupation, income</td>
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</table>
### 3. Impact of marketing on consumers

**Is this marketing responding to needs that exist or do they create the needs?**

**Does marketing give people what they want, or do they tell them what they want?**

- Marketing techniques responsible for convincing consumers that they ‘need’ material goods and that they will be unhappy if they do not have it?
- **Concept of free will** = customer must be capable of deciding independently what to do,
  
  *e.g. Retailers in November = pumpkins everywhere → lot of schools organize events related to Halloween, but is Halloween a need?

  e.g. Macdonalization = companies changed our needs -> not only McDonalds store that pop up, also values (efficiency, control, predictability -> McDonalds use this in their stores that pop up -> we live in consumption society, multinationals brought in their concepts and they changed the values

- Need = basic biological motive -> want = way society taught us that need can be satisfied
  
  *e.g. thirst is biologically based, we are taught to want Coca Cola satisfy the needs instead of milk

- Need = formed by social environment -> needs are always artificial
  
  = we are socialized to have the need *e.g. we drink Cola not only for our biological need, we drink for several reasons embedded in cultural context

- Need = something we feel, so always real to a person

  → Marketers do not create needs, but contribute heavily to socialisation of people and thus the social system of needs

**Consumption society**

- Cannot deny that CB is everywhere, affects every single aspect of our lives (social life, economic, cultural life,...)
- CB looks beyond single individual and their social background and environment to describe and analyze the complex relationships → our society today can be described as...

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| Geographics                      | Ethnic group, religion  
|                                 | Stage in life  
|                                 | Purchases vs. user  
| = cultural differences          | Region  
| - consumption common across cultures = trends, lifestyles,... (thanks to global competition – homogenising effect) | Country differences  
| - consumption specific to different cultural groups= |  
| Psychographics                  | Self-concept  
| = differences in consumers’ personalities and tastes | Personality  
| Behavioral                      | Lifestyle  
|                                  | Brand loyalty, extent of usage  
|                                  | Usage situation  
|                                  | Benefits desired  

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Meaning of consumption

- People often buy products not for what they do, but for what they mean → roles and meaning of products go beyond the tasks they perform
- Deeper meaning of products help it to stand out from similar products (person will choose that brand that has an image consistent with their own ideas)
- Consumer goods = loaded with public and private meanings → we use them to construct our domestic and public world

Global consumer culture

- Consumer culture = globalized
- Brands = become signs of global ideology of cultural value and mower
- People are united by their common devotion (toewijding) to brand-name consumer goods, movie/rock stars, and service
- Some products have become so associated with American lifestyle, products from different cultures mix and merge in new ways = cultural homogenisation e.g. today we see that local music acts are grabbing share of market and push typical English-speaking acts down
- E.g. market for luxury goods = has become global, highly standardized marketing campaign around world, taste in fashion = influenced by international pop culture

Globalization/Glocalization

- **Glocalization**
  = interaction between global and local
  = all global phenomena exist and become meaningful in local context
  = increasing awareness of ‘exotic stuff’ and incorporation of this into local habits and styles
  e.g. McDonalds restaurants = global similar restaurants, but different meaning in France, Belgium,…
  e.g. top three national dishes in France = not only French food, but couscous as well (integrated)
- **Globalization** = businesses or other organizations develop international influence or start operating on an international scale
Mean difference in pain ratings, before vs. after placebo, by voltage intensity.
- Higher value indicates greater pain reduction.
- Placebo more effective when at “regular price”. -> they ‘felt’ better with the regular price.

8. What’s on your mind? Priming & context effects

1. Priming

- Concepts in memory (whatever we think about) = (represented as) nodes in an associative network.
- Activating one node activates (primes) associated nodes by a process of spreading activation.

When you see yellow you think of banana
Soap
Soup
Exactly same task; depending whether before you see things related to washing or food: makes concepts different

So_p, So_p
- **Definition**
  - exposure to a concept (prime) influences the subsequent perception and evaluation of unrelated, ambiguous target stimuli.
  - Unrelated = not directly related to prime, subsequently encountered objects, people or event (in different circumstances, unrelated or later)
  - Ambiguous = can be interpreted and evaluate in a number of ways

- **The impact of accessible information on judgment**
  
  When evaluating a product/person/event:
  - judgments are often based on the subset of information that is most accessible at the time
  - we interpret a target in terms of the most accessible concept → different accessible concepts may lead to different interpretations (and the bringing of info to mind = priming)
  - different interpretations may then lead to different judgments and behaviors

- **Characteristics (primary effect= context effect)**
  
  - A prime can be seen as a type of context which affects how a target is interpreted and judged.
  - Priming effects are temporary (≠ learning) -> relatively short-lived, only for short time in memory
  - Priming is automatic → people are not aware of its operation or impact, does not require conscious attention or effort; once one is aware of its influence, one tries to correct for it – but not always successful
  - A priming manipulation can be delivered:
    1. Subliminally (outside of conscious awareness)
    2. Supraliminally (conscious of the prime, but not of its influence)
Types of priming

- Semantic
  - Products, events, people, attributes, and the relations between them.
  - Beliefs, scripts, experiences, implicit theories, etc.

- Process/mindset priming

- Content priming

- Affective
- Behavioral

⇒ What do consumers focus on when they see this ad?
⇒ Do they evaluate the car positively or negatively?

  - It depends on the context! e.g., the content of the magazine featuring the ad → what influenced you before, determines how you react
  - Experiment: Reading an unrelated article prior to ad exposure about air travel safety OR about an oil entrepreneur
  - Results: Attitudes and purchase intentions were higher when the safety (vs. fuel economy) attribute was primed

Brands a primes

- Consumers link brands to human characteristics → Brand personality (e.g., caring, aggressive, creative, smart)
- Exposure to a brand name → primes related traits → may influence one’s own behavior (more likely to behave in way consistent with this)

Experiment: Participants played a racing videogame

- Identical cars, but branded differently (Red Bull vs. other logo)
- Those with the Red Bull car raced faster and more aggressively, sometimes recklessly
- behaved consistently with the Red Bull brand imagery
- Semantic priming effects on behavior
Physical environment

- repeated exposure to features of our everyday environment “primes” conceptually related product information in memory through spreading activation
- subtle context cues may affect attitudes and choice
- sometimes other features of our environment may have such an effect, other than advertising

Experiment 1: In-store music affects product choice: A field study

- French or German music in a store
- 4 French and 4 German wines on display
- Customers bought more French wine when French music was played and more German wine when German music was played
- 86% of the customers did not think the music would affect their choice.

Experiment 2: Halloween study

- Field study
- Approaching people in the supermarket
- Instructions:
  1. “list 8 types of candy/chocolate”
  2. “list 6 brands of soda”
- 1 day before or 1 week after Halloween
- Result: % people listing orange products before and after Halloween

→ subtle environment cues make related products more accessible

- Goal
  - Semantically represented in memory (“to be successful”, “to lose weight”, “to save money”)
  - BUT, goals have motivational properties, drive behavior.
  - Prime people by wanting to be or do something

<table>
<thead>
<tr>
<th>Goal priming</th>
<th>Semantic priming</th>
</tr>
</thead>
<tbody>
<tr>
<td>• increases following a delay(^3) (temporal escalation) -&gt; increase over time: you want to accomplish it so keep doing it</td>
<td>• decreases after a delay (temporal decay)</td>
</tr>
<tr>
<td>• persists through obstacles</td>
<td>• reduced by obstacles</td>
</tr>
<tr>
<td>• decreases when the goal is attained</td>
<td>• increases after prime-consistent behavior</td>
</tr>
</tbody>
</table>

\(^3\) Opstopping, op zich laten wachten, ophoud
Brand as primes

✓ Brands have psychological value
✓ represent desired qualities of the self
✓ symbolize aspirations e.g., Nike is associated with traits like “active” and “confident”

→ brand exposure could prime the goal to be confident and active

Example:

Goal priming: Brands as primes

Apple (nonconformity, innovation, creativity) IBM (traditional, smart, responsible)

- **Priming:** subliminal exposure to Apple or IBM brand logos
- **Task:** creativity measure: the “unusual uses test”
  - # different uses
  - level of creativity

Scarcity and aggression

Scarcity appeal

✓ Consumers perceive other shoppers as competition (threat to obtaining a desired product)
✓ Physiologically prepare to aggress
✓ Engage in more aggressive behavior
Example: black Friday sale, exclusive limited offers, promotion 1 day only <--> 30+ days, 3000 available <--> only 3 available (limited time or quantity)

Aggression measures

- Scarcity appeal
- consumers perceive other shoppers as competition (threat to obtaining a desired product)
- Physiologically prepare to aggress
- Engage in more aggressive behavior

- Behavioral
  - Physical acts are represented as semantic concepts (e.g., running = being fast, active, athletic)

Mimicry

- Unlike semantic priming, here the behavior itself is primed by being (made) more accessible (in the most basic case, mimicry, by observation – though not conscious of it)
- We mimic others’ behaviors (e.g., speech rates, facial expressions, body posture, consumption behavior)
- We are usually not aware of mimicking or being mimicked
- Consequences of mimicry:
  1. enhances feelings of closeness
  2. enhances helping behavior

Experiment 1

- e.g., Participants watched a video of another participant (confederate) describing advertisements.
- The confederate ate one of two available snacks.
  - participants rated that snack higher and selected that snack more often (in a later task)

Experiment 2

- In a live interaction: A confederate describes a new sports drink
- Participant was mimicked by the confederate (or not) via hand gestures, body posture, sentence syntax
  - Mimicked participants liked the product more + consumed more

- Process/Mindset/Procedural priming
  - Mindset, process, procedure – very similar concepts
  - Content-free priming: a processing strategy or mindset used in one situation is more likely to be later used in an unrelated context.
Mindset priming: Visual cues and thinking style

- Prime = B&W vs. grey background
  - B&W led to binary way of thinking in moral dilemmas
  - more extreme judgments to either side of the response scale

(Darkiel & Schaul, 2013)

Mindset priming: Processing strategy

- **Experiment:** Listed thoughts about some propositions:
  1. agreeable (e.g., “Reading enriches the mind”) → listed supportive thoughts
  2. disagreeable (e.g., “Reading is bad for the mind”) → listed counterarguments

Next, read an ad for a vacation spot
→ The vacation spot was rated higher after listing supportive thoughts and lower after listing counterarguments

Process priming: product choice

1. Shoppers who are confronted with a purchase opportunity and activate this procedure will normally identify the first subgoal in the sequence (deciding whether to buy) and engage in the operations required to attain it. Then, if their decision at this stage is affirmative, they proceed to the next subgoal in the sequence, and so on, until they have attained their primary objective. If, however, their initial decision is negative, the remaining subgoals in the sequence become
irrelevant. Consequently, they are likely to stop processing without performing the cognitive activities required to attain them.

2. However, suppose that consumers are induced to consider the second subgoal in the sequence (deciding which to buy) without having thought about the first one. They will presumably select a routine that is relevant to the attainment of this subgoal and will perform the activities it specifies. In doing so, however, they are unlikely to consider subgoals that precede the one being pursued. In other words, deciding which product to buy may not activate thoughts about whether to buy. Instead, the consumers may implicitly assume that the first subgoal has already been pursued and the resulting decision is affirmative.

2. Social context

**Importance of worth of mouth** = share information with friends, people who are talking about brands, products, experiences,… with one another in all kinds of social networks (FB); product information that individuals transmit to other individuals

1. Opinion leaders

- **What?** People who have influence on attitudes and behavior of other people

- **Characteristics**
  - Expert power
    - Technical competences that you have, knowledge related to specific product
  - Information power
    - Info about market, what exist in market, different offerings, prescreen, synthesize what is available
    - A person knows something others would like to know
    - Able to influence consumer opinion by virtue of their access to knowledge that provides some kind of competitive advantage
  - Socially active and highly connected in their community
  - Legitimate power
    - Power that derives from your status
    - Power a uniform has qua authority in consumer contexts (e.g. white coats of doctors)
  - Referent power
    - Shares the same values or norms
    - If person admires qualities of person or group, he tries to copy the referent’s behaviors (choice of clothing, cars,...)
Affects us by: virtue of product endorsements (Lady Gaga for Polaroid), distinctive fashion statements (Kim Kardashian’s display of designer clothing), championing causes (Brad Pitt for UNICEF)

Marketing: people modify what they do and buy in order to identify with a referent

- **Monomorphic** = strong influences with regard to one specific type of product, stressing one thing at time and according to schedule principles *e.g.* to *shoes*
- **Polymorphic** = influence with regard to lot of different products/services, stressing several things at time and completion of task

**Types**

- **Opinion Leader**
  - Always involved in product category.
  - High status, socially active.
- **Product Innovator**
  - Purchases innovative products
  - Less integrated into social groups.
- **Market Maven**
  - General market knowledge
  - Expertise not product specific.
- **Surrogate Consumer**
  - Often professional: tax consultant, wine steward, stock broker.

*e.g.* Kim Kardashian: picture: product category: designer clothing, make up, fashion

**Opinion leadership models**

= Consumers are no longer passive, but active opinion seekers that can have their own impact

Traditional: static view, product-related conversion took place in lecture format in which one person does all the talking <--> conversation is prompted by situation and occurs in context of casual interaction

**Importance of opinion seekers**

*Social power* = the capacity to alter the actions of others (degree to which you are able to make someone else do something regardless of whether that person does it willingly)

- Referent power
- Information power
- Expert power
- Legitimate power
- Reward power = fact that we could get something by having ourselves influenced, provide positive reinforcement e.g.; when employee is given a pay rise
- Coercive power = influence someone because of social or physical intimidation (bullies)

### Different types of reference groups

**SOCIAL IDENTITY THEORY** = we belong to different reference groups (groups with whom we identify with)

- Formal = recognized structure, regular meeting times and officers – informal = group of friends, students, do not necessarily belong to a label *e.g. people in class: not labeled, but may have same interest in something*
- Personal world – professional world
- Membership = people we know – aspirational = groups to which we would like to belong, but aren’t
- Positive = group to which we would like to participate in – negative = aware of the fact that this group exist, but we steer our behavior by showing that we don’t belong to this group

*e.g. buffalo – kickers: wear buffalo you could not belong to group with kickers -> choosing for specific brand can go along with not choosing for a group
*e.g. Starbucks = anti brand community

### Brand communities

- Perspective on reference group
- Set of consumers who share a set of social relationships based upon usage of or interest in a product

- **Two successful examples**  
  *e.g. Tesla lover’s club Hong Kong: B2C*  
  *e.g. Maersk line, container shipping company, conservative image: B2B -> engage in social media: open FB and twitter account, got many followers (integrated stories with what happened with containers: people who didn’t know anything about this even though were interested and joined)*

### COLLECTIVE VALUE CREATION

As members develop better ways to use and customize products, they create added value for themselves and other members

*How?* Experienced users coach newbies to maximise their enjoyment of the product so that more and more people benefit from a network of satisfied participant
What do consumers get out of participating in a brand community?

Achieve to engage consumers participating in your community (they don’t identify with brand) -> then don’t have a brand community

**Characteristics**

- **Social networking**: making sure that community is inclusive and welcoming, making friends

- **Brand use**: offer something helps consumers while using brand (e.g. personalize shoes, functionality, opportunities: shares ideas how you get extra rewards in their system) proving content, opportunities to optimize the use of the brand/becoming better at what one is already interested in through learning from the others inside community

- **Community engagement**: making sure that network is kept alive through active discussions, whenever something positive is happening in your brand (10000 followers e.g.) -> making sure that all the members are aware of this, celebrate all together with them (engaged by sharing positive things of the brand)

- **Impression management**: promoting & justifying one’s particular interest to others outside community, situating where you use it, engage in spreading all the positive things of the brand, justifying when something bad happens

- **Consumer tribes** = group of people who share lifestyle and who can identify with each other through shared allegiance to activity or product
• **Deindividuation**
  
  = Belonging to group is so strong, that you lose your unique self and become part of the group
  
  = Process in which individual identities get submerged within group

• **Other types of reference groups**
  
  – Age groups
  
  – Relationship
  
  – Family and households
  
  – Social class
  
  – Cultural groups
  
  – ...

3. **Cultural context**

• **Culture** = accumulation of shared meanings, rituals, norms, and traditions among the members of an organization or society

• **Myths** = a story containing symbolic elements that expresses the shared emotions and ideals of a culture e.g. story with conflict between two opposing forces, and it outcomes serves a morel guide → provides consumers with guidelines about their world

• **Rituals** = a set of multiple, symbolic behaviours that occur in a fixed sequence and that tend to be repeated periodically → patterns of behavior that serve to uphold social order e.g. brushing teeth, having something to eat, shower a bath, talking to family member, make-up

• **Rite of passage** = special kind of ritual which involves the transition from one role to another, special times marked by change in social status

Examples

Nivea is well-known for its numerous skin care products. Research conducted for the company as it sought to develop a more consistent brand image for all of its lines in the 1990’s confirmed the important, yet intangible functions played by these items for women as they conduct private grooming rituals.
From sacred to profane consumption

- **Desacralization** = when a sacred item or symbol is removed from its special place or is duplicated in mass quantities, becoming profane. e.g. souvenir reproductions of sacred monuments such as manneke pis tend to eliminated special aspects by turning them into inauthentic commodities e.g. religious holidays are transformed into materialistic occasions apart from their original sacred significance.

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- Sacralization
  = objects, people, events take on sacred meaning to culture or specific groups within culture
  e.g. events like Cannes Filmfestival have become sacralised to some consumers
  → understand phenomena of super-event, heroes,...