

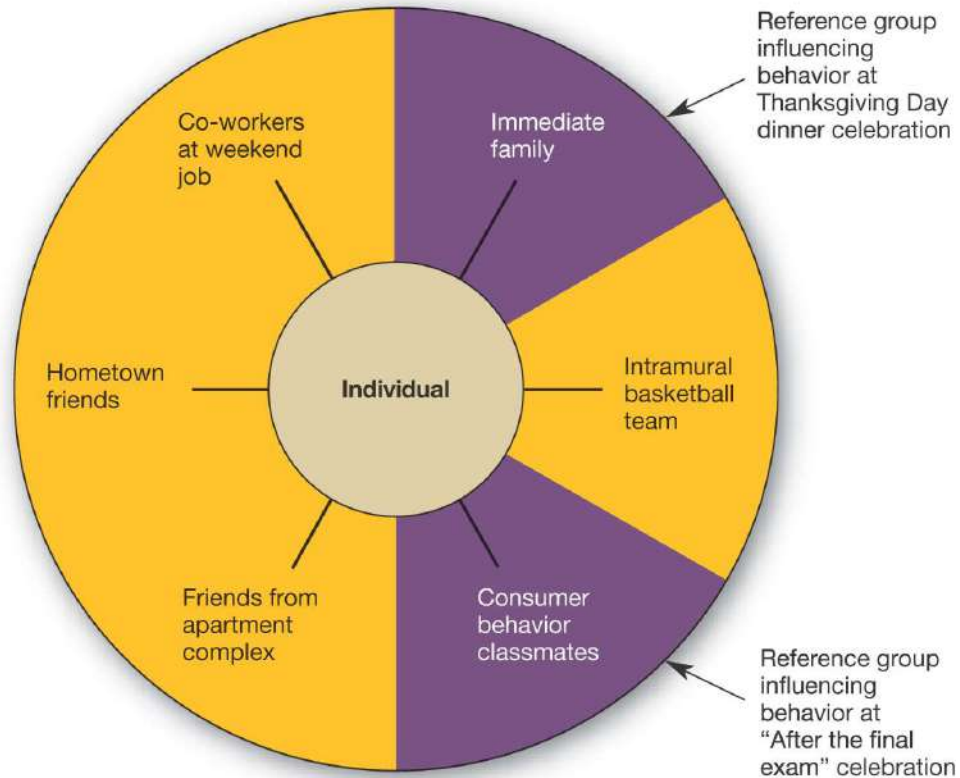
BM62G3 – PERILAKU KONSUMEN

PENGARUH KELOMPOK
PADA
PERILAKU KONSUMEN

OSA OMAR SHARIF

S1 MBTI – FAKULTAS EKONOMI DAN BISNIS






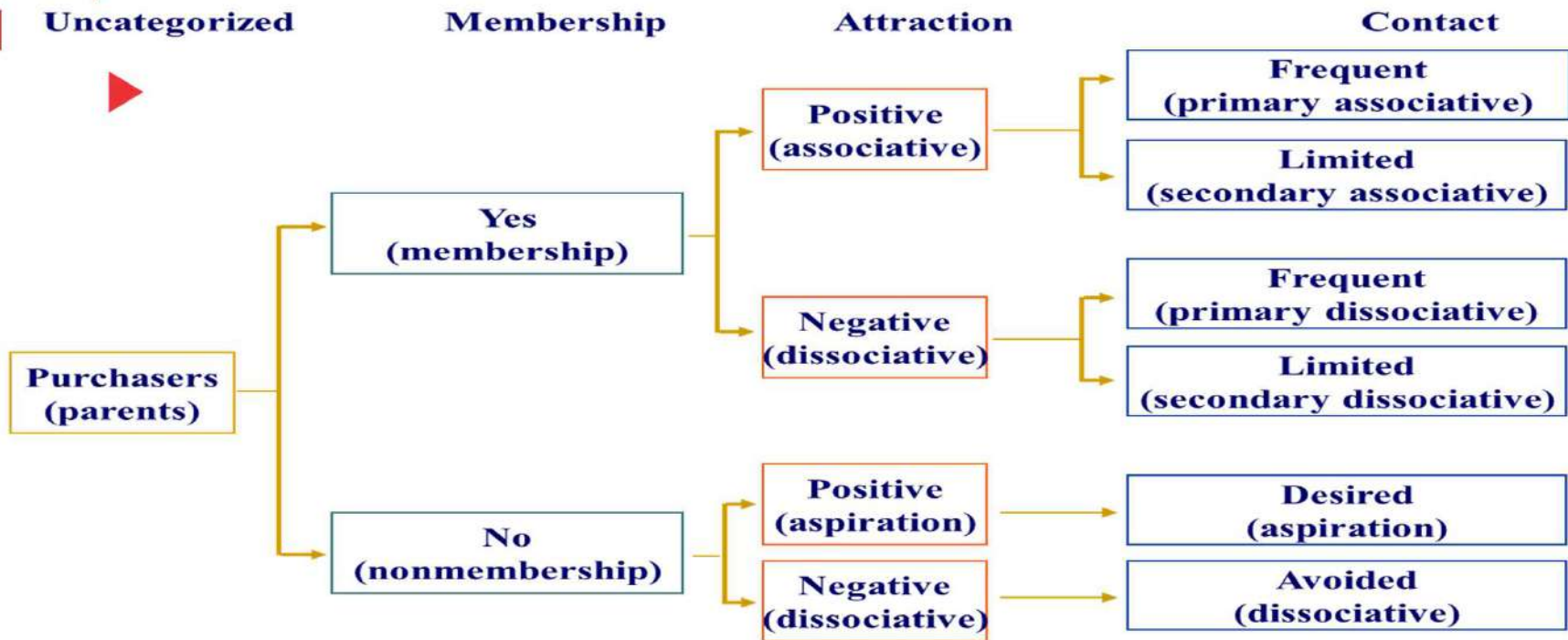
Variety of Reference Groups





Group Classification Criteria


- Three Criteria:
 - Membership
 - Either/Or
 - Degree of Commitment
 - Attraction
 - Dissociative Reference Groups
 - Aspiration Reference Groups
 - Type of Contact
 - Primary Groups
 - Secondary Groups
- 



Types of Groups

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Consumption Subcultures

- They are a distinctive subgroup of society that self-selects on the basis of a shared commitment to a particular product class, brand, or consumption activity.
 - Consumption Subculture Characteristics:
 - Identifiable, hierarchical social structure
 - Set of shared beliefs or values
 - Unique jargon, rituals, and modes of symbolic expression
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Brand Communities

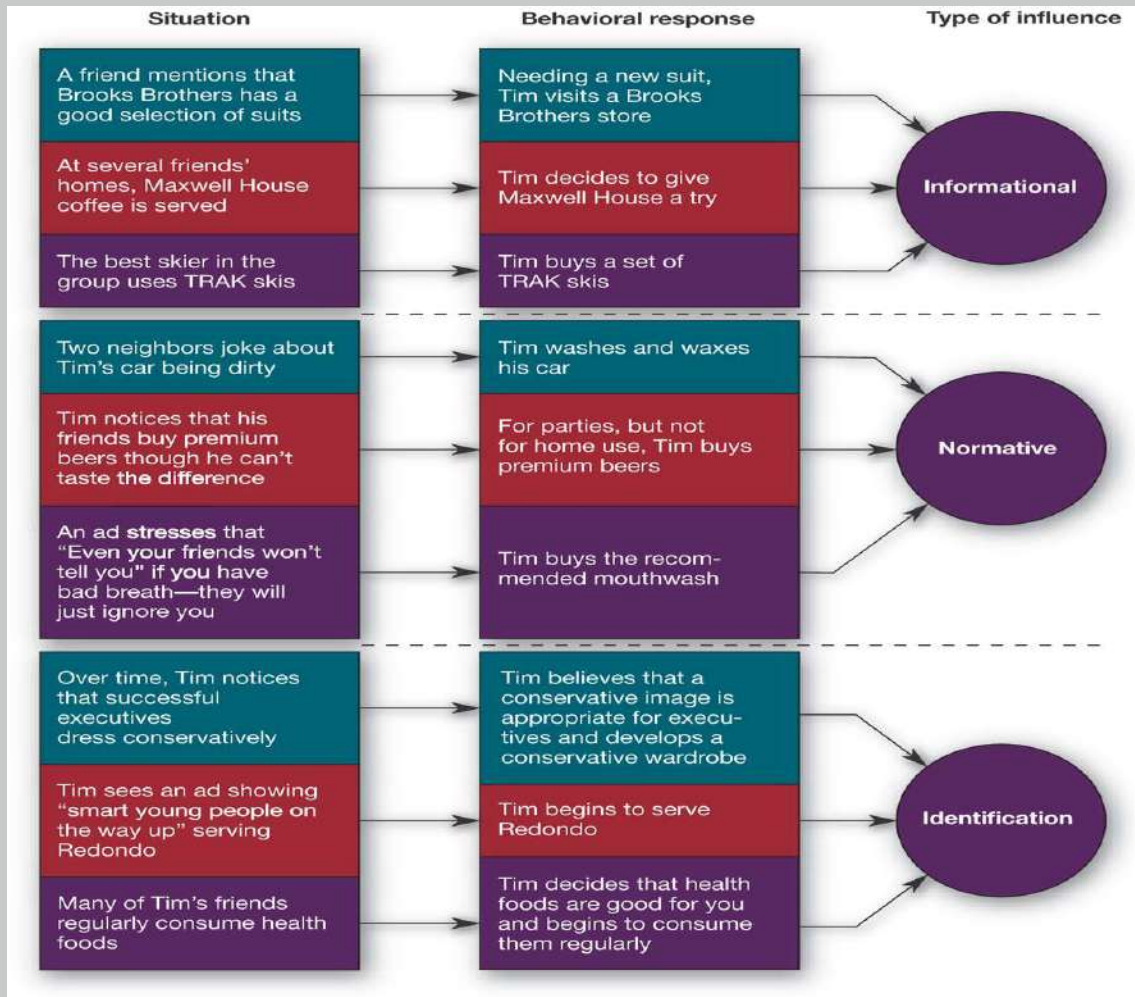
- A nongeographically bound community, based on a structured set of social relationships among owners of a brand and the psychological relationship they have with the brand itself, the product use, and the firm.
 - Nature of Brand Communities:
 - Consciousness of Kind
 - Rituals and Traditions
 - Moral Responsibility
- 
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The Nature of Reference Group Influence

Informational: when an individual uses behavior and opinions of reference group members as potentially useful bits of information

Normative: when an individual fulfills group expectations to gain a direct reward or to avoid a sanction

Identification: when individuals have internalized the group's values and norms



Situations and Influence



Degree Needed		
	<i>Necessity</i>	<i>Nonnecessity</i>
<i>Consumption</i>	Weak reference group influence on product	Strong reference group influence on product
Visible Strong reference group influence on brand	<i>Public Necessities</i> Influence: Weak product and strong brand Examples: Shoes Automobile	<i>Public Luxuries</i> Influence: Strong product and brand Examples: Snow board Health club
Private Weak reference group influence on brand	<i>Private Necessities</i> Influence: Weak product and brand Examples: Clothes washer Insurance	<i>Private Luxuries</i> Influence: Strong product and weak brand Examples: Hot tub Cell phone

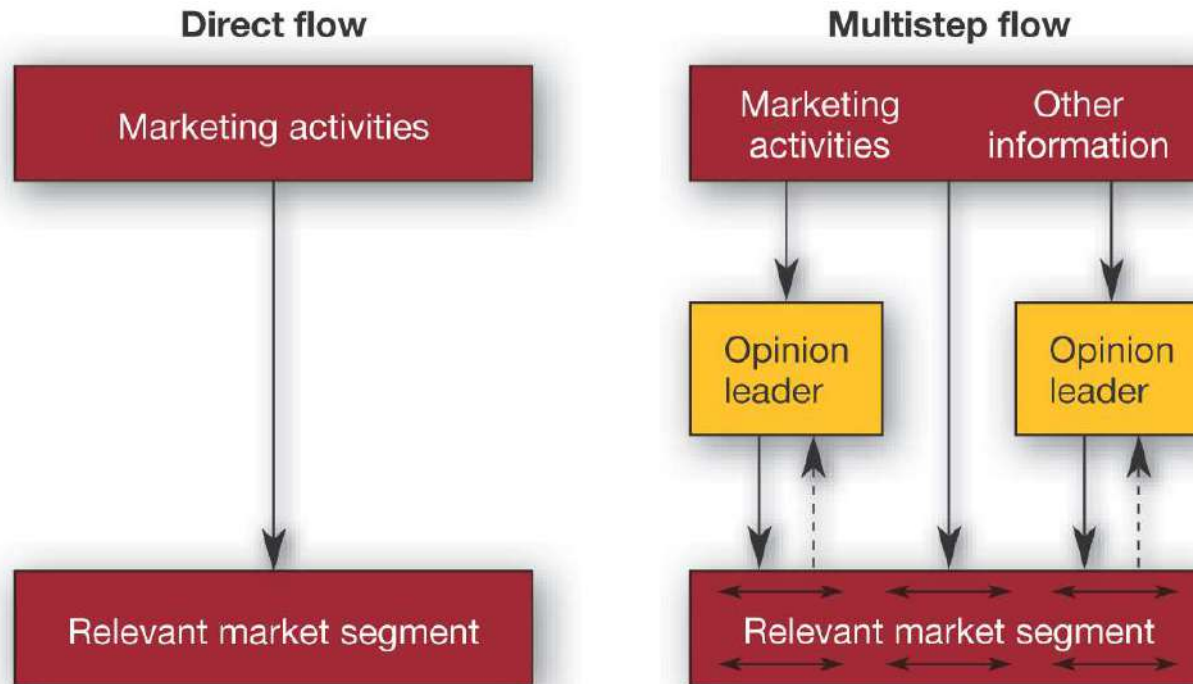
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Consumption Situations and Influence


Group Communication

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- Means of communication
 - Word of Mouth
 - Free
 - Experience Based
 - Varies by Product Category
 - Negativity Bias
 - Opinion Leadership
 - Filter of Information
 - Enduring Product Knowledge
 - More Innovative
 - Have a More Defined Role in Multistep Flow




Mass Communication Information Flows



Product/purchase involvement	Product knowledge	
	High	Low
High	Moderate Likelihood	High Likelihood
Low	Low Likelihood	Moderate Likelihood

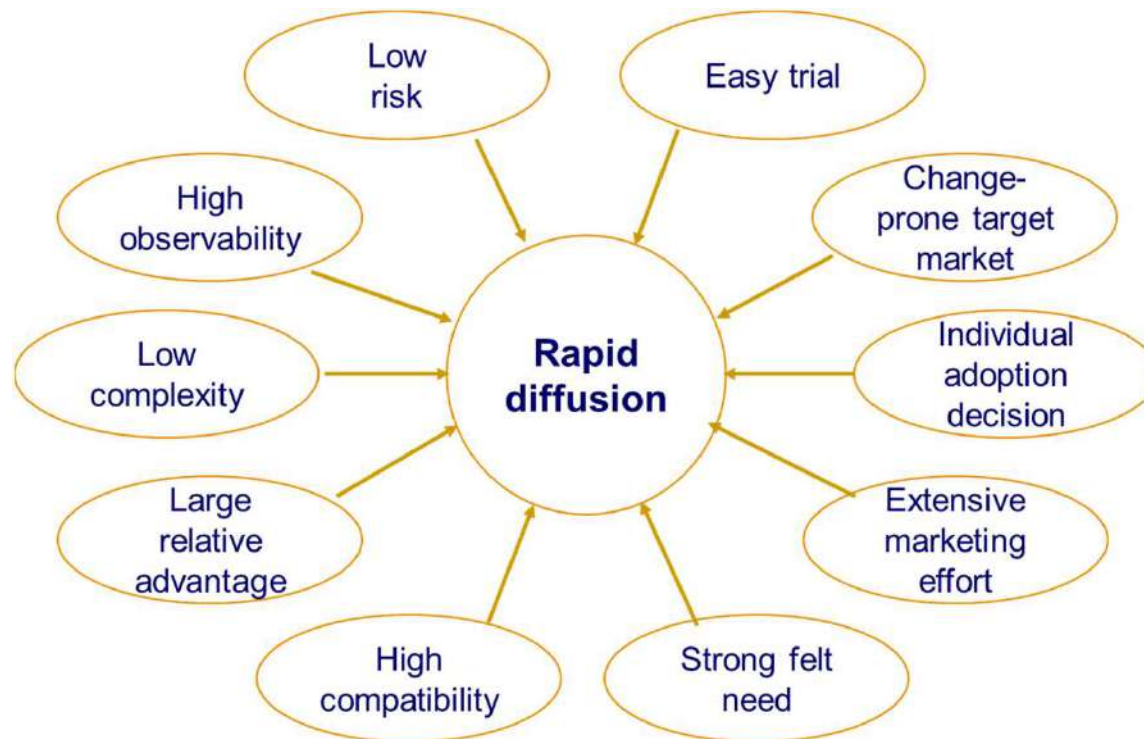
Likelihood of Seeking an Opinion Leader

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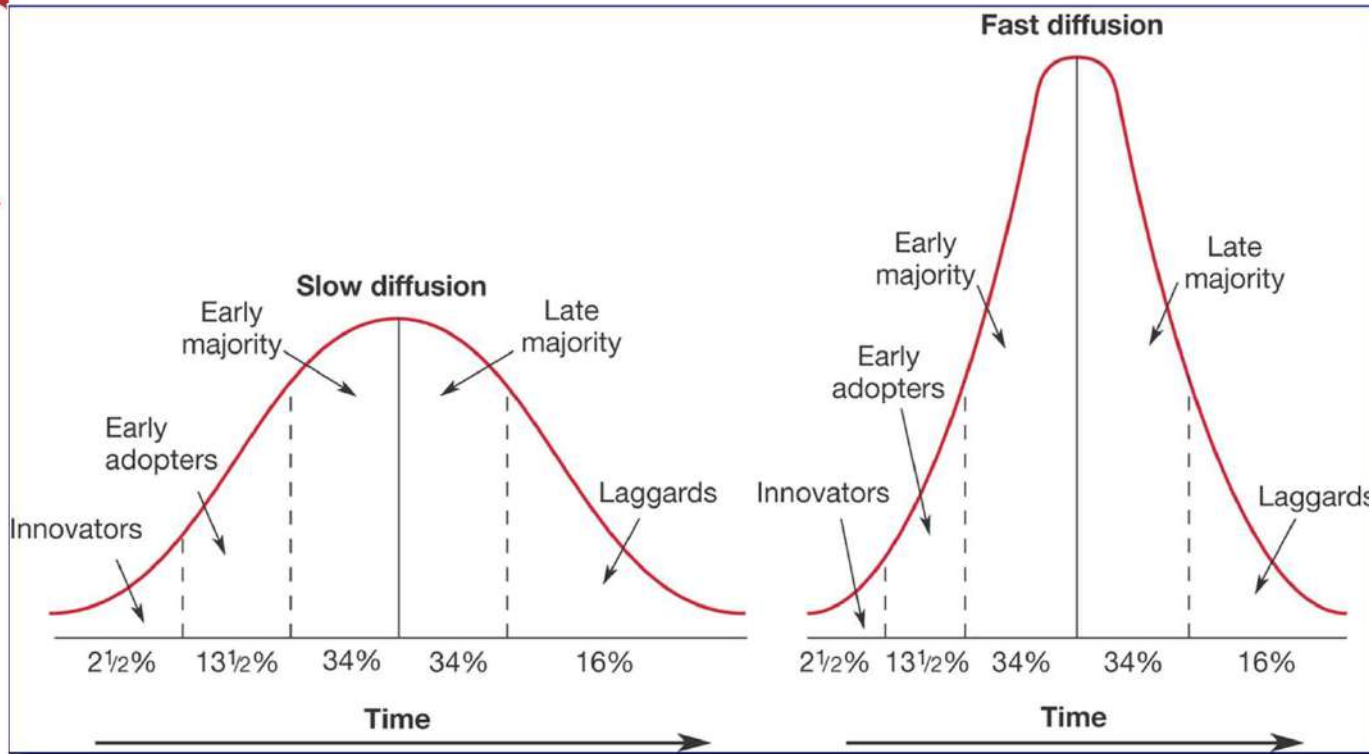
Instructions: This short questionnaire is about _____ (product category). Please read each statement carefully. For each statement, please circle the number that most closely matches your view of the opinions stated. The items are scaled from 1 to 7, with a higher number meaning stronger agreement.

1. My opinion on _____ seems not to count with other people.
2. When I consider buying a _____, I ask other people for advice.
3. When they choose a _____, other people do not turn to me for advice.
4. I don't need to talk to others before I buy _____.
5. Other people come to me for advice about choosing _____.
6. I rarely ask other people what _____ to buy.
7. People that I know pick _____ based on what I have told them.
8. I like to get others' opinions before I buy a _____.
9. I often persuade other people to buy the _____ that I like.
10. I feel more comfortable buying a _____ when I have gotten other people's opinions on it.

Opinion Leadership and Opinion Seeking Scales



Factors Affecting the Spread of Innovations



Adoptions of an Innovation over Time

	<i>Home Computer</i>	<i>VCR</i>
Age*		
18–24	103	163
25–34	113	91
35+	94	84
Education*		
College graduate	179	152
Attended college	125	86
High school	77	92
Marital status*		
Married	209	92
Single	107	136
Products owned†		
Tennis clothing	0	+
Squash racquet	0	–
Water skis	–	+
Target gun	–	+
Bowling ball	–	+
Ski boots	–	0
Luxury car	–	0
Men’s diamond ring	–	+
Classical folk records/tapes	0	–
Contemporary jazz records/tapes	–	0
Book club	0	–
Solar heating	+	–
Food dehydrator	+	–
Electric ice cream maker	–	+

Early Purchasers of Computers and VCRs



<i>Diffusion Determinant</i>	<i>Diffusion Inhibitor</i>	<i>Diffusion Enhancement Strategies</i>
1. Nature of group	Conservative	Search for other markets Target innovators within group
2. Type of decision	Group	Choose media to reach all deciders Provide conflict reduction themes
3. Marketing effort	Limited	Target innovators within group Use regional rollout
4. Felt need	Weak	Use extensive advertising to show importance of benefits
5. Compatibility	Conflict	Emphasize attributes consistent with normative values
6. Relative advantage	Low	Lower price Redesign product
7. Complexity	High	Distribute through high-service outlets Use skilled sales force Use product demonstrations Undertake extensive marketing efforts
8. Observability	Low	Use extensive advertising
9. Trialability	Difficult	Use free samples to early adopter types Offer special prices to rental agencies Use high-service outlets
10. Perceived risk	High	Document success Highlight endorsement by credible sources Provide guarantees

Enhancing Marketing Strategy

THANK YOU