

# External Influent Consumer Behar Part 1

**Module 5** 

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# **Social Class**

• The division of members of a society distinct status classes, so that members either higher or lower status than mem



# **Characteristics of Social Class**

- Is hierarchical
- Is a natural form of segmentation
- Provides a frame of reference for consi
- Reflects a person's relative social statu



# Social Class and Socia

Status is frequently thought of as the rel members of each social class

- Wealth
- Power
- Prestige



# Status Consumpt

 The process by which consumers acti social standing through noticeable possessions.



# Social Class Measure

- Subjective Measures: individuals are ask own social-class positions
- Reputational Measures: informants concerning the social-class membership community
- *Objective Measures*: individuals socioeconomic questions and then are c

to answers.



# **Objective Measu**

- Single-variable indexes
  - Occupation
  - Education
  - Income
  - Other Variables

- Con inde
  - I1

  - S

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## Index of Status Character

- A composite measure of social class that
- ✓occupation,
- ✓ source of income (not amount),
- √ house type / dwelling area

into a single weighted index of social cla



## Socioeconomic Status So

 A multivariable social class measure used by of the Census that combines occupational st educational attainment into a single measure



# Social Class Structure

- Five—Category Social Classes
  - Upper
  - Upper-Middle
  - Middle
  - Lower-Middle
  - Lower



#### FIGURE 11-4 Social-Class Profiles

#### The Upper-Upper Class—Country Club Establishment

- Small number of well-established families
- Belong to best country clubs and sponsor major ch
- Serve as trustees for local universities and hospital
- Prominent physicians and lawyers
- May be heads of major financial institutions, owne
- Accustomed to wealth, so do not spend money cor

#### The Lower-Upper Class—New Wealth

- Not quite accepted by the upper crust of society
- Represent "new money"
- Successful business executives
- Conspicuous users of their new wealth



### The Upper-Middle Class—Achieving Professionals

- Have neither family status nor unusual wealth
- Career-oriented
- Young successful professionals, corporate manage
- Most are university graduates, many with graduate
- Active in professional, community, and social active
- Have a keen interest in obtaining the "better thin
- Their homes serve as symbols of their achievement
- Consumption is often conspicuous
- Very child-oriented



#### The Lower-Middle Class—Faithful Followers

- Primarily non-managerial white-collar workers and I
- Want to achieve respectability and be accepted as go
- Want their children to be well-behaved
- Tend to be churchgoers and are often involved in ch
- Prefer a neat and clean appearance and tend to avoi
- Constitute a major market for do-it-yourself produc



#### The Upper-Lower Class—Security-Minded Majority

- The largest social-class segment
- Solidly blue collar
- Strive for security (sometimes gained from union
- View work as a means to "buy" enjoyment
- Want children to behave properly
- High wage earners in this group may spend impute
- Interested in items that enhance their leisure tim
- Husbands have a strong "macho" self-image
- Males are sports fans, heavy smokers, beer drinke



#### The Lower-Lower Class—Strugglers

- Poorly educated, unskilled labourers
- Often out of work
- Children are often treated poorly
- Tend to live a day-to-day existence



# Social Class and Marketin

- Clothing, Fashion, and Shopping
  - Where one shops
  - External point of identification
- The Pursuit of Leisure
  - Type of leisure activities differ
    - continued



# Social Class and Marketin

- Saving, Spending, and Credit
  - Level of immediate gratification sought varies
- Responses to marketing communication
  - Upper classes have a broader and more general
  - Regional variations in language rise as we move
  - Exposure to media varies by social class
    - continued

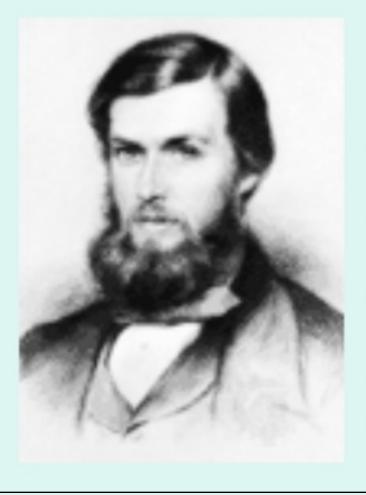


## Features of Social Class

- Multidimensional
- Hierarchical
- Restrict behaviour
- Homogeneous
- Dynamic



# Culture: The Original E



- E.B. Tylor, ar founder, gave with:
- "That comple includes
- Knowledge, I morals, law,
- And any other habits
- Acquired by n
- As a member



# Characteristics Of C

- All cultures have at least five characteristics in common:
- Culture is learned
- Culture is based on symbols
- Culture is shared
- Culture is patterned or integ
- Culture is usually adaptive



# Factors Affecting Culture

- 1 social factors
  - Reference Groups
  - Family
  - Roles and status
- 2 personal factors
  - Age and stages in lifecycle
  - Occupation and Economic circumstance
  - Personality
  - Lifestyle
  - values



#### CHARACTERISTIC OF CULTURE

- Culture is invented: It cannot be viewed as son just exists and is waiting to be discovered. Peop responsible for inventing their culture.
- Culture is learnt: It is not biological feature or in The process of learning cultural values begin earlier through social interactions among familiar
- Culture is Shared: Culture by at large is shared group of human beings, generally religion, lange
- Culture satisfies needs: Culture offers order, d societies in all phases of life by providing tried a meeting physiological, personal and social need
- Cultures are similar but different: There are a among all cultures and many elements are prese as cooking, dressing, etc.
- Culture is not static: Culture do change gradua These change however may be very slow or ver



## Customs

- These are the ways of behaving under specif
- how you react to the situation
- Different culture may have different customs



# Characteristics of customs

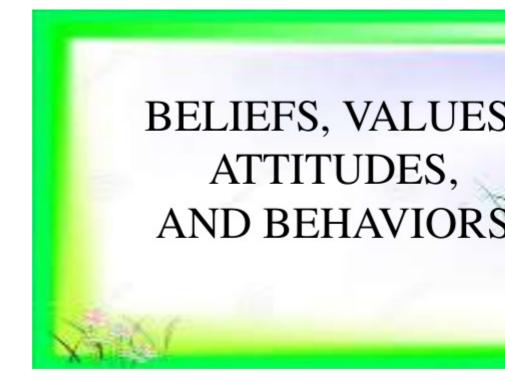
- Generation to generation
- Reactions to situation
- Provide clues to culture
- Specific behaviours under circumstance



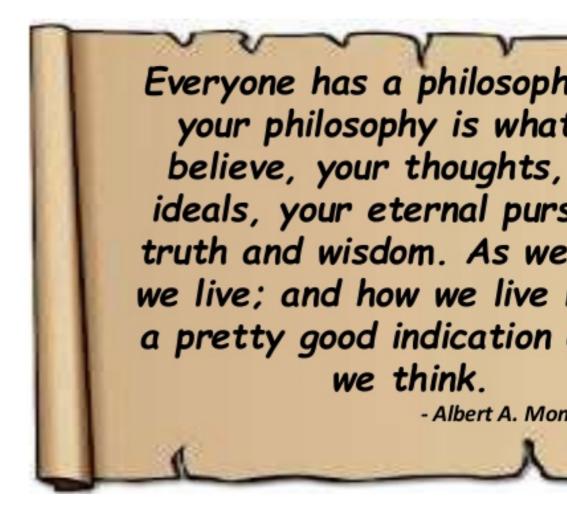
## Role of Customs

- Determines customs and Traditions
- Predicts consumer buying behaviour
- Helps in Understanding
- Society's Culture
- Understand purchase pattern
- Predict customers' acceptance towards prod











A belief is an internal feeling something is true, even though may be unproven or irrational.

eg: I believe that wall under a ladder brings or I believe that there after death.



Beliefs are the convi hold to be true, usually evidence.

Beliefs are basically assumptions the world and our values stem from

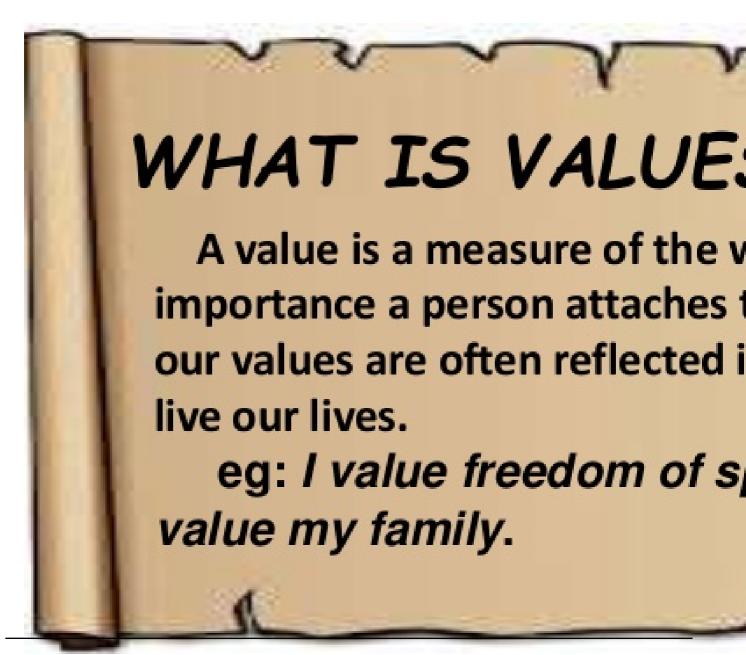
Our beliefs grow from what we see, hear, exread and think about. From these things we deopinion that we hold to be true and unmovable time. From our beliefs we derive our values, when either be correct or incorrect when compared we evidence, but nonetheless hold true for us.



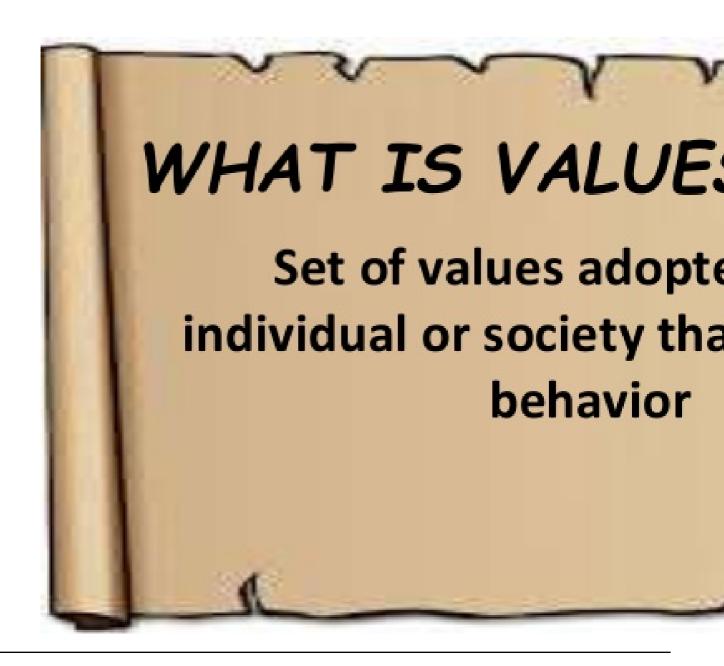
# IDEAS WHERE OUR BE COME FROM

- \* CULTURE
  - \* PEERS
  - \* EDUCATION
  - \* EXPERIENCES
  - \* MENTORS

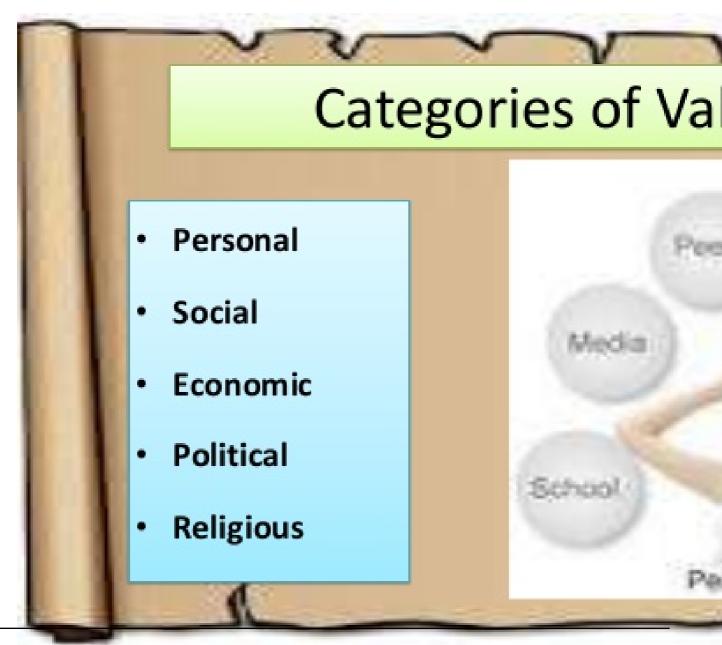














# Where do values can

Our values come from a variety of sources. Some of these include:

- family
- peers (social influences)
- the workplace (work ethics, job roles)
- significant life events (death, divorce, losing jobs, major accident and trauma, major health issues, significant financial losses and so on)



# Role of Customs, Val Beliefs in Consumer B





# Culture and Marketing Strates

- Identify key cultural values that affect the co product
- Ensure the marketing mix appeals to these v
- Examine changes in cultural values and adap needed
- Modify marketing mix to subcultures if the c
- Be aware of symbols and ritual



## Subculture

A concept from the academic fields of sociology are group of people within a culture that differentiates culture to which it belongs, often maintaining principles.

Subcultures develop their own norms and values reg and sexual matters



#### **EXAMPLES FOR SUB CULTURE**

Category	Sub- Culture
Geography	North Indian, South Indian, East Indi
Regional	Gujarati, Marathi, Punjabi, Tamilians Malayalees, etc.
Age	Children, Teenagers, Youth, Working professional, etc.
Elderly People	50 Plus.
Women	Children, Teenagers, Youth, Married etc.
Caste	Muslims, Christians, Hindu, etc.



# Sub-Cultural division and Consun consumers in India

- The influence of culture is inevitable in our s
- However, within a larger society, there ar exhibiting variations in behavioral pattern.
- Marketers have begun to segment large subgroups that are homogeneous in relation



# Sub-Cultural division and Consun consumers in India

- The individuals of a specific subculture va patterns.
- They show variation in lifestyle, financial via reading habits, purchase of specific brands category, purchase time, store patronage, et



## Multi Culture in India

- India is said to be a country of multi cultures
- It is so because of its long history of civilization
- Different rulers have ruled the country.
- These rulers had different systems of govern However, now there is unity in diversity which marketer in framing strategy for marketing.



- The diversity has given birth to ever increasing lindia is a country with 29 states and six union
- Each state has its own own culture.
- There are more than one subculture is found
- There are major religions such as Hindus, Mu Jains and Bhuddhas.



- Each state and religion has its own traditional style of dressing, wearing ornaments, food preferences etc.
- Wheat and wheat products are consumed more in north India. People in south India consume rice.
- Certain communities do not eat nonvegetarian food, while among the other communities non-vegetarian food is popular



# Differences in Consumption p

- Differences are found in the consumption pa urban sub-cultural division.
- Variations are found in preferences for food home, furnishing, transport vehicles used, re activities, saving pattern, etc.



# Economic Status – Classes of

- Economic status is another important sub-cu According to economic status, people can be classes:
- the upper or affluent class,
- the middle class, and;
- the lower class.



- The affluent class accounts for only a neglig society. Luxury items are consumed more by
- On the other hand, the **lower class spends n** People in the lower class have very little pure



- What is more important to the marketers is forms a big chunk.
- Marketers have evinced a keen interest in the of the middle class.
- In spite of the regional, linguistic and cultural middle class consumers follow a common pabuying behavior.



## **SUBCULTURI**

### Types of subcultures

Categories	Examp
Nationality	German, Polish, Macedonian
Religion	Catholic, Orthodox, Muslim, B
Race	Black, white, brown
Geographic region	Balkan, Baltic, Scandinavia, E
Age	Kids, teenagers, adults, senior
Gender	Male, female
Occupation	Professors, bus drivers, mecha
Social class	Lower, middle, upper

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### TYPES OF SUB-CULTURE:

- Based on the varying criteria, there can be discultures.
- The important subcultural categories are nat location, religion, race and caste, gender and
- From a marketing perspective, these could a market segments, which need to be studied before deciding on a product/service offerin marketing mix for a particular segment(s).



## Nationality:

- Sub-cultures could be based on nationality.
- While we are all Asians, we are distinct with are different in terms of language, customs a
- Thus, we are classified as Indians, Burmese,



## Geographical location:

- Within a country, we could be different acro conditions, regions and terrains, and density
- This is more so in cases where the country is across a huge population occupying a vast te
- People tend to develop regional affinity and gets reflected in the food they eat, clothes the pursue, etc.



## Religion:

- People also exhibit differences when it come they belong to.
- Hindus, Muslims, Christians, Sikhs, Parsis etc.
   one another and have different values and b traditions etc.
- As consumers, they make purchase choices a that are influenced by the dictates of their re scriptures, and holy books.



### Race and caste:

- Culture and its components also vary across
- Pathans and Yadavs are all different from on Such racial sub-cultures also impact buying be patterns.



### Gender:

 Because gender roles have an impact on acts constitutes an important cultural sub-group. across all cultures are assigned different train make them masculine and feminine. They als in society and are two distinct sub-groups.





### Cross-Cultural Consumer A

To determine whether and how to enter in a fore conduct some form of cross-cultural consume

- Cross-cultural consumer analysis can be defined determine to what extent the consumers of two similar or different.
- Such analysis can provide marketers with an appropriate psychological, social, and cultural characteristic consumers they wish to target, so that they can marketing strategies for the specific national in the



# Cross-Cultural Cor Analysis

### Issues

- Similarities and differences among people
- The growing global middle class
- The global teenage market
- Acculturation

- Grow South
   Easte
- Market focus mark

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# What are three similarities be culture and American culture.

- Political systems: Both the countries had democratic culture.
- The U.S is the world's oldest democracy was largest democracy.
- Both the countries were former British color



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# What are three similarities be culture and American culture.

#### Entrepreneurship:

- Both the countries love to take risks to create wealt
- However, India's full potential has not yet been unl socialist policies from 1947-1992.
- The recent wealth creation in the Indian economy the Indian economy post 1992 and these policies are
- Also, the US and India trade has been increasing rap
- The IT industry links between both the countries are



## Here are the differences between bo

#### Ten Differences Between Collectivist and Ind

Individualism		Collectivism	
•	Everyone is supposed to take care of him- or herself and his or her immediate family only	•	People familie them in
	"I" - consciousness		"We" -
	Right of privacy	•	Stress
•	Speaking one's mind is healthy	•	Harmo mainta
•	Others classified as individuals	•	Others out-gro
٠	Personal opinion expected: one person one vote		Opinio
٠	Transgression of norms leads to guilt feelings	•	Transg
٠	Languages in which the word "I" is indispensable	•	Langua is avoi
	Purpose of education is	•	Purpos
	learning how to learn		how to
12	Task prevails over relationship		Relatio



# Here are the differences between countries:

#### Shame based vs guilt based society:

In this aspect, India is similar to its Asian neighbor India is predominantly a Shame based society w society.

For instance, if you take a bribe in India you wou unless you are caught. However, in the U.S ashamed regardless, because the US is a guilt bas



## **Cross-Cultural Consume**

### Issues

- Similarities and differences among people
- The growing globa middle class
- The global teen market
- Acculturation

- The good between two controls
   more relations
   mark
- Mark the saconsu



### **Cross-Cultural Consume**

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### Cross-Cultural Consume

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- They a interest consumatte



## **Cross-Cultural Consumer**

#### Issues

- Similarities and differences among people
- The growing global middle class
- The global teen market
- Acculturation

• Market everyth relevan usage of and pro in forei



## Research Issues in Cross-Cultu Table 13.8

FACTORS	EXAMPLES
Differences in language and meaning	Words or conce same in two dif
Differences in market segmentation opportunities	The income, so target custome in two different
Differences in consumption patterns	Two countries the level of cor products or ser
Differences in the perceived benefits of	Two nations ma
products and services www.FirstRanker.com	same product i



# Table 13.8 (conti

EXAMPLES
The benefits differ from (
The "style" of may vary sign country.
The types an and direct-n
The availabi researchers country to c

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# Major Challenges in Cross Cul

- Ambiguity
- Cultures provide people with ways of thinking hearing, and interpreting the world. Thus the different things to people from different cult talk the "same" language. When the language translation has to be used to communicate, to misunderstandings increases



- Inflexible Attitude
- Some people when they enter a different cu avoid exposure or experience of the host cul introvert behavior and closed mindset, leadi the visitor is not accepting the host culture.
   on new experiences to learn and adapt to th



 An Indian boss planned to delegate a task to an India, the supervisor was quite comfortal ambiguous instructions and assumed that the the same and he would immediately start we But, the intern did not move a single step for his boss to provide clear instructions. Rather cultural context of this situation, the boss tu opinionated arguments with the intern and to behavior of the trainee to accommodate mu instructions. Such scenarios, often lead to pot team dynamics.



- Ethnocentrism
- Ethnocentrism is the assumption that the cuits right, moral and rational, and that other cuethnocentrism is often an unconscious behavior difficult to prevent in advance. When confroulture, individuals judge it with reference to and make no attempt to evaluate the new cucountry's point of view.



# Strategies to overcome crossproblems

- Understanding the Communication style
- Different cultures have different communication of communication context, cultures are divided and "low context" cultures. Examples of High African, Chinese, Indian, Japanese, among of context cultures include Australian, German,

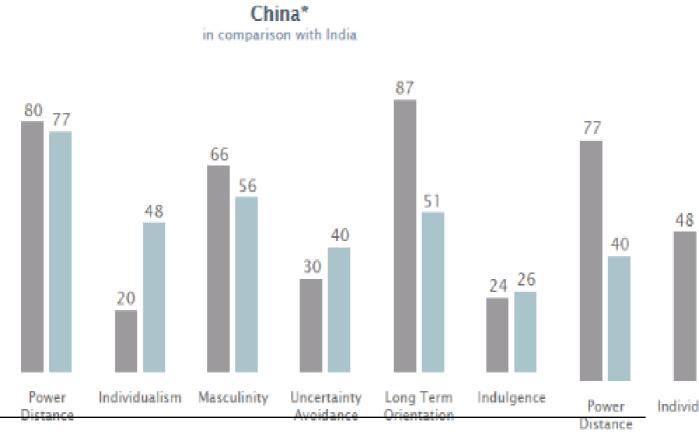


#### Understanding the Cultural Values

 According to <u>Geert Hofstede</u>, there is no suc management method. Management interact society including politics, family, religion, bel



Here's the comparison of India, (States on the basis of Hofstede's dimensions.



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#### Developing right competencies

 Once we understand the various facets of a need to develop the right competencies to e with the right frame of mind, attitude, and s and business-ready in the host culture.



### Groups

 Groups exist in every formal and informal type groups are created by the members for its sale groups get formed automatically because of socio psychological factors. Such groups affe members.



### Meaning of Group:

- Marvin E. Shaw has defined groups as "two of interacting with one another in a such a mar influences and influenced by each other"
- Clouis R. Shepherd defines groups as "A group aggregation of small number of persons who develop a shared attitudes and are aware the group and perceive themselves as such".



## **Characteristics of Groups:**

- Two or more persons: To form a group there should because a single individual cannot interact. Though no me the size of the group should be such so as to allow mean members of group.
- 2. Collective identity: Each member of the group must the group and also be aware of his participation in the gr group of boys are room-mates staying together in the ho studying in the same class but because of their identity of to go out together for shopping.
- Interaction: Members of the group will interact with necessary for all members of the group to interact simulmust atleast occasionally interact with the members of t
- 4. Shared goal interest: Members of the group should objectives each one must atleast share one of the groups



# The changing structure of fam

- Basic functions provided by the family are padiscussion of consumer behavior.
- These include:
- · Economic well being
- Emotional support
- Suitable family lifestyles



### Emotional well-being

Although families in the affluent nations of Nand Asia are no longer formed primarily for exproviding financial means to its dependents family function. How the family divides its reproviding economic well-being has changed 30 years. No longer are traditional husband a wife as home maker and child-rearer still val



- Emotional support
- The provision of emotional nourishment (income and intimacy) to its members is an important contemporary family. In fulfilling this function support and encouragement and assists its indecision making and with personal or social easier for working parents to show their love to their children, greeting card companies had creating cards for parents to give to their children.



- Suitable family lifestyle
- Another important family function in terms of the establishment of a suitable lifestyle for the experience, and the personal and jointly held determine the importance placed on educate on television viewing, on the learning of comfrequency quality of dining out, and on the sentertainment and recreational activities.
- Family lifestyle commitments, including the agenerally influencing consumption patterns.



# Family decision making and correlated roles

- When two or more family members are direction the decision making process, it is called far Such family decisions differs from individuals For example, if we consider the purchase of of the relevant aspects to think about can be need for bicycle? How a brand is selected? We child plays?
- Joint decisions are more likely to operafamily life cycle when both spouses are relat After gaining experience, they usually delegaconcerning buying decisions to each other.



# Key family consumption roles

- For a family to function as a cohesive unit, tasks preparing meals, setting the dinner table, taking walking the dog must be carried out by one or n dynamic society, family related duties are constant we can identify either distinct roles in the family
- For example, a family member may be walking local supermarket when she picks out an interest Her selection does not directly involve the influe members. She is the decider, the buyer and, in a however, she may not be the sole consumer. Proby a single family member, consumed or used d family members, or consumed indirectly by the



Disposers

FIGURE 12-8	The Eight Roles in the Family De
ROLE	DESCRIPTION
Influencers	Family member(s) who provide inform about a product or service
Gatekeepers	Family member(s) who control the flor product or service into the family
Deciders	Family member(s) with the power to d jointly whether to shop for, purchase, u a specific product or service
Buyers	Family member(s) who make the actual product or service
Preparers	Family member(s) who transform the pable for consumption by other family is
Users	Family member(s) who use or consume service
Maintainers	Family member(s) who service or repa provide continued satisfaction

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Family member(s) who initiate or carr

continuation of a particular product or



# Dynamics of husband-wife de

- Marketers are interested in the relative amonusband and a wife have when it comes to factorices. The relative influence of husbands a classified as: husband dominated, wife dominated.
- The relative influence of a husband and wife consumer decisions depends in part on the p category. For instance, during 1950s, the pur automobile was strongly husband dominated financial banking decisions more often were years later, the purchase of the family's prine often husbands dominated in many household.

 Husband wife decision making also appears influence. Research comparing husband wife patterns in the people's republic of china and revels that among Chinese there were substa decisions and more "husband dominated" de household purchases.

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However, when limiting the comparison to useholds, the research showed that in a lamarried couples were more likely than rural in purchase decisions. Still further, because of policy and the ensuring custom of treating a emperor", many of the parents purchase decisions.

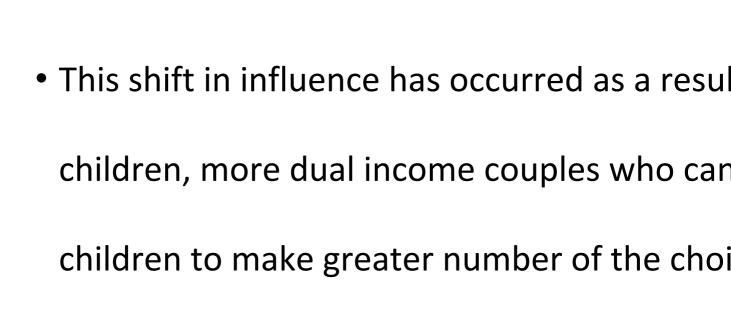


In another recent cross-culture study, husbawas studied among three groups: Asian Indians living in the United States, and Amershow a decrease in husband decisions and adominated decisions, going from Asian India Indians in the United States, to American nat seems to indicate the impact of assimilation



# The expanding role of children decision making

 Over the past several decades, there ha children playing a more active role in what t in the family decision making process.





- Also the single parent households often purely household participation and self reliance.
- For example kids in supermarkets with a pa
   15 requests, of which about half are typically
- The table shows some of the tactics er influence their parents.



### Tactics used by children to influe

#### Pressure tactics

The child makes demand uses threats, or intimicomply with his /her request

#### Upward appeal

The child seeks to influence you, saying that the supported by an older member of the family, a te

#### Exchange tactics

The child makes an explicit or implicit promise service such as washing the car in return for the factors.

#### Coalition tactics

The child seeks the aid of others to persuade your request or uses the support of others as an arguing the support of others are support of others.



#### Ingratiating tactics

The child seeks to get you in a good mood or the before asking you to comply with a requestion.

#### Rational persuasion

The child uses logical arguments and factual e to agree with his/her request

#### Inspirational appeals

The child makes an emotional appeal or enthusiasm by appealing to your values and id

#### Consultation tactics

The child seeks your involvement in making a



# Family life cycle stages

- The concept of household or family life cycle is imposed segmenting the market. In 1966, William wells and 0 stages to describe the family life cycle.
- The following life cycle stages are typical of families
- 1. The bachelor stage: young, single person under are generally low since they have started careers, but burdens and sufficient discretionary income.
- 2. Newly married: young couples, no children. If both have high level of discretionary income.



# Family life cycle stages

- 3. Full nest 1: young married couples with youngest There would be greater squeezes on income because However, if they are members of a joint family, the likely to be high.
- 4. Full nest 2: young married couples with children age. Better financial position because income of b spend more hours outside their parents influence.
- 5. Full nest 3: older married couples with dependent home. Financial position of family continues to improve of college education for children.



### Family life cycle stages

- 6. Empty nest 4: older married couples wit them, parents still employed. Reduced exp savings and highest discretionary income.
- 7. Empty nest 5: older married couples with them and parents retired. Drop in income and and fixed income from retirement benefits.
- 8. Solitary survivor 6: older single person increasing medical needs.



# Family and Marketing Strategy

- Use the FLC for segmentation and posi-
- Recognize the diverse consumption rol family
- Understand and use the dynamics of hedecision making
- Understand and use the consumer soci played by the family
- Recognize the changing nature of Cana

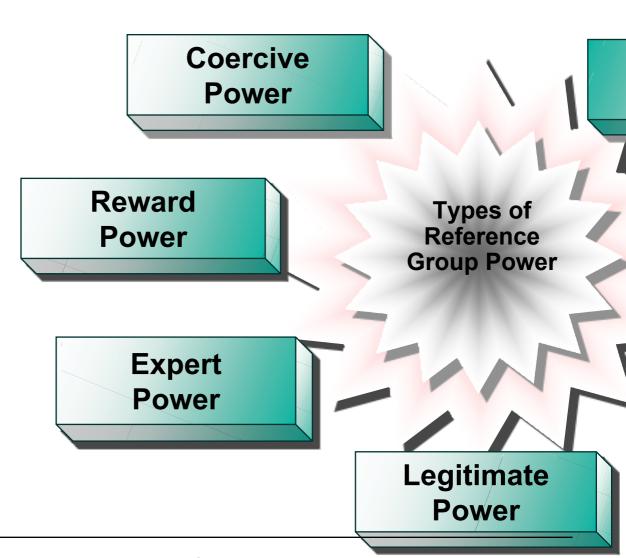


### Reference Group

- A Reference Group is any person or group comparison (or reference) for an individual in for specific values, attitudes, or a specific guide for be
- From a marketing perspective, reference groups frames of reference for individuals in their per decisions.
- These groups place no restriction on group size or require that consumers identify with a tangible gro
- Reference groups that influence general or brobehavior are called Normative Reference Government of the Normative Reference Group is the immediate factor.
- Reference Groups that serve as benchmarks for defined attitudes or behavior are called Compara (A Comparative Reference Groups might be nelifestyle appears to be admirable and worthy of



### The Power of Reference Gro





# Factors that affect refere influence

- Influences consumers in three ways:
  - Information
  - Utilitarian
  - Value-expressive



# Selected Consumer-Re Reference Groups

- Friendship Groups
- Shopping Groups
- Work Groups
- Virtual Groups or Communities
- Brand Communities
- Consumer-action Groups
- Celebrities



# Friendship Groups

- Friendship groups are typically classified as infare usually unstructured and lack specific author
- In terms of relative influence, after an individual are most likely to influence the individual's purc
- Seeking and maintaining friendships is a basic di
- Friends fill a wide range of needs: They provid and opportunities to discuss problems that an ind discuss with family members.
- Marketers of products such as brand-name snack foods, and alcoholic beverages recog group influence and frequently depict frient advertise Triest Ranker.com



# Shopping Groups

- Two or more people who shop together, whether simply to pass the time, can be called a shopping;
- Such groups are often offshoots of family o therefore, they function as what has been referred
- The motivation for shopping with a purchase passocial motive to helping reduce the risk who decision.
- A special type of shopping group is the in-hom typically consists of a group that gathers together friend to attend a "party" devoted to demons specific linewofirs readereds.



# Work Groups

- The sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of time people spend at their joint of the sheer amount of the sheer amount of the sheet amoun
- Formal Work Group: it consists of individuals very of a team, and thus have a sustained opportunity consumption related attitudes and actions.
- Informal Work Group: it consists of people who a result of working for the same firm, whether or a team, and they can influence the consumption be during coffee or lunch breaks or at after-work mee



# Virtual Groups or Co

- A virtual team (also known as a g team or distributed team) is a group of individspace and organizational boundaries with lin of communication technology.
- Powell, Piccoli and Ives define virtual teams article "as groups of geographically, organization workers brought together by information technologies to accomplish one or more organiza
- Ale Ebrahim, N., Ahmed, S. & Taha, Z. in the review paper, added two key issues to definition temporary groups of geographically, organ dispersed knowledge workers who coordinate with electronic information and communication accomplish one or more organization tasks".



### **Brand Communities**

- A brand community is a community formed of a product or marquee.
- Recent developments in marketing and behavior result in stressing between brand, individual identity and cult developed to explain the behavior of consumcommunity focuses on the connections between
- A brand community can be defined as an end actors sharing a system of values, standards an and recognizing bonds of membership with each
- Brand communities are characterized in shared traditions, and a sense of moral responsibility.



## Contd...

- The term "brand community" was first presented by Thomas C. O'Guinn in a 1995 paper for the As Research Annual Conference in Minneapolis, Minneson
- In a 2001 article titled "Brand community", public Consumer Research (SSCI), they defined the concept geographically bound community, based on a structural among admirers of a brand." This 2001 paper I by Thomson Scientific & Healthcare to be one of the field of economics and business.
- Many brands provide examples of brand commun electronics: Apple Inc. (Macintosh, iPod, iPhone), Ho and Palm and Pocket PC Ultra-Mobile PCs.
  - In vehicles: Ford Bronco, Jeep, automobiles, a
  - Royal Enfield and Harley-Davidson motorcycl
  - In toys: Barbie and Lego.



### Consumer-action Group

- A particular kind of consumer group-A Consumer Actin response to the consumerist movement. Today the such groups that are dedicated to providing consumer responsible manner, and to generally add to the overal
- For example, a diverse range of consumer concerns be and public consumer-action groups: neighborhood development, forest and wildlife concerns, children ethnicity, community volunteerism, legal assistance relief, energy conservation, education, smoking, the telecommunications, science in the public interest, of issues, and children and internet.

#### Two broad categories of Consumer Action Groups:

- Those that organize to correct a specific consumer (Agitation against liquor shop in a community).
- Those that organize to address broader, more persu operate over an extended or indefinite period of time driving).



### Celebrities

A celebrity is a person who has a prominent profit degree of public fascination and influence in day-t often synonymous with wealth (commonly denoted a fortune), implied with great popular appeal, promin and is easily recognized by the general public.

FIGURE 12-3	Types of Celebrity Appeals
TYPES	DEFINITION
Testimonial	Referring to personal use, a celebrity att product or service.
Endorsement	Celebrity lends his or her name and app uct or service in which he or she may or
Actor	Celebrity presents a product or service a endorsement.
Spokesperson	1
www.	od of time. FirstRanker.com



### Other Reference Grou

- A variety of other promotional strate creatively as frames of reference for of
- Respected retailers and the editorial special interest magazines can also of reference that influence consumbehavior.
- e.g. Indian Dental Association's sectoothpaste.



# Trade or Spokes-Chai

- These are often employed as attention as spokespersons to promote children
- Trade characters are intended to bond so that the child's brand awarenes basis of brand preference either imm life.
- e.g. Animated characters used advertisements for children produc



### The Executive and Employee Spol

- The popularity of this type of advt. pro success and publicity received by a nu spokespersons.
- Like celebrity spokespersons, executive to be admired by the general population achievements and the status implicitly coleaders.
- e.g. Ratan Tata, K. Birla, Mukesh Amba



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