



Social Influence & Price on Purchase Likelihood

Group 6: Zuriani, Mateo, Emma, Maria, Giulia, Jimin

Literature

Previous research
and gap in literature
review

Variables

Dependent and
independent
variables, and
hypothesis

Methodology

Participants,
materials and
procedures

Results

ANOVA analysis and
confounding
variables analysis

Limitations

Improvements for
future research

Implications

Application of our
research into
marketing



Literature and Gap




Robert Burnkrant & Alain Cousineau

- Coffee
- Informational > Normative



Hanna Kim, Eun-Jung Lee & Woo-Moo Hur

- Eco-friendly jeans
- Normative ↑ purchase

Dependent Variable

1. The dependent variable
Is the one being
measured 
2. Purchase likelihood 
3. Measured on a 7-Point
Likert scale 

Independent Variable

1. Independent variable
defines as the variable
that is changed or
controlled in a scientific
experiment
2. IV1: price of public-use
product 
3. IV2: type of social
influence 

Cheap Products

Firstly, we consider as cheap a product that the consumer is interested in, but they can buy at a low price. In the experiment, we showed participants from the respective groups a cheap pair of sunglasses(\$10)to test conditions 1 and 2.

Expensive Products

Contrarily, expensive describes a product that the consumer is interested in, but they must buy at a high price. In this experiment, we showed participants from the respective groups an expensive pair of sunglasses(\$150) to test conditions 3 and 4.



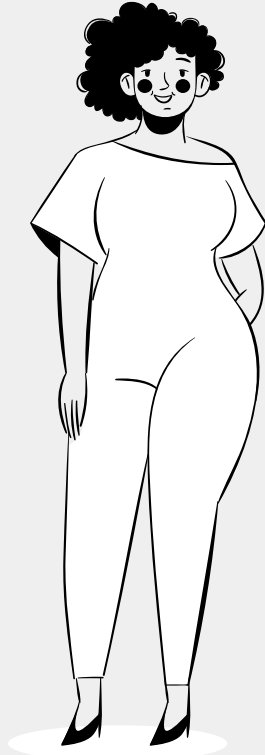
Normative Social Influence

- Normative social influence involves a change in behaviour that is deemed necessary in order to fit in a particular group.
- The need for a positive relationship with the people around leads us to **conformity**.
- Propensity to follow trends

Informational Social Influence

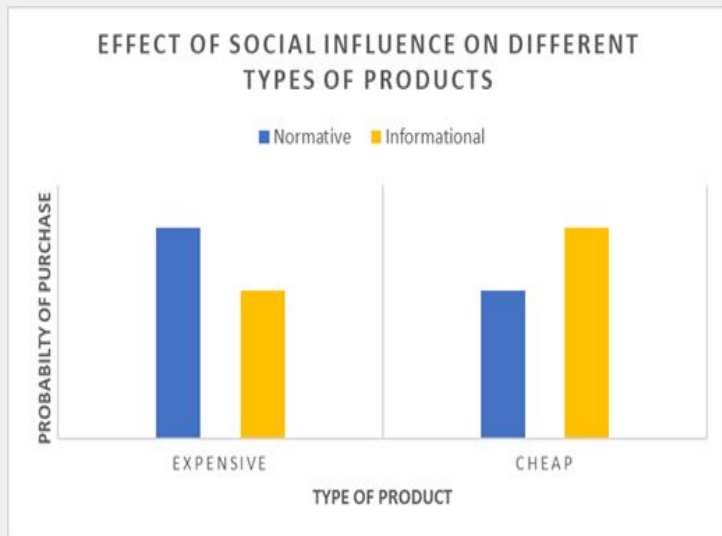
- Informational social influence should be defined as the influence produced due to a consumer seeking information about what purchase decision to make, based on functionality and the trust, people who we listen should know what are they speaking about.





1. Whether participants associated sunglasses with “health” in any way
2. Propensity to follow trends

Confounding Variables



Hypothesis 1

“Participants will have a higher purchase likelihood in a public-use product when under normative social influence – as opposed to informational social influence – when the product is more expensive.”

Hypothesis 2

“Participants will have a higher purchase likelihood in a public-use product when under informational social influence – as opposed to normative social influence – when the product is cheaper.”



Participants

AGE

Majority: 18–23
82.9%

Minimum	Maximum
16	56

Mean	Std. Deviation
21,55	4,401

ETHNICITY

72% White
17.6% Asian/Pacific Islander

	Frequency	Percent
asian / pacific islander	32	17,6
african american	2	1,1
white	131	72,0
hispanic	10	5,5
other	7	3,8
Total	182	100,0

GENDER

72% Female
25.8% Male

	Frequency	Percent
Male	47	25,8
Female	131	72,0
NB	3	1,6
no answer	1	,5
Total	182	100,0



qualtrics[®] XM

-> Random Assignment



Group 1

Normative + Cheap

N= 46



Group 2

Informational + Cheap

N= 44



Group 3

Normative + Expensive

N= 46



Group 4

Informational + Expensive

N= 46



Group 1

Normative + Cheap

Group 2

Informational + Cheap

Group 3

Normative + Expensive

Group 4

Informational + Expensive

18:34 18:34 18:34

Reviews(6179)

d***4 ★★★★★ 08/20/2021

I've seen a lot of people wearing them!

Translate Helpful (9) ...

s***6 ★★★★★ 07/26/2021

All the ppl at school wearing them👍


Translate Helpful (10) ...

s***a ★★★★★ 12/22/2021

Lens Color:Brown

I saw them on one of my favourite models👍

Translate



10\$

Helpful (9) ...

b***r ★★★★★ 11/07/2021

I've seen them on insta like 7 times, I want them

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j***y ★★★★★ 03/12/2022

Lens Color:Grey

Me and my friends love them

Translate

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absolutely beautiful looks gorgeous


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Super fashion

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Looks really good. This throws up the smooth outfit.

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Lens Color:Grey

Love them!! They will definitely go with any outfit!!! I recommend.

Translate

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Measurement

7 point **Likert scale**

Dependent variable (Purchase likelihood)

- 1 No likelihood of purchasing product
- 7 Will definitely purchase product

Confounding variables

1. Propensity to follow trends
 - 1 Completely disagree
 - 7 Fully agree
2. Health association
 - Dichotomous: yes/no





Control Conditions



**Random
Assignment**

**Positive
influence**

Product

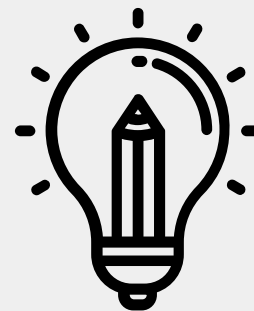
**Amount of
reviews**

**Channel
(Online reviews)**

**Purchasing
power**



Calculations



Two-way ANOVA

Main effect of Price of Public
Use Product ❌

⇒ $F(1,178) = 2.47$,
 $p = 0.12$

Main effect of Type of Social
Influence ✅

⇒ $F(1,178) = 6.31$,
 $p = 0.01$

Interaction ❌

⇒ $F(1,178) = 1.31$,
 $p = 0.25$

Reliability test

Preparation for 2nd
ANCOVA test

5 items ($\alpha = .66$)

Not perfect, but useable

2 ANCOVAs

Propensity to Follow
Trends

→ $F(1,177) = 2.39$,
 $p = 0.12$

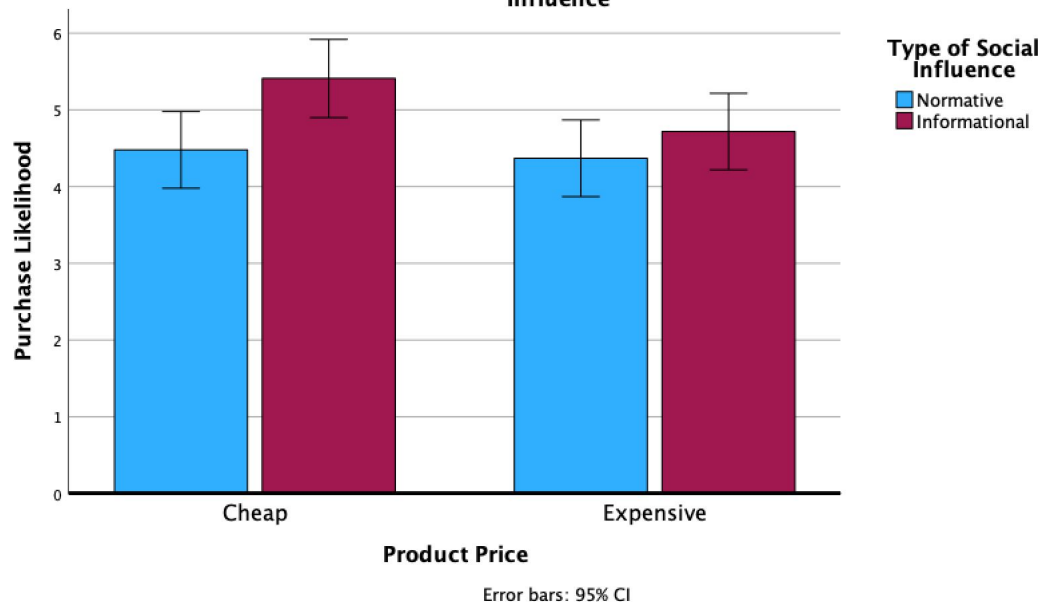
Health Association

→ $F(1,176) = 2.71$,
 $p = 0.10$

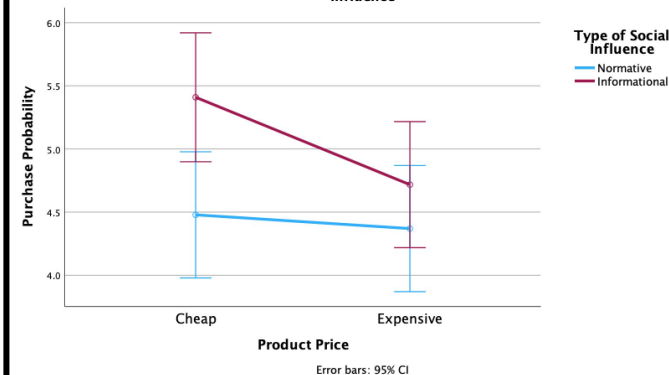


Graphs

Participants' Purchase Likelihood of Sunglasses Products Manipulated by Different Prices and Social Influence



Participants' Purchase Likelihood of Sunglasses Products Manipulated by Different Prices and Social Influence









VISIBLE TRENDS:

Cheap informational > Expensive informational

Normative → no difference

**** future research:** control better for confounds **

LIMITATIONS

1. Participants:  and 
2. Online social influence might be less strong than in person:  vs 
3. Not trending product. 
4. Participants might not like the product. 

IMPROVEMENTS

1. 50%  and 50% 
2. Analyze results taking into account demographics. 
3. In person social influence: mall or streets. 
4. Ask if they like the product. 

Marketing Implications

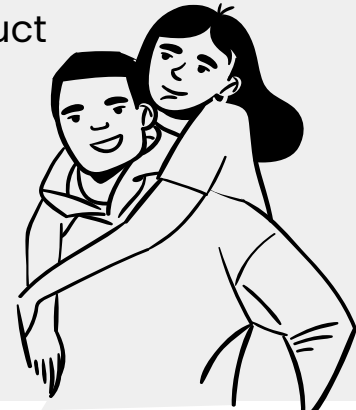
Power of the informational strategy...

- use of informational tools
- expertise references
- emphasis in showing production processes



Psychological mechanisms...

- **information** = increasing confidence in front of the item, no need to find information by themselves
- psychological theme of the **trust**
- perception of increasing **awareness** in choosing the product
- **"IKEA EFFECT"** (we know really well)



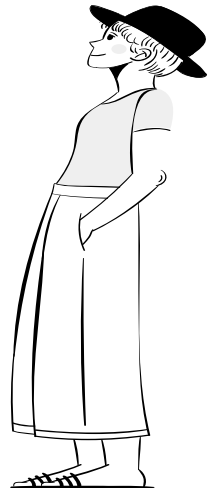
A Dip into Nowadays Mindset

The social media era and influencers culture...

- ❑ Increasing success and effectiveness of normative influence
 - power of ubiquity
 - collective intelligence (web 2.0 culture)
- ❑ But PAY ATTENTION!
 - risk of losing trust (consistency between product and sponsor)
 - being perceived as annoying-manipulative



**Normative
+
Informational tools**



Some Relevant Parameters:

Environment and Cultural Background

Do I have to adapt myself to the features of the background I'm considering for my adv?

(i.e.: social media and their particular trends)

Importance of Physical Features

How much people value the relevance of looks for this specific product?

Private vs Public

For private goods the focus is utility and a trustable and objective opinion from an expertise



THANK YOU FOR YOUR ATTENTION!

ANY QUESTIONS?



CREDITS: Template from Slidesgo.

GROUP 6

