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HOW HAS THE INFLUENCE OF TRENDSETTING CONSUMERS CHANGED DURING THREE DIFFERENT ERAS?

What is an Trendsetting Consumer?

- Consumers who are emulated by many other consumers
- People who inspire fashion followers
- Early adapters who are followed by others
- Individuals who have been able to have the capacity or power to be a compelling force to the consumers' action, behavior or opinion

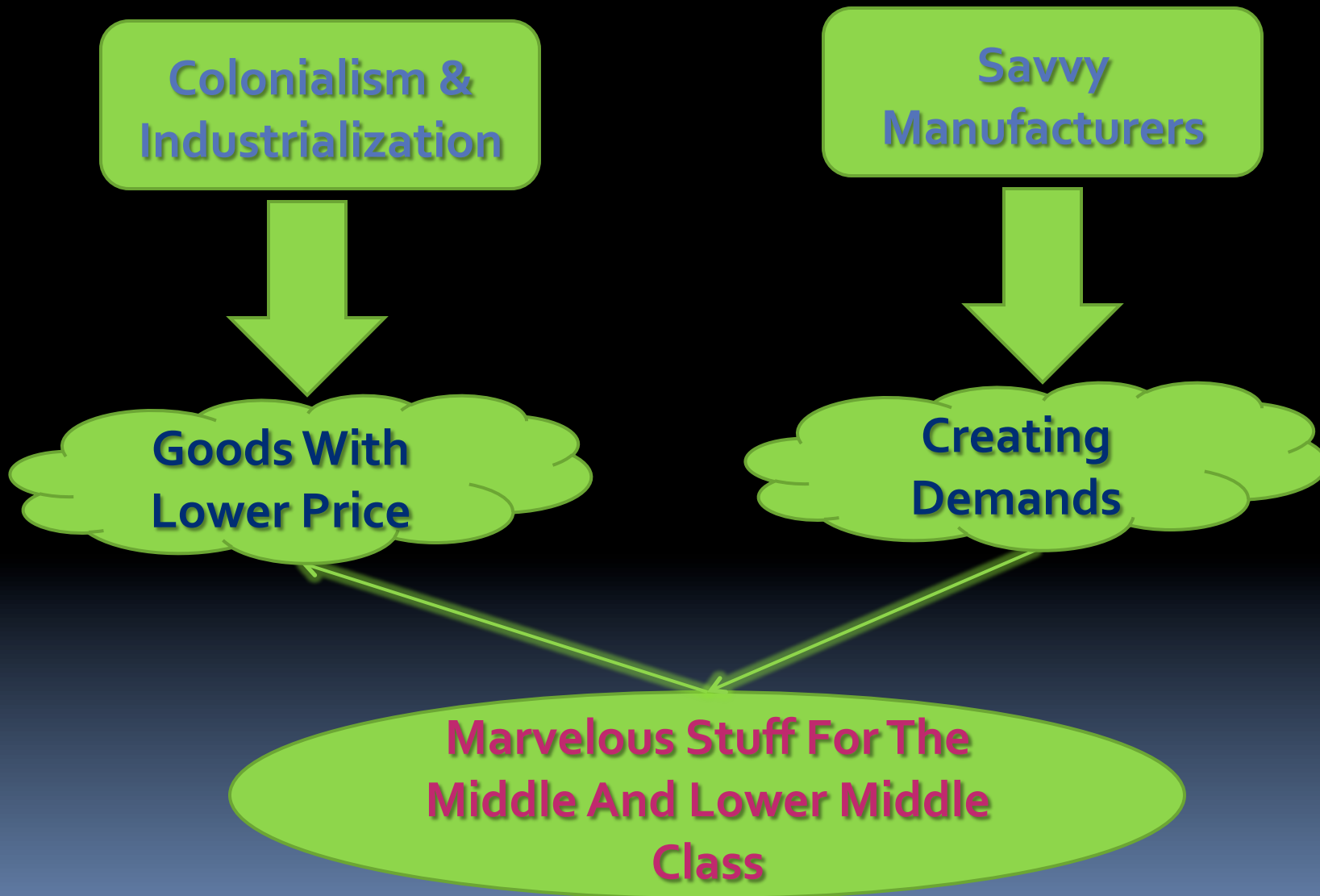
Eras We Will Cover

- **Wedgewood Era (1800s)**
- **1900s-2000s**
- **Present/Future?**



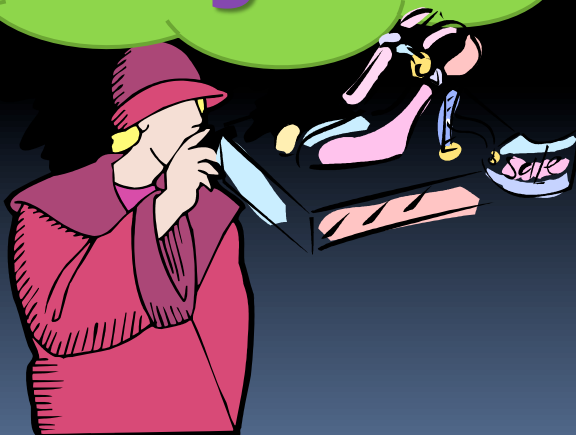
Wedgewood Era (1800s)

“The First Age Of Marvelous Stuff ”

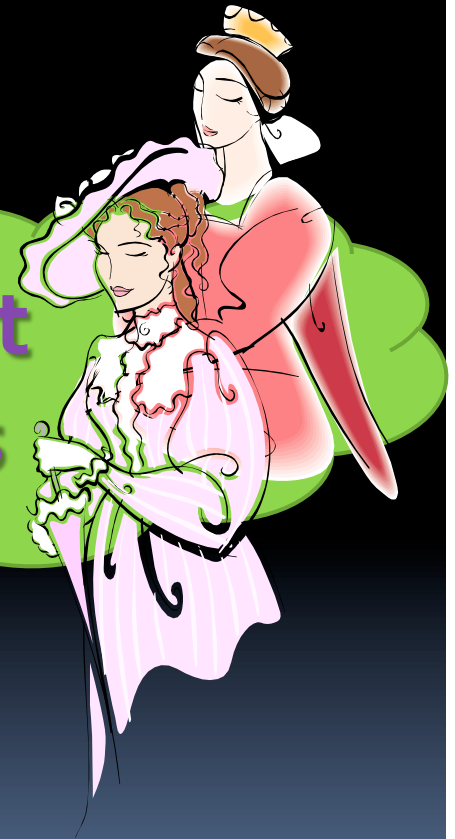


Advertising

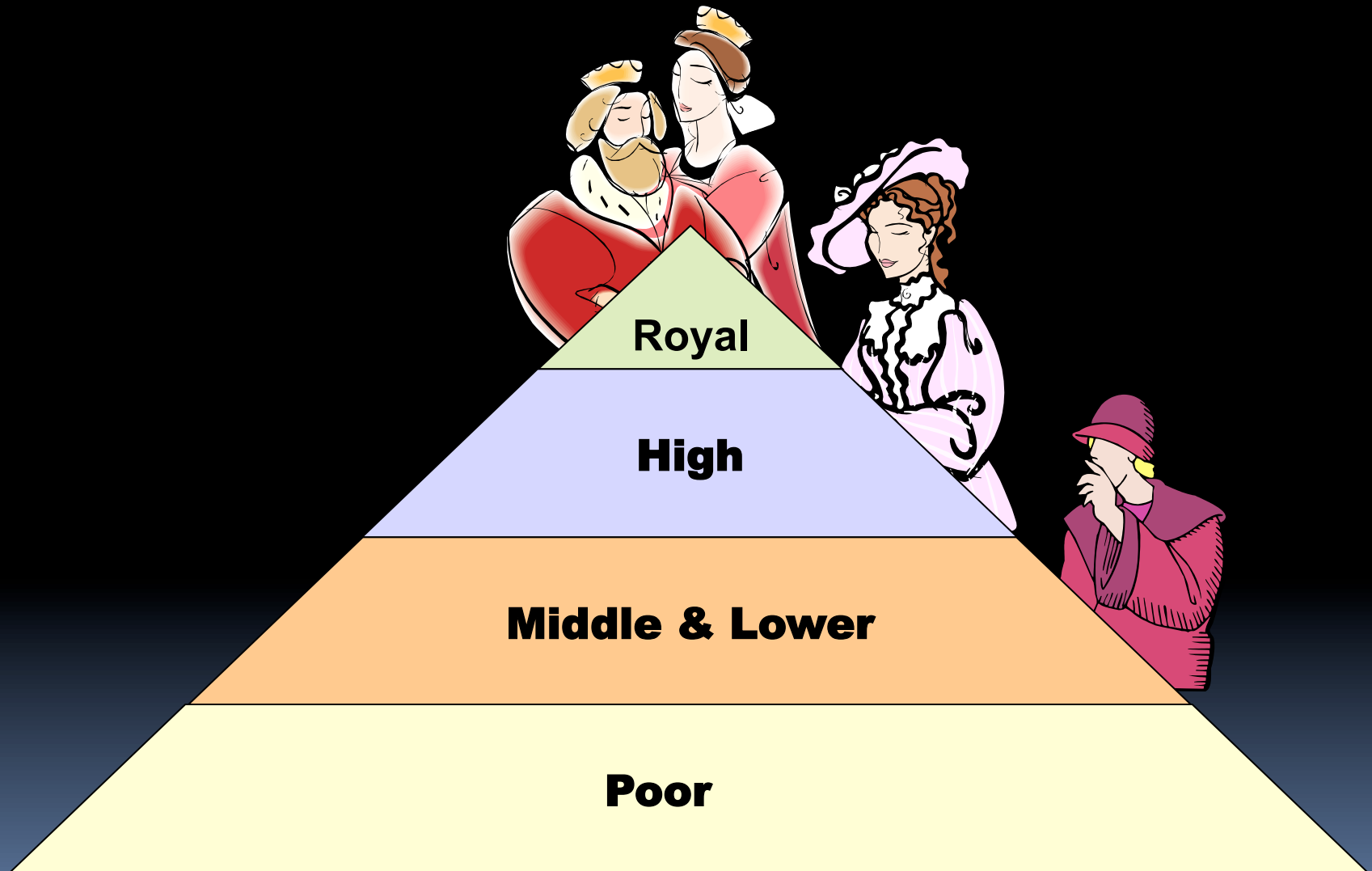
Irresistible
Bargains



Instant
Status



1800s: Who Were They?



Social Structure

1800s: Why Were They Influential?

- They were the only people with mass influence: had their own newspaper (Wedgwood)
- They were at the top of the social pyramid and created the desire for the public to rise their level as close as possible
- They were the metropolitan high society who dominated 18th century fashionable taste
 - “Fashion is infinitely superior to merit”

1800s: Who Were They?



Wedgwood Jasper Cameo Jewellery



Catherine the Great, 1729-1796

Zoffany's portrait of Lord Townely



1800s: Why Were They Influential?

Examples

- “They were made entirely for their advertising value, to win the patronage of the court and courtly circles; the friendship of the architects and the artistic world; the favor of the fashionable aristocracy and the gentry; and- of course- the future custom of them all. (Page 144)”
- “Everything was done to attract this aristocratic attention. By appealing to the fashionable cry for antiquities, by pandering to their requirements, by asking their advice and accepting their smallest orders, by flattery and attention. (P. 144)”
- “Steps were taken to make London showrooms attractive to the ladies and to keep the common folk out. (Page 144)”

1800s: Why Were They Influential?

Examples

- The Queen was a trendsetter and: “Anything they made for the Queen, for instance, was automatically exhibited before it was delivered, with reproductions on sale to press home their advantaged after the show ended.” This showed how the Queen was put in a higher position by her community, she was a product and no longer a person and it was clear that many wanted the same attention.
- Catherine the Great in 1774: Reference previous Photo

They wanted a fashion Symbol

Wedgwood used the fullest extent the classical vocabulary of his day, and kept his more 'correct' interpretations of this classical grammar for his aristocratic customers.

- His manipulation was a major importance to his sales promotion

He based his vases on the urns and amphorae of the ancients.

- He begin sending a message to the masses of whom was considered a marketable figure to be in the public eye.
- This kind of association helped to win the favor and support of the artists and the connoisseurs.
- He had no intention of relying on merit alone to sell his goods, he sought out patrons and sponsors to reinforce that appeal.

Names were a prominent device

Queensware

Royal
Pattern

Russian
Pattern

Bedford


Oxford

What have we Learned?

- We learn that his marketing effects have been designed to demonstrate although with the elegance and style and effectiveness which few of them can match
- We begin hearing academic labels such as the 'Veblen effect', the 'demonstration effect,' the 'snob effect,' the 'bandwagon effect' or the 'penetration effect'

The result of the effect:





1900s – 2000s

1990s: A New Aristocratic Class?

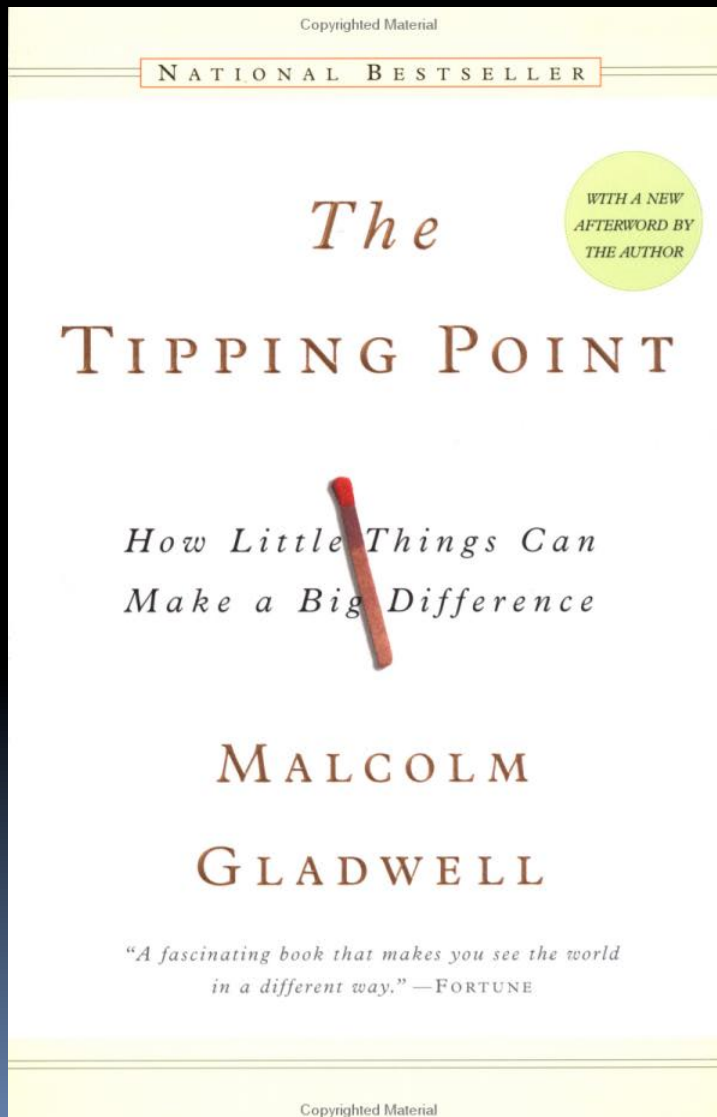


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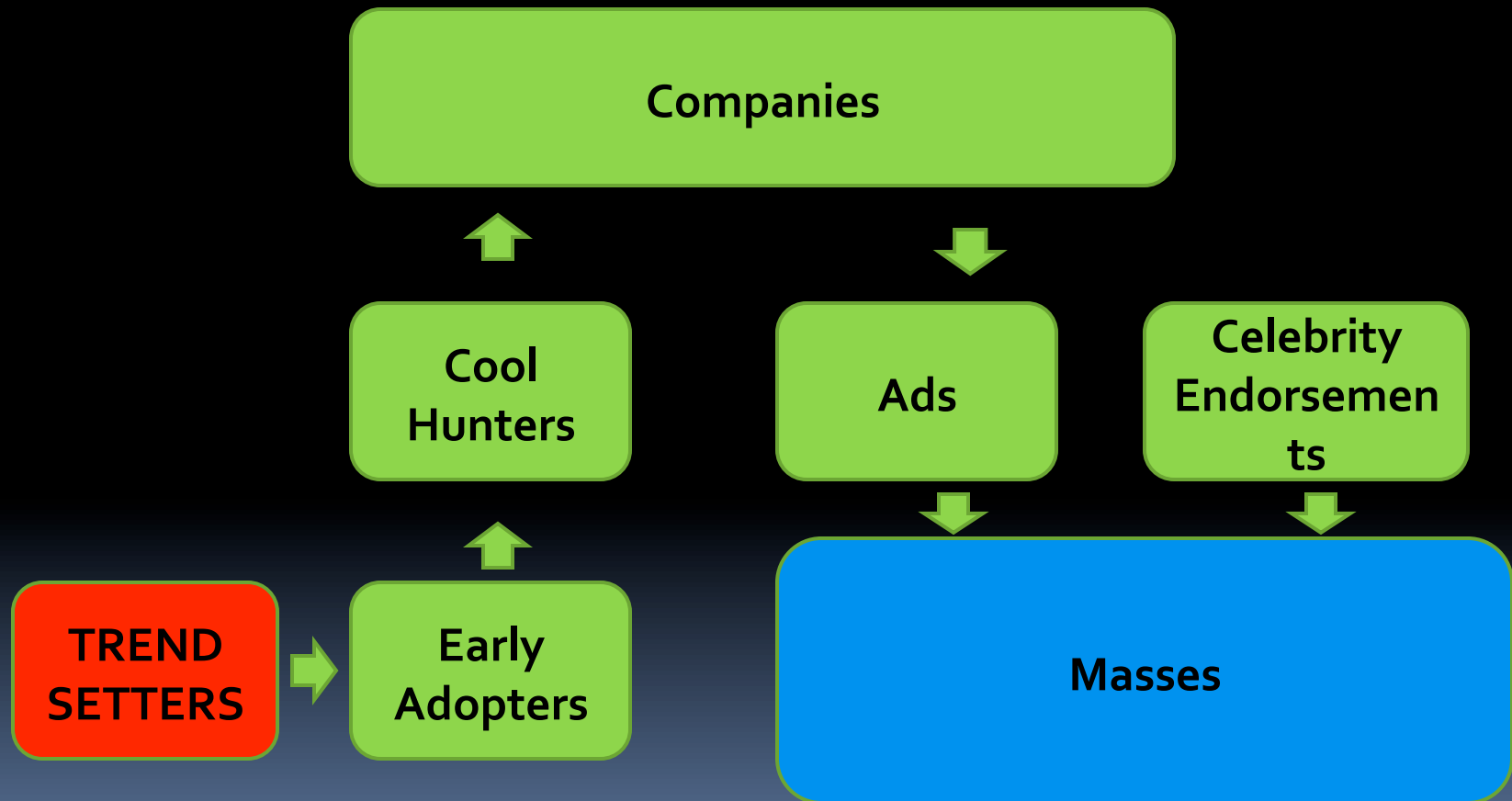
1990s: A New Aristocratic Class?



Answer:

No

The Social Structure of the 1990s: Trends “TRICKLE UP”



A Big Problem

TREND
SETTERS

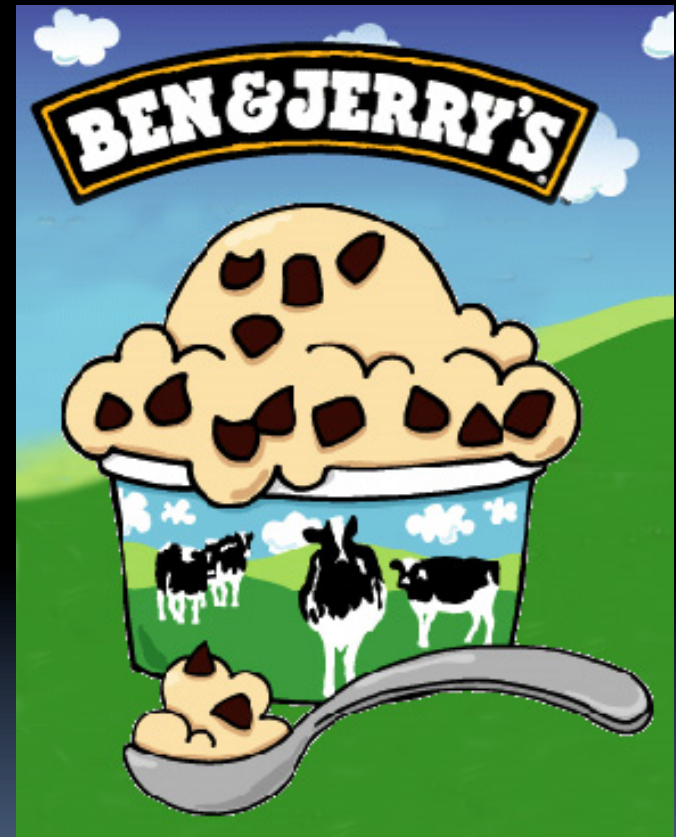


Trendsetters/Early Adopters: A Profile

- 1 in 20 people
- Well Educated: Even after college or grad
- Well-Traveled: Generally off the beaten path
- Appreciate: Quality, Originality, Strong Identity, Good Value, Etc.
- The people we trust now that we have seen every ad trick available



Example: Mazda Miata/Ben & Jerry's



In Short: Trendsetters are Everywhere

- Marketing had 2 options
- 1) Intercept Trends and Capitalize on them
 - Cool hunting
- 2) Try to develop products that trendsetters would tend to buy and would then virally spread.



Present/Future?

Present: Who Are They?


Two different influencers on market trends

- 1. Trusted social media gurus**
- 2. Easily influenced individuals???**

Present: Who Are They?

Social Media Gurus

- Bloggers have the power to invent criticism, but it is also the most positive word-of-mouth you can get (Furness, 47)
- Blogs, chat rooms, social networks and micro blogs (e.g. Twitter) have become the new forums for consumer discussion of brands. (Nutley, 34)



The screenshot shows the Sneakerhead website interface. At the top, the logo reads "SNEAKERHEAD" with the tagline "ALWAYS AUTHENTIC. ALWAYS FRESH." Below the logo is a search bar with the placeholder text "Enter Keyword or Style N" and a magnifying glass icon. To the right of the search bar are navigation links: "Home", "About Us", "Customer Service", "Outlet Store", "Blog", and "Testimonials". Further right is a phone icon and the number "1-866-339-SHOE (7463)", and a shopping bag icon labeled "My Account | Shopping Bag".

The main content area features a blog post titled "Air Jordan 1 Retro Ruff N Tuff" dated "Monday, July 27th, 2009 at 16:10pm". The post image shows a pair of blue and white sneakers against a blue sky background. Below the image, the text reads "AIR JORDAN 1 RETRO RUFF N TUFF". At the bottom of the image, a small caption states: "Originally thought to be a strictly European release, the Air Jordan 1 Retro 'Ruff N Tuff' is now available".

On the right side of the page, there is a "Recent Posts" section listing several articles, including "Air Jordan 1 Retro Ruff N Tuff", "Big Nike Low Katakana Pack", "Nike Blazer Jackie Robinson Pack", "Nike Nintendo Wii Pack", "Air Jordan Easter Basket Pack", "Nike Blazer High Premium (Tiger Woods)", "Nike WMNS Air Force 1 Valentine's Day", "Reebok Pump Omni Lite (Chinese New Year)", "Puma Cell Meio Special", "Nike WMN Winter Hi 3 Boots", "Nike Air Force One Slam Jam", and "Air Jordan 1 Phat Low". Below this is a "Tags" section with a list of tags: "Nike Air Force One (4)", "Nike Dunks (0)", "Air Jordan (4)", "Nike Air Max (2)", "Nike Retro / Lifestyle Shoes (9)", and "Other Brands (2)".

Present: Who Are They?



Social Media Gurus

- RogerASW has dubbed people who shape opinion and trends as the Influential Americans. (Kelly & Berry, 1-2)
- Roughly 10% of the adult population in the United States.

Present: Trendsetter Customers

Figure I-1. The Importance of Word of Mouth

Net percentage of Americans 18 years old and older saying "people" (friends, family, or other people) are among the two or three "best" sources of ideas and information, and net percentage saying "advertising" is source of best ideas and information, with point difference

	"People"	"Advertising"	Point difference
Restaurants to try	83%	35%	48 points
New meals, dishes to try	73%	24%	49 points
Places to go on visit	71%	33%	38 points
Prescription drugs to try	71%	21%	50 points
Hotels to stay in	63%	27%	36 points
Ways to improve your health	61%	19%	42 points
Movies to see	61%	67%	-6 points
Which brands are best	60%	33%	27 points
Videos to rent or buy	59%	45%	14 points
Retirement planning	58%	9%	49 points
Merits of cars	58%	36%	22 points
Saving and investing money	57%	12%	45 points
Finding the best buys	54%	47%	7 points
Appearance of home	50%	28%	22 points
Clothes to buy	50%	59%	-9 points
Finding a new job	47%	54%	-7 points
Computer equipment	40%	18%	22 points
Web sites to visit	37%	12%	25 points

Source: Roper Reports



Is the marketing
changing already?

Present: Trendsetter Customers

Easily Influenced Individuals

- Methodology: used a series of computer simulations of interpersonal influence processes
- Influentials are not that important
- Critical mass of easily influenced individuals



Future?

Thank You!

Questions?

