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 adaprters 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”

Colonialism & Industrialization

Goods With Lower Price

Savvy Manufacturers

Creating Demands

Marvelous Stuff For The Middle And Lower Middle Class
Advertising

Irresistible Bargains

Instant Status
1800s: Who Were They?

Social Structure

Royal
High
Middle & Lower
Poor
1800s: Why Were They Influential?

- They were the only people with mass influence: had their own newspaper (Wedgewood)
- 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

Wedgewood 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?
1990s: A New Aristocratic Class?

Answer: No
The Social Structure of the 1990s: Trends “TRICKLE UP”

Companies

Cool Hunters

Ads

Celebrity Endorsements

Masses

Early Adopters

TREND SETTERS
A Big Problem
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 & Jerrys
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???
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)
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: Who Are They?
Present: Trendsetter Customers

Figure I-1. The Importance of Word of Mouth

Not 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.

<table>
<thead>
<tr>
<th>Topic</th>
<th>“People”</th>
<th>“Advertising”</th>
<th>Point difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants to try</td>
<td>83%</td>
<td>35%</td>
<td>48 points</td>
</tr>
<tr>
<td>New meals, dishes to try</td>
<td>73%</td>
<td>24%</td>
<td>49 points</td>
</tr>
<tr>
<td>Places to go on visit</td>
<td>71%</td>
<td>33%</td>
<td>38 points</td>
</tr>
<tr>
<td>Prescription drugs to try</td>
<td>71%</td>
<td>21%</td>
<td>50 points</td>
</tr>
<tr>
<td>Hotels to stay in</td>
<td>63%</td>
<td>27%</td>
<td>36 points</td>
</tr>
<tr>
<td>Ways to Improve your health</td>
<td>61%</td>
<td>19%</td>
<td>42 points</td>
</tr>
<tr>
<td>Movies to see</td>
<td>61%</td>
<td>67%</td>
<td>-6 points</td>
</tr>
<tr>
<td>Which brands are best</td>
<td>60%</td>
<td>33%</td>
<td>27 points</td>
</tr>
<tr>
<td>Videos to rent or buy</td>
<td>59%</td>
<td>46%</td>
<td>14 points</td>
</tr>
<tr>
<td>Retirement planning</td>
<td>58%</td>
<td>9%</td>
<td>49 points</td>
</tr>
<tr>
<td>Merits of cars</td>
<td>58%</td>
<td>36%</td>
<td>22 points</td>
</tr>
<tr>
<td>Saving and investing money</td>
<td>57%</td>
<td>12%</td>
<td>45 points</td>
</tr>
<tr>
<td>Finding the best buys</td>
<td>54%</td>
<td>47%</td>
<td>7 points</td>
</tr>
<tr>
<td>Appearance of home</td>
<td>50%</td>
<td>28%</td>
<td>22 points</td>
</tr>
<tr>
<td>Clothes to buy</td>
<td>50%</td>
<td>59%</td>
<td>-9 points</td>
</tr>
<tr>
<td>Finding a new job</td>
<td>47%</td>
<td>54%</td>
<td>-7 points</td>
</tr>
<tr>
<td>Computer equipment</td>
<td>40%</td>
<td>18%</td>
<td>22 points</td>
</tr>
<tr>
<td>Web sites to visit</td>
<td>37%</td>
<td>12%</td>
<td>25 points</td>
</tr>
</tbody>
</table>

Source: Paper 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?