

# OPINION LEADERSHIP

Acc. to Bernard, "Leadership refers to quality of behaviour of individuals whereby they guide people on their activities in an organisation."

- Person who offer advice or opinion  $\Rightarrow$  <sup>Known as</sup>  $\Rightarrow$  Opinion leader
- Person to whom opinion is given  $\Rightarrow$   $\Rightarrow$  opinion-seeker.

"Opinion leadership is the process  $\rightarrow$  by which one person i.e. opinion leader informally influence attitude of others i.e. opinion seekers."

## Features

- 1) Opinion leader must be full of self-confidence
- 2) Informal communication flow b/w person of same age.
- 3) Nature, perception, personality & attitude of opinion leader has got deep effect on framing others opinion.

## Opinion leadership measurement Techniques

- ↳ Self-Designating Method  $\frac{P}{O}$  Under this method, opinion leader are asked to evaluate  $\Rightarrow$  the extent to which they have  $\Rightarrow$  about  $\Rightarrow$  provided inf. to others
- 1) Product Category
  - 2) Specific Brand
  - 3) Product Quality
- $\Rightarrow$  to influence purchase decisions of others.

## ② Socio - metric Research Method :-

While deciding research design  $\Rightarrow$  "Marketeters Research" have 2 options :-

- ① Study a self-contained community (or) 2) study a wide-spread respondent sample.

$\Rightarrow$  This method is also known as "Whom-to-whom" ques.

## ③ Key - Information Method :-

~~is~~ In this method, a key-informant [Person aware of about nature of all members of a group] is selected to ask to identify individual from group who are most likely to be opinion leader.

④ The Objective Method :- Under this method  $\Rightarrow$  New product or new product information is placed with selected individual & asked them to act as leader & after that measure their efforts.

