CLASSROOM GUIDE

The Stadium of Validation

How other people shape what we buy

Marc Perelló-Sobrepere



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Would you buy this car?

You like the car. At the dealership, you can already picture yourself driving it home.

That evening, your partner asks how much it will cost to maintain.



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The Stadium of Validation

The three rings of social influence



Inner Ring

Emotional trust

Partner, family and close friends

Peer Ring

Belonging and identity

Colleagues, neighbours and communities

Extended Ring

Cultural legitimacy

Journalists, creators and public reviews

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INNER RING

What will they say at home?

Partners, family and close friends.

Your partner asks about running costs. Their opinion carries weight because the car will become part of your life together.



PEER RING

What does my choice say?

Colleagues, neighbours and communities.

At work, your colleagues see the model as a sign of status. The car says something about you before you explain why you want it.

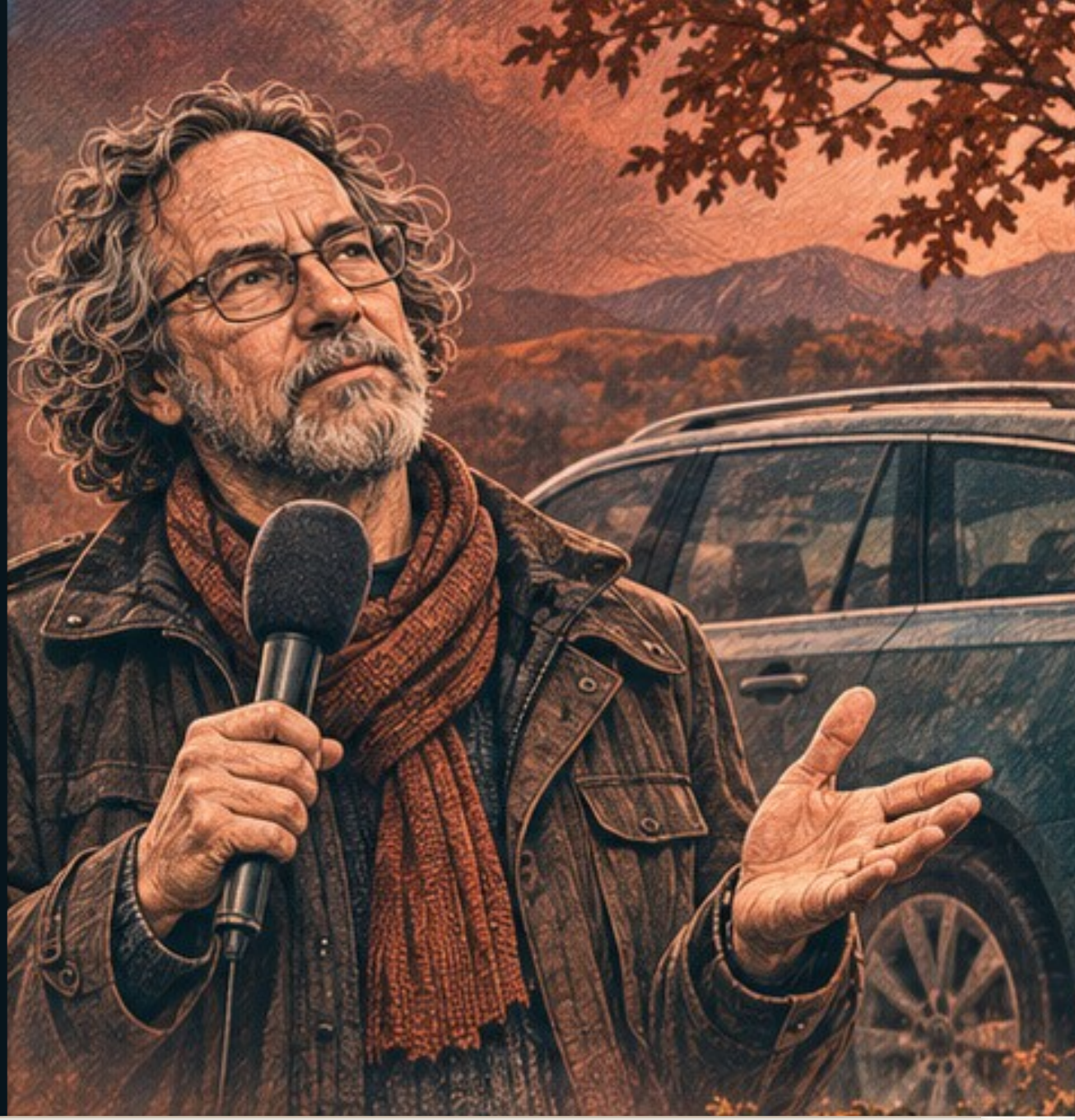


EXTENDED RING

What makes this choice credible?

Journalists, creators and public reviews.

A specialist review puts the model on your radar. You might hear its verdict through someone you know.



THREE MOMENTS

The conversation continues after you buy

BEFORE

An option comes into view

A review introduces you to the model. Someone at work mentions they know it.

DURING

The family weighs the decision

As you compare models, your partner asks about running costs and how much space the family needs.

AFTER

Your experience guides others

If you buy it, someone will ask how it is going. Your answer may shape their next purchase.

Buying a family car

One purchase, conflicting signals

Illustrative case



Inner Ring

The buyer’s partner questions the cost of upkeep.

Peer Ring

Colleagues see the car as a sign of status.

Extended Ring

A specialist’s review sparks the buyer’s interest.

The buyer is still weighing the decision.

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Who matters when the purchase changes?

TOURISM

A hotel for the weekend

You like the photos. Your companion questions the location, and a travel forum changes what you expect from the area.

What would settle the question before booking?

EVERYDAY PURCHASES

Breakfast cereal

You read the ingredients. Your children judge the taste. A parents' group discusses which brands to buy.

Who could make you leave the box on the shelf?

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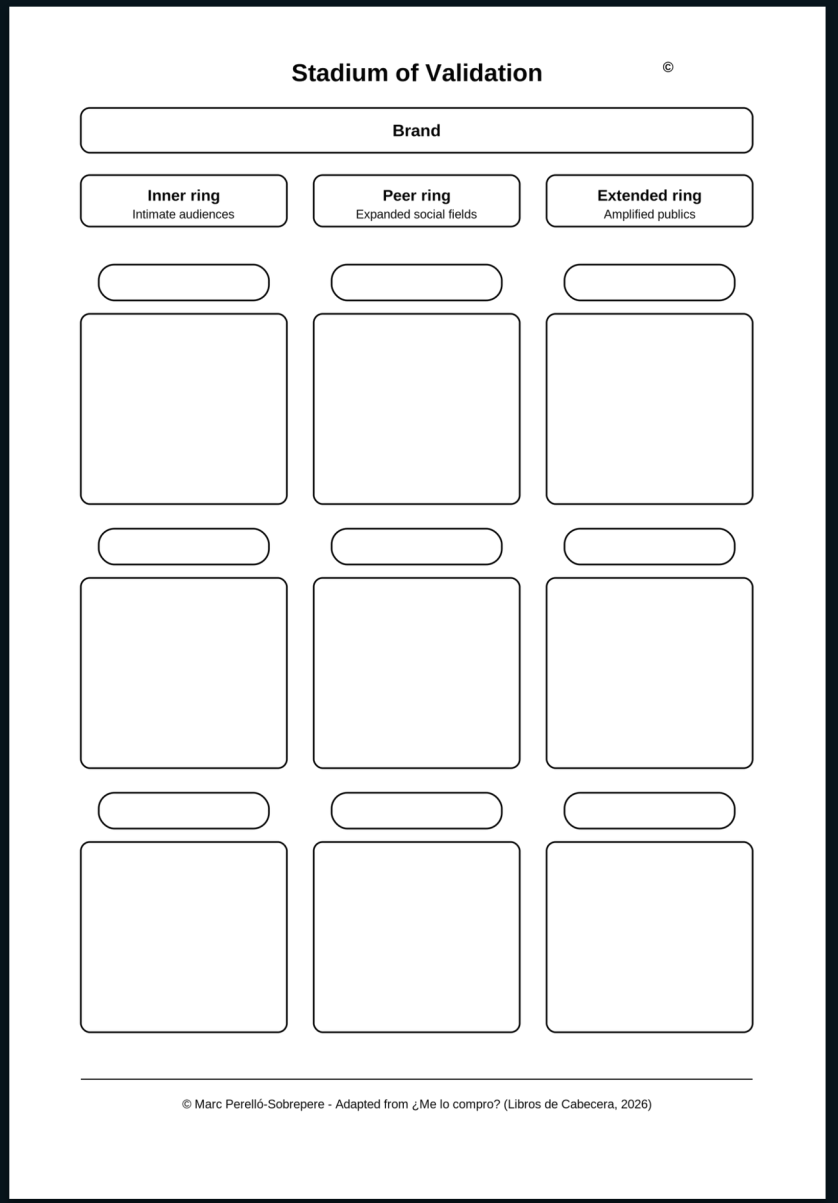
CLASSROOM ACTIVITY

Choose a brand and fill in the worksheet

01 Write down the brand and specify what the buyer is considering.

02 Place the people and groups who matter in the appropriate ring.

03 Note what each person could say or do to support or hold up the purchase.



CLASS DISCUSSION

Whom would the brand need to persuade?

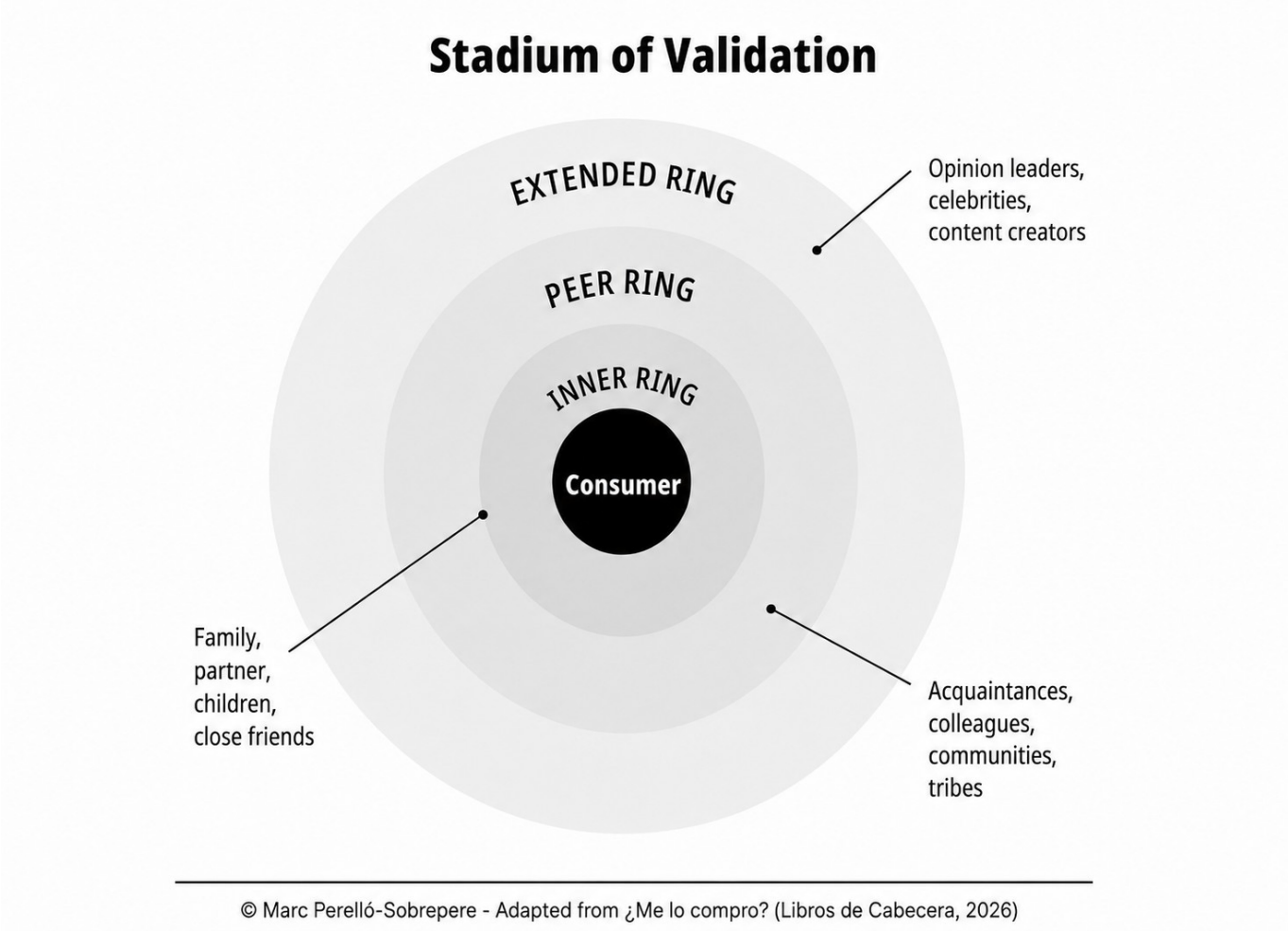
Show your stadium and explain who would carry the most weight in this purchase. What question or expectation would that person bring to the decision?

Invite the class to suggest someone who might be missing from the stands.

ORIGINAL DIAGRAM

The consumer and their social world

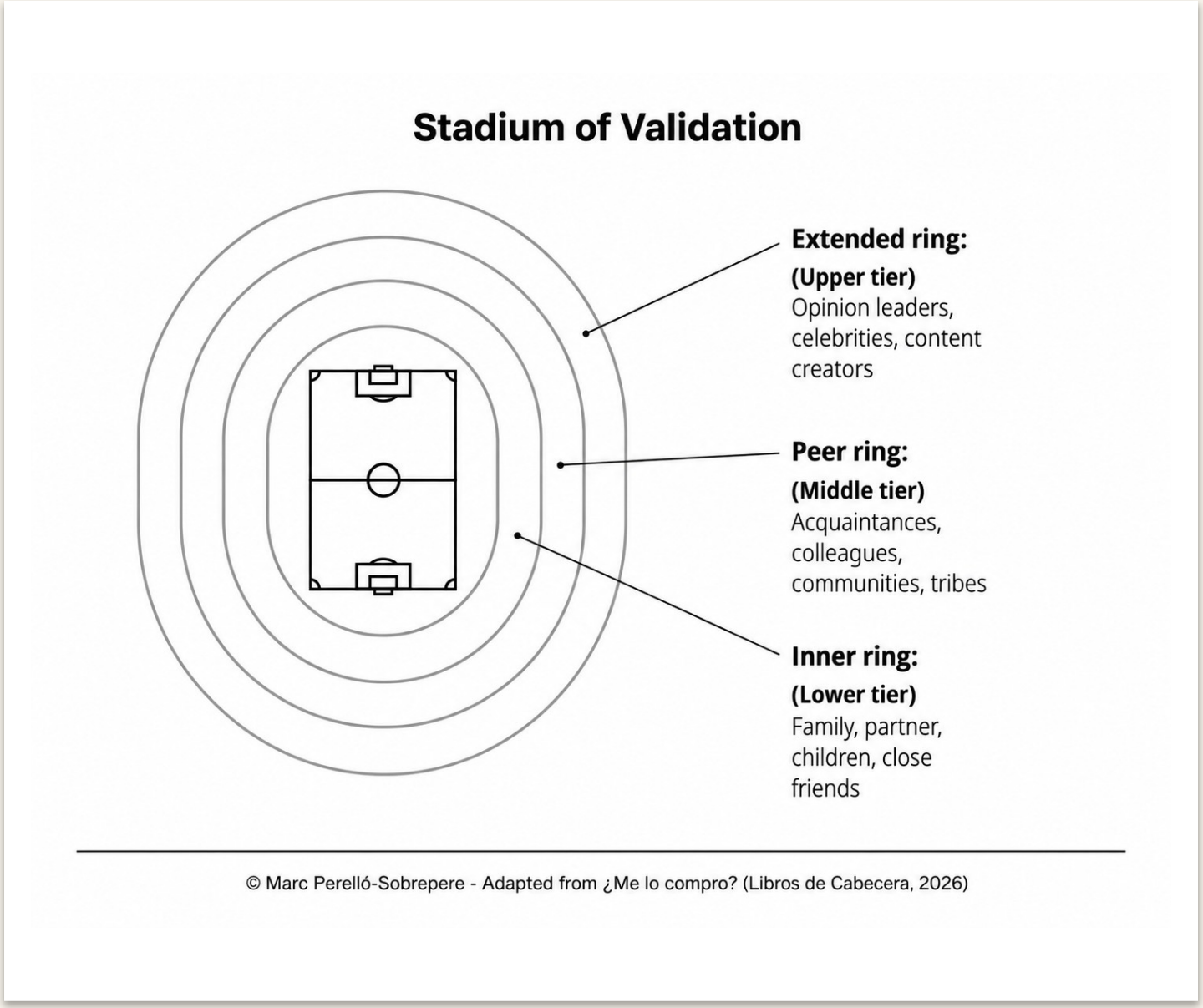
The rings organise the relationships that can influence a single decision.



ORIGINAL DIAGRAM

The stadium and its stands

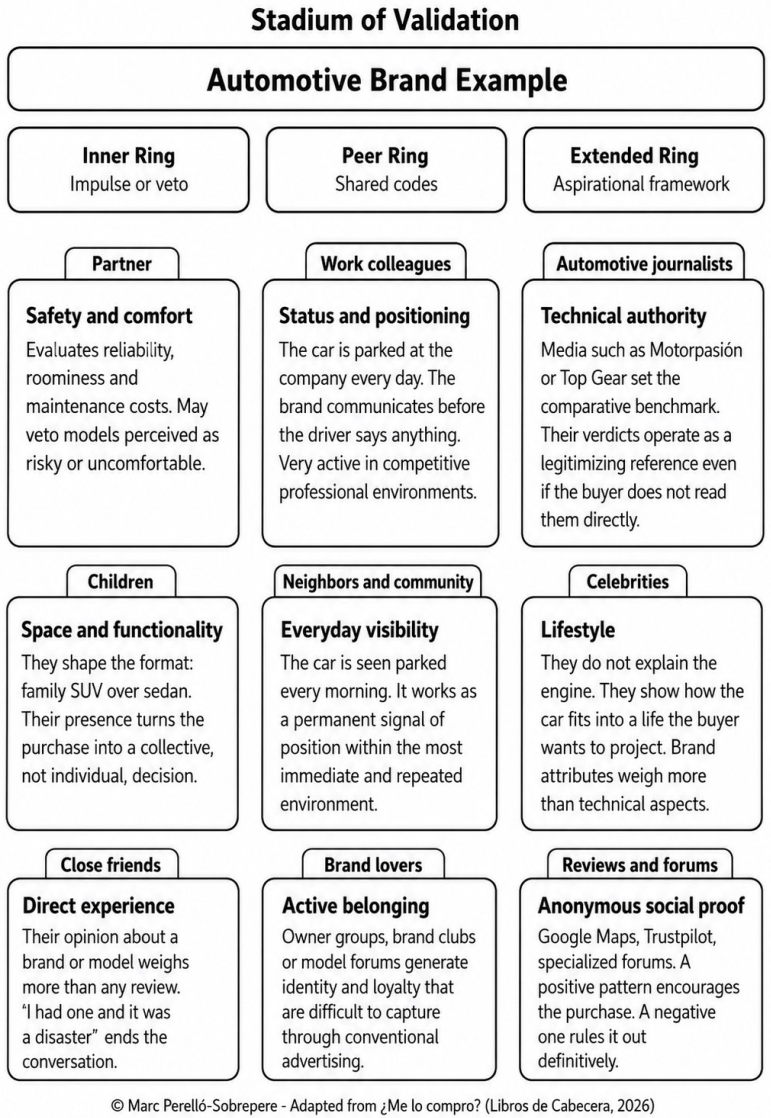
The lower tier is the Inner Ring. The middle tier is the Peer Ring. The upper tier is the Extended Ring.



ORIGINAL EXAMPLE

Mapping the family car purchase

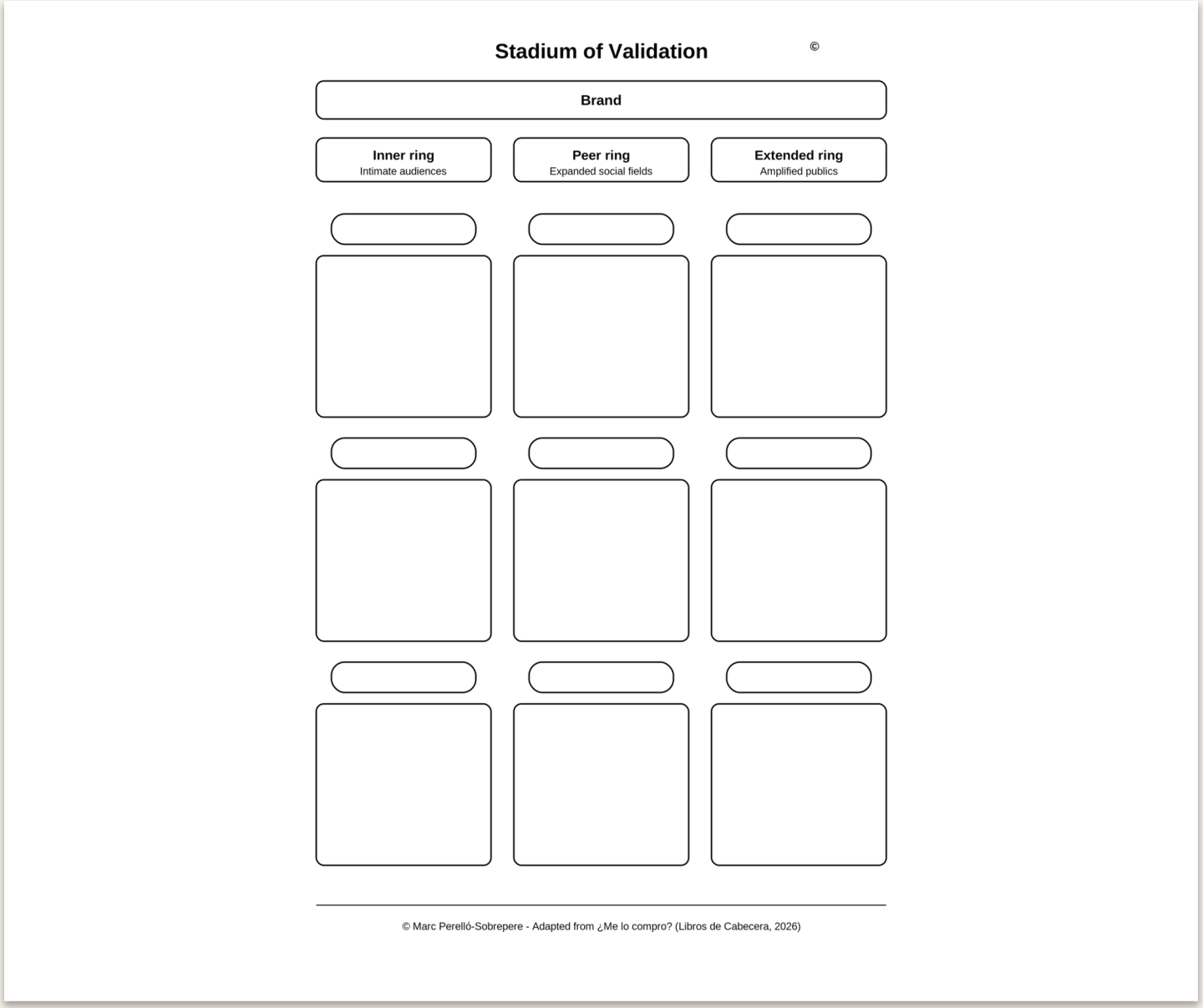
The buyer’s partner, work colleagues and motoring journalists bring different criteria to the same purchase.



CLASS WORKSHEET

Draw your stadium

Write the brand at the top. Use each column to place people in a ring and explain how they influence the purchase.



READING

The model and its sources

¿Me lo compro?

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The stadium of validation: A framework for understanding modern consumer decision-making in the age of social media and algorithms. Journal of Digital & Social Media Marketing, 14(3), 2027.

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