

FAQ's

Q1. Define reference groups.

Ans. It is a natural tendency on the part of an individual to look up to another as with comparison; each one of us looks towards another individual or a group as a point of comparison. This group to which a person looks up as a point of comparison is known as a reference group.

Q2. Define normative reference groups.

Ans. Those groups that influence general or broadly defined values, attitudes and/or behavior are known as normative reference groups. For example, for a child the family acts as a normative reference group.

Q3. What do you mean by primary reference groups?

Ans. Such group(s) with which a person has a direct (face-to-face) contact and where a direct influence occurs, is known as a primary reference group(s). For example, family, friends, neighbours, superiors, peers, colleagues etc.

Q4. Mention commonly used reference group appeals.

Ans. Celebrity appeals; expert appeals; common man appeals; executive appeals, trade or spokes-character appeals.

Q5. Mention two basic advantages of using reference group appeals.

Ans. Reference group appeals are useful for a marketer in two ways; firstly they provide information and increase consumer awareness and knowledge; two, they reduce perceived risk amongst consumers, with respect to market offerings.

Q6. Distinguish between informal primary groups and formal secondary groups.

Ans. An informal group is not specifically structured with a clear mission. A primary group involves face-to-face interactions. Families and peer groups are the most commonly studied informal primary groups because they impact many product behaviors. Formal secondary groups would have little or no face-to-face interaction and would have specific structure or mission; professional societies would be examples. For most products, formal secondary groups would have little influence.

Q7. When is an informational reference group influence likely to impact consumers and influence their behavior?

Ans. Consumers are likely to be influenced if the information is perceived as enhancing their knowledge of the environment or their ability to cope with some aspect of it. That is, if they believe it will help them to achieve some goal, they will respond.

Q8. What is utilitarian reference group influence?

Ans. Utilitarian influence occurs when a person complies with perceived expectations of what others want in order to achieve rewards or avoid punishments. Product and/or brand purchases may be influenced.

Q9. Why would an individual respond to value-expressive reference group influences?

Ans. Individuals can use reference groups to enhance or support their own self-concepts. They may accept a reference group position to bolster their self-concepts through association with the group, or to affiliate or associate with group members that represent desirable values

Q10. Why kind of influence would be expected for private necessities?

Ans. These types of products tend to be influenced only weakly in terms of either product or brand issues.