

# Glossary

**Reference Groups** : Reference groups are people in a consumer's micro-social environment who are salient or relevant for the consumer.

**Coercive Power** : This power influences behavior with fear or the withholding of rewards.

**Celebrity appeals** : Celebrity appeals are the most commonly used kind of appeal. The public admires film stars, TV personalities and sportspersons.

**Expert Power** : People accept the influence of individuals who are known experts recognized for their expertise.

**Referent Power** : An individual's identification with a group grows as she associates more with that group.