

# Summary

In today's session we studied about the power of reference groups which included reward power coercive power, expert power, etc. We also studied about the types of reference groups. Further we studied about reference group appeals which included celebrity appeals, expert appeals, common man appeals, etc. We studied about the functions of the family which are classified as essential functions of a family and non-essential functions of a family and lastly what we studied was the family decision making where individual members of families often serve different roles in decisions that ultimately draw on shared family resources.