

# and Management & Consumer Behavior

## Session – 25

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### Learning Objectives:

After completion of this session, the learner will be able to know:

- How reference group determines behavior of the consumers?
- How family determines behavior of the consumers?

## **Introduction to Consumer Behavior**

### Topics to be Covered:

- Reference Group
- Family

# Who are reference groups?

It is the group of people whose presumed perspectives or value are used as a basis for purchasing decisions .

 **30%**  **30%**

The groups with whom you interact directly or indirectly influence your purchase decisions and thus their study is of great importance to marketers.



# Types of Reference Groups

## Primary & Secondary Reference Groups

A primary reference group is one with which an individual interacts on a regular basis and whose opinion is of importance to him, family, neighbors, close friends, colleagues and co-workers are examples of primary reference groups. Secondary reference groups are those with which an individual interacts only occasionally and does not consider their opinion very important.

## Membership & Symbolic Reference Groups

A membership reference group is one to which a person belongs or qualifies for membership. All workers in a factory qualify for membership to the labor union. A symbolic reference group is one which an individual aspires to belong to, but is not likely to be received as a member.



## Formal & Informal Reference Groups

Rotary, lions, Jaycees are some of the well-known social reference groups in our society. Labor unions, social clubs and societies are other types of formal reference groups to which individuals may belong. A formal reference group has a highly defined structure, specific roles and authority positions and specific goals.

In contrast, an informal reference group is loosely defined and may have no specified roles and goals. Meeting your neighbors over lunch once a month for a friendly exchange of news is an instance of an informal reference group.



“

Thank You

*My Curiosity is all Yours !*

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