

### **Discussion questions – Topic 10**

1. List the various reference groups that have an influence on you and categorize them into aspiration, dissociative, primary and informal groups. Rank them in importance in influencing your consumption behavior. For which types of products, if any, do these groups influence your consumption?
2. Regarding each group listed in question 1, what type of influence (informational, normative or identification influence) does each group exert on your consumption behavior?
3. You are marketing a new fragrance for young men (18-24). Who would be a good spokesperson? Why? And for a new fragrance for young women (18-24)? What kind of reference group appeal (testimonial, endorsement, actor or spokesperson) would you consider more effective?
4. For which of the following products would you expect group influence to be a factor of buying decisions: soft drinks, motor oil, designer jeans, eyeliner, house paint, breakfast cereals, wine, carpeting, a dishwasher and a digital camera. What are the reasons in each case?
4. Recall the last time you volunteered information to someone about a brand or product you purchased. What caused you to share in this way? How does your motivation compare with the motivations mentioned by your classmates?
5. How do marketers influence consumer socialization? Does this seem unethical? At what point would it be unethical?
6. To what extent do you think that television is a socialization agent of children? To what extent do you believe that television can cause people to commit antisocial acts without recognizing the gravity of their behavior?