

The background is a light grey textured paper with various watercolor-style illustrations. There are orange and pinkish-red shapes, a blue squiggle, a blue wavy shape, a blue spiral, and a blue arch. The text is centered in a bold, black, sans-serif font.

MARK 202 TUTORIAL 6

allaboutmarketing.co.nz

kiriana.welsh-phillips@vuw.ac.nz

TODAYS TUTORIAL

01

Test details

02

Assignment

03

Reference
Groups,
Influence and
Power

FINAL TEST

18th June 2.30pm
KELBURN CAMPUS

Surname	Room	Building
A - FA	KKLT301	Kirk
FE - NEP	HULT323	Hunter
NER - Z	KKLT303	Kirk

In addition to achieving 50% overall, it's a mandatory requirement to finish the test

CONSUMER PROFILE ASSIGNMENT

Monday 20th of May, 11pm

- Worth 35%
- 3000 words STRICT
- 5% deduction for every 500 words over the limit
- 10% deduction per day later

Diagrams, Appendices, Images and References

- Tables + Diagrams may be single spaced
- 10pt font
- Headings and Subheadings may use different fonts + font sizes
- APA 7th edition

Report Format

- 12pt Font Size
- Times New Roman
- 2.5cm margins all sides
- Justified Margins
- 1.5 line spacing

The background is a light-colored, textured paper with various watercolor-style illustrations. There are several large, soft-edged shapes in shades of orange, pink, and yellow. A blue squiggly line is visible in the upper right. On the left, there are some brownish-orange spots and a blue wavy shape. On the right, there are orange vertical lines and a blue arch-like shape at the bottom. The overall style is artistic and hand-drawn.

QUESTIONS?

REFERENCE GROUPS

A Reference group is an actual or imaginary individual or group that has a significant effect on an individual's evaluations, aspirations or behaviours

MEMBERSHIP

Groups you are a part of both formally and informally.

Formal: Gym, VUW
Informal: Community, Friends, Family

ASPIRATIONAL

Groups you aspire or want to belong to; or that you can admire from a distance

DISSOCIATIVE

Groups we don't want to be associated with, or identify with

INFLUENCE

How can the reference groups be influential?

INFORMATIONAL

A group enhances marketplace knowledge

Information becomes available and consumers act on that

UTILITARIAN

Individual complies with group preference

Changing behaviour or attitudes based on the norms of the group

VALUE- EXPRESSIVE

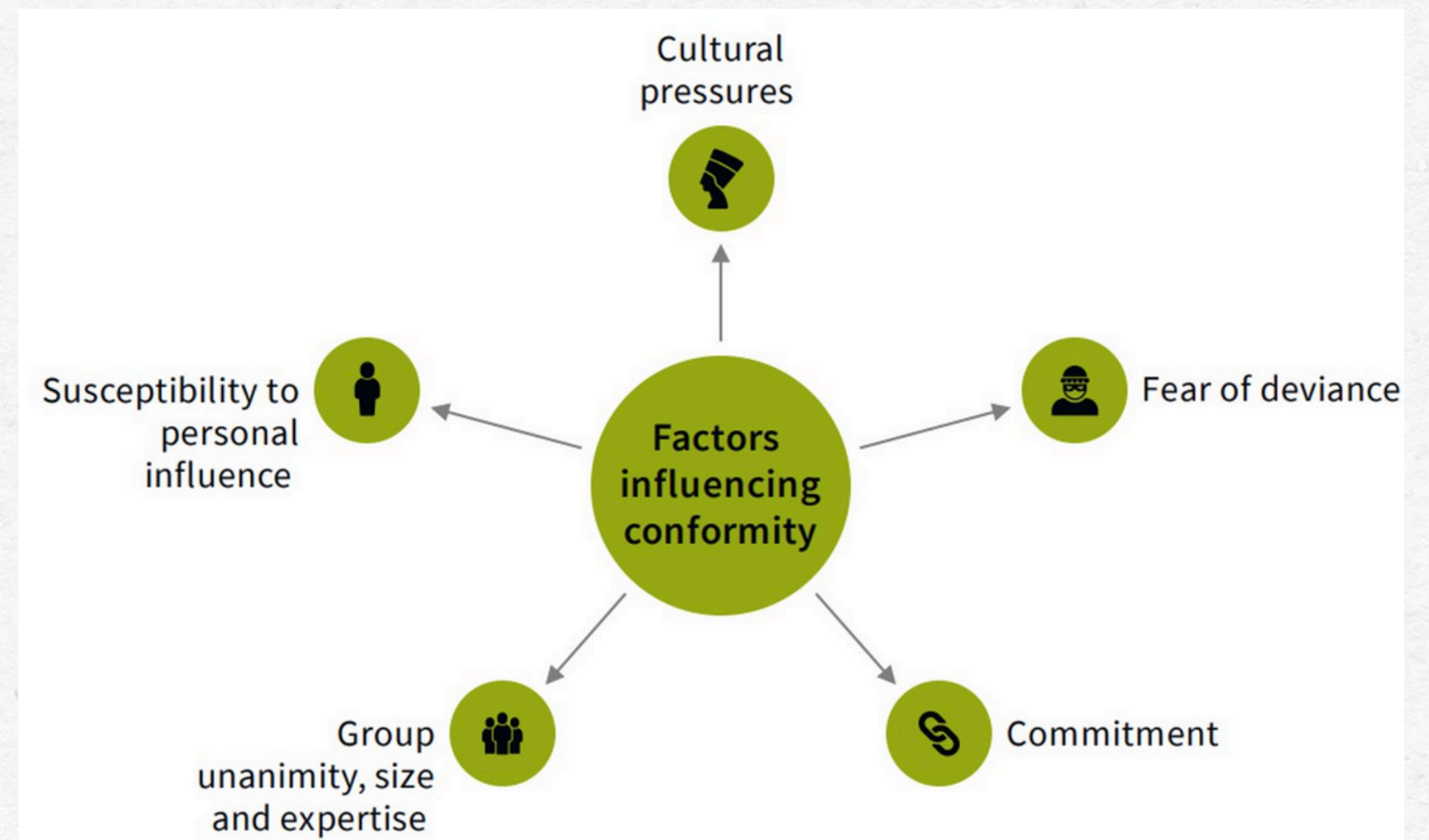
Group enhances a persons self-concept

Consumer see's something and decides they want to "follow in their footsteps"

CONFORMITY AND NORMS

Conformity: A change in beliefs or actions as a reaction to real or imagined group pressure

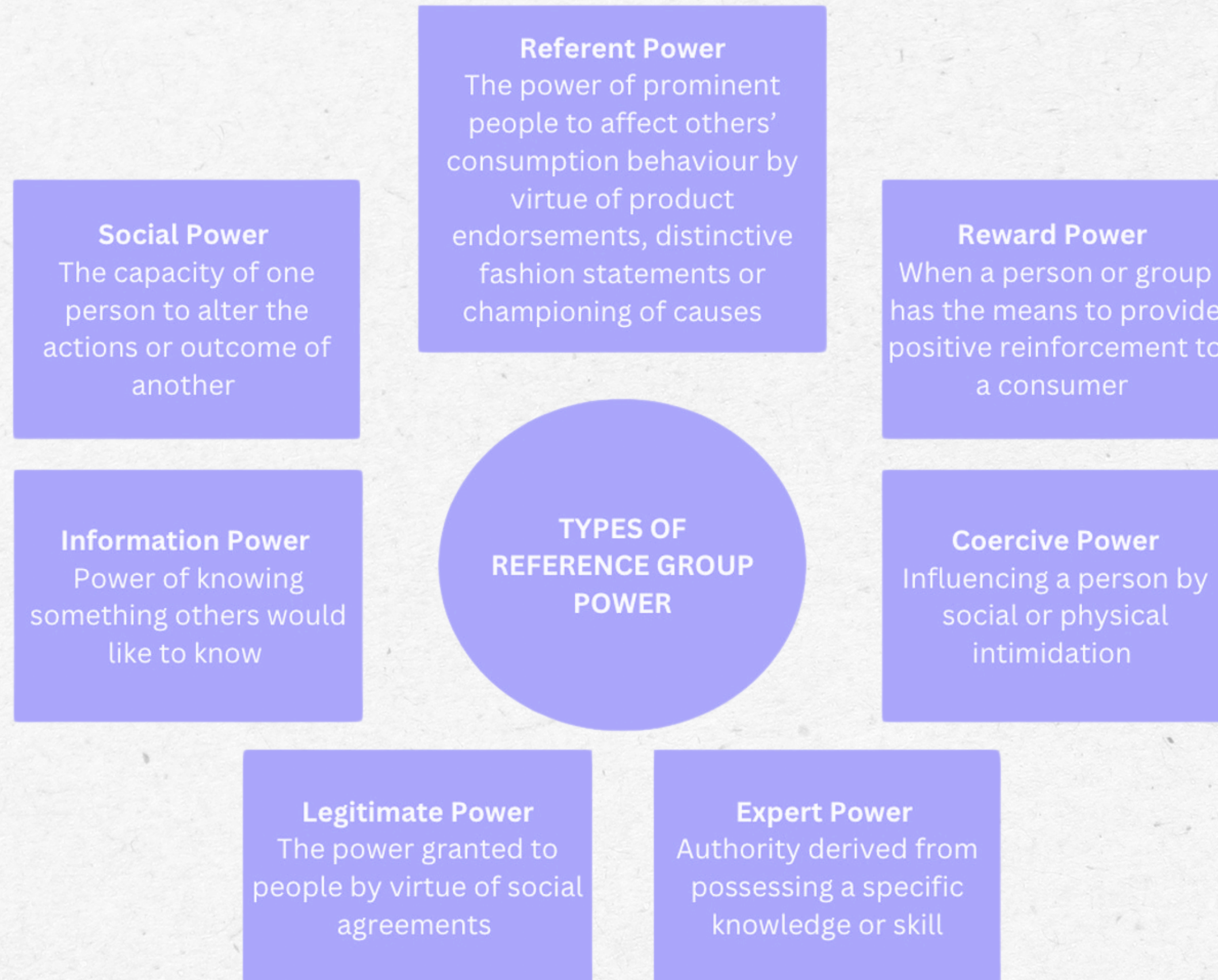
Norms: Influence rules that govern behavior



REFERENCE GROUPS AND INFLUENCE

Comparative Influence	The process whereby a reference group influences decisions about specific brand or activities
Normative Influence	The process in which a reference group helps to set and enforce fundamental standards

REFERENCE GROUPS AND INFLUENCE





FINAL QUESTIONS?

allaboutmarketing.co.nz

kiriana.welsh-phillips@vuw.ac.nz