

Influence of Social Reference Groups on Automobile Buying Decision – Research on Young Executives.

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Influence of social reference groups is one of the many subconscious factors that can form a consumer behavior for products used in public settings. This phenomenon also affects our preferences for particular brands or products and influences our purchase decisions relating to them. Every marketer strives to tap the subconscious factors that can help strengthen the brand associations and drive purchase. The study seeks to evaluate the influence of three major types of reference group influences i.e. informational influence, utilitarian influence, and value-expressive influence on the automobile buying behavior of young executives. In a country like Pakistan where purchasing power is low, young executives become one of the prospect buyers for automobiles. Thus the results would help marketers in designing marketing communication campaigns in a way that could trigger psychological bonding between the customer and the most influential reference group thus ensuring a strong positive response.

Keywords: Reference Groups, Young Executives, Consumer Behavior, Automobile, Marketing

Field of Interest: Marketing

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