Chapter 11  Group Influence and Opinion Leadership:  Jimmy Buffett

1. What is a reference group? In what 3 ways do reference groups influence consumers?
2. What is social power? List and briefly define 5 types of power.
3. What is normative influence and comparative influence?
4. What is a brand community? Why is it of interest to marketers?
5. What is a consumer tribe and tribal marketing?
6. The likelihood that people will become part of a consumer’s membership reference group is affected by several factors. List and briefly explain 3 of the factors.
7. **Go To:** http://margaritaville.com/ How can Jimmy Buffett fans be considered as members of a reference group? A brand community? A consumer tribe?

8. Based on your responses to the previous question, what kind of opportunities does the existence of the Buffett community present to marketers? What specific marketing and promotional tactics would you suggest?