

# Marketing concepts assignment2

Examples of the following list of items.

- **Targeting internal customers**



- **Targeting discount customers**



- Targeting discretionary customers



- Targeting need-based customers



- Targeting seasonal customers



- Using safety as level of need



- Using belongingness as level of need



- Using Ego as level of need



- Using the cool factor

## Reference Group

A social group that serves as a point of reference in making evaluations and decisions about where resources go, and who gets rewarded and punished

- **Stouffer's research** page 166
  - We compare ourselves in relation to specific reference groups. upward
- **In-groups and out-groups** downward
  - Loyalty to in-group
  - Opposition to out-groups

in-groups
↔
out-groups

## • Making reference to a reference group

