

Similarity Conformity and Consumer Decision Making

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Research queries take a look at whether or not an individual will imitate or look for speciality from others in a specific intake situation, depending on the nonexistence or prevalence of one's previous fantastic collaboration with the institution. It became additionally counselled that this end result will take place in a public situation; this is when the choice of a person is observable to the other individuals of the group (Papyrina, 2012).

Introduction And Methodology

The research was conducted to test statistically the effect of other members of the group on the choice of an individual. Whether a person will go for the same type of thing that the other people in the group have in the majority or they want to be different from the whole group. The researchers found the literature on both situations. The early literature was in favour of going with the other group members, but the latest literature revealed that most people like to go against the group members to be distinctive from the other members. To solve this contradictive literature, the researchers were interested in conducting research on this topic. They use conformity and its objectives as the theoretical basis for this research. According to the theory, there are three basic objectives of conformity theory, which are related to social influences on an individual. One is informational influence. It is a situation in which an individual does not know about the right action to take and follow the group members. The second is normative influence. It is the situation in which an individual makes a decision under the influence of the norms of the group or society. The third objective is referent informational influence. It is a situation in which people divide other individuals and themselves into different groups according to the similarities between them and others. This concept is called self-categorization theory (Papyrina, 2012).

Optimal distinctiveness theory was also used as the theoretical foundation of the study. According to this, to be the acceptable part of the group, similarities are the key, whereas differences are the main point of focus for being unique.

Results

Results of the study revealed that visibility manipulation has a significant effect, which means that the respondents of the study, in public situations, were more likely expected to know the brands of MP3 they chose than the respondents in private situations (Papyrina, 2012).

As expected, the results of the investigation bolstered the association effect of earlier high-quality cooperation with the gathering and permeability of 1's desire to use others on similarity and uniqueness. In particular, it became found that at the factor while people depended on that their utilization decisions might be significant to others, but they did not have a history of advantageous associations with the collection, they had been more liable to coordinate their selections with the tendencies of different collect people. Apparently, in this circumstance, humans have been stimulated to get the endorsement, or if nothing else, to stay away from dismissal by means of the collection they have been going to meet and contemplated that the ideal method to coexist with others changed into to oblige them.

Steady with goals, the example of outcomes changed and grew to become around after individuals encountered an advantageous collaboration with the collection. In this case, human beings will, in all likelihood, determine a selection that enables them to emerge inside the collecting. The approach of reasoning for this behaviour supplied within the present research turned into that even a short connection with already unacquainted individuals changed into adequate to persuade humans to sense mentioned and mentioned and evoked in them the need to introduce themselves out of a terrific manner.

It is likewise intriguing to take note that amid the dialogue, the dominant part of people not only felt that others responded decidedly to them but also related to their gatherings to a moderately high degree. In part, this may be a result of the fact that all members originated from a similar understudy populace and might have taken considerable measures in a manner. In the meantime, these perceptions are reliable, with the thought proposed in social and mental research that, with every other thing being equivalent, people expect charming collaborations with other individuals as opposed to disagreeable collaborations, and they are brisk in shaping connections to their gatherings. It gives the idea that in the present examination, most people, in fact, drew closer and were drawn nearer by others in a tolerant way and that this constructive experience urged them to make a particular picture of the self-inside the gathering.

In the private context, no help was found for the connection between earlier positive collaboration with the gathering and either congruity or uniqueness. These discoveries were reliable with desires and with past research that demonstrated that people had a tendency to fit in with and look for uniqueness from others just when they trusted that others knew about their conduct.

Implications

In conclusion of this study, the results were based on the positive interaction of the group members and supported that the choice of the person is influenced by conformity and distinctiveness according to the group from which she/he belongs, but it was also found that people in the absence of the group have the same choice influences. On the broader level, it means that as a person or a member of this society, everyone is divided into categories according to their similarities and differences. Everyone

wants to be accepted in his or her group, so they do according to the norms of the specific group. Our choices are influenced by the members of the group to which we belong (Papyrina, 2012).

Critique

In this study, the group interaction was positive, which is not possible in this world because everyone is a unique individual and has a unique way of thinking and perceiving things. This study must be conducted on both types of interactional groups. I think the experimental group design was not a suitable one for this type of study as we cannot develop conflicts within a desired group to conduct experiments with good, reliable results. For such studies, a quasi-experimental design is more appropriate for naturally formed groups with both positive and negative interactions present. The experiment has high internal reliability, but I think that in this study, we need high external reliability. A control group could be added to this study with a quasi-experimental design to develop internal reliability as well.

This study could be a cultural comparison type study, too, as every culture has its norms and specifications, which influence people in different ways. Socioeconomic status could also be a predictor of influences on the choice of a person in reference to his or her group members' choice or acceptance level.

If I were the researcher of this study, I would be interested in finding the reason for being distinctive from the other group members because when a person deviates from a specific group, there must be a reason behind it. For instance, if the reason is socioeconomic status, the deviation from one group's norms and acceptance level may be because of the desire to enter another group in society or maybe because of the higher acceptance level in another group rather than the present one.

I really enjoyed the research study. In conclusion of the critique, I appreciate the work as it is a positive step in research on this topic, and there is a lot uncovered available for us to explore, as group acceptance is the most influential factor in society.

Reference

Papyrina, V. (2012). If I want you to like me, should I be like you or unlike you? The effect of prior positive interaction with the group on conformity and distinctiveness in consumer decision making. *Journal Of Consumer Behaviour*, 11(6), 467-476. <http://dx.doi.org/10.1002/cb.1396>