

TABLE 8.2 Why People Conform

Reason for Conforming	Definition and Dominant Motivation	Relevant Personal Variables	Relevant Variables of the Influencing Agent	Does Public Behavior Persist in Private?	Example
Informational influence	Conformity motivated by a desire to be right	Uncertainty, lack of experience	Expertise	Yes: When people are motivated to be right, their private behavior matches their public behavior.	"I wear Nike clothes because I think they are of high quality."
Normative influence	Conformity motivated by a desire to be liked, accepted, and approved	Loneliness; need for approval and attention	Attractiveness of the group	No: If we are conforming only to gain someone's approval, we conform when we are with them but not when we are alone.	"I wear Nike clothes when I go out with friends because they think Nike is hip and they won't let me hang with them if I wear another brand."
Identity influence	Conformity motivated by a desire to think of ourselves as being a certain way	Identity confusion	Role model's desirability	Yes: If we are conforming in order to think of ourselves as having a particular characteristic, we will display the behavior whether we are alone or not.	"I wear Nike clothes because I want to be like Tiger Woods, and he wears Nike clothes."