

10 Consumer behaviour

Answer key

- 1 A claim is a statement that something is true without the necessary proof.
An assumption is something a person thinks is true with no definite proof.
- 2 **a** That changing the marketing strategy to fit each income group will make the companies more effective and more profitable. Also that society can be split into three clear groups.
b It is difficult to create three clear groups from the table.
- 3 **1** It is both positive and negative.
2 How rich the country is affects the size of each group.
3 Upper classes: more cosmopolitan and international, professional, educated, rich
Middle classes: want a better life, more willing to borrow
Lower classes: most different from other classes
- 4 The greater interaction with peers from the same social class is more likely to influence and reinforce behaviour and lifestyle. This also influences consumer behaviour. The trickle-down effect means upper-class decisions gradually influence the behaviour of other classes, although this has been questioned, with evidence of it happening in reverse.
- 5 Income levels overlap social classes; income increases with age but people do not necessarily change class; dual-career families increase income without a change in social status.
- 6 No. Different stages of development in a country mean different professions are valued more.
- 7 Education plays a key role in determining income and social class, with higher education often being linked to a higher social status.
- 8 To a certain extent, people inherit a status.
- 5 **2** *Suggested answer*
People are not consistent in class on all factors, e.g. a well-educated person may have a poor income and live in a poor area.
- 6 **a** however, although, compared with, larger, smaller, greater
- 7 **1** more; less **2** most **3** Compared with; most
4 Although **5** whereas; more
- 8 **a** intimate and constricted; local sports figures as heroes; less likely to take long holidays to out-of-the-way places; immediate needs ... dictate buying behaviour; depend heavily on relatives for emotional support; orient themselves in terms of the local community; conservative; family oriented; maintaining the appearance of one's home and property is a priority; culture-bound; most different from the other classes in terms of lifestyle, dress and eating behaviours
- b** It supports Paragraph A.
- 9 **1** No. Being aspirational is not an identity.
2 No. It may mean it is more diverse, but it doesn't mean it doesn't have an identity.
3 Underlying assumptions are that because they borrow from other classes, they have no identity and that borrowing from other classes is a key feature of every part of the middle classes' lives.
4 Yes. That the aspirational nature creates an identity worth pursuing for marketers.