



Unit Eight: The Influences of Class, Ethnicity and Age

Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: Introduction to Consumer Behavior
 - ▶ Unit Two: The Consumer Learning Process
 - ▶ Unit Three: Understanding the Consumer
 - ▶ Unit Four: Influencing Consumer Attitudes
 - ▶ Unit Five: The Purchasing Process
 - ▶ Unit Six: Consumer Analysis and Marketing Strategy
 - ▶ Unit Seven: The Effects of Consumer Groups
 - ▶ **Unit Eight: The Influences of Class, Ethnicity and Age**
 - ▶ Unit Nine: Cultural Influences
 - ▶ Unit Ten: Informing Marketing Strategy



Unit Eight Learning Outcomes

- ▶ Compare how both personal and social conditions influence how we spend our money
- ▶ Identify how a person's desire to make a statement about his social class, or the class to which they hope to belong, influences the products they like and dislike
- ▶ Identify how social classes are measured, how social class membership is determined, and the measurement problems that marketing managers must deal with



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Eight Overview Topics

- ▶ Personal and social influences
- ▶ Social class influences
- ▶ Social class measurements



Class, Ethnicity and Age Vocabulary

- Cultural diversity
- Economic decisions
- Psychological influences
- Social class
- Social conditions
- Social status

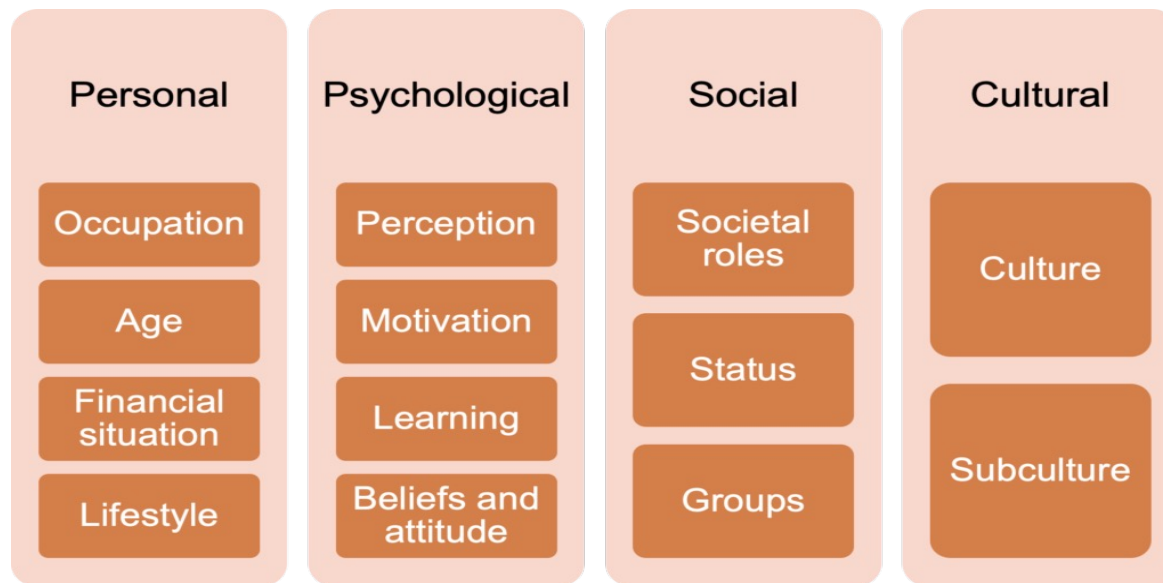


Personal and Social Influences

- Social conditions
- Social status



Buying Influences



Social Classes Influences

- Economic decisions
- Psychological influences

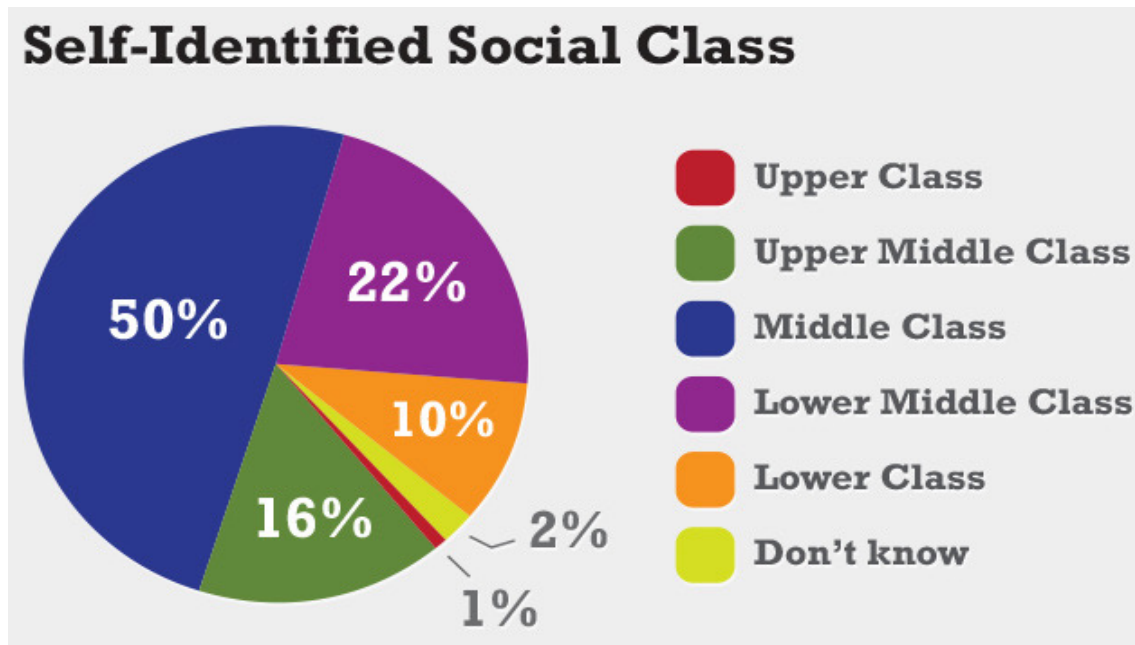


Social Classes Measurements

- Social class
- Cultural diversity



Social Class



Conclusion

➤ Unit Eight Learning Outcomes

- ▶ Compare how both personal and social conditions influence how we spend our money
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- ▶ Identify how social classes are measured, how social class membership is determined, and the measurement problems that marketing managers must deal with



What's Next?

- Unit Nine: Cultural Influences

