

Consumer Behavior

13. Social class



José Manuel Fernández Polanco
Patricia Martínez García de Leaniz

DEPARTMENT OF BUSINESS ADMINISTRATION

AREA OF MARKETING AND MARKET RESEARCH

This material is published under:

[Creative Commons BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/)



13.1. Definition of social class

13.2. Status and social aspirations

13.1. Definition of social class

Class is an **objective means of classifying people** according to criteria such as occupation, education and income.

Key ideas associated with class:

The notion of **hierarchical distinction** or **social stratification**.

The use of occupation to identify **socio-economic status groups**.

The description of a society in terms of the degree of **social mobility** that is possible.

The **ownership** or non-ownership **of property and resources**, including knowledge and education.

Rice, C. (1993). *Behavioural aspects of Marketing*, Butterworth Heinemann., Oxford.

13.2. Status and social aspirations

Status is a **subjective** phenomenon **resulting from judgments of the social position that a person occupies**. These judgments are usually based on factors such as power, wealth and occupation. The ability to influence consumers by means of status depends on the degree of social mobility and requires an **open society**.

Ascribed status. Is the status every individual receives by “accident of birth” and is outside his control. An individual can not decide his ascribed status, but this is not fixed and may change.

Achieved status. The status that has been acquired by the individual through things like education or occupation. This is subjective and open to change as the values of the society alter.

Desired status. The social position an individual wishes to attain. Status is actively sought by someone who seeks to acquire and conform to the desired roles.

Consumer Behavior

14. Lifestyles



José Manuel Fernández Polanco
Patricia Martínez García de Leaniz

DEPARTMENT OF BUSINESS ADMINISTRATION

AREA OF MARKETING AND MARKET RESEARCH

This material is published under:

[Creative Commons BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/)



14.1. Lifestyle and psychographics

14.2. AIO analysis

14.1. Lifestyles and psychographics

Lifestyle is the individual's attempt to achieve his desired self-concept given the constraints of his real world.

Psychographics are the main way in which lifestyle analysis has been made available for the practice of marketing. It is an approach which seeks to describe the lifestyle of a segment of consumers.

The notion of lifestyle encompasses purchasing decisions. Markets can be segmented by lifestyle. Certain communication channels may be part of the lifestyle and can be exploited in order to better access a target audience. Campaigns can present brand personalities designed to appeal to specific lifestyles.

14.2. AIO analysis

Describes lifestyles attending to:

Activities. Usually observable and measurable. Includes different activities such as exposure to media, visits to shops and entertainment, club membership, hobbies and others.

Interests. In terms of an object, topic, event or subject and the level of involvement in either the long or short term.

Opinions. The expectations and evaluations of objects, topics, events and people.

Marketing practitioners often add **demographics**, **values** and **attitudes**, **personality traits** and **usage rates**.