

Social Class Behavior

In this activity, you need to outline your perception of the differences between an 'upper social class' and a 'lower social class' consumer.

You need to complete the following table and determine the similarities and differences between these two groups of consumers, taking into account demographics, possessions, and lifestyle.

| For an 'upper social class' consumer | Compare using the below list | For a 'lower social class' consumer |
|---|-------------------------------------|--|
| | Occupation | |
| | Yearly income | |
| | Area where they live | |
| | Their car | |
| | No. of times been overseas | |
| | Hobbies | |
| | What they read | |
| | Favorite TV shows | |
| | Favorite drinks | |
| | Frequency of eating out | |

Student Discussion Questions

1. Start by completing the above table.
2. Are the two consumer profiles somewhat similar or quite different?
3. How useful would social class segmentation be in terms of understanding a consumer?
4. Are there any concerns with using this approach for market segmentation?
5. Do you think that social class segmentation would be more suited to particular product categories? If so, what types of products?