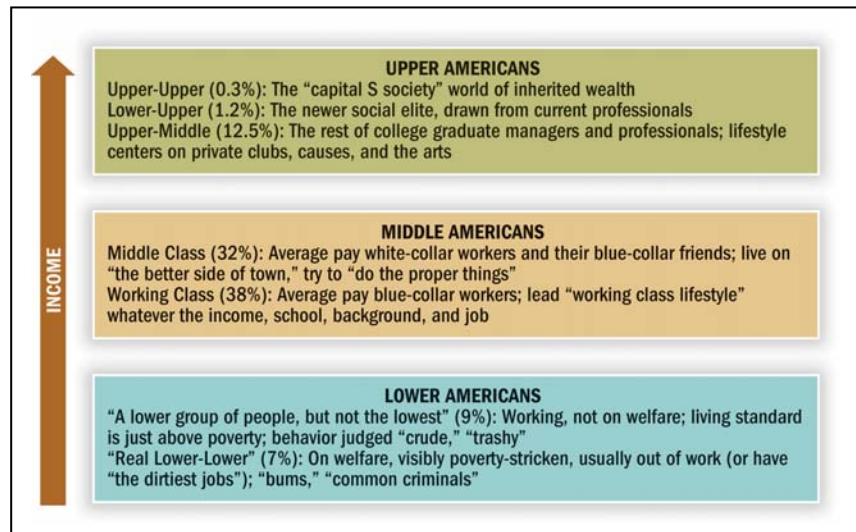




Chapter 13 Income and Social Status

1. Define discretionary income.
2. What is social class?
3. Consumer behavior often is affected by a person's



desire to make a statement about his or her social class, or the class to which he or she would like to belong. Explain.

4. What is the difference between achieved and ascribed status?
5. Describe what we mean by the term "mass class" and tell what is causing this phenomenon.
6. What are some important indicators of social class? Why does earning more money often not result in a corresponding change in social class?



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7. What is conspicuous consumption?
8. What is a status symbol? Explain the status this ad for sunless tanning by Neutrogena represents. How does this compare with the desire to have pale skin?



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9. What is **parody display**? How do ripped jeans illustrate the concept of parody display?

