

BROOKLYN



COLLEGE

Lane Bryant: Plus Size

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Business 50.9 Consumer Behavior

Brooklyn College

Case Study

Critical Thinking and Concept Application

LANE BRYANT

Chapter 5 The Self: **Lane Bryant: Riding the Plus Size Wave**

1 What is the self concept? Describe attributes of the self concept along 5 dimensions.

2 What is self esteem? What is the process of social comparison?

3 What is the ideal self? What is the actual self?

4 What is symbolic self completion theory?

5 What is the extended self? List and define 4 levels of the extended self.

6 What is body image distortion?

7 The way we think about our bodies is a key component of self-esteem. Explain.



8 Explain and evaluate the success that Lane Bryant is currently experiencing in relation to the theories regarding self-concept, self esteem, and self-consciousness.

9 Discuss the real world changes that appear to be occurring with respect to media images of women. What are the reasons for this shift?

LANE BRYANT

Plus size clothing for women who
shop for style, not just size