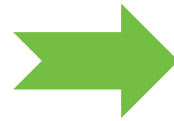


Stratification and Segmentation: Social Class in Consumer Behavior

Shavitt, S., Jiang, D., & Cho, H. (2016). Vol. 26(4), 583-593.

Social Class Affects Consumer Behavior

- Through consumer information processing
- Through consumer decision making and purchasing choices



Information Processing through the lens of social class

	Working-Class	Middle-Class
Thinking style	Holistic thinker	Analytic thinker
Product evaluation	Working class vs. middle class consumers care more about background and contextual factors when evaluating a product.	
Attribution for product failure	Make external attributions (to circumstances) for the failure	Make internal attributions (to the firm) for the failure
Brand extensions	More accepting, see more connections with parent brand	Less accepting, focused on “fit” with parent attributes
Unique selling proposition	Less effective	More effective
Hybrid thinker	More likely to think in both holistic and analytic ways	Less likely to be a hybrid thinker. Analytic only.

Decision making and consumer choices

Working-class Consumers

Prefer material purchases

Engage in compensatory consumption to offset the feelings of status threat



Middle-class Consumers

Prefer experiential purchases

Engage in conspicuous consumption to build their reputation

