



CONSUMER IDENTITY

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CHAPTER 10 & CHAPTER 11

CONSUMER IDENTITY I: SEX ROLES & SUBCULTURE

1. Consumer & Social Identity

- Social Identity Theory
- Subculture

2. Gender Identity

- Sex role socialization
- Gender Identity Versus Sexual Identity

3. Age Subcultures

- Children as Decision-Makers: Consumer in Training
- The Youth Market
- Gen Y
- Gen X
- The Mature Market

4. Place-Based Subcultures



IDENTITY



IDENTITIES

"WE" as well as "I"

SOCIAL IDENTITY THEORY

- ◆ **A person's social identity** is that part of the self that our group membership define.
- ◆ **Social Identity Theory** argues that each of us has several 'selves' that relate to groups.
 - These linkages are so important that we think of ourselves not just as "I", but also "We".
 - We favor others that we feel share the same identity.



SOCIAL IDENTITY THEORY

THE GROUP THAT “MATTER”



SOCIAL IDENTITY THEORY

GROUP => SUBCULTURE

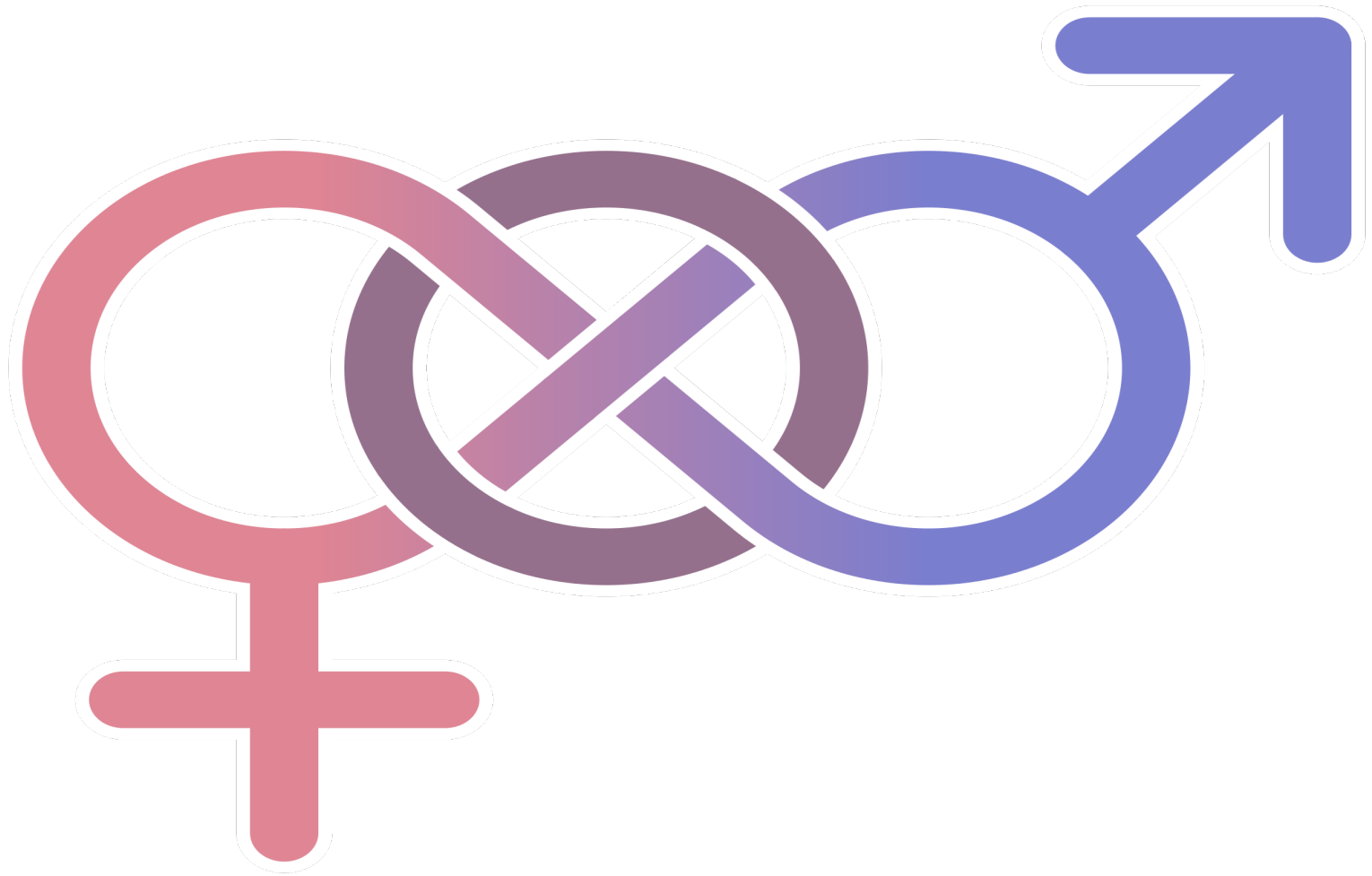


a group whose members share significant beliefs and common experiences that set them apart from others



CONSUMER IDENTITY I:

Gender Identity & Sex Roles



GENDER IDENTITY

Sex Role Expectation

GENDER IDENTITY

- **Gender identity is a very important component of a consumer's self-concept.**
- **'Sex-role' is the culture's expectations about how each gender should act, dress, or speak.**



GENDER IDENTITY

Sex Role/Gender Socialization

- Advertising plays an important role because it portrays idealized expectations about gender identity.
- The toy industry provides props (toys) that children use to rehearse for adulthood.



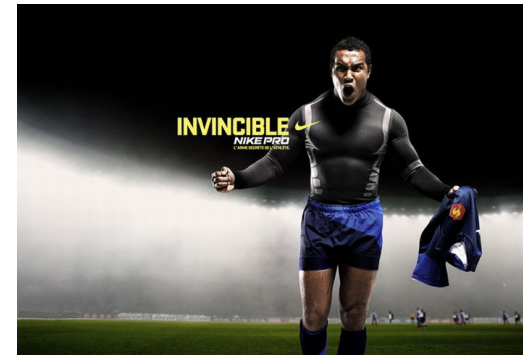
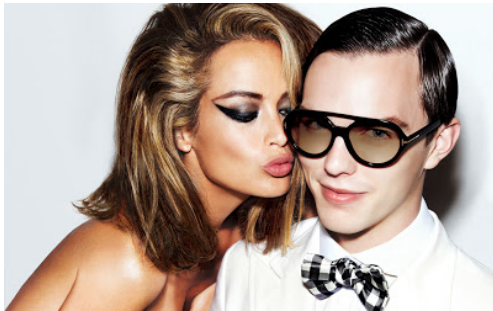
GENDER IDENTITY

VERSUS

SEXUAL IDENTITY

- Gender-role identity is a statement of mind as well as body.
- A person's biological gender (i.e., male or female) does not actually determine whether he or she will exhibit **sex-typed traits** - characteristics we stereotypically associate with one gender or the other.
- A consumer's subjective feelings about his or her sexuality are also crucial.
- The normality of sex-typed behaviors varies across cultures.
- Marketers promote many **sex-typed products**; reflecting stereotypical masculine or feminine attributes, and consumers associate them with one gender or another.

SEX ROLES & CULTURAL EXPECTATION

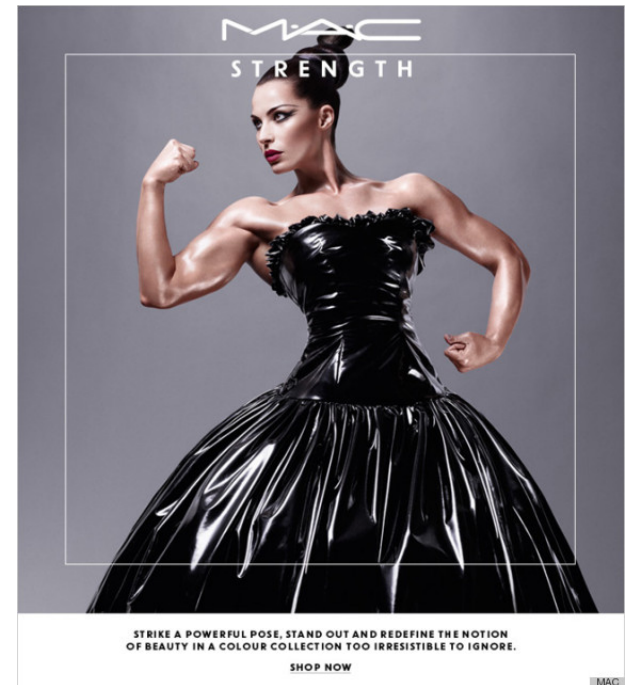


Male Sex Roles

SEX ROLES & CULTURAL EXPECTATION



Female Sex Roles





AGE SUBCULTURES



**We have many
things in common
with others
because they are
about the same
age!**



AGE COHORT

AGE COHORT

✓ consists of people of similar ages who have similar experiences.

They share many common memories about cultural icons, important historical events, and so on.

“My Generation”



AGE COHORT

| Generation | Description |
|-----------------------------------|--|
| The Interbellum Generation | People born at the beginning of the 20 th century |
| The Silent Generation | People born between the two World Wars |
| The War Baby Generation | People born during World War II |
| The Baby Boom Generation | People born between 1946 and 1964 |
| Generation X | People born between 1965 and 1985 |
| Generation Y | People born between 1986 and 2002 |
| Generation Z | People born 2003 and later |

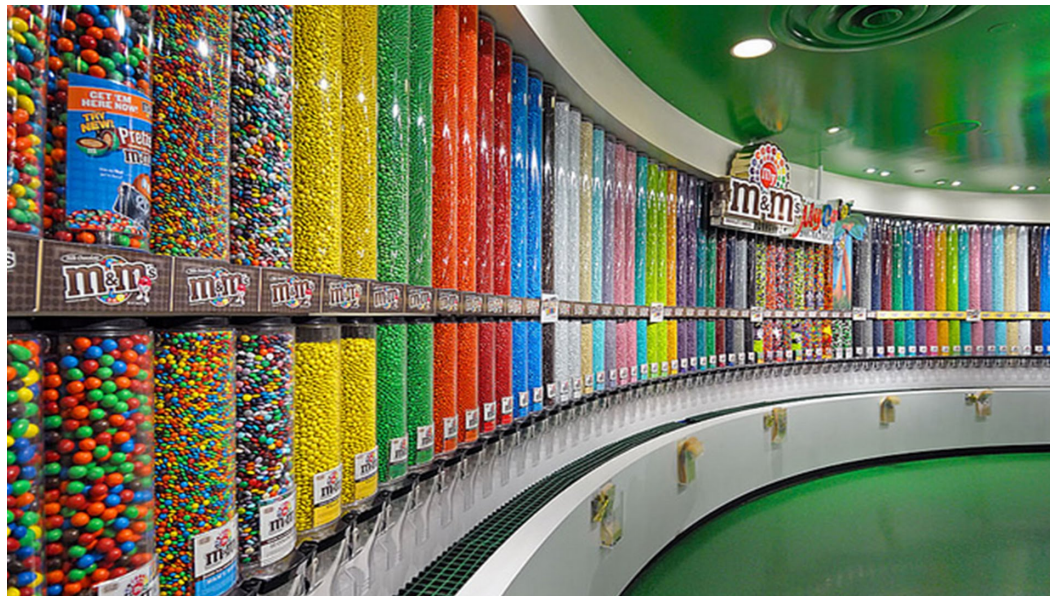
AGE SUBCULTURE

CHILDREN AS DECISION-MAKERS: CONSUMERS-IN-TRAINING

*Children makes up **THREE** distinct markets:*

1)Primary Target

Kids spend a lot on their wants and needs, which include toys, apparel, movies, and games.



AGE SUBCULTURE

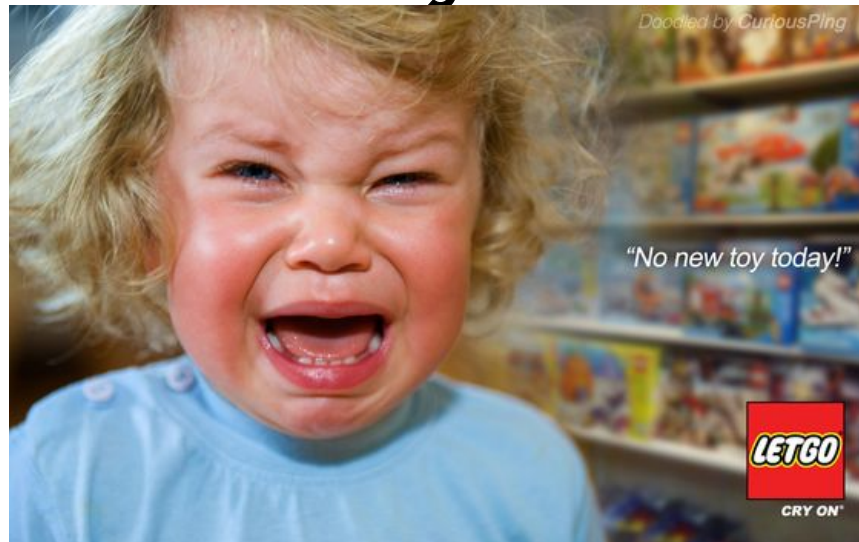
CHILDREN AS DECISION-MAKERS: CONSUMERS-IN-TRAINING

*Children makes up **THREE** distinct markets:*

2) Influence market

*Parental yielding occurs when a parental decision-maker
"surrenders" to a child's request*

The Nag Factor



AGE SUBCULTURE

CHILDREN AS DECISION-MAKERS: CONSUMERS-IN-TRAINING

*Children makes up **THREE** distinct markets:*

3) Future market

Kids have a way of growing up to be adults, so savvy marketers try to lock in brand loyalty at an early age.



AGE SUBCULTURE

THE YOUTH MARKET

The transition from child to adult: Teens are an important age segment for marketers.



FOR TEEN



AGE SUBCULTURE

GEN Y

Also known Millennials and Echo Boomer.

Labelled as having "Connexity" lifestyle (The advertising agency Saatchi Saatchi)



AGE SUBCULTURE

GEN X

Generation X: Men vs. Women

Advertising That Resonates

FEMALES AGES 35-54

Sentimental

Focused on milestone events

Real Life

Everyday family activities

Family Friendly

Safe, in no way "inappropriate"

W35-54

Real world settings and relatable situations

TONALITY

THEME

HUMOR

CHARACTERS

MALES AGES 35-54

Simple

*Dialogue driven
Cool & calm*

All-American

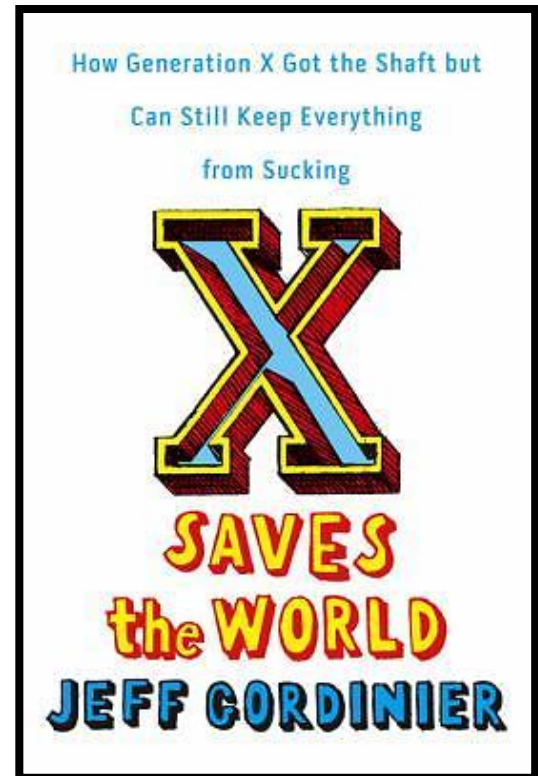
Football, cars, projects around the house

Clever

Low-key, subtle

M35-54

Masculine, skilled (not inept), authentic



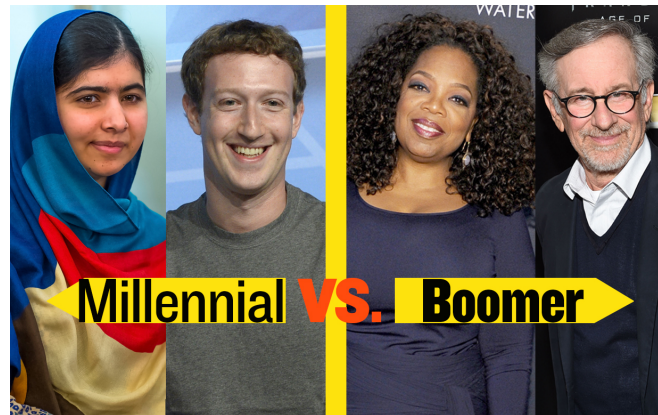
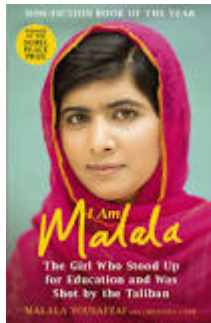
Source: Nielsen

nielsen

AGE SUBCULTURE

THE MATURE MARKET

BABY BOOMERS are the most economically powerful age segment.



THE SENIOR MARKET





CONSUMER IDENTITY II

social class & lifestyles

INCOME AND CONSUMER IDENTITY

Consumer Confidence in their future, as well as in the overall economy, determines how freely we spend and the types of products we buy.

How consumer decide what to do with their money?

To Spend or Not to Spend?

SOCIAL CLASS AND CONSUMER IDENTITY

SOCIAL CLASS more generally to describe the overall rank of people in a society.

People who belong to the same social class have approximately equal social standing in the community.

Component of Social Class

- 1) *Occupational Prestige*:** What they do for the living to evaluate they worth.
- 2) *Income*:** The distribution of wealth to determine the buying power and market potential.

STATUS SYMBOLS

Individual's desired to make a statement about their social class, or the class to which they hope to belong, influence the products they like and dislike.

We tend to evaluate ourselves, our professional accomplishments, our appearance, and our material well-being relative to others.

Status-seeking: We've MADE IT! Or "He who dies with the most toys, wins"

People often turn to status symbols to prop up their self-concepts when they feel badly or uncertain about other aspects of their lives.

LIFESTYLE DIMENSION

Lifestyle research is useful for tracking societal consumption preferences and also positioning specific products and services to different segments.

Marketers segment based on lifestyle differences; they often group consumers in terms of their **AIOs**

- **ACTIVITIES**
- **INTERESTS**
- **OPINIONS**

LIFESTYLE DIMENSION

| Activities | Interests | Opinions | Demographics |
|-----------------|--------------|---------------|---------------------|
| Work | Family | Themselves | Age |
| Hobbies | Home | Social issues | Education |
| Social events | Job | Politics | Income |
| Vacation | Community | Business | Occupation |
| Entertainment | Recreation | Economics | Family size |
| Club membership | Fashion | Education | Dwelling |
| Community | Food | Products | Geography |
| Shopping | Media | Future | City size |
| Sports | Achievements | Culture | Stage in life cycle |