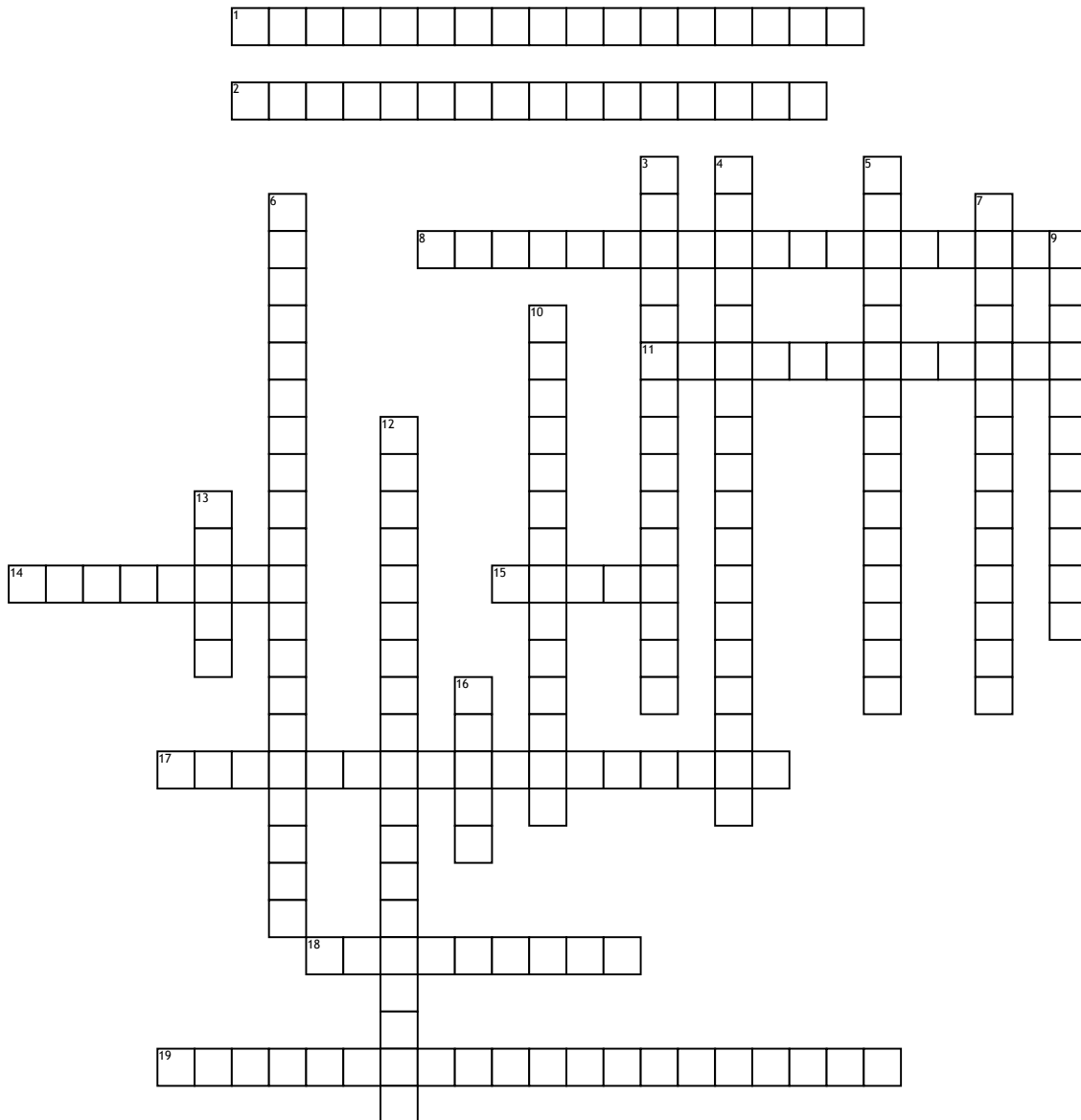


Chapter 12 Application Exercise



Across

1. Individual's perception of how I am seen by others or how I would like to be seen by others.
2. value the aesthetics in fashion. Color is particularly important, as is their belief that they have "an eye for fashion".
8. want luxury brands as well, but spend considerable time searching out information about lux brands, including brands they don't know very well.
11. People tend to define themselves in part by their possessions.
14. moderately dens "suburban" areas surrounding metropolitan area.
15. organizes its 66 individual segments into social and life stage groups. The social groups are based on "urbanicity".
17. Individual's perception of who I am now.

18. how a person lives. A person enacts her or his self-concept, past experiences, innate characteristics, and current situation. Influences all aspects of one's consumption behavior.

19. love prestige brands, they value the status that luxury brands give to them. They are less price conscious, willing to sacrifice to have lux brands, and believe lux brands offer higher quality.

Down

3. The extent to which an individual includes important brands as part of his or her self-concept.
4. Individual's perception of how I am or would like to be to myself.
5. Individual's perception of who I would like to be.
6. want comfort and functionality in their clothing. They are price conscious and feel that shopping is a chore.

7. an experience that surpasses the usual level of intensity, meaningfulness and richness and produces feelings of joy and self-fulfillment.

9. the totality of the individual's thoughts and feelings having reference to himself or herself as an object. Perception towards himself or herself.

10. quantitative measures of lifestyle: attitudes, values, activities and interests, demographics, media patterns, and usage rates.

12. the tendency of an owner to evaluate an object more favorably than a nonowner.

13. Major cities with high population density.

16. provides a systematic classification of American adults into eight distinct consumer segments. Based on psychological characteristics that correlate with purchase patterns.