



Libyan international university

Subject name: Consumer behavior
Presentation about Income and social class
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Objective

In this presentation we want to explain the meaning of income and the social class and what is the link between them to the customer PURCHASE process





Introduction

What is the income?

What Is Income?

Income is money (or some equivalent value) that an individual or business receives in exchange for providing a good or service or through investing capital. Income is used to fund day-to-day expenditures. Investments, pensions, and Social Security are primary sources of income for retirees. For individuals, income is most often received in the form of wages or salary.



What is the social class?.

A consumer's social class refers to his or her standing in society. It is determined by a number of factors, including education, occupation and income.



HOW SOCIAL CLASS AFFECTS PURCHASE DECISIONS



Different products and stores are perceived by consumers to be appropriate for certain social classes. Working-class consumers tend to evaluate products in more utilitarian terms such as sturdiness or comfort rather than style or fashion ability. They are less likely to experiment with new products or styles, such as modern furniture or coloured appliances. In contrast, more affluent people tend to be concerned about appearance and body image, so they are more avid consumers of diet foods and drinks compared to people in small, working-class towns. These differences mean that the cola market, for example, can be segmented by social **class**.

Conclusion



Income is the main effect on the social class so that, for example, those with limited income, a regular or simple class, they will be dismissed or treated with income in a careful and calculated manner, even if they are to be essential because their situation is not allowed to spend the wrong way, unlike those with high income or high class Of the society that they use with the income in an incalculable increase or be free in dealing with more money or investments to make them income.



Reference

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Thank you