

CONSUMERISM
Consumer Decisions
PL-04-3.1.3

Consumer's buying practices
DOK 2

Peer Pressure

Desire for Status

People who are your age, like your classmates, are called peers. When they try to influence how you act, to get you to do something

*For example; many of John's friends have a pair of expensive name brand shoes, John feels like he has to buy a pair in order to fit in with his friends

Social or professional standing; position; rank

*For example; Sally thinks buying a new cell phone will make her look really important