

## Consumption and Self Concept by Simone Pettigrew

1. Is there any way the overall assumption that we do have autonomy in our consumption choices might be true after all? Or, at least more true now than in the past?
2. What does Pettigrew mean by “consuming symbols?” Give an example of “consuming symbols contained in products.”
3. What is “stereotyping according to consumption?”
4. How does advertising serve the consumer in crafting a self concept?
5. Can we opt out of communication of self through consumption?
6. What does Pettigrew mean by “defensive modes of consumption?”
7. Why might the consumer be more susceptible to advertising than currently acknowledged? Explain with a real-world example.
8. What is “cultural anchoring?”
9. How does the “self developing to operate within a culture” reinforce that culture?
10. Why would the perception of free choice be of critical importance to the continuation of the prevailing system?