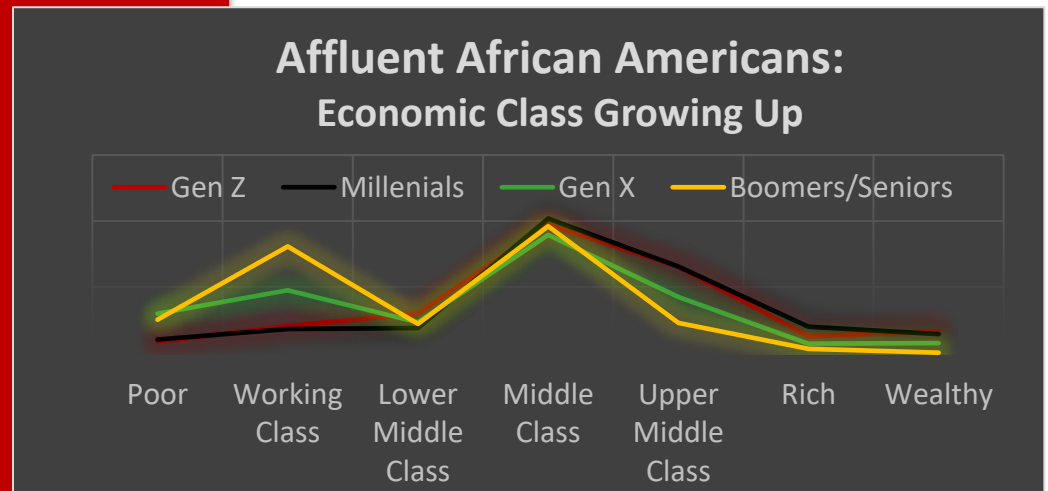


# Exploring Economic Class Differences Amongst African American Affluents

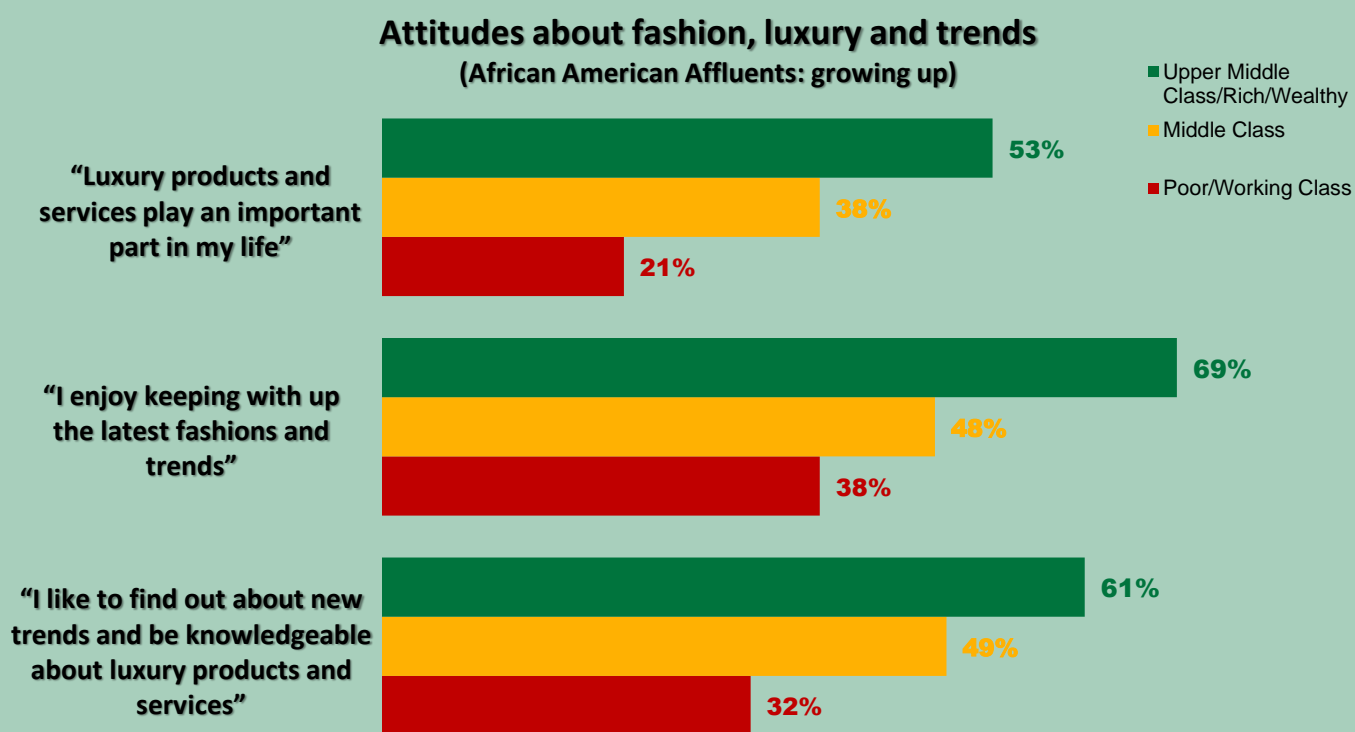


Many Black Affluents grew up in different social classes depending on which generation they were born into.

Understanding the potential changes in social class that these individuals have experienced can shed light on various buying behaviors, preferences, and unique values. By tapping into their past, we can better cater to their present needs and anticipate their future desires. Someone who has moved from a lower to a higher social class, for example, might value upward mobility and hard work. Meanwhile, someone who grew up in a higher social class might value luxury and exclusivity.



**African American affluents who were raised wealthy often perceive luxury as a normal part of life due to lifelong exposure to such environments. This contrasts with those from working-class or poor backgrounds, who may view luxury as a status symbol or proof of socio-economic rise. Hence, the wealthy may value luxury more as a consistent aspect of their lifestyle rather than a symbol of achievement.**



\*\*Top-two box (agreement)

Successful marketing to African American Affluents involves understanding their diverse experiences and values. Personalized campaigns that recognize social class shifts, respects their nuances, and avoids stereotypes can effectively resonate with them. This comprehensive approach fosters respect and effectively targets Black Affluents' aspirations. This understanding not only results in a more respectful and informed approach but also in a marketing campaign that truly speaks to the different aspirations of *all* Black Affluents.