



Snob Appeal

Definitions:

Snob: a person with an exaggerated respect for high social position or wealth who seeks to associate with social superiors and dislikes people or activities regarded as lower-class.

Appeal: the quality of being attractive or interesting.

Snob Appeal: the attributes of something that appeal to people who associate those qualities with social or intellectual superiority; a thing's attractiveness to snobs.

Why is this technique used?

The snob appeal technique persuades people to buy a product. By using the snob appeal technique, the product might seem luxurious, or something a only a rich person would buy. An advertisement using this technique clues people that rich people buy their product, and if you buy their product, you would seem rich and wealthy. Buying their product can change or maintain others' opinions about you. Snob appeal is a very clever technique, because some might care a lot about other people's thoughts about him or herself.

Examples:

- Famous perfume brands
- Famous Swiss Watch Brands
- Makeup brands
- etc.