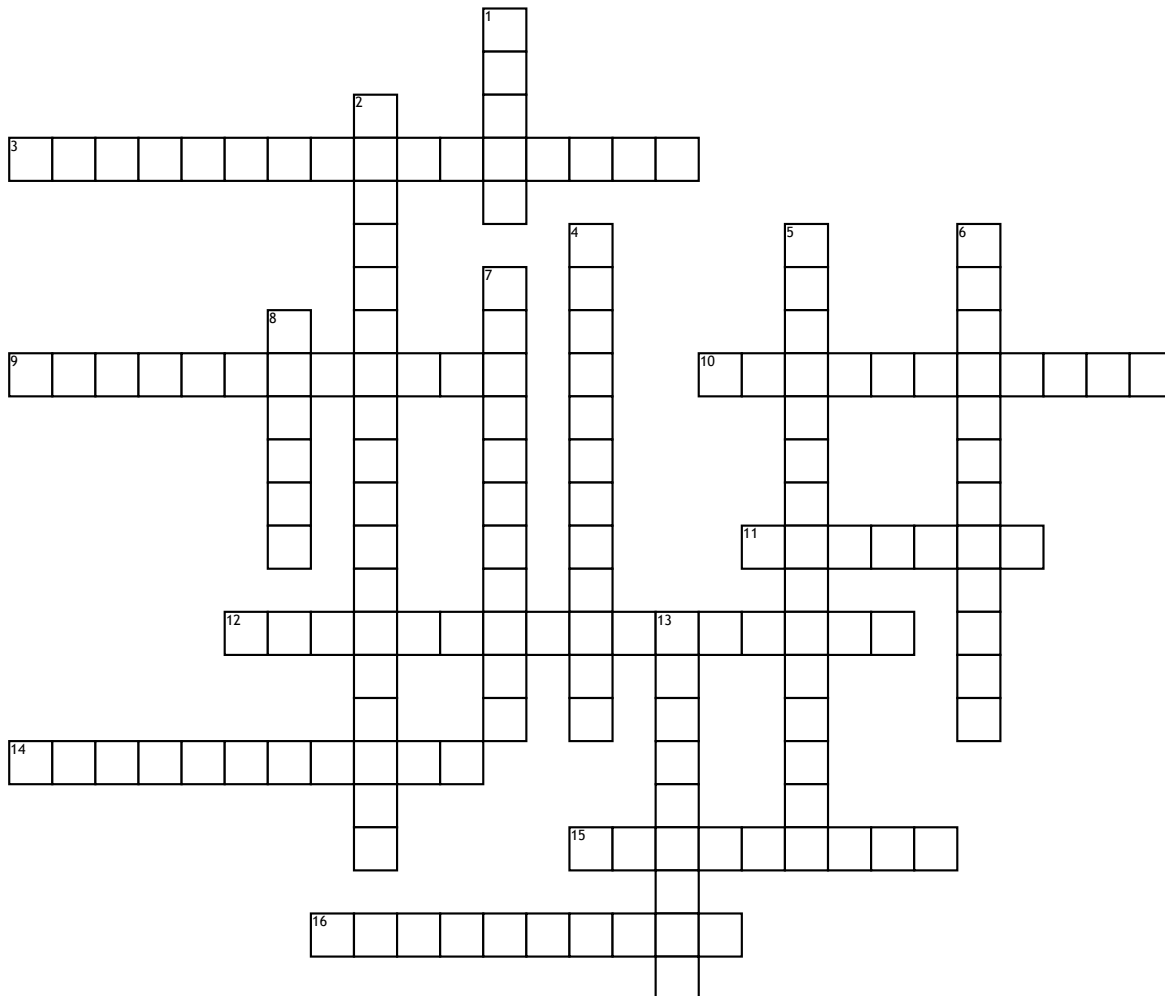


Consumerism Vocab Crossword



Across

3. measures the equality and availability of necessities and comforts in society

9. the action or fact of treating someone unfairly in order to benefit from their work

10. an act of giving one's public approval or support to someone or something

11. an act where people refuse to buy or participate in something as a form of protest

12. persuades through scientific benefits

14. the public promotion of a product or service

15. the action or business of promoting and selling products or services, including market research and advertising.

16. wealth, success

Down

1. forms of communication that provide news and entertainment

2. the common characteristics and values used to define a group

4. consumers are essentially voting for the goods and services that they want with dollars

5. consumer gets satisfaction from being like others in his/her reference group

6. legislation that determines the minimum that can be paid for wages (price floor)

7. the promotion of the interests of consumers

8. a system of moral principles

13. uses people of authority or importance to get people to buy their products