

# HOW BUSINESSES CAN SHAPE YOUR IDENTITY

## Are You a Mac or a Mac User? How the Language of Identity Persuades

So how did these commercials establish millions of identities?

*Cognitive scientist, [Julie Sedivy](#), says, "I've witness...how compelling the need can be to align consumer behavior with a sense of self, and how this need can override even the most careful deliberation."*

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### Practical Business Application

- Businesses need consumers to purchase their products.
- So how do they sell the most amount of a product?  
**Advertisement**
- Businesses are now targeting consumer identities to boost their profits.

The ability to manipulate language has allowed business coportaions to profit greatly of consumers. They establish a link between a perceived identify and their product. For example in the **Mac vs. PC** commercial, [Apple](#) was promoting that the PC had constant issues and was dorky, while the apple was new, cool, and always doing amazing things.

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## Should Businesses Be Doing This?

- Businesses are now targeting regional linguistic and slang to develop different marketing campaigns in specific areas.
- They have seen the success of other companies and now using language to maximize their profit margins.

This is a major reason why Apple is a major corporation in the United States now.



Stock Price of Apple over 5 years