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**yellow good** A consumer product that involves high measurement on four of Aspinwall's selected parameters; gross margin, adjustment, time of consumption and search time. The replacement rate of these goods is low. Yellow goods are broadly related to what are more commonly referred to as 'shopping goods'. *Compare* RED GOOD.

**Yellow Pages** A set of directories, which are clearly identifiable by their colour, of local commercial telephone numbers and DISPLAY ADVER-

TISING, appropriate versions of which are delivered to telephone subscribers in that local (business) area. Advertising revenue helps recoup the cost of making the directories freely available. The particular format of using, literally, yellow pages for such directories is adopted by telephone companies in a number of countries, often publishing under licence.

**yuppie** 'Young upwardly mobile professional person', indicating a certain type of LIFESTYLE of a group of consumers.