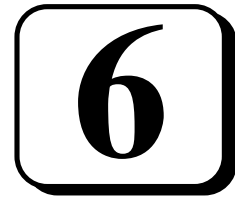# SOCIALIZATION, REFERENCE GROUPS, AND SOCIAL CHANGE

6

Influences of social organizations are significant forces acting on consumer behavior, since individuals tend to comply with group expectations, particularly when behavior is visible. An individual learns about his society, its norms and values through socialization, which affects his purchasing behavior. A number of groups, which we term as reference groups, also influence an individual consumer behavior. Moreover, society is not static, rather it changes. Such social changes, i.e., the trends of social change have significant impact on consumer behavior. This unit comprised three lessons will deal basically with such social aspects as socialization, reference groups, and social change that affect consumer behavior.

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## Lesson – 1: Socialization-Concepts and Meaning

Objectives of this lesson

After reading this lesson, you will be able to:

- Understand what social organization means

- Define socialization

- Know what institutions play roles in the socialization process

- Explain the concept of 'self-concept'

- Understand how self-concept influences the consumption of an individual

- Understand why the knowledge of self-concept is required for a marketer.

Introduction

Socialization is the way through which we come to know of the values, beliefs, and norms or our culture, as well as how to behave in a socially approved manner. Different organizations play roles in the process of socializes with others in the society. This concept of self determines his consumption behavior to a great extent.
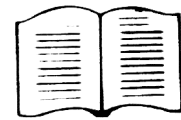
The Concept of Social Organization

Our activities are frequently influenced, if not altogether determined, by those around us. These surroundings have an impact on the individual consumer behavior. Influence of social organization is a significant force acting on our behavior, since individuals tend to comply with group expectations, particularly in case of visible behavior. Shopping, which is a highly visible activity, and the consumption of many publicly consumed brands are subject to social influences. Others' behaviors can affect an individual's perceptions. The presence and role of another person (immediate family, close friend, young children), for example, may affect the individual's perception of various television programs.

Consumer behavior is social in nature. It may be best considered as a transaction, which is the result of an individual's patterns of interaction with others in the society. Consumer behavior involves interdependence with other people. An individual does not ordinarily gain satisfaction independent of others' involvement. Consumer choices involve relationships with many other people such as the marketer, the sales people, family, friend, acquaintances, teachers, religious leader, and so on. It is now evident that an individual is influenced by others in his decision making. His decision is thus influenced by his social organization. Social organization may be defined as an individual's pattern of interaction with other people in the society. Thus, an individual may be influenced by his family, friends, and members of reference group and so on. How an

Consumer behavior is social in nature.

individual will be influenced by others depends on his social organization, i.e., by his patterns of interaction with other people in his society. Whether an individual wants or not, he is subject to social influence. But, remember, influences of all social groups are not equal on the individual consumer. Moreover, changes take place in the society changing an individual consumer behavior. Social science researchers have identified different types of social organizations and patters of group interaction. They have also tried to relate those to consumer decision making. Three of such organizations and patterns of interaction are: socialization, reference-groups, and social change. In this lesson we shall concentrate on one of these, i.e. socialization.

Socialization

> Socialization is the process of imparting the individual, the basic values and modes of behavior approved by his culture.

By this time you are well aware that consumer behavior is influenced very much by his culture. Socialization is the process of imparting the individual, the basic values and modes of behavior approved by his culture. This process usually includes teaching of moral and religious principles, interpersonal skills, dress and grooming standards, appropriate manners and speech and a number of other things. Loudon and Bitta defined socialization as "the process by which a new member learns the system of values, norms, and expected behavior patterns of the group being entered."[1] Berkman and Gilson defined it as other process by which a person tries to acquire principal ways of behaving, the values, norms, and attitudes of the social and cultural unit of which the individual is a part. The analysis of consumer behavior requires an understanding of the concept of socialization. It is, as you understand, the process through which we learn the entire range of physical, intellectual, and social skills needed to function as members of our society. The process of socialization starts right from an individual' birth. Now questions that may come to your minds are: How and where do potential customers learn their culture? Are they socialized in large or small households? In religious institutions? At educational institutions? Or where? The most important agents of socialization are (i) family, (ii) educational institutions, and (iii) religious institutions. These three institutions or agencies play the vital role in an individuals acquisition of behavioral pattern that is accepted by his society. You may at times find that the ways these institutions teach you the socialization process are complementary to each other. You may also observe that you are taught the conflicting values by different institutions. You, for example, have been taught one value with regards to the culture by your family, where at school, you may come to know of the different value. No matter whether they teach you conflicting things or not, they are the institutions from where you learn your assigned roles. Let us now have a look at these three institutions in brief as they play roles in the socialization process:

> Family, educational institutions and religious institutions play the vital role in individual's behavioral pattern.

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[1] *Loudon D.L., and Bitta A.J., Consumer Behavior – Concepts and applications, McGraw-Hill, INC. 1993, p. 202.*

- **Socialization and the Family**

From right after birth to first couple of years you will be among the members of your family. So, family is the first institution from where you learn different values, norms, standards of behaviors that help you to socialize. You learn your culture, the characteristic ways of behaving, values, and norms first from your family. This institution, therefore is, considered most important in the process of an individual's socialization. Now question comes: why family teaches its members to socialize? The answer lies in three goals that family pursues while teaching the process of socialization to its members. They are: (a) to instill self-control; (b) to instill values; and (c) to instill role behavior. Let us now examine these goals in brief:

- *To Instill Self-Control:* An individual lacking self-control cannot live in the society comfortably with others. If you want to successfully live with other members of your society, you have to have a very high degree of self-control. Each family, therefore, imparts its junior members the concept of self-control. You may observe that we teach our children forego some of their immediate pleasures for future ones. We also teach them to change some of their behaviors to make them socially consistent. You have noticed that we do not allow our children to stay outside and play after the sunset though they want to stay and play outside longer. We thus teach them the concept of self-control asking them to come back home to study putting off an immediate pleasure they get from playing.

- *To Instill Values:* Values are our ideas about what is right and what is not by which we conduct ourselves. As human beings we should have certain values. Values are taught in families for disciplining children. Every society holds certain values. Being a member of a particular society, an individual should retain those values for his/her behavior to be acceptable by others. A number of values are taught to children by the senior members of the family. Some of the values are sharing, caring, showing respect to seniors, being affectionate to youngers and so on. We, for example, teach our kids to share their toys and other belongingness with others of his same age. You may, for example, ask your son to share his sports equipment with your neighbor's son, this teaching will develop the value of sharing in your son so that he can live happily-merrily with others. If he does not learn this value, he will be considered as selfish and his behavior will not be considered acceptable by others in the society.

> Every society holds certain values.

- *To Instill Role Behavior:* As the child interacts with the members of his family he learns that certain behavior is appropriate in certain. Situation. Being a member of the society, an individual needs to play different roles depending on the situation. The same role is not appropriate for every situation. The family teaches its members that

they should perform different roles in different situations. You may observe that you allow your children behave one way when they are at home. But you expect them to behave differently when they accompany you to marketplace or one of the relatives' houses. Moreover, we in the family, teach our children through our behaviors that the roles of males and females are different, and consequently they should behave differently. This will have the impact on the child as he or she grows up. And this impact is required for the child to learn his/her appropriate behavior for him/her to socialize with others in the society. As the children interacts with his/her family members he/she learns the roles that he/she should play in different situations for his/her behavior to be acceptable. This interaction also helps develop the self-image of the child as he/she comes to know of others and compares him/her with others in the family. This leads to the ideas of self-concept that we shall discuss now.

Self-Concept

Self-concept or self-image of the child starts developing as he/she interacts with others in the family. This interaction gives child the ideas to define him/her as a separate entity, that is the sense of self develops from the very early years. Your self-concept is composed of the attitudes you hold toward yourself, or it is the way you see yourself. It also includes, at the same time, the picture you think others have of you. You may distinguish between the actual self-concept – the way you view yourself-and the ideal self-concept – the way you want to be viewed or would like to view yourself. Carl Rogers defined self-concept as an organized configuration of perceptions of the self, which are admissible to awareness. It is composed of such elements as the perceptions of one's characteristics and abilities; the percepts and concepts of the self in relation to others and to the environment; the value qualities which are perceived as associated with experiences and objects; and goals and ideals which are perceived as having positive or negative valence.

According to Hawkins, Best, and Coney, self-concept consists of four parts viz. actual concept, ideal concept, private self, and social self. The actual concept refers to your idea of who you are now. The ideal concept means your conception of who you would like to be. The private self, on the otherhand refers to how you would like to be to yourself. The social self is your idea on how your are seen by others or how you would like to be seen by others. From this explanation you can find four separate self-concept of yourself as shown below:

- *Real Self:* How you actually see yourself now
- *Ideal Self:* How you would like to see yourself.
- *Real Social Self:* How you perceive others actually see you.
- *Ideal Social Self:* How you would like to have others see you.

The self-concept that you have of yourself is not a rigid one. As you come across new situations and meet and interact with new people, your self-concept may change. You will always try to move your real self-concept toward your ideal self-concept.

Mr. Cooley termed self-concept as *"looking-glass-self"*. Your self-concept is actually your reflection of yourself to others. This is as you see your reflection when you stand in front of the mirror. What you do when you find that your hairs are not properly combed? You set those by looking at your reflection on the mirror. Same happens in case of developing your self-concept. If you see yourself through the eyes of others, you can trace your weaknesses and get them corrected. Mr. Cooley has identified three components of this concept. They are:

- your perception of how your behavior appears to others;
- your perception of their judgements of your behavior; and
- your feelings about these judgements.

Self-image or concept, as we mentioned earlier, may change from time to time as demands and expectations of people close to you change. This self-concept has a significant impact on your consumption decision that will be discussed now:

Self concept may change from time to time.

Self-Concept and Consumer Behavior

Self-concept serves as the basis for one's lifestyles. You may also state it other way: an individual's lifestyle reflects his self-concept within the limits of time, financial circumstances, and other constraints normally imposed on his life. Different studies of purchases show that people generally prefer brands and products that are compatible with their self-concept or self-image. With regards to the influence of actual and ideal self-concepts on brand and product preferences, there are mixed reports. According to some of the researchers, consumption preferences correspond to a person's actual self-concept, while others hold that the ideal self-concept is dominant in consumers' choices. However, the way an individual perceives various products could be affected by the image he/she has of himself/herself. One tends to prefer those brands that reflect his self-image. One may also desire certain brands that do not match with his current image, but may reflect an image that he aspires. That is, we also engage in behaviors such as product purchases when we think those purchases will enhance our self-image. It (self-concept) is, in fact, the personal or internal manifestation of the lifestyle for any individual, since it denotes the totality of one's attitude, feeling, perception, and evaluation of oneself. Different studies found that most consumers prefer brands that are similar to their self-concept. For example, a fashionable women (as she perceives herself) may buy fashionable, not comfortable clothing to wear even at home. Another women, who, for example, considers herself as not fashionable (self-concept) may display different patterns of

Self-concept serves as the basis for one's lifestyles.

behavior while buying clothing for herself. One's self-concept actually influences his choice of not only clothing, but number of other items that he buys and uses such as automobile, housing, cosmetics, food items, different packaged goods, luxury items, store selection and so on. You should note one important point here that one may buy and use different types of products to display his actual and ideal self-concept. An individual for example, may buy very ordinary clothing for use at home (displaying his actual self-concept), where he may buy very fashionable and costly clothing to wear when going office (reflecting his ideal self-image).

Marketing Significance of Self-Concept

A marketing manager must realize that product design, price, distribution, and promotion should be consistent with his consumers' self-images in order for his product to sell well. He should understand following few things:

- Every individual has a self-concept.
- It (self-concept) is valued by the individual.
- As it is valued by them, they try to enhance their self-concepts.
- It is developed through interaction with parents, friends, teachers, and significant others.
- Individuals buy certain products as they symbolize some social meaning.
- The use of products as symbols communicates meaning to one's self and to others, causing an impact on the one's self-concept.
- Consequently, individuals consume those products/brands that represent or enhance their self-concepts.

Thus, the self-concepts that individuals have of themselves serve as a guide for many of the products and brand choices made. A marketer, while developing new products and new appeals for consumers, always need to keep in mind that the product design, characteristics, and advertising appeal should be consistent with the consumers' self-concept. If an individual is convinced that a particular brand expresses his self concept he will how to buy it to protect his self concept as well as to give other the idea of his self-concept. Understanding self-concept, therefore, can help marketers in a number of marketing decisions including product design, pricing, promotion, market segmentation and so on.

- **Socialization and Educational Institutions**

After the first couple of years of childhood, we sent our children to schools. This is the first institution outside family where children get the opportunity to interact with others. The educational institutions, therefore, play a vital role in an individual's socialization process. Children learn many things here including the history of their nation, culture, its norms, values, heritage, and patterns of behavior considered socially acceptable.

The educational institutions, play a vital role in an individual's socialization process.

The way an individual is taught these in the educational institutions and the way he interacts with his fellow classmates determine to a great extent his overall behavior including consumption behavior. As educational training and attainment vary among individuals, they learn to socialize differently. These differences are responsible for different consumer behaviors as we see in different individuals. The values, for example, you are taught on nationality in your school will determine your behavior with respect to consumption of locally manufactured goods. Again, as educational attainments vary, individuals are likely to behave differently. A university graduate for example, is likely to learn different pattern of socialization than someone having only primary level of education. This definitely will cause them behave differently as consumers.

- **Socialization and Religious Institutions**

The third institution plays role in an individual's socialization process is religious instituion. It teaches certain values, beliefs, and convictions that guide and regulate one's behavior. Such institution provides and perpetuates religious consciousness, spiritual guidance, and moral training which are responsible for many of the consumer's behavior. Religious inistitution basically reinforces different economic and ethical concepts learned from the family and educational instituion. The religious training one gets or lacks in the process of socialization may affect his behavior as a consumer in three ways. They are:

- The religious training one get may dictate or discourage the use and consumption of certain items. Muslims, for example, do not buy and eat pork as teachings of Islam forbid it. Hindus for example, do not eat beef as discouraged by their religion.

- Not all religions are equal in terms of values that they prescribe. Some religions are conservative, and others are liberal. Islam for example, is a religion, which is conservative in terms of encouraging people to become materialistic. It discourages its followers to be materialistic in terms of consumption rather encourages them to be spiritual.

  > Not all religions are equal in terms of values.

- Not everyone belonging to the same religion has equal bondage with his religion. Not all Muslims, for example, are conservative in consuming luxury goods. An individual's attachment with his religion depends, to a great extent, on his family income and academic attainment. As family income and academic attainment increase, individual tends to become gradually separated from his religion. In most of the cases, as income rises, individuals' attachments with their religions become loose.

It is now evident that three institutions viz. family, educational institution, and religious institution play a major role in the process of socialization. How a consumer will behave is determined greatly by how these three institutions play their roles in an individual's socialization process. In addition, mass media also plays a role in the process of socialization as well as a number of groups. In the next lesson we shall discuss some of these groups.

> Family, educational institution, and religious institution play a major role in the process of socialization.

Self Evaluation

Objective Questions

1. Consumer choices involve relationships with many other people such as –
   a. The marketer
   b. Family, friend, and acquaintances
   c. Teachers and religious leader
   d. All of the above.

2. Social organization may be defined as an individual's pattern of interaction with –
   a. Other people in the society
   b. His family members
   c. His peers
   d. All of the above.

3. Which of the following is a social organization as identified by the researchers?
   a. Reference group
   b. Subculture
   c. Culture
   d. None of the above.

4. Socialization process usually includes –
   a. Teaching of moral and religious principles
   b. Interpersonal skills
   c. Both a & b
   d. None of the above.

5. Socialization is 'the process by which a new member learns the system of values, norms, and expected behavior patterns of the group being entered." said by –
   a. Loudon and Bitta
   b. Schiffman and Kanuk
   c. Berkman and Gilson
   d. Engel and Blackwell.

6. Berkman and Gilson defined socialization as the process by which a person tries to acquire –
   a. Principal ways of behaving, the values, norms, and attitudes of the social and cultural unit of which the individual is a part
   b. Principal ways of behaving, norms, and attitudes of the social and cultural unit of which the individual is a part
   c. Principal ways of behaving of the social and cultural unit of which the individual is a part

    d.   None of the above.

7. The most important agents of socialization is –

    a.   Family and educational institutions
    b.   Educational institutions and religious institutions
    c.   Family, educational institutions, and religious institutions
    d.   None of the above.

8. Family is the first institution from where you learn –

    a.   Different values and norms that help you to socialize
    b.   Different values, norms, standards of behaviors that help you to socialize
    c.   Both a & b
    d.   None of the above.

9. Which of the following is a goal of socialization in the family?

    a.   Instilling self-control
    b.   Instilling values
    c.   Instilling role behavior
    d.   All of the above.

10. Which of the following value is taught to children in the family?

    a.   Sharing and caring
    b.   Showing respect to seniors
    c.   Being affectionate to youngers
    d.   All of the above.

11. Actual self-concept is –

    a.   The way you view yourself
    b.   The way you want to be viewed or would like to view yourself
    c.   Both a & b
    d.   None of the above.

12. Self-concept is composed of –

    a.   The perceptions of one's characteristics and abilities
    b.   The percepts and concepts of the self in relation to others and to the environment
    c.   The value qualities, which are perceived as, associated with experiences and objects
    d.   All of the above.

13. Which of following is a component of the concept "Looking-glass-self"?

    a.   Your perception of how your behavior appears to others
    b.   Your perception of their judgements of your behavior

    c.   Your feelings about these judgements

    d.   All of the above.

14. Self-concept affects an individual's –

    a.   Lifestyle

    b.   Consumption

    c.   Both a & b

    d.   None of the above.

15. A marketing manager must realize that –

    a.   Product design and price should be consistent with his consumers' self-images

    b.   Product design, price, distribution, and promotion should be consistent with his consumers' self-images

    c.   Product design, price and promotion should be consistent with his consumers' self-images

    d.   None of the above.

Answers:

1. d,   2. d,   3. a,   4. c,   5. a,   6. a,   7. c,   8. b,   9. d,   10. d,   11. a, 12. d,   13. d,   14. c,   15. b.

Descriptive Questions

1. Explain the concept of socialization. Discuss how different institutions play roles in the socialization process.

2. Explain the idea of 'self-concept'. Explain how self-concept influences the consumption of an individual. Discuss how the knowledge of self-concept may help a marketer in formulating his strategies.

Lesson - 2 & 3 : Reference Groups

Objectives of these lessons

After reading these lessons, you will be able to:

- Know why idea on groups is required for a marketer

- Define reference group

- Classify reference groups

- Identify characteristics and functions of primary groups

- Know how reference groups influence consumer behavior

- Understand why conformity to groups norms is required and what determine the degree of conformity to group norms

- Trace the implications of reference group influence for a marketer.

Introduction

Groups importantly influence consumer behavior. Almost everyone belongs to groups of some kind, large or small, informal or formal, temporary or permanent. As group influences on consumer behavior are so pervasive, researchers have tried to determine how and when these influences operate. A group "refers to two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another such that their behavior is interdependent."[2] A group may also be defined as a collection of individuals having a sense of relatedness, which arise out of interaction among them. In other words, a group is defined as two or more people, with related status and roles, who interact on the basis of shared expectations about each other's behavior. You should recognize that almost all consumer behaviors take place within a group setting. Moreover, groups serve as one of the primary agents of consumer socialization. There are numbers of reference groups that have an enormous effect on our lives and choices, for between infancy and death much of our behavior is devoted to becoming identified with various groups. An individual for example, may choose a particular dress style because he or she likes to become or be considered a member of a certain professional group. Groups basically affect consumer behavior through the development and enforcement of norms. Marketers are particularly interested in groups because they help managers understand how consumer behavior develops and taking appropriate marketing actions. An

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[2] *L.E. Ostlund, "Role Theory and Group Dynamics," in Consumer Behavior: Theoretical Sources, ed. S. Ward and T.S. Robertson (Englewood Cliffs, N.J.: Prentice-Hall, 1973), p. 232.s*

understanding of how groups function is therefore essential to an understanding of consumer behavior.

What is a Reference Group?

You look to others for guidance in how to dress, speak, work, and spend your leisure time. You look to others to guide or reinforce your basic beliefs and attitudes about ethics, morality, politics, and general behavior. These others, the groups you use to measure the acceptability of what you do, can be termed as 'reference group'. It may mean a group with which one compares him in making a self-judgement. It is a source of an individual's values and perspectives. An individual uses such groups as a point of reference in determining his own judgements, beliefs, and behavior. A housewife's reference groups, for example, include her family, circle friends, neighbors, and clubs. It may be a group to which he or she aspires; by adopting its dress, habits, and attitudes.

Gaedeke and Tootelian defined it as a group consisting of people with whom the individual looks to for association, information, and standards of behavior. They can be formed on many bases, including: family, work, professional, religion, civic, educational, and recreational. T. Shibutani has defined it as that group whose presumed perspectives or values are being used by an individual as the basis for his or her current behavior. Berkman and Gilson defined it as the group whose perspective a person assumes in forming attitudes and visible behavior. Therefore, it is a group that an individual is using as a guide for behavior in specific situation. Individuals belong to a number of different groups and perhaps would like to belong to several others. When you are actively involved with a particular groups, it is probably functioning as a reference group. With the change in situation you may base your behavior on an entirely different group which would then be your reference group.

Reference groups determine the level of aspiration for an individual.

Bourne identified two influences that reference groups have on an individual consumer. *First,* reference groups determine the level of aspiration for an individual. This is done by offering stimuli regarding the lifestyle he should follow and indicating a particular buying pattern. *Second,* reference groups tell the individual the items he should buy for his behavior to be considered acceptable to the groups. The type of house where he should live, clothing he should buy and wear, automobile he should drive all are in fact influenced by his reference groups. An individual may remain comfortable with his reference groups by displaying the lifestyles and related purchases as dictated by his reference groups.

Types of Reference Groups

Reference groups may be classified according to a number of types. But all of them may be brought under two broad types: Primary Reference

Groups and Secondary Reference Groups. Let us now discuss them in turn:

Primary Reference Groups

It is a group with which the person has regular face-to-face association and contact and of whose values, attitudes, and standards of behavior he follows. Berkman and Gilson defined it as a group that contains relationships somewhat like those within the family. It may include family, playmates, friendship groups in the neighborhood, peer groups, and closely tied work groups. Such a group consists of small number of individuals who have intimate relationships among them, and communicate with each other directly and on regular basis. They are characterized by intimate and direct association over a long period of time. Such groups tend to develop norms as to what the members of the group should do, ought to do, are expected to do, under given circumstances. These norms are in the nature of shared attitudes and opinions, and as such, they influence the behavior of group members. An individual actively participates with such a group or closely associates with. Most of the interpersonal relations an individual has are with this group. They are also characterized by frequent interpersonal contact. A primary group exerts the greatest and most widespread impact on consumer buying behavior.

Characteristics of Primary Reference Groups

Primary reference groups give us standards of comparison against which to measure our own values, attitudes, and actions. All of us are influenced by such groups. Primary reference groups have a number of characteristics, which we shall mention below:

- These groups are small in size and individuals have informal relationships with other members of the groups.

- These groups tend to have more influence on us than do larger organizations to which we belong.

- These groups held together not by formal rules but instead by the informal understandings shared by the members.

- Such groups include a variety of roles and interests for each individual in the relationship. Husband and wife for example, have a primary relationship between them. Each of them plays different roles with each other while interacting. What role one of them will play with other in a situation depends on the context. Husband while agreeing to spend Tk.10,000/- to buy an ornament set by his wife will play the role of a financial controller. Again he will play different role while interacting with his wife as he expects a sacrifice from his wife. The reason for such variation in roles is relating to interest. Since husband's interests vary in two situations, he is likely to play different roles.

> Primary reference groups have more influence on us.

- Primary relationship involves the whole personality of an individual. In the primary group, we get to know each other fully, and as a result we know each other's weaknesses as well as strengths. Thus, while relating to each other, we consider each other's personality as a whole-considering both positives and negatives.

- The members of a primary group communicate with each other extensively and without any hesitation. We are least concerned about the word selection and the time we take while communicating with the members of our primary groups, i.e. we communicate very informally among us.

- Relationships among the members of a primary group are personal and involve emotion. Because the relationship is emotion-laden, we continue the relationship with a particular member of the group even if we do not like him for some reason or other.

- An individual can neither easily cease his relationship with a member of his primary group nor develop primary relationship with someone easily and quickly. Since primary relationship requires special treatment it cannot be transferred or developed easily. For example, even if you are annoyed with your younger brother for some reasons or other, you cannot cut your relationship with him permanently or call someone else your younger brother. On the other hand, you may disassociate yourself with your employer if you do not like him.

As primary groups are characterized by the above, they require special treatment. And, from marketing point of view, such groups should be well understood by the marketers as they influence consumer behavior heavily.

Functions of Primary Groups

Primary reference groups function in several ways. Some of the important functions of such groups are mentioned below:

- They create socialization of individuals. Socialization, as you know, is the process by which individuals become aware of or learn behavior and lifestyles.

- Primary reference groups help individuals in the development of their personalities to the fullest. It is through the primary groups that the personality of the individual is shaped. As members feel for and committed to each other, they help each other to overcome the weaknesses, and as a result total personality of individual develops.

- They help developing and evaluating one's self-image. You have been given the idea of self-image or self-concept in the earlier lesson at some length. Through the interaction with the members of primary groups, individual learns to define himself or herself as

Primary reference groups helps in developing and evaluating one's self-image.

a person as he/she sees him/her through the eyes of others, i.e., the sense of self develops through such interactions.

- These groups teach and explain different values of an individual's culture. He comes to know of the values that his culture holds from the members of his primary groups. They also teach him norms that govern how he should think or act in specific situations.

- These groups work as devices for obtaining compliance with norms in a society. An individual is oust of the society if he does not conform to the social norms. Primary groups teach him how he should behave for better adaptations with societal norms.

- Personal interaction with primary group members influences individuals in their day-to-day decisions. After the decisions are made, the approval and disapproval of primary group members tends to reinforce certain kinds of behavior and to discourage other kinds.

Secondary Reference Groups

Individuals may also belong to groups other than the primary groups. One may belong to secondary groups, in which he may have only slight or intermittent association. Secondary groups maintain communication among much larger numbers of people, who are often geographically dispersed, and use mainly impersonal channels of communication to maintain identification and interaction. Those groups characterized by limited interaction among members are referred to as secondary groups. Loudon and Bitta defined secondary reference groups as those in which the relationship among members is relatively impersonal and formalized such as political parties, unions, occasional sports groups and so on. The members of the secondary groups lack intimacy of personal involvement. Secondary reference groups have formal membership requirements. Members may be expected to pay dues or even to wear specific uniforms to meetings. Secondary reference groups may also be defined in another way: if an individual interacts only occasionally with others, or does not consider their opinions particularly important, then these others make up a secondary group. The relationship among the members of a secondary reference group is less emotional, formal, and behavior pattern is structured and standardized which requires less personal involvement.

Influence of Reference Groups on Consumer Behavior

How reference groups affect buying behavior of consumers has been the subject of much study. These groups have been found to wield enormous influence on buying behavior. Reference groups have great impact on the products their members buy, although this varies from group to group and from product to product. Reference group influence is particularly potent in an informational vacuum. When the individual consumer has little or no knowledge about the attributes of a product, group influence is at its strongest. The influence of reference groups may operate with respect to

Reference group influence is particularly potent in an informational vacuum.

both product and brand. Reference groups, then, influence both the type of product purchased and the brand name selected. They may also influence the selection of product type only, or name only. What product a person buys and what brand he buys is likely to be influenced by what others in the reference groups do. A to be influenced by what others in the reference groups do. A consumer's behavior may change to be more in line with the actions and beliefs of reference group members. A person for example, may stop buying one brand of paracetamol and switch to another on the advice of members of the reference group. An individual may also seek information from the reference group members about one or more factors affecting purchase decision, such as where, how, and when to buy a particular product.

Reference groups influence more in purchase decisions of those products that are visible to group.

A reference group's influence on purchase decision of a person depends on that person's susceptibility to reference group influence and the degree of involvement with the group. Reference groups influence more in purchase decisions of those products that are visible to group. Consumers' decisions are not always influenced by reference groups with respect to product or brand usage. They can influence usage of product category, the type of product used, and the brand used. Reference groups' influence on consumer behavior basically depends on the visibility of the usage situations, the person's commitment to the group, the importance of the product to the group, and the person's confidence in the purchase situation. The real impact of reference group influence on purchasing behavior, then, depends on the degree of the buyer's involvement with the group, how visible the product is, and how conspicuously it is used.

Reference groups, thus, importantly influence consumer behavior. If your reference group, for example, is your immediate neighbor, your levels of aspiration and buying behavior will be influenced by their furniture, appliances, carpets, etc. This group is not equally determinative for all products. It can operate in a variety of ways and can be effective on brands, services, and products. Table below is an example of reference group's influence on products and brand selection of an individual. It may not be possible for an individual to ascertain the precise influence of his reference groups. But he can have some idea of their importance by noticing how many items he has that are also possessed by the members of groups he belongs to, desire to belong, and refer to.

Table - 6.1 : **Showing Reference Group Influence on Products and Brands**

	Product	
	Weak (-)	**Strong (+)**
Brand **Strong (+)**	Clothing Furniture Magazines Refrigerator (type) Toilet soap	Cars Cigarettes Soft drinks Drugs
Weak (-)	Soap Canned food Laundry soap Refrigerator (brand) Radios	Instant food Air conditioners TV (B & W)

Reference Group Norms and Conformity to Group Norms

Norms are rules and guidelines setting forth proper attitudes and behaviors for specific situations. They are stable expectations, held by a consensus of the group, concerning the behavior rules for individual members. Every group maintains a normative system, whether small or large. Norms of the informal groups are generally unwritten, but are well understood by the members. Groups expect their members to conform to the norms set by the groups. Conformity basically refers to the seemingly natural human tendency to want to be like relevant and significant others, which brings about some degree of adherence to norms of the group. Everyone conforms in a variety of ways to numerous groups, and you make your life more pleasant by conforming to group norms. One may conform to group norms either voluntarily or compulsively. You, for example, wear cloth when attending class to conform to basic societal norm. You will not wear, for example, shorts when you go to mosque just to conform to religious group.

> Every group maintains a normative system, whether small or large.

Norms cover all aspects of behavior relevant to the group's functioning and violation of norms results in sanctions. Just imagine how much stronger the pressures to conform are among friends, and from this it is clear that individuals frequently conform to reference group expectations. A person may find several members of a given group consuming a particular brand of tea. He may then decide to try that brand simply because there is some evidence that it may be a better brand. Here, conformity is the result of information shared by the members of the group. One may also buy a particular brand to win approval from his neighbor or spouse, thus fulfilling expectations of groups and avoiding sanctions. One may also conform to group norms to identify him with a particular group. Groups also put conformity pressures on their members. Reference groups are the mechanisms through which norms are developed and enforced. Now the question that may come to your mind is: how far

> Conformity is the result of information shared by the members of the group.

an individual will conform to the norms established by his reference groups, or what determine the degree of an individual's conformity to group norms? In the following section we shall discuss the factors that determine the degree of conformity to group norms:

Factors Determining the Degree of Conformity to Group Norms

Quite a few factors determine how much and how long one will conform to the norms established by his reference groups. Following are some of the factors:

- *Type of group pressure:* Pressures by the group may be exerted in direct or indirect ways. In case of direct and overt pressure, individual is less likely to conform to group norms, rather attempts to establish his or her own freedom. On the contrary, in case of indirect pressure by the group, individual is more likely to conform to group norms.

- *Social involvement associated with products:* Some of the products are frequently used in the presence of others such as cigarette. In case of buying such products, consumers conform more to groups norms as they are related on their images.

- *Similarity in occupation:* Consumers are found to conform to those groups' norms whose members have similarity in terms of occupation. Doctors for example, will conform more to the norms of their professional associations.

- *Group decision making ability:* Groups that are efficient in making decisions can expect their members to conform more to the group norms.

- *Impact of group cohesiveness:* If an individual finds a group more stable and attractive, he will conform readily to that group's norms than an unstable and unattractive group.

- *Value of the norm:* If a norm is considered valuable and rewarding, the individual will conform more to that norm than others.

- *Unanimity among group members:* If members of a group are found to hold same opinions on different aspects, that group can expect more conformity to its norms by the members.

- *Ambiguity of stimuli:* If an individual is found to be ambiguous on different stimuli, he will, without doubt, conform to group norms regarding those stimuli.

- *Result of group interaction:* Everyone associates with different groups with the hope of gaining something-financial or social/psychological. If it is found that associating with a group is profitable for the individual, he will readily conform to that group's norms.

Implications of Reference Group Influence for a Marketer

Marketers sometimes try to use reference group influence in advertisements by suggesting that people in a specific group buy a product and are highly satisfied with it. By making such appeal, the advertisers hope that a larger number of people use the suggested group as a reference group and that they will buy or react more favorably to the product. Results of this kind of advertising depends on the advertisement's effectiveness in communicating the message, on the type of product, and on the individual's susceptibility to reference group influence. A product or service which is compatible with a particular norm is probably best promoted with reference to the type of group which transmits the norm, since the product might be accepted if it is shown to be appropriate in the setting of the transmitting group. Communication within reference groups is a major source of information about certain products. Since good word-of-mouth communication is a valuable marketing asset, marketers attempt to identify or create opinion leaders in reference groups that affect the within-group information acquisition of members. If a marketer can reach opinion leaders, a multi-step flow of information may be utilized by the firm, which directs marketing communications to opinion leaders and opinion leaders then communicate this information to group members.

Activity:

Find two advertisements that utilize reference groups in an attempt to gain patronage. Describe the advertisements. Describe the types of reference groups being utilize. Describe the type of conformity being sought.

Self Evaluation

Objective Questions

1. A group "refers to two or more individuals who share -
   a. A set of norms, values, or beliefs
   b. Have certain implicitly or explicitly defined relationships to one another
   c. Both a & b
   d. None of the above.

2. Groups serve as one of the primary agents of -
   a. Consumer socialization
   b. His family members
   c. His peers
   d. All of the above.

3. Groups basically affect consumer behavior through –
   a. The development
   b. The enforcement of norms
   c. Both a & b
   d. None of the above.

4. Socialization process usually includes -
   a. Teaching of moral and religious principles
   b. Interpersonal skills
   c. Both a & b
   d. None of the above.

5. Marketers are particularly interested in groups because they help managers -
   a. Understand how consumer behavior develops
   b. Taking appropriate marketing actions
   c. Both a & b
   d. None of the above.

6. You look to others to guide or reinforce your -
   a. Basic beliefs and attitudes about
   b. Basic beliefs and attitudes about morality,
   c. Basic beliefs and attitudes about politics, and general behavior
   d. All of the above.

7. Berkman and Gilson defined a reference group as the group whose perspective a person assumes in -
   a. Forming attitudes
   b. Forming visible behavior
   c. Both a & b
   d. None of the above.

8. Primary Reference Group is a group with which the person has –

 a. Regular face-to-face association
 b. Regular contact and of whose values, attitudes and standards of behavior he follows
 c. Both a & b
 d. None of the above.

9. Primary reference groups held together –

 a. Not by informal rules
 b. Not by formal rules but instead by the informal understandings shared by the members.
 c. Both a & b
 d. None of the above.

10. Primary reference groups help -

 a. Developing one's self-image
 b. Evaluating one's self-image
 c. Both a & b
 d. None of the above.

11. Secondary reference groups are characterized by –

 a. Limited interaction among members
 b. Intimate interaction among members
 c. Both a & b
 d. None of the above.

12. Reference group influence is particularly potent in –

 a. An informational vacuum
 b. Taking purchase decision of unsought goods
 c. Both a & b
 d. None of the above.

13. Reference groups can influence usage of -

 a. Product category
 b. Product type
 c. The brand
 d. All of the above.

14. Norms of the informal groups are generally –

 a. Unwritten
 b. Well understood by the members
 c. Both a & b
 d. None of the above.

15. Which of the following is a factor determining the degree of conformity to group norms?
    a. Type of group pressure
    b. Similarity in occupation
    c. Group decision making ability
    d. All of the above.

Answers:

1. c,   2. a,   3. c,   4. c,   5. c,   6. d,   7. c,   8. c,   9. b,   10. c,   11. a,
12. a,   13. d,   14. c,   15. d.

Descriptive Questions

1. Explain why idea on groups is required for a marketer? Define and classify reference groups.

2. Identify and explain characteristics and functions of primary reference groups. Describe how reference groups influence consumer behavior.

3. Why conformity to groups norms are required and what determine the degree of conformity to group norms? Trace the implications of reference group influence for a marketer.

Lesson-4: Social Change-Context, Significance & Trends

Objectives of this lesson

After reading this lesson, you will be able to:

- Know the reasons responsible for social change
- Identify the ways in which modernization affect social organizations
- How urbanization affects people's attitudes and behavior
- Explain how the new social trends that accompany modernization affect consumption and their marketing implications.

Introduction

Societies and their characteristics are changing over the periods of time. Many factors are responsible for such changes to take place, consumption patterns of people change to cope up with the changes. Societies become increasingly urbanized with the changes. Urbanization creates some new trends in the societies creating new consumption patterns.

The Context of Social Change

Marketers must consider the importance of social setting within which people work. Marketers must also recognize that the social structure and setting are not rigid, rather subject to continuous change. Changes take place in every sphere of social life, and change is an ongoing process. In order to survive in this age of extreme competition, marketers must analyze the changes occurring in demographic characteristics, style and quality of life, social awareness, and gender roles of the population. There are number of forces that bring changes in the social setting. But, out of these forces, technology has been identified as the major force bringing socio-cultural change. The influence of technological forces on the market environment is well recognized by the marketers of all ages. Advances in technology can bring a number of changes in a society. Such changes may be summarized in the process known as modernization.

> Social change is an ongoing process.

A society can be termed as modern if acceptance of innovations is high there. People of a modern society will have a positive attitudes toward change; possess advanced technology and skilled labor force; have a general respect for education and science; emphasize on rational and ordered social relationships, rather than one emotional ones; people are highly flexible in their attitudes, beliefs, and behavior; are highly mobile and members can see each other in quite different roles.

> A society can be termed as modern if acceptance of innovations is high there.

Ways in Which Modernization Affect Social Organizations

It is evident by this time that technology is the main force responsible for a society to become modernize. This may affect the social organization in a number of ways, and consequently, brings changes in consumption and lifestyles of people. Usually, modernization brings following changes in the lifestyles and consumption of people of a particular society:

> Technology brings changes in consumption and lifestyles of people.

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Modernization increases geographic and social mobility.

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1. Modernization increases geographic and social mobility. With the development of technology new jobs are created. Most of these jobs are usually created in cities as they first experience the fruits of technology. Computer software developers, garment workers, lift servicemen, satellite engineers, etc., are some of the occupations created by technology which create opportunity for people living in cities. As new jobs are created in cities, rural people start migrating to cities with the hope of getting employment and enhance economic condition. This process of migration from traditional surroundings and relocating to new ones is known as urbanization. With the change in one's occupation, his skills are likely to change (in most of the cases improve). As he applies his improved skills, his income is likely to increase. Increase in income alleviates one's social position creating social mobility. Thus, with modernization, both geographic and social mobility increase. These bring a significant change in one's lifestyle and consumption. A woman for example, who migrates from a rural area to an urban area and finds a job in a garment factory, will be able to improve her financial status. This obviously will change her consumption and lifestyle. The said lady now will buy things that she could not even imagine when she was in village and had no means to earn by herself.

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Modernization brings change in the existing stratification of the society.

2. Modernization brings change in the existing stratification of the society. Social stratification is the term using which people in a society are ranked by other members of a society into upper and lower social positions, which produces hierarchy of respect or prestige. There was a time (when people were not mobile geographically and socially as the present day) when we were used to rank people in terms of their lineage. With the growing geographical and social mobility of people, they are stratified according to their wealth and occupation. No matter what your family background is, you will be placed in the higher social strata if you have reasonably sufficient wealth or are engaged in a white-collar job. Your status now is determined by your material possession and occupation. Birth and kinship are considered now less important as because of modernization.

Modernization also changes the family structure.

3. Modernization also changes the family structure. As because of growing technological developments societies become increasingly industrialized. To adapt with the complex and modern industrial society, one has to keep his family size small. In a modern society people are heavily involved in different activities which limit their time to be given to family members, and as a result traditional extended family concept is eroding. People thus believe in the concept of nuclear family consists of parents and children.

4. Modernization also changes the roles of family members. Very old and very young members of the family are considered unproductive, as they cannot suit themselves to jobs that require very high skills.

5. Modernization also creates employment opportunities for females at large numbers. As women become heavily involved in income generating activities, they cannot give much time to their children and to other household activities. This also changes the existing husband-wife relationships. The concept of 'househusband' is a by-product of modernization. Husbands are increasingly found to be involved in household purchase activities which was wives' domain earlier. Husbands are now found to be more cooperative than ever before and less authoritarian. An individual now does not consider his family as a center of different activities.

6. Modernization also decreases the impact of religion on different day-to-day activities, where earlier it would dominate every sphere of our lives. As people become increasingly urbanized in terms of outlooks and lifestyles, they gradually become separated from their religions. Religions thus lose their impacts on people's behavior as the society becomes modernized. People of a modern society tend to be guided by secular beliefs, science and reasons, nor by the traditional religious appeals.

7. Because of the technological developments, which accompany modernization, mass culture tends to dominate. With the technological developments, different messages – whether commercial, social, or political, may be transmitted to the masses within the shortest possible time through different advanced media. As a result, diffusion of innovation becomes very easy. Education also becomes a phenomenon of the masses. These standardize arts, culture, products, and marketing appeal. Products can be easily distributed widely throughout the country in the same forms and features.

> Modernization creates employment opportunities for females at large numbers.

These changes and developments significantly change the consumption pattern, and call for serious marketing attention.

Urbanization – A Significant Social Change Phenomenon Influencing Lifestyles and Marketing Decisions

The rapid growth of metropolitan areas occurs as a result of technological development, which is responsible for modernization of societies. The resulting concentration of people and industries reflect the process known as modernization. Urbanization basically is a development that is basic to an understanding of the scale and operating practices of the marketing system. urbanization is a worldwide phenomenon that accompanies industrialization and modernization. As a society becomes urbanized, lifestyles of people living in urban areas change significantly requiring new types of products and services. City people tend to consume or use ready or instant food, enjoy eating out, enjoy leisure going to movies and engaging in other recreational activities, prefer to live in apartments, and expect home service from marketers. These are the clear indication of a kind of lifestyle that is an urban phenomenon. When a society and its

industries are non-urban the task of marketing is diffused among small social and economic units. Clearly such a marketing system, serving a very large number of small communities, would differ from one serving relatively few very large urban areas. Large urban areas have brought about not only a concentration of industries but also concentration of industrial markets, wholesale markets, and retail markets.

Urban areas and lifestyles of urban people have significant impacts on suburban and rural people. Mass media diffuse urban people's attitudes and lifestyles to those of suburban and rural people. Suburbanization is a by-product of urbanization. As central cities grow bigger, they cannot accommodate as many people as are interested to live there. Moreover, central cities require more workpeople than resides there. As a result, suburbs or satellite towns develop. A suburb is "a relatively small community adjacent to and dependent upon a central city, is a product of twentieth century, the product of rapid urban growth, advances in transportation, and rising personal income."[3] With the growth of suburbs, a relationship is established between suburbs and central cities. They become interdependent. Central cities depend on suburbs for working people, and suburban people depend on central cities for employment and number of social, educational, and cultural activities. Number of marketing opportunities are created by suburbanization. For suburban people to commute, for example, transport facilities are required which creates a brighter prospect for transport businesses.

> Suburbanization is a by-product of urbanization.

Urbanization, which is the creation of modernization, changes the gender roles. Large number of women now find employment outside their homes. As women become economically self-sufficient, they change their consumption patterns. Many of the things, for which they were earlier dependent on their husbands or parents, can now buy on their own. Studies found that working women buy more luxury goods than non-working women. As greater number of women are involved in profession, will bring a change in family structure and consumption patterns. Couples will keep their families small for practical problem of raising children. Number of families also end up with separation and divorce as more and more women find employment and economic freedom. These create markets for smaller sized products, day care centers, housekeeping services, time-saving products and services, instant food items, products aimed at single market, working women's hostels, and a number of other products and services. Advertising appeals that were found to be effective with housewives usually fail to influence working women. They cannot be influenced by the stereotyped advertising appeals aimed at housewives. They are more practical and are suspicious of traditional advertising claims. It requires marketers to change their advertising and promotional strategies to make them more consistent with the working women's attitudes and lifestyles.

> Urbanization, which is the creation of modernization, changes the gender roles.

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[3] *Berkman H. W. and Gilson C. C., Consumer Behavior – Concepts and Strategies, Dickenson Publishing Company, Inc. 1978, p. 158.*

New Social Trends – Their Affects on Consumption and Marketing Decisions

Changes occurring as a result of modernization can in some ways be illustrated in demographic profile of population. Attitudes toward and preferences for geographic location, occupation, and family size, for example, change with the modernization of societies. All of these significantly change consumption pattern of people calling for special attention by the marketers. Here we shall particularly take interest in four areas as marketers or potential marketers. They are: change in the family structure; change in the distribution of age groups; change in the educational areas; and, geographic mobility pattern. Let us now look at them in turn:

- **Change in the Family Structure**

Modernization has made lives of people complex and also made number of devices available to keep family sizes small to cope up with the complexities. Social and cultural patterns changed the women's traditional role from happy homemaker to the professional career person. This change in women's role along with the availability of effective birth control means helped reduced the fertility rates significantly. The market opportunities for firms producing infant products also declined. Families are now gradually becoming smaller as people marry late. Higher divorce and separation rates also change family structures. Smaller families now have larger disposable incomes, which allow them to spend more on luxuries, travel, and entertainment. Moreover, entire new markets are created as the family structure changes for women's fashions, cosmetics, clothing, durables and quick-to-prepare foods. Marketers should study these trends carefully and take their programs accordingly.

> Modernization makes lives of people complex.

- **Change in the Distribution of Age Groups**

Demographic change is partly an evolutionary change. Declining birth raes and increased longevity because of the availability of cheaper and effective brith control means and improved medication have increased aged people and reduced children. Average age of people has increased significantly because of technological development and modernization, As the general population grows older, demands for some products increase (such as diet food, medicare service, old people's home) and others subside. Again, as the number of children is reduced, it will create a threat to marketers producing baby products. Smart companies realize this and take marketing action to face such a threat. They may diversify their products or make products in such a way that best satisfy both baby and adult markets.

> Demographic change is partly an evolutionary change.

- **Change in the Educational Areas**

As the birth rate declines, there will be fewer children who will go to schools. Those who are in the field of elementary education business will

face a serious problem gradually as the birth rate declines further. Many of the teachers employed in primary and secondary educational institutions will loose their jobs. Firms selling products to primary and secondary schools students will also experience decrease in sales. This calls for immediate marketing actions by these firms. On the otherhand, more people will have the opportunity to pursure higher studies. Which means that brighter prospects wait for the institutions providing higher education.

- **Geographic Mobility Pattern**

As we mentioned earlier that geographic mobility increases with urbanization. This trend is likely to continue for quite sometime in future. For industrialization and mushrooming of cities mean jobs and higher incomes to rural immigrants. As the agricultural areas become more efficient with the use of machines, fewer agricultural workers are required to feed the population. Thus migration to cities has been brought about by technological advance and the changes in the locations of ecnomic opportunities. This definitely dominates the marketing of goods and services. Marketers should closely monitor these mobility trends and find out opportunities to exploit created by such mobility of people.

Self Evaluation

Objective Questions

1. Social structure and setting are –
   a. Not rigid, rather subject to continuous change
   b. Rigid, not subject to change
   c. Not rigid, and not subject to continuous change
   d. None of the above.

2. Technology has been identified as the major force –
   a. Bringing economic change
   b. Bringing socio-cultural change
   c. Bringing legal change
   d. None of the above.

3. People of a modern society –
   a. Will have a positive attitudes toward change
   b. Will possess advanced technology and skilled laborforce
   c. Will have a general respect for education and science
   d. All of the above.

4. Which of the following change is brought by modernization?
   a. Geographic and social mobility
   b. Changes the family structure
   c. Both a & b
   d. None of the above.

5. As new jobs are created in cities, rural people start migrating to cities with the hope of –
   a. Getting employment
   b. Enhancing economic condition
   c. Both a & b
   d. None of the above.

6. With the growing geographical and social mobility of people, they are stratified now according to their –
   a. Wealth
   b. Occupation
   c. Both a & b
   d. None of the above.

7. As women become heavily involved in income generating activities–
   a. They cannot give much time to their children
   b. They cannot give much time to other house-hold activities
   c. Both a & b
   d. None of the above.

8. People of a modern society tend to be guided by –
   a. Secular beliefs
   b. Science
   c. Reasons
   d. All of the above.

9. Urbanization is a worldwide phenomenon that accompanies –
   a. Industrialization
   b. Modernization
   c. Both a & b
   d. None of the above.

10. A suburb is a relatively small community –
    a. Adjacent to a central city
    b. Dependent upon a central city
    c. Both a & b
    d. None of the above.

11. Social and cultural patterns changed the women's traditional role from –
    a. Happy homemaker to the professional career person
    b. Happy homemaker to the househusband
    c. Both a & b
    d. None of the above.

12. As the general population grows older –
    a. Demands for some products
    b. Demands for some products subside
    c. Both a & b
    d. None of the above.

Answers:

1. a,   2. b,   3. d,   4. c,   5. c,   6. c,   7. c,   8. d,   9. c,   10. c,   11. a, 12. a.

Descriptive Questions

1. Identify and explain the reasons responsible for social change. Explain the ways in which modernization affect social organizations.

2. How urbanization affects people's attitudes and behavior? Explain how the new social trends that accompany modernization affect consumption. What are their marketing implications?