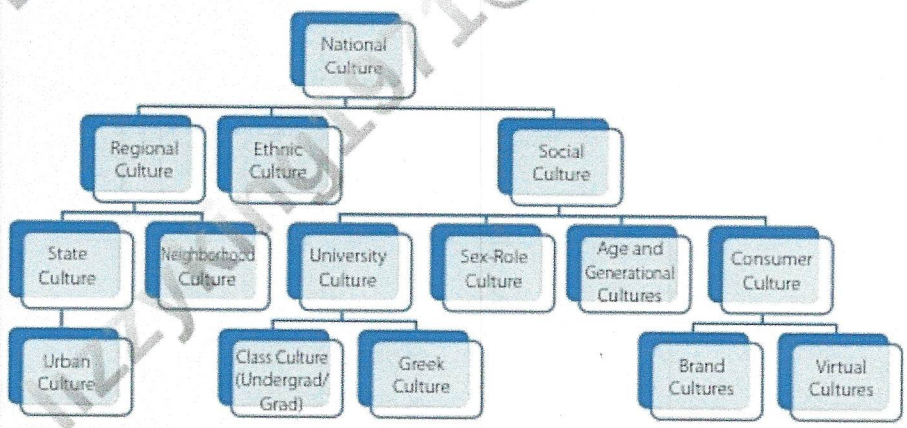




to many cultural groups—or more precisely, they move in and out of microcultures. For instance, a college student from Texas who is attending a state university in that state is likely part of American culture, Texas culture, an ethnically defined culture such as Hispanic culture, university culture, and possibly Greek culture, should he or she belong to a fraternity or sorority. In this way, culture is hierarchical. A consumer belongs to one large, overall culture and then to many smaller cultural groups—microcultures—existing and interlinking within the overall culture. Exhibit 10.1 illustrates a cultural hierarchy.

Exhibit 10.1
The Hierarchical Nature of Culture and Microculture



Each microculture brings with it role expectations for its members. The role provides a signal as to the behaviors that one should perform to truly belong to the group; or, in other words, what it takes to be an authentic member