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FAMILY INFLUENCE ON CONSUMER SOCIALIZATION OF CHILDREN: LITERATURE REVIEW

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Abstract

Children are now known as the new market segment. Research on the consumer socialization of children has created new market opportunities for the marketer. Majority of the research on this topic was done in North America and Europe. As per population trends Bangladesh 1993, most of the Bangladeshi population are young where majority (63%) are under 25 and 42% of population under 15 years of age. So this 42% are known as children. For the last two decades world has experienced so many changes regarding technology and economy wise and as a result time Bangladesh has gone through such enormous changes. According to research there are two types of major socialization agents such as social factors and cognitive factors. Cognitive factors are much more related to age on the other hand social factors cover family, media and peers. The paper examines to recognize the influence of the family on consumer socialization of children and define the implications based on that.

Keywords: Consumer socialization, children, Bangladesh, family.

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