The social-cultural environment: threats, opportunities and responses
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Социально-культурная среда: угрозы, возможности, ответы
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Abstract: in this article the author turns to the problems of social-cultural environment: threats, opportunities, responses, and cultural values (primary and secondary). The examples of both primary and secondary cultural values are given in the article as well.
Аннотация: в данной статье автор обращается к проблемам социально-культурной среды, к её возможным угрозам, возможностям, ответам, культурным ценностям (первичным и вторичным).

Keywords: cultural values, cultural interaction, culture, subculture, social classes, cultural norms, «high culture».
Ключевые слова: культурные ценности, культурное взаимодействие, культура, субкультура, социальные классы, культурные нормы, «высокая культура».

Culture is broadly defined as a complex of core values and beliefs created by society, handed down from generation, and reinforced by such social institutions as schools and churches. Consciously or unconsciously, cultural values exert pressures on people to behave in certain acceptable ways. For example, in developing the marketing plan for Friendship camps these primary cultural values were considered: achievement and success, creativity and involvement, efficiency and progress, individualism, humanitarianism, and youthfulness [2].

While these primary cultural values change slowly, secondary values deriving from them change much more frequently. That is why secondary cultural values and the subculture adopting physical fitness values are of particular interest. These secondary values are much less persistent than the core values from which they emerge, and should be closely monitored to identify new threats and opportunities. Of special interest were core values and secondary values affecting how and why people behave as they do. Core values are highly persistent; secondary values are much more likely to change and to force changes in people's plans. As examples, persistent core values include getting married and raising families; secondary values include getting married later in life and raising smaller families. These secondary values, and the various subcultures which share them (teenagers, career women) would prove a rich source of ideas [3].

Here are examples of these relatively recent secondary cultural values:

- Emphasis on quality of life, rather than quantity of product possessions, manifested by a growing appreciation for art, music, literature, and drama; a growing need for value, durability, and safety in products; and a growing concern over crime, inflation, and the quality of the environment.

- The changing role of women, emphasizing their attempts to break from often discriminatory stereotypes in families, jobs, recreation, and product use; and seek greater political, economic, and career opportunities.

- Changing attitudes toward work and pleasure, with emphasis on careers and lifestyles that bring rewards other than status and high incomes; and self-centered, self-fulfilling activities, such as physical fitness and health pursuits.

- Increased leisure time resulting from shorter work weeks, longer paid vacations, and more labor-saving devices.

Subcultures are separate segments of a culture organized around such factors as race, nationality, religion, or geographic location. The common interests and characteristics of each subculture frequently represent marketing opportunities. For example, people sharing a common ethnic background have certain attitudes and preferences (in food, recreation, political attitudes, geographic location, etc.) that identify them as discrete market segments, as do people sharing similar racial, religious, or geographical backgrounds. In analyzing these subcultural groups, however, it is important to recognize that there are usually as many differences as similarities among them.

Social classes are defined as relatively homogeneous and enduring divisions in a society whose members share similar values, interests and behavior. A number of studies have shown, among other things, that social classes are hierarchically structured and that similar social class hierarchies exist in all geographical areas, from small towns to large cities [1]. An individual's position in a given hierarchy is not based on income alone, but takes into consideration the type of income, occupation, type of house, and area of residence within the community. Members of a given social class show distinct product and brand preferences in such areas as

clothing, home furnishings, and automobiles. Social class membership is a more significant determinant of buyer behavior that amount of income. In many countries lines between social classes are not fixed; over their lifetimes, people can move up or down among the hierarchies. Here are some characteristics and purchase proclivities of six social classes:

1.   *Upper-upper class* (less than one percent of the population): socially elite, inherited wealth, well-known family name and background; give large sums to charity, maintain more than one home, send children to best schools; excellent market for jewelry, antiques, home, vacations; often buy, dress conservatively. Serve as reference group for imitation by other social classes.

2.   *Lower-upper class* (about two percent of the population): High income or wealth earned through exceptional ability in business or professions; active in social, civic affairs; buy status-symbol products for selves, children (expensive homes, car, yachts, etc). Include nouveaux rich, whose pattern of ostentation is designed to impress classes above and below them. Main ambition: to be accepted, or have children accepted, by «upper-uppers».

3.   *Upper-middle class* (about 12 percent of the population); professionals, independent business people, and corporate managers who possess neither family status nor unusual wealth, are primarily concerned with careers for selves and children. Highly civic- minded joiners, they like to deal in ideas and «high culture» entertain friends and clients at home. Represent a quality market for good homes, clothes, furniture, appliances, and vacation amenities.

4.   *Lower-middle class* (about 30 percent of the population): primarily white collar workers (e.g., office workers, small business owners), «fray collar» workers (mailmen, firemen), and «aristocratic blue collar» workers (plumbers, factory foremen). Concerned with «respectability,» they exhibit conscientious work habits and adhere to culturally defined norms. Maintain neat, «pretty» homes, buy conventional furnishings, and do own repairs. Avoid «high style».

5.   *Upper-lower class* (about 35 percent of the population): «Blue collar» skilled and semi-skilled factory workers. Seek respectability and security. Husband has «macho» self-image, is a heavy smoker, beer drinker, outdoorsman, sports enthusiast. Wife spends most of her time cooking, cleaning, caring for children, with little time for organizations or social activities.

6.   *Lower-lower class* (about 20 percent of the population): at bottom of hierarchy, comprise poorly educated, unskilled laborers, often reject middle-class standards of morality, behavior. Buy impulsively, with little concern for quality. Tend to buy on credit, and pay too much. Large market for food, television sets, used automobiles**.**

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