



Chapter 14 Ethnic, Racial, and Religious Subcultures

- 1 Your Name:
- 2 Your Phone #:
- 3 Your Email:
- 4 Consumers' memberships in ethnic, racial, and religious subcultures often play a big role in guiding their consumption behaviors. Explain
- 5 African Americans, Hispanic Americans, and Asian Americans are the 3 most important ethnic/racial subcultures in the United States. Explain.
- 6 Religion and spirituality are increasingly being used to market products. Explain.
- 7 What is acculturation? How does it differ from enculturation? Who are acculturation agents?
- 8 Describe the processes involved when a person assimilates into a new host culture.

