

Understanding The Aspect of Socialization in The Market Context Today

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Abstract: The lifestyle of human beings and the texture of their social life necessitate aspects of learning, copying, relating, interacting and conforming to the norms and values agreed upon in any social setting. The aspect of interdependence in any society is indispensable amongst human beings. The article treats markets as social structures embedded with diverse relationships, mutual interactions, connectivity and networks, that open up avenues for socialization to occur through its process of learning and internalization. It is undeniable that every social setting exhibits some norms and values that regulate its members. Markets too as public spheres contain norms, rules and values, which market actors learn, copy, and internalize. The article seeks to unveil the fact that market actors hail from diverse cultural backgrounds. As they enter into markets, they interact, learn, internalize and adopt some behavioral components that in one way or the other reshape and mould their patterns of behaviors.

Learning and adapting new behaviors however, may depend from one individual to the other. Some people may develop instrumentally rational behaviors (actions pursued for their own sake), and others may develop ego-centered behaviors, some may be economically or socially oriented towards value commitment. The article considers how the above mentioned and many other aspects of behaviors are moulded, and nurtured in markets through various aspects of mutual interactions, relations, and learning. It studies the above from an outlook of socialization as a process that helps to mould them.

The article reviews the nature of markets today in Tanzania, and some factors that influence the buying and selling behaviors. It makes use of both empirical and theoretical sources of data, and it uses a conceptual framework that embodies the two approaches. The conceptual framework adapted is based on Pickton & Broderick model of consumer behaviors (2005), which explains the relations among various aspects of consumer behaviors. It makes use of qualitative approach towards its data collection and thematic analysis of the data presented.

Keywords: Socialization, Markets, Behaviors, Interactions, and Relationships

I. INTRODUCTION

This piece of work aims at providing an explanation to the various aspects and dimensions of socialization, through which human actions and behaviors are moulded. The study treats the concept of socialization as a great aspect that engenders the formation of integral development of a human person. It considers various areas of identity and behavioral formation, attitudes and perceptions as one conforms to the norms and values of any social setting. My major contention in this article is to discuss the fact that what happens in the

market context is as a result of interaction and relations at various levels between buyers and sellers, and all market actors. It may appear plainly to many people that markets are just centers or public areas where activities of buying and selling of products takes place.

This article gives a critical outlook on markets as more than centers for buying and selling products. It considers markets as social structures embedded with all sorts of interactions and relations. As noted by Fligstein & Dauter (2002:2), "there is a great deal of agreement that markets are social structures characterized by extensive social relationships between firms, workers, suppliers, customers and governments". The above mentioned best reflect the objective to find out the fact that most of the exchange transactions in the market are indeed social phenomena. It will hence present the different dynamics of socialization, the nature of markets today. It will discuss some of the factors that prompt some buying and selling behaviors through which some values and practices are transmitted and conformed too.

The above will be best illustrated on the model construct in the conceptual framework that will present consumer behaviors and relations as they interact and relate in the market. The study will also consider taking a look on the humanistic approach on understanding human behaviors as people struggle to meet their needs, and this will be illustrated using Maslow's hierarchy of needs. Finally, it will discuss the importance's of socialization in its various dimensions.

1.2 The Aspect of Socialization

The concept of socialization is a very fundamental aspect to human life, and at the heart of the very existence of most of our communities. It is without doubt that wherever two or more people are gathered, socialization intrigues and nurtures the whole process of the gathering. According to Kendall (2011) socialization contributes greatly in the formation of human behaviors, attitudes, personality and self identity, and above all, it enables one to learn the values and norms, beliefs and practices of the society. Cole (2020) studies socialization as both a life-long process through which individuals learn values and norms of a given society, and also as an adaptive learning experience given the fact that we live in a changing social world. On my behalf, I intend to study socialization in its various changing dynamics, and also as a formative set of interactive experiences through its processes and importance. This trajectory offers an entry point of

understanding socialization through the context of market integration and commoditization.

It is equally important to note from the outset that the economy is made of two interacting realms; that is the community and the market. The community is the realm that deals with the associational and interactive relations that are driven by values of social cohesion and learning, solidarity, adaptivity and other social values. Whereas on the other hand, the market realm entails the whole set of impersonal, self-interest, and exchanges carried out by various individuals on the basis of rational motive of profit and value production (Allegretti, 2015, Gudeman, 2001). This indicates an interlocking link that the two realms have and without which none can independently operate, and above all, the aforesaid realms act as midwifery to socialization.

According to Cole (2020), three aspects offer a platform for socialization to take place; these are context, content and process, and results. In this regard, context offers the stage for socialization, which involves the interplay of various agents in the social structure, which in this case will be the market; content and process constitute setting in motion or undertaking the task, which will be the buying and selling; and finally the results presents the ways an individual behaves after undergoing the process. Cole (2020), continue to assert that as one passes through these stages of socialization, he or she learns and develops some distinctive components of behaviors such sincerity, confidence, inquisitiveness, listening and sharing. This process accustoms people to social groups or individuals of different kinds starting from the family to the societal level. Such enables a person to learn and adapt new behaviors and conscience according to the beliefs, lifestyle, norms and values, and other expected demands of the society. On this note, Yochai (2006) suggest that all human beings posses the inert force that motivates them to learn and adapt to new and changing behaviors through the process of socialization.

We can further study the aspect of socialization on behaviors by looking at some of the behavioral psychologists who studied and analyzed the inescapable link between personality and social environment. Baltes and Warner (1976:6) for example suggested that “our personality is something on which social environment stamps every pattern of behavior, which basically emerges from the interaction of biological organization and social environment”. Hence personality development is a result of both biological and biographical forces, which are responsible for the formation of a person’s behavior. They believe in the fact that from childhood, everyone develops a sense of or personalized conception of his or her human nature through interaction with others, and this makes it possible for one to develop the skills of interpersonal relations through the process of socialization with the social world (Baltes & Warner, 1976).

1.2.1 Dynamics of socialization

Age: according to Neundorf & Smets (2017), the life-cycle or age determines highly the type of socialization and the pattern of behaviors that one adopts as he or she grows up. This depends on the type of socializing agent and experiences that people encounter in the course of their lives. They tend to develop a pattern of behavior that reflect what they were socialized into or what they learnt from the social world around them. It can be from the family, peer groups, schools, community, or other areas in the social world that nurtured them as they grow up since socialization is basically a life-long process (Neundorf & Smets, 2017).

Gender: according to Kendall (2011), this entails roles associated with the nature and identity of being male or female in the society. It is evidently clear that males and females have different associated roles and it’s through their roles that are associated. This entails forming their attitudes, practices and behaviors that they develop according to their nature, which has its foundation in the family. Both boys and girls are socialized into different household chores that are in line with their sexual identities for example being autonomous, self-confidence, nurturing children and many others. This is augmented as they proceed on various stages in life such as at school, peer groups, communities and the end result is the formation of distinctive behaviors (Kendall, 2011).

Ethnic/ Racial: this is yet another area where socialization makes a great impact on the formation of a distinct pattern of behaviors. Through its messages, practices, beliefs, attitudes, values and norms, one’s identity is shaped and formed, which determines interpersonal relationships amongst people of the same group (Kendall, 2011). Such identity formation begins from childhood and gives people a sense of belonging to a certain group or race, by learning directly from their parents or care-takers what is good. Through socialization, they learn activities and aspects that identifies them to be distinct from others, and these may include languages, respect for the elders, manners in the family, and these are passed on from generation to generation (Kendall, 2011).

Religion: Religious socialization according to Sherkat (2012), offer an interactive process that molds people’s religious beliefs, preferences, ties, and understanding, as they interact with one another over their life course. Families offer the initial religious socialization and practices that are salient for religious faith to their children as they grow up and this determines their preferences, commitment and faith. It is based on these that individuals develop a pattern of behavior that is in accordance to the demands of their religious faith and practices.

Having reviewed the aspect of socialization, and also looking at it in its various dynamics and forms, it became clear that as people meet and interact, a process of socialization intrigues and nurtures their social relations and interactions. As a result, there is a distinct pattern of behaviors

that tend to develop as they learn, imitate, internalize, and conform to the existing values and practices in any social setting. This triggered my interest therefore, to study the aspect of socialization in the market context as a social setting, and this brings me to my next section that analyses the nature of markets today.

1.3 The Nature of Markets Today

Markets today are at least as slippery in the sense of being understood as the concept of socialization. Some anthropologists have assumed a case in point that there is indeed an impossibility of separating the aspects of profit-making and self-interested motives of a market actor. This occurs on a broader and wider social context in which the reproduction of 'community' takes place as asserted by (Gudeman 2001), or from a moral economy' (Scott 1976), domestic realm (Meillassoux 1981), or simply as a peasant production within a capitalistic system (Bernal, 1994).

However, since the inception of money as a medium of exchange and the mechanism of profit maximization, Gudeman (2001) affirms that the nature of business has been greatly changed today. As a result, most market actors have sought and continue to devise new strategies that ensure success in their trading activities. Most of these strategies are based on connectivity, which is embedded in social networks and interactions. As consumers continue to cast their interests on certain products according to their needs, suppliers or sellers are also in the same bid to capture customer's attention towards their products. Therefore, this rapport is only materialized through the strategy of networking and interaction.

According to Fligstein & Dauter (2002:2), "there is a great deal of agreement that markets are social structures characterized by extensive social relationships between firms, workers, suppliers, customers and governments". They affirm that in the markets, business activities are embedded in these social networks between several actors who operate autonomously. This view is supported by Milan (2001:29-30) who contends that most of the exchange transactions are based on interactions between the parties involved, hence making it a social phenomenon based on social relations despite the fact that money is used as a medium of exchange. He (Milan, 2001), further affirms that "the act of using money for exchange obtains its value from its relations to the actual or potential action of others". This is in line with what Weber (1978) referred to as special type of interaction that begins as competition between actors such as buyers and sellers, and ends up making exchanges for goods and services without coercion.

The social structure of markets as put by Metcalfe & Warde (2002:2), embodies social, economic, and political aspects, and these need to be checked and controlled, otherwise they have the capacity to influence the nature and operation of business in the market. Without control, the resultant effects may involve inequality, theft, power

influence, fraud and corruption, immorality and many others. Metcalfe & Warde (2002:3) continue to suggest that "markets as social structures should be instituted first by prevailing norms in relation to property rights, contracts and conduct of competition, broad social acceptability of particular activities reflecting ethical stances of time and place".

In the above regard, the central authority should consider some important specifics such as concerning "the nature and value of goods and services, the limitations of who may trade in the market, the definition of the quality of products, the standards of measurement, and other rules to govern the market operation" (Metcalfe & Warde, 2002:3). All these help to maintain and protect the status quo of the markets.

Owing to the above, Metcalfe & Warde (2002:42), points out that "markets differ in their degree of inclusiveness, however, you can define them according to their narrowness in terms of routinized buying and selling, and their competitive conditions". From the general overview, some markets are small whereas others are large depending on where they are situated; some are on international standards, whereas others are on local standards.

The above mentioned is in line with what Anderson (2017: 2) put forward, that markets are categorized on various levels for example; according to the goods or services traded; these are referred to as "financial markets, housing markets, and labour markets". Markets can also be categorized according to their scope; these are referred to as "regional, national, and international markets". And finally, markets can be categorized according to their structure; these are referred to as "competitive markets, oligopolistic markets, or monopolistic markets". This categorization is based on the ground that industrialization and technology has made great impacts on most of our economies, influencing production, distribution, and consumption of goods and services.

To further understand the nature of markets, Logue (2011) discusses them as "emerging markets", which are best defined according to countries, a term that was introduced by the World Bank's International Finance Corporation (IFC). In referring to emerging markets, he uses the work of MSCI market index, a firm that tabulates and quantifies together the investment indexes used by Portfolio managers to evaluate their performances. He therefore groups these markets under three categories (emerging markets, frontier markets, and pre-emerging markets). Emerging markets according to Logue (2011: 10), refers to "countries that have growing economies, and a growing middle class, they were once poor but are undergoing social, economic, and political change". Frontier markets include "countries that are very small and are at the early stage of economic development". And lastly, the pre-emerging markets refers to "countries with the poorest economies of the world's nation, they have few opportunities for investors".

Despite the various efforts and changes brought about in the world as a result of globalization and technological advancements, Logue (2011) continue to believe that there will still be richer and poorer nations in the world. Most of the countries with emerging markets, frontier markets, and pre-emerging markets are those in the developing world and some in the third world countries. They are in other words trying to emerge from their poor economic situations to make it to the next level of the economy.

However, on the other hand, there are countries with already developed economies, and these are the developed nations. The developed markets are the 33 nations that belong to OECD, “their membership is for countries that have demonstrated a commitment to democracy and market economy” (Logue, 2011:20). The UNDP (2005) also distinguishes the countries development index considering countries that has “taken into account the factors encompassing the 8 millennium development goals, and GDP per capital at a purchase power parity (PPP)”. Therefore, any country that scores below to any of the above millennium development goals is considered under emerging markets (Satyendra, 2008:3).

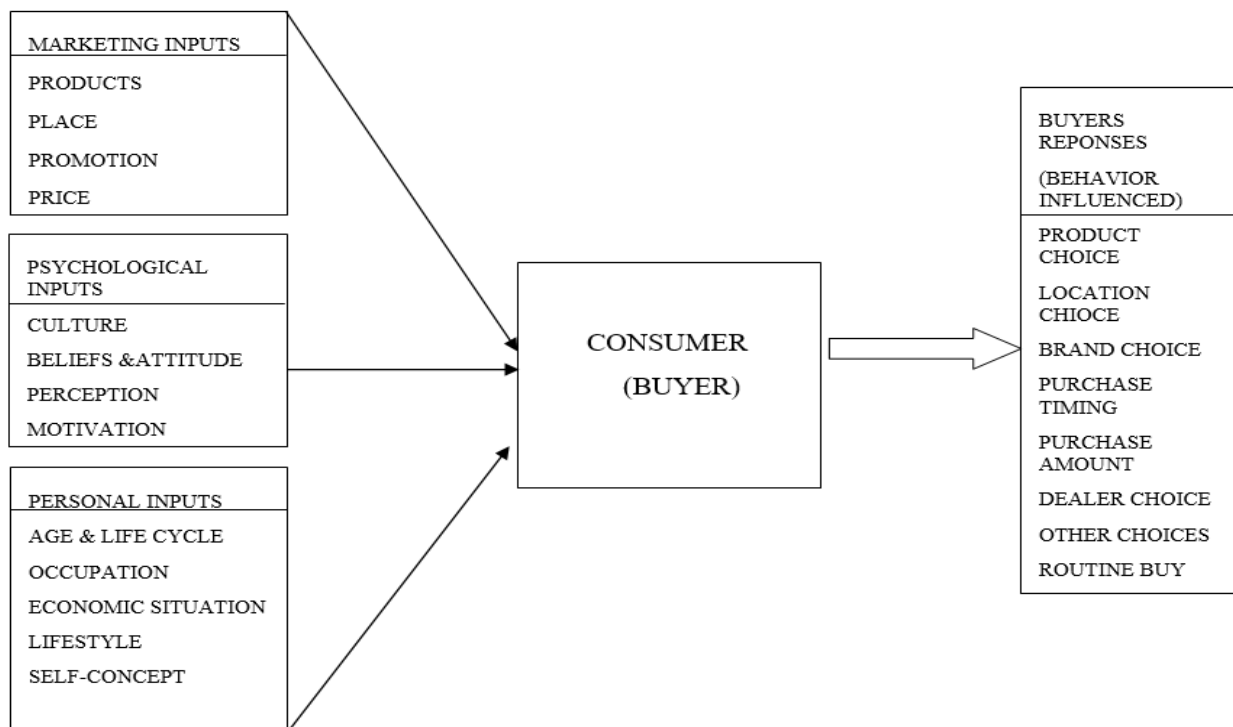
1.3.1 Model of Market Behaviors

The following model explains the relations among various aspects and constructs and how their complementation renders a better way of grasping and understanding how *A Model of consumer behavior indicating the various relations and interactions that prompt a consumer to make choices in the market*

market actors make decisions and behave in their market operation. It is intended to further explain the fact that most economic activity is embedded in interactions and relationships, which offers a platform for socialization to take place. It is however, crucial to make it clear from the start that what lies at the very heart of production in any economic activity is consumption. According to Fifield (2007:2), “consumption is the sole end and purpose of all production, and the interest of the producer ought to be attended to, only as far as it may be necessary for promoting that of the consumer”. Hence any form of marketing for its success, should ensure that what is produced and promoted in the market is actually needed by the consumer.

However, it is not easy to predict what consumer wants and when they want it. Pickton & Broderick (2005) notes the fact that buyers and sellers are constantly making decisions in the markets every day, and this creates a difficult of predicting what consumers buy everyday, where and how much they buy, and why they buy a certain product. This is based on the fact that the buying decisions differ tremendously and are affected by various factors such as age, income, education, economic situations, tastes and preferences, and others. Therefore, Pickton & Broderick (2005) proposes an approach based on the model of consumer behaviors that would help understand the decision making and market behaviors of consumers.

Figure .1



Source: Pickton & Broderick (2005)

According to Pickton & Broderick (2005), the model above illustrate an approach that helps to study, analyze and make predictions on the purchasing decisions of consumers, and they suggest it is based on “a generic decision making model”. It suggests that a consumer in his “black box” is much influenced by some marketing stimuli, which are responsible for making certain responses that affect his or her behaviors. It reflects the basic understanding of the nature of consumer behaviors. The arrows flow in the same direction, indicating an interactive nature of the various factors and stimuli influencing the consumer in his or her practices, which invoke consumer decisions in making responses.

As illustrated above, the marketing stimuli or inputs entails 4Ps, which are (product, price, place, & promotion) which influence a consumers choice for a product, coupled with psychological inputs (culture, beliefs and attitudes, perception, motivation, and learning), and personal inputs (age and life cycle, occupation, economic situation, life style, self-concept). Furthermore, Pickton & Broderick (2005) suggest that there are other forces and events surrounding the consumer that directly or indirectly affect and influence their responses towards their behaviors in the market, and these among the rest, include technological advances, political forces, climate and natural calamities. A combination of these factors therefore, contribute much in molding various types of consumer behaviors and among the observable ones, the following can be pointed out; complex buying behaviors, habitual or routine buying behaviors, variety seeking buying behaviors, and dissonance buying behavior.

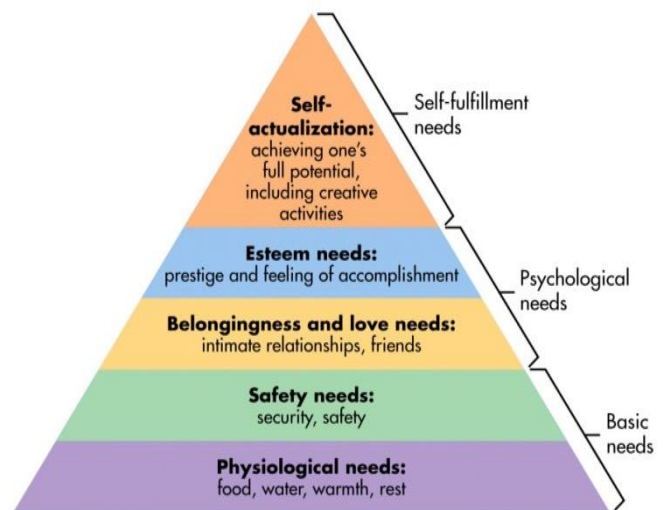
Friesner, (2014:1), notes on the above that “the strength and weaknesses of buying behavior is based on the parameters of the past and current consumer motivations and actions, it also entails how it links to the marketing mix represented by the 4Ps (price, place, promotion and product)”. The 4Ps as explained by Friesner (2014); product considers the features that make up a brand such as designs, brand packaging, purchase benefits like warranty and other; price covers various prices of a product such as discounts given, payment methods and others; place considers the distribution centers of the products, and this can be markets, stores, retail shops and others; promotion involves advertising, sales promotion through discounts, public relations that lead to product awareness and demand for it. Therefore, a combination of the above, make up the 4Ps that influences the consumer behaviors in the marketing activities.

As the marketers and consumers interact, the former modifies their approaches to create a climate for consumer action and that the reaction of consumers causes continued modification to the 4Ps. Added on to the above, Caloniuss (2006) notes that as new products appears on the market, better information about the product also shifts a product reputation, which affects the buying behavior patterns. The above said however, largely depend on the needs of an individual, and this can also understand by using a humanistic approach, which looks at the needs in the behavioral context.

1.3.2 The Humanistic approach to Consumer Behavior

The article has also considered reviewing the humanistic approach to behaviors simply because it presents a behavioral perspective with specific differences (Wong, 2006). It is supported by Davis & Palladino (2010) as being a useful way of analyzing observable aspects of a consumer behavior but above all, it emphasizes to focus more on the learned nature of such behaviors. This approach studies consumers as any other individuals, and their psychodynamic or changing aspects that consist of learned and observable behaviors, and their reaction to the external stimuli. Some scholars like Schiffman & Wisenblit (2019), suggests taking the approach of the psychology as illustrated by Maslow’s hierarchy of needs. Based on this model of Maslow, it suggests that people’s behaviors and actions tend to be motivated by unsatisfied needs. These human needs are presented by Maslow on hierarchy levels according to the order of importance, ranging from the lower lever to the higher level. The lower level are the physiological or biogenic needs (these are basic needs that we cannot live without), and the psychogenic needs (these are needs that we develop psychologically).

Figure.2. Maslow’s Hierarchy of Needs



Source: Schiffman & Wisenblit (2019:56)

The model of Maslow’s hierarchy of needs as adopted from Schiffman & Wisenblit (2019) is a guide that helps us in understanding some aspects of human motivation in making some choices of action. It consists of five hierarchical levels within a pyramid. The needs lower down in the hierarchy must be satisfied before an individual can attend to the needs in the upper level. The four bottom levels represent deficiency needs and the individual becomes anxious when they are not met. The top level illustrates growth and self actualization of an individual witnessed when one becomes independent, objective, creative, honesty that reflects full maturity. Every person is capable and has the desires to move up the hierarchy towards a level of self-

actualization but unfortunately, this progress is sometimes disrupted by some challenges that cause a failure to meet the lower needs because of various factors in life such as lacking or losing a job. This causes a fluctuation in motivation for one to choose a proper course of action in life and hence one fails to achieve self-fulfillment. According to Davis & Palladino (2010), it is our basic needs that motivate our behaviors first and once they are fulfilled, we move to the next level of needs. Humanistic approach therefore indicates that people have the capacity to guide and shape their destiny and conscience to design their courses of action, or behaviors, and they can follow or amend their behaviors as circumstances change depending on the level of needs.

In this article, I employed a humanistic approach because it has unique attributes that are necessary in some specific situations especially in understanding human needs and their course of action. It presents a behavioral perspective that considers observable and learned behaviors, depending on the psychodynamic aspects of a person. However, no single model adequately explores or explains consumer decision making or behavior but through a combination of these models, one can arrive at a more comprehensive understanding of the consumer and market behaviors. And as mentioned earlier, not all consumers are the same in the market. Some carry out the shopping because they have been influenced by internal or external factors, depending on the environment and the needs they have either as an individual, or as a group or family. Some of these factors are discussed below in the following section.

1.4 Factors influencing the buying and selling behaviors of goods and services in the market

In this section, it is worthwhile to consider the stance of Laura (2009), who categorizes them as both internal and external factors. According to her (Laura), internal factors are those that influence a person from within towards making a choice for a certain product. This may accrue from thoughts, feelings, emotions, perceptions, and attitudes. On the other hand, the external factors involve those that affect a person from without, towards making a choice for a certain product. These may accrue from groups of association, school, family, sports and games, and other leisure groups, added onto the external environment. However, I will present these factors in general without specifically classifying them into the above major categories.

1.4.1 Cultural factors

These are the most fundamental factors that contribute towards shaping and molding human behaviors in general. According to Roberta (2010), human behavior is basically learned, adopted and shaped through various channels of socialization. Through the process of self-actualization, a person learns the basic values and norms, beliefs of the society, and these offers a strong foundation in shaping the perception, attitudes, emotions, and above all, the behaviors of an individual.

In the cultural milieu, the family is considered as the basic pivotal agent that offers the initial ground for the developing child to learn and emulate these basic values expected in the society, and it is a channel for the formation of moral and human behaviors. Together with other groups with shared value systems and interests, the family, religion, racial and ethnic groups, and others, are greatly responsible for influencing and molding the behaviors of consumers (Roberta, 2010). These are firmly exhibited through the buying and selling of products in the market through a process of interaction that takes place between the buyers and sellers. This explains why some market behaviors today are quite different depending on the status of the family, family demands and hence the type of shopping depends on whether the family is rich, average, or poor.

1.4.2 Social factors

Social factors include small groups that exert pressure and influence on its members. These may be groups of leisure activities, peers, groups that strive to create and maintain their status quo (social class), and others. Laura (2009) asserts that these groups have a direct impact on human behaviors, they shape and mold the lifestyle of its members, by way of making them adopt to the existing style of life shared by all. As they socialize with one another, they shape attitudes, way of thinking, opinion, perceptions, self-concept, which are responsible for enticing a person to conform to the behaviors of the rest. These groups directly or indirectly affect the individual attitudes towards products and this tampers with the choices that someone makes in selecting a product and brands in the market. They always make choices of products that will make them fit in the shared value system of the group in order to maintain the status quo. This is responsible for forming the buying and selling behaviors of such people in the market (Laura, 2009).

Another aspect on the social influence as well highlighted by Marilyn & Desmond (2007), is well explained in the Cooley's work of symbolic interaction. He explains that in the development of human identity, a person possesses the ability to self-reflexivity, or rather the ability of viewing himself or herself from the perspective of others. This happens in a social context where the self, others, and objects are represented symbolically with shared meaning systems. He notes that "we must be others if we want to be ourselves, hence glass-looking self" (Marilyn & Desmond, 2007:108). This implies seeing ourselves through the eyes of others, how others perceive us to be.

Therefore, relating this to the consumer identity, the products that consumers purchases many times have a symbolic meaning to them. They are mirrored objects from which consumers sees themselves through for example a consumer goes to buy clothes in the market, clothes are for wearing and protection from the outside weather, but then a consumer who decides to buy highly elegant clothes takes a different interpretation. The expensive clothes mirrors the view that a consumer is wealthier and successful person,

expensive clothes are symbols of wealth, and this brings them status in the society (Marilyn & Desmond 2007).

1.4.3 Consumer awareness of the product

According to Marilyn & Desmond (2007), awareness of the product by the consumer determines to a greater extent whether the product will be bought or not in the market. There are many channels of disseminating information about a new product in the market. One of the ways is through advertisement, and this can be done either with mass media such as radio, television, newspapers, magazines, or on social media such as internet, face book, instagram, or it can be by use of billboards. Other ways of advertising can be through word of mouth, especially from those who are already using the product. These communication networks in many ways as affirmed by Laura (2009), invokes the interest of the consumer over a certain product in the market. This is simply because a consumer has known of the basic qualities of the product being advertized, its durability and prices, and through the word of mouth, a consumer is given firsthand experience about the product, which leads him or her to make a choice for it, and this is what was explained in the 4Ps.

1.4.4 Promotion of the product

According to Marilyn & Desmond (2007), there are various ways of promoting a product for quick sale. These may include; offering price discount, producing the product in various forms, shapes, colours, and sizes, offering warranty period for the products, sampling and testing of the product before settling financial commitment. These aspects can promote the product because they invoke consumer's interest for the product and hence attracting many consumers towards it. They also increase consumer's assurance about the condition of the product, its quality, durability and security towards earlier damage in the case of warranty periods offered. Through these ways, many consumers have been attracted to certain products because of promotion. This has shaped the consumer behaviors in buying and selling of products in the market as a result of interaction and socialization formed through the channels of promotion.

1.4.5 Halo effect

According to Laura (2009:91), "most consumers perceive and evaluate multiple objects basing on just one aspect such as brand name of the product". This is so much associated with attitudes and perception that a consumer develops after seeing the product. If the brand name is appealing or has good reputation, consumers will tend to develop positive perceptions and attitudes towards it. This also follows suit with all other products from the same company and brand, such value assessment of the brand name may include quality, packaging, delivery services, durability and others.

Supplementing on the aspect of attitudes, Marilyn & Desmond (2007:82) notes that attitudes lead to the formation of behaviors in the market because it depends on how

products are disposed to the consumer. Attitude is "a pre-disposition to behavior", if the product appears to be good and appealing to the consumer, he or she will develop a positive attitude towards the product and will make a choice of buying it. However, if the product is not appealing to the consumer, then he or she will develop a negative attitude towards it, and hence he or she won't buy it. Therefore, consumers find themselves buying a product basing on their attitude and also as a way of regulating and satisfying their emotions and attitudes for satisfaction and wellbeing.

Added on to the above, Schiffman & Wisenblit (2019) and Rajapol (2019), also suggests that the behavior of purchasing goods and services in the market, finds strong influences in people with a certain level of education coupled with occupation and income levels, age, gender, ethnicity, mass media, and above all, these and many others unmentioned are responsible in determining awareness of the product, acceptance, availability, and affordability, commonly referred to as 4(A)'s, (Awareness, Acceptance, Availability, and Affordability). Many of these factors directly or indirectly influence the buying and selling decisions in the market hence forming market behaviors.

The above factors therefore, prepare us to understand the various strategies in organizing business in the markets today, intended to capture the interest of the customers. Having discussed the above factors that engenders one to act and behave in the market buying and selling of goods, I intend to finalize this article by discussing some of the importance's of socialization in the process of forming and developing a human person.

1.5 Understanding the importance of socialization

Socialization has been credited by many scholars fundamentally as having a multifaceted importance, cutting across various fields of sociology, psychology, anthropology, economics, politics, and others. The underlying importance across all disciplines however, is the fact that it is "a process of learning, internalizing, and formulation of behaviors" (Laura, 2009:90). This section therefore, makes a synopsis of the aforesaid importances based on diverse dimensions.

1.5.1 Sociological dimension

Socialization has been broadly discussed by a number of sociologists but this study will only present a few from symbolic interactionism and ethnomethodology. In their general understanding, they studied how institutions affect individuals and the meanings that people ascribe to their behaviors. In a society, social interaction depends on shared meanings especially for homogeneous groups such as gender, age, social class, race and others. Individuals develop their perceptions, attitudes, and behaviors depending on their initial encounters with the new situation and how one perceives and analyzes the reality in such a situation (Kendall, 2011).

In support of the above, Kendall (2011) discusses the following; Charles Horton Cooley: he asserted that we are

able to develop “our self-concept and personality depending on how we see ourselves through the perceptions of others, and he called this glass-looking self”. Hence our initial sense of self is developed in our families as we grow up, basing on how we are treated and socialized. George Herbert Mead in his notion, argued that our self-concept is developed depending on how we learn the rules in the role taking through social interaction. He divided the self into the ‘I’ and the ‘Me’. The ‘I’ referring to the spontaneous and uniqueness of who we are, whereas the ‘Me’ referring to the internalized attitudes, values and norms, and other demands of others in the society where we belong.

Lastly, Erving Goffman compares our daily interactions with the aspect of dramatic production on stage. He analyzes this through his “dramaturgical analysis, in which he studied the interaction of individuals by comparing everyday life to a theatrical presentation”. As we interact with others who are our audience, they expect us to reveal our true nature or character but in turn. In the same sense, we also strive to control the character that we portray to others by offering to them what we think is the most favourable to their own interest. He referred to this as acting on “front stage and back stage”. This approach portrays how we appear to others (appearance), and not what content or substance our character portrays to others (Kendall, 2011:126-128).

From the perspective of ethnomethodologists, analyzing the views of Harold Garfinkel, he was more interested in knowing how people come to interact in the society and what guides the order in the interaction. He realized that individuals depend on the common sense knowledge to study and understand the social context in which they are and come to create order and reality out of that situation. One is able to study the patterns of behaviors in a given social context and he or she will make meaning of the objects, events and actions of others through a shared interpretation of their background, hence making them aware of the hidden social realities in the daily lives (Garfinkel, 1967).

1.5.2 Psychological dimension

Socialization has also been widely studied in the field of psychology, where a clear understanding has been developed on how an individual develops his or her identity and personality. According to Gould & Howson (2011), socialization and personality development are connected in a way despite the fact that socialization takes a more fluid process.

In analyzing Sigmund Freud’s study on personality development, Freud found out that our self-image is developed from three interrelated forces of nature and that is the Id, Ego, and Superego. He believes individuals develop their personality during their early stages of life, and that is where the Id is strongly developed and driven by forces of pleasure and gratification. As one develops and continues to interact with others, he or she develops the Ego, which

bridges the demands of the Id with the reality of everyday life. When a child exceeds the age of 5, he or she develops the Superego, which becomes responsible for offering a cognitive understanding of what is acceptable in the society and what is not ethical and moral (Gould & Howson, 2011). On the other hand, Piaget identified four stages of cognitive development through which each and every person must go through sequentially through the process of socialization. Although he categorically put it that it is possible for some people, to undergo through some stages faster than others depending on their process of socialization and the context (Kendall, 2011).

1.5.3 Anthropological dimension

From the anthropological point of view, Banton (1970:1) believes that socialization is “an inculcation of the skills and attitudes necessary for playing given social roles”. In this light, role systems are central in the anthropological study. In societies where biological and social stages and rituals are celebrated as important rituals marking transition in the life-cycle, these rituals form important fields of study for ethnographers to empirically collect data through the process of socialization for their study.

Through socialization, they also study culture and personality and the set of values that influences the personality behavior, and the normative values such as rituals and moral values like respect for the elders and religious rites that are handed over from generation to generation. They look at symbolism, rituals and myths, and language as a way of transmitting knowledge to the young generation. All these are adopted through a system of socialization which is very instrumental in the learning process. Therefore, these different disciplines clearly indicate the importance of socialization as it will be discussed (Baton, 1970).

1.6 Conclusion

The article studied the aspect of socialization as a fundamental aspect to human life. The above concept finds its proper meaning in its widely known socializing agents; however, its profound importance cannot be overlooked in the market contexts today. There is broader learning and interaction that exists in the market today, which is coupled with social networks in marketing. The influx of many market players in the market from diverse cultural and social backgrounds offers a platform for the processes of interacting, learning, adopting, and conforming to some values that are ushered in by several market actors through the process of socialization. As a result of the above, several aspects of behaviors have been copied by many from one another that have moulded and continue to mould the patterns of behaviors today in the market through the process of socialization.

The article therefore, discussed socialization in the context of the market, by considering its various dynamics according to age, gender, ethnic/ racial, and religion, which in one or the other determines the kind of socialization that takes place. It analyzed the nature of markets today as social structures, and looked at some of the factors that influence

market actors to behave and act in their market operations. This was presented with an illustration on a model of market behaviors, humanistic approach to human needs and by looking at Maslow's hierarchy of needs. The idea of socialization in its differing dimensions is also of crucial importance in this article, especially in determining the extent to which socialization cuts across in many intellectual disciplines hence providing a vital fibre towards understanding our social life as human beings. I therefore, conclude by affirming the vitality of the aspect of socialization in moulding people's attitudes, opinions, and influencing behaviors in the market contexts today.

1.7 Methodology

Depending on the objectives of the study, I chose to use qualitative approach in conducting this research study. I found this approach to be more suitable for yielding appropriate information for my study findings, this is simply the research intended to make an investigation on people's attitudes, opinions and behaviors in the market context. This approach is highly supported by Kothari (2004) as one of the best approach when dealing with people's attitude, opinions, character and behaviors. In my general research thesis, where I drew this manuscript for publication, I conducted a case study of one market centre as my research design, where I did an in-depth investigation on the phenomenon being researched upon. The findings from the field will be presented in the publication of my total research thesis in the proceeding period of time. Creswell (2014) also suggests case study design as the best design that aligns with the qualitative approach that was chosen for this study.

The study employed survey as the best method for data collection; however, the above mentioned method was triangulated with observation. Under the survey method, I chose to use semi-structured interview and focus group discussion as techniques for my data collection; these were accompanied by open-ended questions, note taking and audio recording to ensure validity of the research. This is supported by Gray (2018), as being among the best methods and techniques in the whole process of collecting qualitative data.

I chose to explore several aspects based on the conceptual framework so as to describe their relationship without pre-determined theory. Therefore, I used an inductive approach that helped to come up with an explanation building and conclusion of this study. This implies that I made use of analytical induction as a strategy that enabled me to follow the proper procedures in the analysis of the data collected and by using this strategy; I hence employed thematic analysis as the best method of analyzing my data (Yin, 2014, Caulfield, 2014).

However, the data presented in this article are largely part of the literature that I reviewed in my dissertation for my Master's Degree studies. The work is inherently qualitative in nature as I mentioned earlier, and hence it is just a manuscript that I drew from the reviewed existing literature.

Nevertheless, the publication of my researched thesis will follow immediately after the defense of the thesis.

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