

Discussion questions - Topic 11

1. Consider the changes in the Spanish household size over the past 30 years. How have these changes influenced the automobile industry and the housing industry?
2. Ask two female classmates and two male classmates what they think is the proper age for marriage. How do these ages match the average age at which couples got married in the 1960s and in the 1990s? What do you think will be the trend in age at first marriage over the next ten years?
3. Think about your own family. Which individuals in your family have the roles of gatekeeper, influencer, decider, buyer and user? To what extent do these roles change across different product categories?
4. Identify what you see as husband-dominated, wife-dominated, autonomic and syncretic purchases for middle-class Spanish people today.
5. Compare the brands of products that you prefer to those that your parents prefer. To what extent do your preferences coincide? To what extent do you attribute these similar preferences (if any) to the socialization process?
6. Make a list of ideas/attitudes, norms, values that you think you have learnt through:
 - (a) the family,
 - (b) the school,
 - (c) peer groups,
 - (d) mass media.