

## SHOP TILL YOU DROP: THE IMPACT OF WESTERNIZATION IN CONSUMER BEHAVIOR IN THE CONTEXT OF SUPER SHOP CULTURE

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### ABSTRACT

*People are experiencing more and more changes and developments in the changing urban life. They from diverse walks of life are also settling themselves with the growing pace. The unmask of the native corporate space, the temptation of globalization, the new trend of shopping culture and the process of westernization virtually force to cope with the transmission of social composition. This paper examines how the super shop culture influences consumer behavior in urban life. It also delineates the process of westernization in super shop culture examining empirical data from Chittagong city. Finally, it explores how western super shop culture is transmitting in the urban corporate life in Bangladesh.*

**Keywords:** Super shop, Consumer behavior, Westernization, Cross-culture, Urban life.

### INTRODUCTION

In globalized world, Super shops introduce a whole new experience in the shopping of daily necessities. A super shop, a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is larger in size and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket. A larger full-service super shop combined with a department store is sometimes known as a hypermarket. The super shop typically comprises meat, fresh produce, dairy, and baked goods aisles, along with shelf space reserved for canned and packaged goods as well as for various non-food items such as household cleaners, pharmacy products and pet supplies. Most super shops also sell a variety of other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothes, and some stores sell a much wider range of non-food products.

The Super shop is now a growing phenomenon in urban Bangladesh. As the customers are increasingly becoming more aware of the conveniences and their own lifestyles, they are in many cases preferring to go to a Super shop for their everyday shopping rather than to small departmental stores or local markets around. Shopping is a social activity, and most Bangladeshi consumers like to shop with family members or closely associated social groups. Stores, food courts, restaurants, cinema materials, children's play areas, interactive entertainment, social use areas, relaxation spaces, and promotional areas are now major components of any super shop.

We are living in an era in which cultural diversity is alternately accelerated and eroded by the diffusion of consumer ideology. "Consumer behavior is viewed as socio-cultural systems amenable to anthropological scrutiny. Consumer behavior is as a social construct, replete with multiple, conflicting interpretations that can only be deciphered in the context of human

interaction” (Allen, 1971:45). Super shops are, nowadays, not only centers of shopping but highly organized social spaces for entertainment, interaction, and other types of consumer excitement. This study of consumer behavior involves search, evaluation, purchase, consumption and post purchase behavior of the consumers and includes the cultural and personal characteristics in mind. Consumer behavior continues through pre-purchase activities to the post purchase experience. It deals with issues related to cognition, affect and behavior in consumption behavior, against the backdrop of individual and environmental determinants. The individual determinants pertain to an individual’s internal self and include psychological components like personal motivation and involvement, perception, attitudes, personality and decision making. The environmental determinants pertain to external influences surrounding an individual and include anthropological components like the family, social groups, culture, cross-culture, national and regional influences, locality, royalty, ethnicity, social class, past experience reference groups, lifestyle, market mix factors and so forth.

Today, however, the shopping experience is central to more and more consumer studies. “It has been shown that there is a complex array of feelings involved in the variety of shopping experiences accessible for today’s consumers, ranging from pleasure of spending to status anxiety” (Miller, 1997). Shopping behavior contains at least as many dimensions as those suggested by Holt (1995) for consumption activities: experience, integration, classification and play. Contemporary marketing and consumer behavior responds to a growing demand for research more tuned to the empirical and practical realities of consumer culture. The use of a cultural perspective to interpret behavior and direct investigation in consumer research has been sporadic, despite its profound potential. This paper delineates a conception of culture designed to assist researcher in understanding consumer behavior.

The terms customer and consumer are not same synonymous. A customer is a purchaser of products or services, a consumer is a user of products or services. We define consumer behavior as the mental and physical activities undertaken by consumers to acquire and consume products so as to fulfill their needs and wants. The definition of consumer behavior has several elements worth noting. Let us discuss these one by one. Mental and Physical Activities First, consumer behavior includes both mental and physical activities. Mental activities are acts of the mind, and they relate to what we think, feel, and know about products. Physical activities are, in contrast, acts of the human body, and they relate to what we physically do to acquire and consume products. Product Second, we use the term product broadly, to refer to any physical or nonphysical product or service that offers some benefit to the consumer, including a place, a person, or an idea offered for exchange. Consumers Third, the definition includes the word consumers. In general, a consumer is anyone engaged in the acquisition and use of products and services available in the marketplace. Each of us, therefore, is a consumer. Needs and Wants Finally, two important words in the definition are needs and wants. Indeed, it would be futile to search for a definition on which everyone would agree. So, here is the definition We would like to use in this paper. A need can be defined as a discomforting human condition. It can be discomforting in a physiological sense or in a psychological sense. Examples of the physiologically discomforting condition are a hungry stomach or a body unprotected against the winter cold; examples of discomforting psychological conditions are feeling bored, feeling insecure or experiencing being looked down upon. As consumers, we seek products or services in the marketplace exchange so as to alleviate these conditions of discomfort. A want is a desire for a specific object or product. The consumer who wants a product judges that it would restore his or her condition to a satisfactory state. Thus, the felt discomfort of a hungry stomach is a need; desire for food and for a specific kind of food is a want. The present paper illustrates how the consumer’s needs

and wants are accumulated with the process of westernization and this paper seeks to answer the questions why they are allured by the foreign products.

## **METHODOLOGY AND SAMPLE DESIGN**

Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the consumption process: before the purchase, during the purchase, and after the purchase. In terms of applying methodology, for the anthropological component of the research, both classic and emergent anthropological fieldwork techniques have been used. However, this study is based on three-month long ethnographic fieldwork undertaken in Chittagong city particularly in some parts of this city. Why we have selected this area as research site is because it is one of the commercial cities of Bangladesh which is also known as port city where foreign products is discharged. So, the people of this city can get easily foreign products. As a matter of facts, foreign products particularly western manufactured commodities are continuously and forcibly entered into super shop, shopping malls and some other commercial site of this city. In addition, super shop culture in Chittagong city has been encompassed by the invasion of westernization in all terms of behavioral phenomenon. The classic approach involves: field immersion, interview skills, sensitivity to nuance, attention to contextual embeddedness, and a cross-cultural perspective. Emergent approaches stress reflexivity, sensitivity to cross-cultural relations of global economy and also emphasize the contingent and contested character of any and cultural representations. This paper portrays that two different buyers buying the same product may have done it for different reasons, paid different prices, used in different ways, have different emotional attachments and intruding global dissemination towards the things and so forth. For the present research, 5 super shops were selected on random sampling and 100 respondents, we collected data 10 key informants who know and attach with the mentioned below super shop. They were also regular customer of these super shop, did 6 case studies to have insight of shopping experience and consumer behavior in super shop in their everyday life. We applied two focused group discussions (FGD) to justify my observation, recheck the data already congregated and to understand cross-culture perspective of behavioral phenomenon they experience in the super shop. Unstructured interviews were also taken to know changes behavioral pattern taken place in their everyday life in super shop. The research merely focuses on the notions of westernization in the name of modernity.

### **Theoretical Position and Text Analysis**

The superfluity of consumer behavior and social psychological literature on involvement suggests considerable interest in this construct. There has not, however, been a common conceptual or methodological framework to its examination in either literature. By recording in great detail how people live and how products fit into their lives, anthropologists often gain useful information that could not be easily gained from a formal interview.

By recording in great detail how people live and how products fit into their lives, anthropologists often gain useful information that could not be easily gained from a formal interview. In this case, this research is used Schiffman and Kanuk's book "*Consumer Behavior*" as the text for the consumer behavior because they have adopted a multiple approaches, especially in the discussion of consumers in their social and cultural settings. Schiffman and Kanuk assign five chapters in their book to discuss the relations between cultural issues and consumer behaviors.

Although consumer behavior textbooks typically include an obligatory discussion of culture, such content is often truncated, combined with other issues, and as a result culture can easily be overlooked or discounted. “The concept of culture and its implications for consumer research are often lost in the shuffle and the profound impact of culture upon consumer response, however, is observable and undeniable” (Douglas & Craig 1995; Griffith & Ryans 1995).

This research has also been assigned some extra readings that deal with anthropological theories and methods and their implementation in consumer behavioral practice. These reading materials are deliberately selected from various leading academic journals and magazines for the purpose of fostering my interest in understanding consumer behavior. The materials selected include a monograph “*Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*” edited by Sherry (1995). This book is the most comprehensive one at the current time that deals with the basic theories and methods in understanding consumer behavior through the anthropological approach. The contributors demonstrated very well how anthropological theories and methods can be applied to study consumer behavior by case analyses and theoretical discussion. “Ethnographic research places the consumer in a wider context that explains why people do what they do, not only what, and also provides a deeper understanding of the value of certain products and services in people’s lives” states Marietta Baba, in her book ‘*Business and industrial anthropology*’.

Another book, “*Why We Buy: The Science of Shopping*”, written by cultural anthropologist Underhill (1999), is also strongly recommended to understand consumer behavior. In this book the author, by applying an anthropological research methodology, divulges more about consumer behavior than individual consumers may know themselves: how a consumer ignores items shoved onto the bottom shelf, how a customer likes touching the merchandise, whether the merchandise is paperbacks or underwear. It describes what consumers do, and what they do not do, in stores, restaurants and supermarkets. The findings contained in the book have much to do with marketing and retailing practice and with consumer behavior studies as well.

Consumer behavior, like all human behavior is very complex. But the consumer behavior theory, like all theories is a simplified & abstract representation of reality. The more simplified picture of consumers provided by the theory helps us enormously to understand the consumers. It not only helps us to think about consumers, but also provides us with a language to talk about them. Consumer behavior is affected by a number of social, economic and cultural issues. Throughout my research we took into consideration a variety of the differing issues and theories relating to consumer behavior and the effect these may have on consumer choice. These are all factors where one issue can play a significant part in the other, such as: westernization, globalization, the interlocking of economic spheres, consumption and the emergence of consumer capitalism.

In many critical contexts, consumerism is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial brand names and perceived status-symbolism appeal, e.g. a luxury car, designer clothing, or expensive jewelry. A culture that is permeated by consumerism can be referred to as a consumer culture. Consumerism can take extreme forms such that consumers sacrifice significant time and income not only to purchase but also to actively support a certain firm or brand. Grant Mc Cracken (1986) explores why consumers go into a store for one item and end up buying something else, what kind of store atmosphere is most effective for influencing shopping behavior, and so on.

Therefore, it is important to look at cultural variation to understand variation in behavior; this principle applies to the consumer behavior studies exceptionally well. However, Chantal Ammi stated:

“Globalization has promoted the emergence of a new type of consumer and has had effects on industry in terms of culture, economics, marketing and social issues at every scale from local to global. We can see a proliferation of global brands and an alleged homogenization of cultures in driving regions: “Westernization”, “Europeanization”, or “Americanization”.(Ammi, 1998: 129)

Most studies of supermarkets and the shopping experience in current consumer theory are related to postmodernism and tend to stress its theatrical and hyper real character. The ‘postmodern’ consumer theorists generally adopt a theoretically inspired and characteristically speculative approach. In the historical overview, I have sought to justify the emphasis placed on supermarkets or shop by postmodern consumer theorists. I have not elaborated on the theoretical concepts applied by postmodernists, but demonstrated empirically the (re)enchantment of the shopping experience through an analysis of cross-cultural perspective.

### **The Interface of Cross-culture and Consumer Behavior**

In the last few years, the need for cross-cultural consumer understanding has grown rapidly. This phenomenon makes it imperative that not only must we fully understand the meanings of brands and products to our domestic consumers, but we must know which meanings are 'transportable' to consumers in other cultures. Most aspects of consumer behavior are culture-bound. An increasing body of knowledge is available that helps explain differences in consumer behavior across culture. This paper elucidates the basic cross-cultural differences. When designing global marketing, branding, and advertising strategies companies ignore these at their peril. An individual’s behavior is a result of individual’s cultural value system for a particular context. Individual’s cultural value systems are developed over time as they are socialized into a particular group. Societal culture as well as regional subculture and familial values all influence the formation of an individual’s cultural value system. Thus, the cultural value includes cultural elements that individuals have in common with the group(s) to which they belong. “Culture affects the consumer behavior which itself may reinforce the manifestations of culture” (Peter and Olson, 1998: 71-74). Culture provides a learned, shared, and interrelated set of symbols, codes, values, knowledge, etc. that justify and motivate human behavior. In recent years, those with international experience have written any number of guides of foreign countries that help those in international business to understand diverse cultures in order to be more effective within that context. Further more, culture consists of shared elements that provide the standards for perceiving, believing, evaluating, communicating and acting among those who share a language, a historical period and a geographic location. As a psychological construct, culture can be studied in multiple ways-across nations, across ethnic groups with nations (focusing on cultural orientation), and even across situations within individuals through the priming of cultural values. Regardless of how culture is studied, cultural distinctions have been demonstrated to have cultural implications for advertising content, persuasiveness of appeals, consumer motivation, consumer judgments process, and consumer response styles.

## Contextualizing Super Shop Culture in the Process of Westernization

It is persistently assumed that one of the indispensable forms of postmodern discourse is westernization. Westernization is an aggression of western culture upon different cultural landscape of non-western countries. It is invisibly penetrating into the local and traditional forms of culture of different nation-state. If we look into the existing format of consumer culture and expanding trends of market economy in the name of global village, we see the aggressive and alarming form of westernization penetrate in Bangladesh particularly in Chittagong. Westernization can be defined as the processes by which foreign culture take place through either by force acculturation or temptation in cultural configuration of the society. It takes place in the cultural setting and social arrangement of so called developing countries in the name of modernization, urbanization, globalization, development, information technology, open market economy and global village (Uddin, 2012: 178). Like other developing countries, Bangladesh is running towards becoming modern in order to be developed in the process of adopting western culture. There has been well established thesis that ‘modernization is nothing but westernization’ produced by western ‘modernization paradigm’ and ‘development’ doctrine. Given the context, Chittagong is one of the most vulnerable cities in this battlefield of culture. As culture is a way of life (Geertz, 1973), western culture has been gradually replacing in ways of life of urban people in Chittagong. Considering the penetration of westernization, the super shop culture in Chittagong is nowadays accelerating marketing landscape where consumers feel western flavor. In an attempt to make them modern with the western life style, they search local products with the western cover and foreign products. Consumers prefer to go to super shop for getting a clean and hassle free environment according to respondents of this study. The impact of westernization upon the consumer behavior towards super shop in Chittagong has been gradually and continuously capturing norms, values, lifestyle, behavioral change in super shop, patterns of thinking of super shop owners.

### Present Scenario of Super Shop in Chittagong City

The super shops are now a growing phenomenon in urban area. With the process of globalization super shop culture has been occupied an indispensable part of the existing urban social system in the name of modernization. The pattern of consumer behavior in Chittagong city is changing rapidly with the increase of super shop. The nature of the change is also significant. Super shop is a new concept in Bangladesh. The concept of super shop has firstly set up in Dhaka, the capital city of Bangladesh and the super shop has launched in 2000. These sorts of shops have gradually possessed in urban life of Chittagong. The first super shop of this city is Wall Mart which started in 2003.

However, the ranges of products consumed are moving away from traditional products, that is those with a strong cultural identity towards more modern pattern of consumption. As the consumers are increasingly becoming more aware of the convenience and their own lifestyles, they are in many cases preferring to go to a super shop for their everyday shopping rather than to small departmental store or *kacha bazar* (local market) around. As a result, the consumer behavior is important for the growth of these types of shop. The pivotal distinctive mark of these super shops is consumer satisfaction. So consumer satisfaction is a simple term stated as the level of shopping experience in a super shop where the consumer’s expected service level is met with the actual service provided the super shop owners.

In order to measure of consumer satisfaction, I tend to portray five main stream super shops in the Chittagong city namely Khushi Mart, Wall-Mart, Meena Bazar, Agora, Shwapno. Most selling products for each super shop are:

- Wall Mart : Fish and Meat, cosmetics, vegetable  
Khulshi Mart : Cosmetics, Bakery, Vegetable, Groceries, Fish and Meat, Household, Fruits  
Shwapno : Vegetable, Groceries, Fish and Meat, Household, Fruits and Bakery  
Agora : Bakery, Groceries, Fish and Meat, Cosmetics  
Meena Bazar : Bakery, Fish and Meat, Cosmetics and Groceries

The very first reason, according to respondents of the field, of selecting these sorts of super shop to purchase is quality products, products variety special products and foreign products. The other reasons of consumer's preference are location, hygienic environment, hassle free shopping and freshness, competitive price, credit card acceptance, discount offer, choosing products by self service and layout of the shop. Consumers those who come to purchase from super shop use the home delivery option as where available. All the super shops possess their specialty on gathering certain products by which some of the consumer prefers purchasing from the particular shop. The another foremost reason to pick out these types of shops is that some super shops (such as Khulshi Mart, Agora) have spacious food court and serve delicious bakery & home-made food like *pita* (traditional Bengali food) which are less found in local or traditional food market.

It has been observed that the middle aged people (around 20-35 years old), are almost preferred to go to super shop in the extreme level. However, the most important feature has been seen that a substantial number of female consumers prefer to go to super shop than to *Kacha bazar* (Traditional local market). The reason of choice the super shop to the female consumers is to have a secured, hassle free and amusing environment for shopping their everyday essentials.

### **Shifting Super shop Culture in Consumer Behavior**

The super shop owners attempt massive expansion drive to attract the shoppers who still depend on unplanned *Kacha* bazaar to buy their essentials. As the super shop concept is not very traditional in Bangladesh particularly in Chittagong, the consumer behavior in super shop is influenced by modernization, keeping pace with overall economic growth, the increase in middle-class consumers and changes in consumption pattern.

The consumers have a strong preference for luxury and imported products as they generally considered it worth for money. Because of many foreign brands being sold in the above mentioned super shops, an average consumer in Chittagong city subconsciously does not select local products in terms of buying and choosing essentials. As a result, the behavioral pattern in super shop is drastically persuaded with the process of westernization. In these circumstances, they have no inquisitiveness to follow their culture, tradition and values. A major change that has occurred in behavioral pattern of consumers is that, they give preference to features of brand name of product rather than competent local product. Over the years, as a result of the increasing literacy in the Chittagong city, exposure to west, satellite television, foreign magazines and newspapers the buying and consumption patterns in super shops consumers have changed significantly. The desire to look and feel good is an influencing factor for customers while making their purchase decisions. Regarding expenditure, it is found that consumers today spend more on foreign items. The consumers are fonder of convenience food like instant coffee and noodles. They consider food and drinks as fun. Super shops give that privilege. Furthermore, there is heavy western influence seen on urban middle and upper class in the super shop. Consumers have become more conscious about their approach. The middle class is much interested in buying the brands by

the cross-culture. If we move on low income class, it is observed that consumers craves for a lifestyle like the well to do people they see on television. Their preferences have changed from home-cooked food to fast and ready to ready to serve food. Furthermore, the young consumers are passionate about visiting to super shop for fun and change. With the processing of westernization, youngers have now more cash in hand and they prefer to spend it on leisure and personal gratification. Most of the consumers of super shop have an instant gratification of purchasing an expensive item to improve social status. The modern amenities at super shop are being reflected in their living standard. In modern urban Bangladesh, the super shop provides a new public space where the social vitality of the Agora, Khulshi Mart and other organic has been recreated.

### **Understanding Cross-cultural diffusion in Consumer Behavior**

This study provides empirical evidence of convergence and divergence in consumer behavior and covers various psychological and anthropological aspects of human behavior used for explaining consumer behavior. The world economy is becoming with increasingly cross-cultural. Consumers at the twenty first century are confronted increasingly multicultural marketplaces. Globalization of market and international competition are requiring firms to operate in a multicultural environment. In addition, migration patterns and transnational communication media satellite television are multicultural populations in domestic markets and exposing consumers to alternative behaviors and wants (Douglas and Craig, 1997).

The study of Consumer Behavior is quite complex, because of many variables involved and their tendency to interact with & influence each other. These variables are the factors controlled by external environments like the following form the basis of external influences over the mind of a customer such as Culture, and Sub-culture, Social Class, and Social Group, Family, and Inter-Personal Influences, Other Influences (which are not categorized by any of the above, like geographical, political, economical, religious environment, etc.). Major individual determinants of Consumer Behavior are portrayed in the middle ring. These are the human mind and its attributes. These variables are personal in nature and they are influenced by the above set of external factors and in turn influence the way consumers proceed through a decision making process regarding products & services. They are: Personality & Self-concept, Motivation & Involvement, Perception & Information Processing, Attitudes, Problem Recognition, Information Search, Evaluation of Application, Purchase Decision, and Post-Purchase Behavior.

However, a substantial number of foreigners from different countries such as Srilanka, Japan, Korea, China, Nepal, India, America and European countries lives in Chittagong particularly around the super shop. As a matter of facts, consumer behavior in the above mentioned super shop has been disseminated by cross-culture accordingly my observation. For instance, foreigners enjoy going to these shop for their everyday essentials. In that case super shop owners try to fulfill their needs and wants. As a result, owners of shops put stress on the satisfaction of consumers. That is why, local people interact and influence with foreign products. From my observation, it is seen that most of foreigners like American and European products. Foreign products are available in Khulshi mart, wall mart and Agora. So when local people go for shopping. They are attracted by foreign products. Consequently, cross-cultural dissemination in consumer behavior with the process of westernization is very much interactive in super shop in terms of sharing cultural norms, values and behavior in a cultural setting.

### **Notions of Westernization in Consumer Behavior**

The empirical data presented and explained above the invasion and impact of western culture upon consumer behavior in super shop in Chittagong city. In pull-push dichotomy, one can

argue to treat is as pull. But, practical and ethnographic data shows that ‘pull factor’ is one of the hidden politics of temptation. It is a sort of apparatus to tempt and bribe the people to come under the adaptation of culture. “The free movement of goods, products, services, western product images and economy patronizes the flow of western cultural products to the non-western least-developed and underdevelopment countries. All these tools have deliberately and intentionally been designed to work together to expand new form of domination” (Uddin, 2012: 180), we prefer to mention the term of westernization upon non-western countries like Bangladesh. Chittagong city is one of the samples of transitions where western culture is oscillating socio-cultural perspective in the name of modernity. It is, without any resistance, penetrating the way of behavior in day to day consuming essentials. This sort of penetration of western culture has been swallowing the conventional and the traditional culture in the social setting of Bangladesh particularly in Chittagong city.

The notion of westernization is ‘to be modern. If you want to be modern, you must follow and adapt with western culture in your everyday life’. As a matter of fact, the changing pattern of consumer behavior in super shop is much more talked about subject. Consumers intentionally and aimlessly go to super shop not only for buying households and seeing new local and foreign products but also showing themselves off being modern. It is seen that they try to do such behavior in super shop as if they are in western environment. Consequently, they do not want to practice their own cultural behavioral pattern which they learn with the socializing process from the very beginning of their life.

## **CONCLUSION**

It is clear that consumer behavior refers to consumers’ responses to products and services, and to how those products and services are presented. In order to understand consumers and the choices consumers make a range of human responses, including, but not limited to, affective (feelings), cognitive (thoughts), and behavioral (actions). All those human responses have been elucidated through a powerful anthropological pedagogical approach that understands in the behavioral pattern of consumers in super shop. However, globalization that is forcible instrument of westernization is all the forces which are turning into a global village, compressing distance, homogenizing culture, accelerating mobility, reducing the relevance of political borders. In addition, Westernization is a process whereby non-western countries like Bangladesh come under the influence of western culture. Westernization can also be related to the process of acculturation. Acculturation refers to the changes that occur within a society or culture when two different groups come into direct continuous contact. After the contact, changes in cultural patterns within either or both cultures are obvious. In the process, exposure to new ways of life and ways of thinking have brought about a degree of convergence of norms and attitudes on everything from fashion to human rights. But it has also provoked challenge from traditional cultures and often led to fusion of many influences. From the above conception of westernization I can conclude by giving more emphasis on the process of westernization and behavioral aspects of the consumption interaction in super shop. It is easy to conclude that the forces of a western consumer culture have all but won. The homogenization of consumer culture in place of diversity another major impacts of the westernization process. This is going to become more universal because of the development of modernization. As a result, westernization has become one of the most important features of world economic activities. It has not only produced a far reaching impact on the political and social aspects of the world, but as economics too. There is no doubt that, it has created and influenced the consumer in the globe to have some similarities in consuming. The culture of consumer has been instilled and rooted in one’s mind and change their perception of requirement and demand in daily life without knowing anything. Consumer culture as the

crucial intend of individual deeds and the source of social status and prestige perhaps also a better life, the impacts that come along are worth to be discussed. One must smart to take adaptively and get ready to face all the impacts of westernization especially the behavioral pattern of the consumer. It should be made clear here that this paper does not express the arguments against westernization. Rather it argues that it must be generated on the basis of local needs and wants by consuming and utilizing local products and markets.

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