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# Cultural Values

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# ❖ Introduction

- Culture value is the most basic cause of a person's wants and behavior.
- Growing up in society, a child learns basic values, perceptions, wants, and behaviors from family and other important institutions. It also influence our consumption.

## ❖ Definition of Culture Value

- The commonly held standards of what is acceptable or unacceptable, important or unimportant, right or wrong, workable or unworkable.



## ❖ Example

- The cultural value that the Hindu man believes is to respect your ancestors and your gods. One of the customs that acts as an outward sign of this value is to allow cows to have a natural death, rather than killing them. This custom, taken with all of the other customs that this community practices, represents a larger picture of Hindu culture.

## ❖ Conclusion

- Culture is defined as all of a group's guiding values and outward signs and symbols taken together as one big whole.
- Cultural values can be tack together by observing the various customs that the people have passed down for generations.
- Cultural values are widely held beliefs that state what is desirable and have some influence on behavior.

## ❖ References

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Thank You 