

SOCIAL RELATIONSHIPS (GROUPS)

● IDENTIFIED HISTORICAL (HIGH SCHOOL AGE) GROUPS:

- THE INTELLECTUALS : THE BOOKWORMS, ALWAYS STUDYING, PLANNED TO GO TO COLLEGE, NON-SMOKERS
- THE JOCKS : ATHLETIC, POPULAR, PARTY-GOERS, ABOUT HALF SMOKED, MARLBORO POPULAR BRAND
- THE DELINQUENTS : MISFITS, REBELS, CAUSED LOT OF TROUBLE, ALL SMOKED HEAVILY, LEATHER JACKETS
- THE PRIM & PROPER : THE "GOODY-GOODIES," NEVER IN ANY TROUBLE BECAUSE THEY NEVER DID ANYTHING, WOULD NOT THINK OF SMOKING
- SEVERAL OTHERS
 - STATUS SEEKERS
 - ACHIEVERS
 - DRUGGIES
 - INVOLVED IN LOT OF ACTIVITIES
 - PARTY-PARTY
 - LONER

● FOR TEENAGERS, BRAND CHOICE IS DICTATED BY THE GROUP'S PEER PRESSURE

● FOR TEENAGERS, MEMBERSHIP PRETTY MUCH LIMITED TO ONE TO TWO GROUPS

● AS ONE AGES, GROUP MEMBERSHIPS SHIFT, AND CAUSE UNCERTAINTY IN THE BASIC RELATIONSHIP

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