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Analysis of the Categorizations of Popular Culture and Their Influences in the Consumerist Society

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Abstract

Over the years, popular culture has become another area of interest for the scholars in the field of communication and scholars from other fields, such as Sociology, Anthropology, Political Science to mention but a few. This paper looks into the various categories of popular culture and their influences in the consumerist society. As a matter of fact, numerous examples are cited from the context of Nigeria with a little blend of foreign instances.

Keywords: *Culture, Consumerist society, Popular culture*

1. Introduction

Popular culture is another interesting area in scholarship. It is an interesting area not only for communication scholars but also for other scholars in social sciences. Despite this, serious study has not been conducted in this area. As Hinds *et al.* (2006) observed serious study of popular culture has been neglected in American colleges and universities. They further explained that elitist critics of culture like Dwight Macdonald and Edmund Wilson have always insisted that "whatever was widespread was artificially and esthetically deficient, therefore unworthy of study". The primary driving force behind popular culture is MASS APPEAL, and it is produced by what a cultural analyst, Theodor Adorno tags cultural industry. Having said this, now let's take a look at culture.

2. Statement of the Problem

The problem addressed in this research is the need to understand how popular culture is categorized and the impact that these categorizations have on consumer behavior in a consumerist society. Popular culture encompasses a variety of media, trends, and societal norms that influence individuals' preferences and consumption patterns. By delving into the categorizations of popular culture, the study aim to uncover how these classifications shape consumer choices and behaviors.

3. Research Objectives

1. To explore the various categorizations of popular culture in today's society.

2. To examine the factors that contribute to the classification of different facets of popular culture.

3. To analyze the influence of popular culture categorizations on consumer decision-making processes.

4. To propose strategies for marketers and brands to effectively leverage popular culture categorizations in their marketing efforts.

4. Culture

To understand popular culture, it is pertinent to understand what culture itself is all about. The definitions of culture are not exhaustive; each definition of this concept is considered as an attempt. Hence the concept of culture is fuzzy without fixed boundaries (Causadias, 2020). However, in this paper some scholarly definitions of culture are considered. Schaefer (2001) says culture is the totality of learned, socially transmitted customs, knowledge, material objects, and behavior. It includes the ideas, values, customs, and artifacts (for example, CDs, comic books and birth control devices) of cultures develop a dominant ideology, and how functionalists and conflict theorists view culture. While stating his view about culture, Neil (2006) argued that the word culture has different meanings. For some, it refers to an appreciation of good literature, music, art, and food. For biologist, it is likely to be a colony of bacteria or other microorganisms growing in a laboratory petri dish. However, for anthropologists and behavioral scientists, culture is the full range of learned human behavior patterns. Taylor (1871), culture is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by (a human) as member of society. In their contribution, Ogunsaya and Omobowale (2013) were cited by Abdullahi *et al.* (2009), affirmed that culture is a shared way of life that includes values, beliefs, and norms transmitted within a particular society from one generation to another. From the various definitions of culture above, it is understood that culture is the summation of a peoples' beliefs, customs and tradition which constitute their identity before other ethnic groups. This culture could be material or non-material culture. Material culture as Houk and McAdam (2012) observed is culture that refers to the physical aspect of a society, the objects made or modified by a human. In Nigeria, each ethnic group is identified by its dresses. These dresses are part of their material culture. In the northern Nigeria, horse riding, wearing of Babban riga, turban (for Hausas), Fulani mud hut, wearing of hat multicolored design by their male folks and the decoration their arms, hands and legs with ornaments by their female folks are all part of their material culture. Yorubas are known for wearing four-piece outfit, which consists of *Sokoto* (loosely fitted pants), Buba (top), Agbada (wide sleeved robe) for their male folks. Similarly, Igbo attire is usually called the Isiagu aka Chieftancy. The Isiagu is a soft shirt with pattern on it—most time gold or red patterns. Nonmaterial culture as pointed out by Chapel (2003) refers to the abstract ideas and ways of thinking that make up a culture. The components of nonmaterial culture include gestures, language, values, norms, folkways and mores.

5. Characteristics of Culture

Culture has some characteristics which help differentiate it from other concepts, these characteristics are:

- **Culture is learned:** Culture is not biological; nobody was born with it and therefore not innate. We all learnt our cultures; they are being transferred to us by our forefathers as we got to the world. This learning process of culture could be consciously or unconsciously. We learn culture from families, peers, institution, media, etc. The process of learning culture is called enculturation.

- **Culture is shared:** We share culture with other members of our group. This enables us to act socially appropriate and also predict how others will act.

- **Culture is based on symbols:** These symbols represent our cultures in as much as they gain our general recognition. For instance, language, money, arts among others are all symbols we are talking about.

- **Culture is integrated:** This simply means interconnectivity among different parts of a culture. All aspects of a culture are interrelated and to make the understanding of a culture easy one has to learn various aspects.

- **Culture is dynamic:** Cultures interact and change. Many cultures are in contact with one another and in the process, they exchange ideas and symbols. Culture changes from time to time.

6. Consumerism and Consumer Culture

Hayes (2021) noted that consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal and that a person's wellbeing and happiness depend fundamentally on obtaining consumer goods and material possessions. In economic sense, it is related to the predominantly Keynesian idea that consumer spending is the key driver of the economy and that encouraging consumers to spend is a major policy goal. From this point of view, consumerism is a positive phenomenon that fuels economic growth. Hayes claimed that in a common use, consumerism refers to the tendency of people living in a capitalist economy to engage in a lifestyle of excessive materialism that revolves around reflexive, wasteful, or conspicuous overconsumption. In this sense, consumerism is widely understood to contribute to the destruction of traditional values and ways of life, consumer exploitation by big business, environmental degradation, and negative psychological effects. Scott (2017), defined consumerism as an economic and social ideology and order that encourages consumption or acquisition of goods and services in a never-ending circle. Consumerism encourages purchasing and consumption of goods and services in excess of a person's basic needs. In economics, the term consumerism is used to refer to economic policies which encourage consumption. In a consumerist society, people are bombarded by adverts, discounts, product lunches, product giveaways among many other promotions meant to encourage constant and significant spending on goods and services. Consumerism encourages pursuit for the "good life". This may come at the expense of things like saving and investing. In his view, Cross (2018) says consumerism commonly refers to the unlimited and general desire for purchased goods and services that define self and social position in advanced market societies. Consumerism can also refer to a movement in the defense of the economic and personal needs of buyers of goods and services against dishonest, manipulative, or overly powerful manufacturing, retailing, and financial interest. Cross as quoted above said the second meaning of the word 'consumerism' emerged early in the twentieth century and was often associated with the cooperative movement that attempted in Europe to challenge the economic power of conservative retail chains and banks. The definition of consumerism in a general sense is the obsession of the public with goods and services, especially with goods or items that they cannot afford. In economics, consumerism is seen as a force that creates drastic spikes in purchasing (Hepler, 2021).To summarize the above definitions, we can see consumerism from two sides—one, the movement of the consumers to protect their interest from being exploited by the sellers in any way. Two, the desire to increase sales by exposing consumers to numerous goods services by the sellers.

7. Features of Consumerism

Some notable features of consumerism as highlighted by John Lo (2020) are stated below:

- **Protection of rights:** Consumerism helps in building business communities and institutions to protect their rights from unfair practices.

- **Prevention of malpractices:** Consumerism prevents unfair practices within the business community, such as hoarding, adulteration, black marketing, profiteering, etc.

- **Unity among consumers:** Consumerism aims at creating knowledge and harmony among consumers and to take group measures on issue like consumer laws, supply of information about marketing malpractices, misleading and restrictive trade practices.

- **Enforcing consumer rights:** Consumerism aims at apply the four basic rights of consumers which are Right to Safety, Right to be Informed, Right to Choose, and Right to Redress.

   The above features are based on the aspect of consumerism which stands in defense of consumers against dishonest practices or manipulations by the sellers of goods and services so that they can enjoy maximum satisfaction in exchange of their money.

8. Advantages of Consumerism

Below are some of the advantages of consumerism as presented by Gaille (2018).

- **Consumerism stimulates economic growth:** When goods or services are demanded in a society, then business must work harder to produce those items. It creates a never- ending circle of buying and selling which allows the economy to grow. Increased production level leads to more jobs. Additional employment leads to better wages in local communities.

- **It also boost creativity and innovation:** Business must continue to offer new goods or services to encourage ongoing sales. The only way to provide opportunities like this is to invest in research and development products. Consumers are always looking for the next product which solves their pain points better, cheaper or both.

- **Cost reduction are encourage because of consumerism:** When a society focuses on consumerism, the goal is to create the best value promise possible for the consumer.

- **It weeds out the poor performers naturally:** Companies are forced to stay innovative when managing consumerism. There is no other way to be competitive. Any one can enter the market with relatively few barriers to entry. The consumers will then have the final say as to gets to stay and who leaves, based on their purchasing preferences.

- **It creates safer goods for consumers:** When consumerism is the element driving society, purchasers become familiar with their rights and responsibilities. They seek protection from faulty products or inadequate goods by holding companies to higher standards.

9. Disadvantages of Consumerism

- **Consumerism encourages debt:** People take out short-term loans to meet the needs of consumerism more often than they do under different spending structures. Credit card purchases are frequent, especially during special events, holidays or new product launches.

- **It leads to health problems:** When people encounter debt that will not go away, higher stress levels are sure to follow. Constant exposure to stress leads to ongoing health problems, ranging from insomnia to depression and other mental health issues.

- **Consumerism does not provide fulfillment:** It is said that people do not receive long lasting fulfilment when their primary focus is on the materialism which occurs through consumerism.

- **Consumerism conflicts with various spiritual beliefs:** Islamic law forbids earning interest or paying it, Jesus told the rich young ruler that all he had to do to enter heaven was to give away all that he had, Buddhism looks at hard work and steady efforts as a path toward prosperity and progress.

- **The poor are always left behind by consumerism:** If you don't have the money to pursue a choice, then you are left with no choice. You purchase what you can afford to meet your needs. There is a negative stigma in consumerist societies involving people who ask for help.

10. Consumer Culture

Miles (2021), noted that consumer culture is a form of material culture facilitated by the market, which thus created a particular relationship between the consumer and the goods or services he or she uses or consumes. Traditionally, social science has tended to regard consumption as a trivial by-product of production. However, sociologists have increasingly come to realize the value of studying consumer culture for its own sake. Grimsley (2021), sees consumer culture as a culture where social status, values, and activities are centered on the purchase and consumption of goods and services. It is a business term used to describe the effect of social status, social values, and community activities on the overall purchase and consumption of goods and services in society

11. Consumerist Society

Cambridge Dictionary defined consumerist society as a society in which people often buy new goods, especially goods that they do not need, and in a high value is placed on owning many things. In a consumer society, there may be no better measure of how people feel than what they buy. Spacey (2019) described consumerist society as a large social system that is organized around spending by individuals.

12. Features of a Consumerist Society

For easy identification, the following are the features of a consumerist society as pointed out by Spacey (2019):

- **Consumer confidence:** Consumer confidence is measure of how consumers are feeling about future. When they feel fearful, they cut back on spending and begin to save. When they feel excessively confident, they take out too much debt and take too many risks leading to problems that reset the cycle back to fear.

- **Social status:** In consumerist society, consumers commonly use goods to signal or countersignal desirable social traits such as wealth, intelligence, coolness, and youth. Social status is traditionally a process of earning respect through social interaction. However, in the consumerist society social status is determined by one's purchasing power. For instance, in Nigeria those who use expensive phones are highly respected, even though some of them did not buy the phones with their hard-earned money.

- **Fear of missing out:** People tend to compare to others to determine how well they are doing in life. When they find someone is doing better it can trigger an intense of feeling of angst.

13. Popular Culture

To define the term "popular culture" is definitely not an easy task. The obvious fact is that popular culture is still a work in progress. In the past, it has lost some of its aspects and many are evolving at present. This, among other factors, could make an attempt to define it slippery and most time in conclusive. Another factor is that serious study is still yet to be done in the field globally. This view of mine is supported by Hinds *et al.* (2006) who claimed that serious study of "popular culture" has been neglected in American colleges and universities. They further explained that elitist critics of culture like Dwight Macdonald and and Edmund Wilson have always insisted that "whatever was widespread was artificially and esthetically deficient, therefore unworthy of study". However, in this paper, some scholarly definitions of popular culture are considered. Oxford Dictionary (2021) considers popular culture as culture that is based on the taste of ordinary people rather than educated elite. This definition sees popular culture as a commodity that attracts the patronage of the less privileged, the poor and the have nots. Storey (2006) offers six definitions of popular culture and they are captured as follows:

1. Popular culture is simply culture that is widely favored or well-liked by many people: it has no negative connotations.

2. Popular culture is whatever that is left after you have identified what high culture is: in this definition, pop culture is considered inferior, and it functions as a marker of *status* and *class*.

3. Pop culture can be defined as commercial objects that are produced for mass consumption by non-discriminating consumers. In this definition, popular culture is a tool used by the elites to suppress or take advantage of the masses.

4. Popular culture is folk culture, something that arises from the people rather than imposed upon them: pop culture is authentic (created by the people) as opposed to commercial (thrust upon them by commercial enterprises).

5. Pop culture is negotiated: partly imposed on by the dominant classes, and partly resisted or changed by the subordinate classes. Dominants can create culture but the subordinate decide what they keep or discard.

6. The last definition of pop culture discussed by Storey is that in the postmodern world, in today's world, the distinction between "authentic" versus "commercial" is blurred. In pop culture today, users are free to embrace some manufactured content, alter it for their own use, or reject it entirely and create their own.

14. Categories of Popular Culture

Since one of the main areas this paper shall cover is the categories of popular culture, it is therefore important here to list and explain these categories with numerous examples from Nigeria.

- **Entertainment:** Under this category, sub-categories, or if you like, typologies exist. These are, film, music, television and video games. Entertainment industry in Nigeria is fast growing. Uncountable number of youths are trooping into the industry due to the lucrative nature of it and scarcity of white-collar jobs. This,

no doubt, has given birth to different popular cultures. For instance, Nollywood has produced so many movies and some of these movies have become very popular. Such movies are Osofia In London, produced in 2003 with its protagonist as Nkem Owoh, it is a comedy film and directed by Kingsley Ogoro, it is one of the highest selling Nollywood films in history; King of Boys is one of such films, produced in 2018 in series. In music, songs like Bank Alert by P-square, African Queen by 2face, Ojuelegba by Wizkid, Celebrate Me by Patoranking, Want It All by Burna Boy , Skelewu by Davido and a host of other songs have formed popular culture. Important to mention here is the style of dance of this music. In Nigeria, dance styles such as Skelewu, Shaku-Shaku, Focus, Zazu-Zeh and One-Corner have created and are creating a crazy scene for our youths. In the United State, Swing Dance was popular in 1950s and in South Africa, Tango Dance. Television shows like Big Brother 9ja, Project Fame, Gulder Ultimate Search and so on made the list of popular culture. Although the growth of video games in Nigeria is a fast one, yet the industry is still young. Some examples of video games in Nigeria are Ps4, Ps5, Play station, Fifa 19, Grand Theft Auto (GTA) to mention but a few.

- **Sports:** The popularity of a particular sport and the players could genesis a popular culture. For instance, football game is a popular sport in Nigeria and by extension, the players. In Nigerian super eagle, names like Kanu Nwankwo, J.J. Okocha, Mikel Obi, Ahmed Musa, Victor Moses among others are a house hold name. Therefore, the acts of these people, negative or positive are considered as worthy of emulation. Basketball, athletics, volley ball, hand ball are all popular games in Nigeria. Drew (2021) observes that throughout the world (and particularly in Europe), association football (aka soccer) is the dominant sport in culture. Even within football, English Premier League has mainstream status throughout the world. People worldwide have their preferred team-Manchester united, Chelsea FC, Liverpool, Arsenal, etc. Elsewhere in the world, other sports have increased prominence. In India, for example, cricket and particularly the Indian Premier League, are central in the national culture.

- **News:** We have hard news and soft news. The news about conflict has high human interest and could attract a lot of attention from the masses. News about politics and the politicians is worthy of mentioning here. For instance, Tinubu's declaration of intention for presidency recently has generated debates, confusions, jubilations and become the agenda of the time. Why all these? Was he the first to have ever done that in this country? No. It is simply due to his prominence. The sub-categories of news such as entertainment news, political news, business news, agricultural news are popular among the sections of the country that have interest in those areas, e.g., the farmers.

- **Politics:** Politics as a game of number has gained unimaginable recognition and popularity in the world and particularly in Nigeria. No one can exist without politics. No wonder a famous philosopher, Aristotle says "man by nature is a political animal". The monetization of politics in Nigeria is the strong reason people from different disciplines, even as lucrative as the field of medicine, are jettisoning their areas of specialization for politics. Aside the game itself, objects and statements or slogans associated with politics have become popular culture. In Kano for instance, red cap is an object that is popular among the political group which believes in the political ideology of Kwankwaso. In Nigeria, "change" is the slogan of the ruling party, APC, just like "power" is a popular slogan of the opposition party, PDP and so on.

- **Fashion:** Fashion industry is another hub of popular culture. The trend in the industry is another interesting occurrence. The mode of dressing in this 21st century is totally different from what was obtainable in the previous generations. Dresses like "show me your back", a kind of clothe worn by ladies in Nigeria to reveal the back side of their body has gained popularity. Among the guys, rugged jeans with several cuts is common among the youths in Nigeria. styles of jeans circulate in and out of mainstream popularity. As Drew puts it, the 1970s were popular for their flare jeans, the 1990s had loose-fitting jeans, the 2000s had side pocket jeans, and 2010s had skinny jeans. Often, style will go out of fashion for several decades before being revived by grandchildren of those who use to wear them.

- **Toys:** Children's toys similarly rise to popularity within cultures at various times. Teddy bears, police cars, spiderman, avengers, mariya, sofia and a host of other toys are ubiquitous in Nigerian homes recently. Many parents in Nigeria spend thousands naira on toys to please their children.

- **Technology:** Technology is becoming more and more important and prevalent in all aspects of culture. Technological products such as cellphones, cars, computers among others are gaining overwhelming popularity now than before. This popularity is made possible by their trends. For instance, the use of iPhones among the youths in Nigeria and the trend that associates with it is a glaring popular culture. When iPhone 3G models appeared in the market in 2007, because of its sharp camera and how it browses faster than other cellphones, many youths in Nigeria started running after it, even those who could not afford it would rather steal to have one. Later on, iPhone 4 came and iPhone 3 became obsolete and its demand dropped completely. Nigerians shifted their patronage to iPhone 4. This has been the trend. Now we have iPhone 13 and iPhone 13 pro max.

- **Food and Drinks:** Popular culture can also be seen in the food and drink trends of a society. In the United States, popcorn and soda at the cinema is a prominent cultural trope enjoyed by the masses. Ice cream at the beach in summer may also be seen as a popular trend. In the United Kingdom, fish and chips and Indian curries are dishes that have risen to pop culture status (these dishes often being called the 'national dishes'). In Canada, poutine is celebrated as a food that is popular in the national zeitgeist. In Australia, meat pies also rise to such prominence. In Nigeria, ice cream and shawarma, barbecue fish, chickens and kebab (suya) are very popular.

- **Cartoons:** Cartoons are another popular culture that capture a nation (and particularly children of a nation) are morning cartoons. These cartoons form the backdrop of many schoolyard conversations and children's games. Examples of popular Saturday morning cartoons throughout history include Scooby-Doo, Buggs Bunny, Road Runner and X-men. Tom and Jerri cartoon is also a very popular cartoon in Nigeria.

- **Slangs:** Language can also be a part of popular culture. Each generation develops their own way of speaking, their own phrases and idioms. For example, slangs like "everywhere stew" by Wizkid, "baddoo" by Olamide, "you be big name" by Patoranking, "na dem dey rush us" by Deribb, "we move" by Stone Bwoy (a Ghanaian musician), "you Gerrit? If you don't Gerrit, forgeri about it" have common usage among Nigerians on social media platform. Millennials and Gen Z have developed slang based around internet usage. Phrases like "surfing the web", "break the interne", and "don't at me" each refers to actions that can be taken on the internet.

15. Influences of Popular Culture in the Consumerist Society: Nigeria in Focus

If we take a careful look at Nigeria, and considering the definition of a consumerist society, it is not a wrong declaration here, to say, Nigeria is a consumerist society. A consumerist society is any society whose dwellers or settlers buy goods or patronize services they don't really need. People in this kind of society buy product for show off, or to feel among or for fear of being left out. The influence will be considered from two sides; positive and negative sides. A good example of this practice in Nigeria is the acquisition of expensive phones by many dependent youths. It is said that if you can't buy anything twice, you can't afford it. Then what is the essence of using one's last card to buy an expensive product for buying sake, and not for productive purpose?

16. Positive Influence

1. **Unity:** Popular culture serves as an effective way of establishing relationships between people from different backgrounds. It is especially relevant for youth who found entire communities based on common interests. Like any other society, in Nigeria, popular culture brings together people of the same interest, belief and like mind together. It is a unifying mechanism. Youths who are in love with the same popular culture in Nigeria interact, share their ideas about the new trend in their chosen area of popular culture**.** For instance, sport lovers in Nigeria have different associations based on their club of fandom, while in the viewing center, the fans sit according to their club, like Chelsea fans, Arsenal fans, Man U fans, etc. and this strengthens friendship.

2. **Employment opportunities:** Many youths in Nigeria are leveraging on music, dance and films for a living. Don Jazzy, for instance, is one of the Nigerian music stars who moved from zero to become a hero in the music industry, Wizkid, Davido, Burna Boy made the list among the top 10 best musicians in Nigeria in

2021. In Nollywood, Mercy Johnson from a humble home in Kogi State rose to fame, Destiny Etiko is another successful actress in Nigeria to mention here.

3. **Awareness and protest:** Pop celebrities have helped a lot in the areas of awareness creation in Nigeria. For instance, during Covid 19 pandemic, some pop celebrities were seen on the bill boards displaying the measures to take to prevent its spread. Also, awareness was created on the road and social media platforms about the dangers of this disease and the need for people to maintain social distance as commanded by the government. Similarly, "End SARS" protest recorded a huge success due to the involvement of pop celebrities like A.Y. Comedian, Davido, Yul Edochie among others. Even though some protesting youths were killed and maimed in the process as some hoodlums hijacked the protest leading to sporadic shootings by soldiers, the primary aim of stopping the operation and the malpractices of the SARS was achieved.

4. **Business boom:** The viewing centers in the country are numerous, this has created a plethora of opportunities for itinerant traders to market their merchandise. Sachet water, bottle water, coca cola drinks are sold in high quantity. Bar attendants are not left out in this market.

5. **Contribution to country's economic growth:** Fashion industry, entertainment, sports have positive influence on Nigeria's economy. They pay tax to the government and by doing so, the contribute to economic growth of the country.

6. **Consumption boom in the retail industry:** The retail industry is experiencing a major boom of consumerism right now. Superhero merch, cartoon merch, bestselling novel merch, the streets are practically flooding with fandom merchandise right now. The sales have hit a record high that's first ever in the history of the industry.

17. Negative Influence

Tramel (2018) noted that while research on the effects of pop culture on teenagers is not yet conclusive, the predominance of pop culture in today's society definitely has some effects. In particular, it affects the way teenagers think of themselves, how they associate with others and how they express characteristics of their maturation.

1. Popular culture has destroyed the society by changing the normal way of dressing to provocative way thus promoting sexuality. The culture has led to the display of various celebrities dressed provocatively in fashion magazines, websites and advertisements. Many teenage and adult females look up to these celebrities and imitating them because they believe this is the right way to dress. In Nigeria, Big Brother 9ja show, where participants dress half naked is a good example of this. Tiwa Savage, one of the popular female singers in Nigeria with more than a million followers on her Facebook page is fond of dressing half naked, making her gullible followers to emulate her styles.

2. Many pop musicians are drug addicts, this means that society will be more harmed if more young people imitate them. Teenagers may opt to go an extra mile to look or act like them and this may involve the use of drugs and unacceptable means.

3. The use of cellphone promotes cybersex among teenagers. Cybersex is sexual arousal using computer technology, especially by wearing virtual reality equipment or by exchanging messages with another person via internet. It is what Boskey (2020) described as an activity for one, two, or even more, and can be anything from sending a sexy text to exploring teledildonics (a high-tech sex toys). As a popular culture, youths in Nigeria are addicted to their smartphones. As a matter of fact, immoralities are embraced and promoted among them.

4. Popular culture corrupts the mode of eating among the youths in Nigeria. In Africa, eating with left hand is not our culture. Our culture frowns at eating with left hand. Today, because of popular culture our youths have embraced eating with left hand and are proud of it.

5. Indecent dressing among the youths. Because of popular culture, many youths in Nigeria have learnt, through the movies they watch, have to dress half naked. The use of skimpy dress among women and the use of rugged jeans among guys are all consequences of popular culture. Because of this, our ladies are now vulnerable to rape and our guys appearing irresponsible.

6. The use of slangs as a popular culture corrupts youths' use of English language. Many pop celebrities in Nigeria are identified with their peculiar slangs. These slangs are imitated hook, line and sinker by our youths. These slangs affect their effective communication in English language. One of such slangs is "bahd, baddo, baddest" in a song sang by Falz, Davido and Olamide instead of "bad, worse, worst" as the right comparison.

18. Conclusion

Popular culture like any other type of culture is dynamic. It is no doubt the culture of the masses with negative and positive influences on the youths. It is an evolving area of interest with little studies in circulation. So far, literatures available have shown that this sub-culture has done more harm than good to our youths and teenagers. In Nigeria for instance, many youths have gone wild and become deviant as a result of their exposure to the activities of pop celebrities. Some of these areas where the youths fell victims of immoral behavior of the pop celebrities have already been mentioned in this paper. More so, in a bid to do justice to the topic at hand, meanings of culture, consumer culture, consumerism and consumerist society with several features have been explored. Finally, pop culture is an interesting culture that is rapidly evolving. this rapid evolvement could be due to its promoters—the media and the celebrities.

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