ly impossible to achieve. Withal, rapid social change in modern society disrupts hegemonic values, thus leading to anomie, with secularisation also being a feature. The New Age offers an ‘authentic identity’; alternative methods to achieve perfection; and a sense of certainty in times of social unrest. This has been criticised on the grounds that the prospect of an ‘authentic’ self is not quantifiable, and therefore is an invalid point. Other sociologists have argued that as opposed to rejecting mainstream culture, some people turn to traditional religion; become entranced by consumer culture; or become engrossed in work.

In summary, there are a variety of reasons explaining the increasing number of religions, ranging from marginalisation and relative deprivation to social change. Interestingly, globalisation could result in more people who are marginalised being attracted to new religious movements, thus presenting the potential for a permanent shift in cultural dynamics for the foreseeable future.