



Culture's Influence on Consumer Behavior



Consumer Behavior

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“Levels” of Cultural Norms

- Supranational
- National
- Group

At the supranational level, youth 14-24 segmented as:

- In-crowd
- Pop mavericks
- Networked intelligentsia
- Thrill renegades

Culture and Marketing

- Culture's continuous evolution
- Cultural beliefs reflect societal needs



FIGURE 11.3 Discouraging Distracted Driving

Learning Cultural Values

- Formal learning
- Informal learning
- Technical learning
- Enculturation (consumer socialization) vs. acculturation
- Marketing's influence

Language and Symbols

- Verbal symbols
- Nonverbal symbols
 - Product
 - Promotion
 - Price
 - Stores at which product is available



Defined

Ritual

A type of symbolic activity consisting of a series of steps (multiple behaviors) occurring in a fixed sequence and repeated periodically.

Ritual Artifacts

TABLE 11.1 Selected Rituals and Associated Artifacts

RITUAL	ARTIFACTS
Wedding	White gown (something old, something new, something borrowed, something blue)
Birth of child	U.S. savings bond, silver baby spoon
Birthday	Card, present, cake with candles
Fiftieth wedding anniversary	Catered party, card and gift, display of photos of the couple's life together
Graduation	Pen, U.S. savings bond, card, wristwatch
Valentine's Day	Candy, card, flowers
New Year's Eve	Champagne, party, elegant formal dress
Thanksgiving	A turkey dinner served to family and friends
Going to the gym	Towel, exercise clothes, water, iPod
Sunday football	Beer, potato chips, pretzels
Super Bowl party	Same as Sunday football (but more)
Starting a new job	Get a haircut and buy new clothes
Getting a job promotion	Taken out to lunch by coworkers and receive token gift
Retirement	Company party, a watch, and a plaque
Death	Send a card, send flowers, donate money to charity in honor of the deceased

Ritualistic Behavior

TABLE 11.2 Facial Beauty Ritual of a Young Advertising Executive

1. I pull my hair back with a headband.
 2. I take off my makeup with L'Oréal makeup remover.
 3. Next, I gently rub a Qtip with some moisturizer around my eyes to make sure all of my eye makeup is removed.
 4. I wash my face with Noxzema facial wash.
 5. I apply Clinique Dramatically Different Lotion to my face and neck.
 6. If I have a blemish, I dry it out with Clearasil Treatment.
 7. Once a week, using a wet and warm cloth, I apply Clinique Clarifying Lotion 2 to my face and neck to remove dead skin cells.
 8. Every three months, I get a professional salon facial to clean my pores deeply.
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Discussion Questions

- What are some rituals (religious, educational, social) that you have experienced?
- What artifacts or products were part of that ritual?
- How did marketers influence the choice of these artifacts?

Measuring Cultural Values

- Content analysis
- Field observation
- Depth interviews
- Focus groups
- Questionnaires

Criteria to Select Core Values

- The value must be pervasive
- The value must be enduring
- The value must be related to consumption behavior

American Core Values

Achievement and
Success

Time and Activity

Efficiency and
Practicality

Progress

Materialism

Individualism and
Conformity

Freedom of
Choice

Humanitarianism

Youthfulness

Fitness and
Health

To which Core Value does the ad appeal?



**SPEND YOUR TIME EATING IT.
NOT MAKING IT. 4 MINUTES, AROUND \$4.**

Pour this Campbell's® *Chunky*™ soup over instant mashed potatoes or microwavable rice, and dinner is served. Grab dozens of dinner ideas at chunky.com.

It's amazing what soup can do.®



To which Core Value does the ad appeal?



To which Core Value do the ads appeal?

Windows® Life without Walls.™ HP recommends Windows 7.



THE COMPUTER IS PERSONAL AGAIN.

What finger wants, finger gets.

Buy, sell or browse just about anything you can imagine through the power of human touch. Only the new HP TouchSmart 600t PC lets you experience your favorite websites and apps the way you should: intuitively.

Touch the future now at hp.com/touchsmart



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Ecologically Responsible Consumption

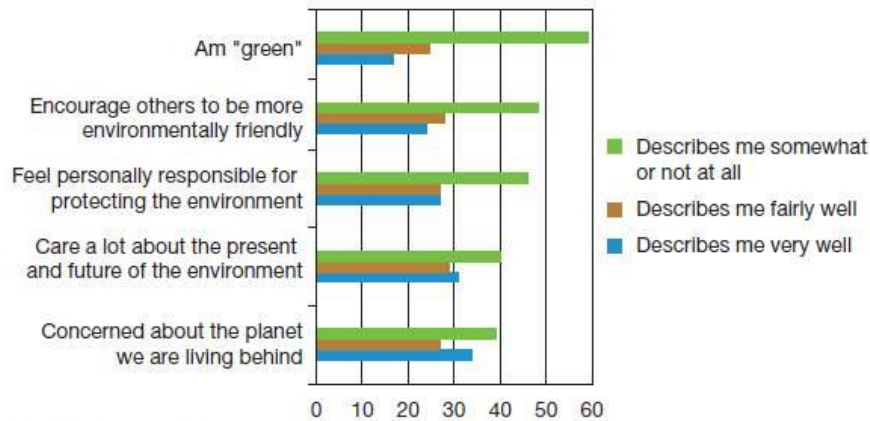
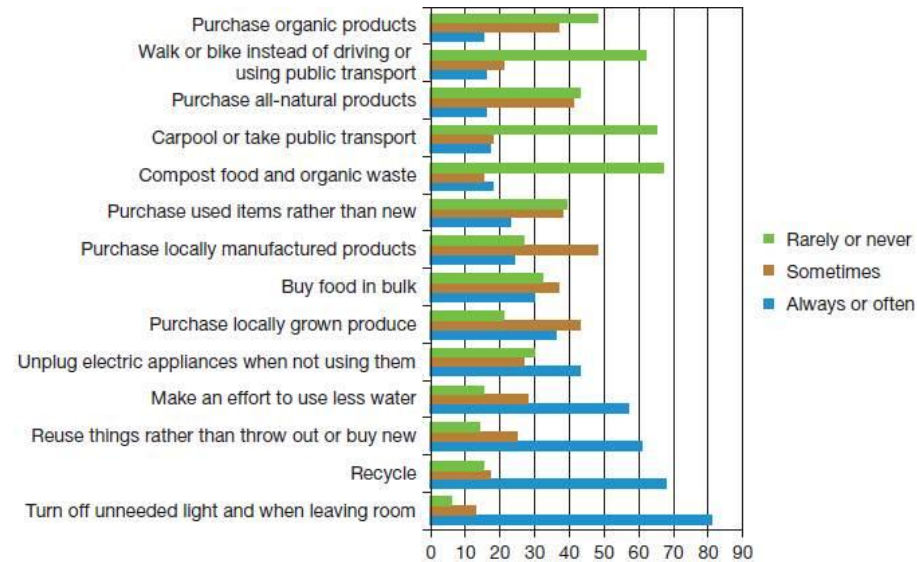


FIGURE 11.13 Americans' "Green" Attitudes



Discussion Question:

How do your "Green" attitudes affect your purchase behavior?