



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

SUBJECT CODE: BBL -203

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Lecture-27



External Determinants of Consumer Behavior

These factors include culture, subculture, social class, reference group and family influences. They are associated with the groups that the individual belongs to and interacts with.

Culture:

Culture refers to the traditions, taboos, values and basic attitudes of the whole society within which an individual lives. It is essentially associated with a certain nationality or religious identity of an individual. Cultural norms are learnt by an individual from childhood and their influence is so ingrained that it is invisible in daily behaviour. Culture teaches an individual the acceptable norms of behaviour and tells him the rights and wrongs. When an individual deviates from acceptable norms, certain sanctions are imposed on him.

Cultural values affect how business is conducted. Culture also affects consumption behaviour. Cultural influences can be seen in the food habits and dressing style of people. It also influences communication (language), attitudes and values that influence consumption patterns.

For instance, attitude towards future security and prosperity affects the propensity to save and consume and also affects decisions about possessions. In many Asian countries, having one's own house is one of the most important indicators of security (it is considered an investment) and lends social standing.

Cultural influences are highly conspicuous in communication messages. Use of colours, symbols, language and message sources reflect culture. Many brands associate their messages with a country's culture to adapt their messages. For instance, Honda, a Japanese brand communicates Indianness and its wide presence in India by using the brand logo in Mehendi (Henna, a local craft of painting one's hands), Chevrolet uses a popular Indian festival to indicate cultural adaptation, while some food brands such as Pillsbury show the mother serving hot food to her children and thus communicating her love (signifying the role of the mother in the Indian culture) to position their brand's superior product. The main aim of the multinational brands is to

tune their messages according to the cultural specifications of various regions that they operate in.