**CB – Chapter 11 – Discussion Questions**

* 1. **Distinguish among beliefs, values, and customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs.**

While the terms 'culture,' 'values,' and 'customs' are often used interchangeably, each is actually a distinct piece of the bigger picture. A **custom** is a ritual or other tradition that is an outward sign of the group's cultural values. The group's **values** aren't always obvious right away - they run deep! Cultural values can be pieced together by observing the various customs that the people have passed down for generations. **Culture** is defined as all of a group's guiding values and outward signs and symbols taken together as one big whole.

(<https://study.com/academy/lesson/cultural-values-definition-examples-importance.html>)

The first, and perhaps most crucial, elements of culture we will discuss are its values and beliefs. **Values** are a culture’s standard for discerning what is good and just in society. Values are deeply embedded and critical for transmitting and teaching a culture’s beliefs. **Beliefs** are the tenets or convictions that people hold to be true. Individuals in a society have specific beliefs, but they also share collective values. To illustrate the difference, Americans commonly believe in the American Dream—that anyone who works hard enough will be successful and wealthy. Underlying this belief is the American value that wealth is good and important.

(<https://courses.lumenlearning.com/wm-introductiontosociology/chapter/values-and-beliefs/>)

All are included in cultural values.

Ex.

* School – Tidy
* Party – Fancy or outstanding dress
* Funeral – Black or non-colorful dress
* Court – Modest dress
  1. **A manufacturer of fat-free granola bars is considering targeting school-age children by positioning its product as a healthy, nutritious snack food. How can the three forms of cultural learning be used in developing applicable marketing strategies?**
* **Learning Cultural Values**
  + **Formal learning**: when parents, older siblings, and other family members teach younger members “how to behave.”
  + **Informal learning**: when children imitate the behaviors of selected others, such as family, friends, or TV and movie heroes and characters.
  + **Technical** **learning**: when teachers instruct children, in educational environments, about what should be done, how it should be done, and why it should be done, in social as well as personal settings.
  + **Enculturation** (consumer socialization) (learning one’s own culture) versus. **Acculturation** (learning new or foreign cultures.)

Formal learning – A message appeal to the target belonging to the family who pursues a balanced and healthy diet

Informal learning – Promote using celebrities that children of the target age envy

Acculturation – Promote it as a trendy diet/snack to people from different countries or cultures

* 1. **For each of the following products and activities listed below:**

1. **List two relevant core values and explain your choices.**
2. **Describe how each value either encourages or discourages buying the product or engaging in the activity.**

**The products and activities are:**

1. **Donating blood**

* Humanitarianism – Can empathize with people in need of blood
* Materialism – Blood donations do not help them financially

1. **Buying a smartphone**

* Efficiency and practicality – Get useful information easily and effectively
* Fitness and health – Smartphone addiction sometimes adversely affects people’s health

1. **Using sun protection products regularly**

* Fitness and health – Prevent skin damage
* Time and activity – No time for using extra products regularly

1. **Buying a microwave oven**

* Time or Efficiency and practicality – Cook food quickly and easily
* Progress – Enjoy the cooking process itself rather than quick and easy cooking
  1. **Why are companies increasingly introducing “green” products and engaging in ecological- friendly practices?**

1. It helps attract new segments of consumers. Certain groups of consumers may not purchase your products because they are either unhealthy or they are polluting the environment. By improving your production practices and by focusing on the health benefits of your product, you can acquire new customer segments.

2. It offers a unique product positioning. Customers often consider green products to be of superior-quality, compared to products that aren’t marketed as green. Businesses can use this opportunity to position their product in the premium category. They can even charge their customers higher to recover the expenses incurred in implementing green practices.

3. More product innovations are possible. In order to go green, businesses often have to rework and redesign their manufacturing practices and processes. They may even need to bring in new technology to support this change. These new processes and new technologies give businesses the ability to experiment with product development.

4. Consumer education and engagement becomes easier. Green marketing is a relatively new concept. Not all customers may be aware of it. When businesses go green, they can encourage their consumers to go green as well. Additionally, businesses can engage their customers through green marketing initiates. They can create contests where customers can provide solutions to burning environmental concerns. They can also release videos and podcasts to educate customers on using their products in a more environmentally friendly way.

5. Businesses can become market leaders and influencers. Implementing green practices will help businesses be product and process innovators, which may give them the much-needed competitive advantage. Soon, they may find themselves creating benchmarks for their competitors to follow. They may even become market leaders.

6. It increases brand visibility and brand recall. Product innovations and unique positioning allow businesses to gain brand visibility. The more a business implements green practices, the higher will its visibility be. The higher the visibility, the greater is the brand recall value.

(<https://www.business2community.com/marketing/moving-towards-green-marketing-will-benefit-company-01902812>)

* 1. **How do people you know react to “green” products? Is there a discrepancy between what they say and what they do in relation to “green” products? If so, why do you think there is a discrepancy?**

I have vegan friends who are against raising animals for just human diet, but they tend to care more about their health than the consumption of ‘green’ products.

According to the research, people are unwilling to buy green products because of doubts over performance ability — most consumers perceive them as being less effective. The research reveals that consumers tend to base their buying decision on superior functional performance of the product, indicating that the choice is often influenced by the assumptions that the green products have inferior performance. Companies often find it really difficult to sell green products despite these products having features that are less harmful to the planet and people. These include biodegradable and nontoxic ingredients that enhance energy efficiency and include recycled components. The research said that while consumers want to buy such products, this rarely results in actual purchases. They often end up buying the conventional alternatives. Researchers said instead of over-advertising green attributes, companies should concentrate on highlighting the performance aspects of the products.

(<https://economictimes.indiatimes.com/industry/miscellaneous/why-people-dont-buy-environment-friendly-products-like-green-crackers-cars-here-is-a-clue/articleshow/74435995.cms>)

The problem is that the savings generated by going green are often less than expected; they do not make up for the initial cost quickly enough to make them economically viable.

(<https://www.sapling.com/6182126/disadvantages-going-green>)

The main reason many people choose to avoid green action is that they think it will cost them more than their typical, environmentally harmful activities.

(<https://edblogs.columbia.edu/scppx3335-001-2014-1/2014/04/02/why-dont-we-all-go-green/>)

(<https://environmental-conscience.com/going-green-pros-cons/>)

**HANDS-ON ASSIGNMENTS**

* 1. **Identify a singer or singing group whose music you like and discuss the symbolic function of the clothes that person (or group) wears.**

**Imagine Dragons** – Usually wear casual clothes in dark (or black) colors. Since they are a typical rock band group, they rarely wear very flashy outfits, and even if they do, they only use them as point outfits. Their clothing may tend to show their musical characteristics.

* 1. **a. Find advertisements for two brands of deodorants. Do a content analysis of the written and pictorial aspects of each ad. Identify any core values portrayed in each ad and explain your choices.**

**텍스트이(가) 표시된 사진

자동 생성된 설명**

**Nivea**'s deodorant advertisement shows a misconception about deodorant to promote that it is a good product for skin care, not just because of the smell.

**Core value** – Practicality and fitness

텍스트이(가) 표시된 사진

자동 생성된 설명

**Sanex**'s deodorant promotes 7 benefits from using one product.

**Core value** – Time and efficiency

Both ads share similar core values. But in the case of Sanex's products, it seems that more benefits can be obtained.

**b. Describe how the symbols in each ad convey the deodorant’s characteristics and brand image.**

Both advertisements show that people can experience more features than just avoiding smell which is the basic feature of deodorant. Through this, they convey the image of their companies that sell efficient products.