

Instrumental materialism is concerned with the acquisition of things to enable one to do something or achieve something. Instrumental materialism is common in the United States of America. On the other hand, terminal materialism is the requisition of materialism for the sake of owing it rather than for use. Cultural differences play an important role in this type of materialism. Japanese advertisements are mostly dominated by terminal materialism.

Hard Work or Leisure : Some societies value hard work and consider it as a fuller life. Others adopt labour saving devices and instant food to have more leisure time at their disposal.

Consumerism Vs. Saving : Should one save for the rainy day or live for the day? Sacrifice the present for the future, or live only for the day? In India people consider buying against credit cards as living beyond one's means, whereas credit cards are very popular in America and other countries having a different cultural orientation. Some societies save for tomorrow; others enjoy the present and spend lavishly.

Sexual Gratification or Abstinence : Some traditional societies curb their desires, food, drinks or sex, beyond a certain requirement. Muslim cultures are very conservative, and do not want their women to be seen in public or be exposed, so the Polaroid camera which gives instant photographs can be purchased and pictures can be taken by the family members without their women being exposed to the developers in a photo lab.

Humour or Seriousness : Should we take life lightly and laugh it off on certain issues or, take everything seriously? This is another aspect of culture. Advertising personnel selling techniques and promotion may revolve around these themes and the way the appeal for a product is to be made in various cultures.

□ How Culture Affects Consumer Behaviour?

Culture has a significant effect on why and how people purchase and consume the products and services. It has a bearing on the type of product purchased, structure of consumption, buying decision making and communication in a society.

I. Influence of Culture on Pre-buying and Buying

Culture affects the need, search and alternative evaluation stages of buying decision making in a variety of ways. Marketers influence these stages by point of purchase displays, advertising in the print and electronic media (TV) and also by various retailing and promotional techniques. However, not all the cultural aspects can be influenced in this way especially those which are difficult to change in short term period of time.

Culture affects how consumers search for information. In India word of mouth and advice from a family member or friend or relative about a product or service etc. are more important than an advertisement. While

in advanced countries people's advice may be on internet or friend or relative. To form marketer must understand particular culture.

During alternative evaluation perspectives. For example an expensive pair of shoes because thrift (a cultural value) this a poor person may buy or group values that person as it will increase his social status.

During the buying process driven. Indian consumer comparison to a native some Middle Eastern consultation fee is substantial matter even in India and is non-negotiable. But the experience of

II. Influence of Culture on Post-buying

Culture also affects subsequent disposition. Consumers have different expectations addressed by the marketer formulated because of beliefs and norms of culture and form of products. Consumers require a different product in USA or in other countries not only to wash them in different countries those products will be accepted and expectations is

Culture also influences last stage of consumption. Washing machines consumer moves from left behind as they move. Other culture such as Japan use, giving them

product development, new advertising themes and new channels of distribution. Traditional societies have little chances of development and innovation.

Performance / Status Orientation : In performance oriented societies, where rewards and prestige is based on an individual's performance, less importance is given to brand names. Products which function equally well and may not be big brand names are also used. A status oriented society strives for higher standards of living, and picks quality goods and established brand names and high prices items. This is true for the United States, U.K., France and other developed countries.

Problem Solving / Fatalist : A society can be optimistic and have a problem solving attitude or it may be motionless and depend on fate. This has marketing implications on the registering of complaints when consumers are discontented with the purchase of the products. Advertising plays an important part and gives guidance to the consumer, and removes these doubts to a great extent.

Beauty Consciousness : If a culture lays too much stress on cleanliness and beauty. There is scope for the sale of beauty creams, soaps, deodorants, insecticides, washing powder, vacuum cleaner, etc. In western countries, a lot of emphasis is placed on this aspect and perfumes and deodorants are widely used. In our country too people are becoming more conscious about their physical appearance this is reflected in the increasing sale of face creams both for men and women.

Environment Preservation : There are differences in attitude over nature and its preservation among people from different societies. Some consumers stress on packing materials that are recyclable and environment friendly. Some countries give great importance to stop environmental pollution and to recycling of products. Companies like P&G, Colgate-Palmolive captured a great extent of the market by offering products which are less harmful to the environment. They also use ingredients in the products which are not harmful in any way.

III. Self-Oriented Values

Active/passive : Different cultures have different viewpoint with regard to active or passive orientation towards life. In some culture active orientation is valued higher than passive orientation. There are many cultures where women are also participating actively in all the walks of life. This makes the society a highly active one, where everybody is involved in work.

Material/Non-material : In many societies money is given more importance, and a lot of emphasis is on being material minded. While in many societies things like comfort, leisure and relationships are considered more important than materialism. Materialism can be of two type namely instrumental and terminal materialism.

4. Masculinity/Femininity : This factor determines the degree to which societies hold values conventionally regarded as predominantly masculine or feminine. For instance, nurturing, concern for the environment and championing the underdog are associated with a femininity, and assertiveness, respect for achievement, and the acquisition of money and material possessions are identified with masculinity.

□ Cultural Values

Cultural values are important to the organised and integrated nature of culture. A cultural value can be defined as a widely held belief that endures over time. Values therefore produce inclinations to respond in standard ways. They serve as standards or criteria for behaviour. Values deal with modes of conduct and, therefore, transcend specific situations. There are three major forms of cultural values namely; Other oriented values, Environment oriented values and Self oriented values as shown in the figure given below :

I. Other Oriented Values

These values establish a relationship between individuals and the society. This relationship in turn has a bearing on the marketing practices of the firms. If the society values collective activity, decisions will be taken in a group. It gives rise to following questions which affect consumer behaviour.

Individual/Collective : Whether individual initiation has more value than collective activity ?

Adult/Child Theme : It considers what kind of role children have to play in buying decision-making or buying decisions are taken by the adult members.

Masculine/Feminine : Whether the society is male dominant, women dominant or balanced.

Youth/Age : Are prestige roles assigned to younger or older members of the society. American society is youth oriented and Indian is age oriented. Decisions are taken by mature people in India.

Competitive/Co-operation : Whether competition leads to success. This is achieved by forming cartels with competing firms.

II. Environment Oriented Values

Traditional : Traditional oriented societies stick to the old product and defy innovation or new techniques. In traditional societies, there is less scope for new products, and old traditional products are in greater demand. In some societies which are upwardly mobile, consumers are looking for modern methods, new products, new models and new techniques.

Risk taking Habit : Some people are risk takers while certain others are risk averse by nature. This depends on the culture of the society. For developing new entrepreneurs risk taking is a must. It leads to new

Influence of Culture on product development, new advertising, distribution. Traditional societies have innovation.

Performance / Status Oriented Values : These societies, where rewards and performance equally well and may not function equally well and may not be status oriented society strives for quality goods and established brands.

Problem Solving / Fatalistic Values : These societies have a problem solving attitude or fatalism. This has marketing implications as consumers are discontented with these doubts to a great extent.

Beauty Consciousness : Cleanliness and beauty. The soaps, deodorants, insecticides and deodorants are widely used in western countries, a lot of emphasis is given to these products due to increasing sale of face creams.

Environment Protection : Nature and its preservation are stressed by consumers. Stress on environment friendly products, environmental pollution, P&G, Colgate-Palmolive products which are low in ingredients in the products.

III. Self-Oriented Values

Active/passive : In many cultures, active orientation is regarded as more important than passive orientation. This is involved in work and leisure walks of life. This is involved in work and leisure walks of life. This is involved in work and leisure walks of life.

Material/Non-material : Importance, and a non-importance, and a more important than less important. Instrumental and non-instrumental values.