

PRINCIPLES OF MARKETING





LEARNING JOURNAL UNIT 3

BUS 2201-01 PRINCIPLES OF MARKETING - AY2024-T4



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MY REFLECTIONS ON BUYER BEHAVIOR IN SWEDEN

CULTURE'S INFLUENCE

Sweden's culture is built on values like equality, individualism, and environmental consciousness. These cultural factors undoubtedly shape buyer behavior in the country. For example, the emphasis on equality means Swedes tend to be egalitarian consumers who avoid overt displays of wealth or status through purchases. "Products are seldom bought to signal status; instead, understatement is a cultural norm" (Usunier & Lee, 2013). Swedish cultural values also drive interest in sustainable, ethical products.

Swedish individualism fosters a buyer behavior focused on self-expression and standing out. "Swedes desire unique products to reflect their personality and individuality" (Usunier & Lee, 2013). While tending towards understatement, they still want products that make a personal statement.

PERSONALITY'S ROLE

An individual's personality traits also impact their purchasing decisions in Sweden. More extraverted Swedes may be drawn to products that allow them to stand out or express themselves publicly. Those higher in openness to experience may seek out innovative, novel products and concepts. Conscientious buyers will research options carefully and weigh factors like quality and reputation.

EXPERIENTIAL INFLUENCES

The Swedish consumer's perspective on companies, products, and buying circumstances is always influenced by their past experiences. Most people would steer clear of a certain store in

the future if they had a bad experience there. Positive associations from a brand's great customer service or product quality could build loyalty and influence future purchases in its favor.

Someone who grew up with regular outdoor family activities may place more value on purchasing camping, hiking, or sporting goods as an adult. The experiential background of formative years can create enduring interests and purchasing patterns.

A REAL-LIFE EXAMPLE: URBAN OUTDOOR LIFE

To illustrate the influence of *cultural*, *personality*, and *experiential* factors on buyer behavior, let's look at my friend and colleague Erik's recent shopping experience. Erik is a 28-year-old living in central Stockholm, a city where over 90% of residents live within 300 meters of a park or green space (Björk et al., 2008).

As a typical urban Swede, Erik embraces outdoor life and nature integrated into the cityscape. He's extraverted and values public expression through unique fashion choices. Erik's family loved camping when he was young, instilling an appreciation for gear that facilitates an active outdoor lifestyle.

A few months ago, Erik needed a new backpack for day hikes and cycling trips around the city. Sweden's cultural values of environmental sustainability and individualistic expression were key drivers. He wanted something stylish yet functional and made from eco-friendly materials.

Erik spent weeks researching different backpack brands and models online, carefully considering quality, capacity, and visual appeal – very fitting for his conscientiousness. His

outdoorsy background made him scrutinize technical specs like water resistance and back ventilation.

In the end, Erik chose a sleek roll-top backpack from the Swedish brand *Fjallraven*, known for balancing minimalist Scandinavian design with durable outdoor functionality. The backpack uses recycled polyester and allows customization with different color accents to fit his personality. Its urban styling works for both hiking and biking around Stockholm's parks and trails.

Erik's choices perfectly exemplified a Swedish buyer's behavior stemming from cultural ideals of sustainability and individuality, his personality traits of conscientiousness and extraversion, and the outdoor experiences that created an affinity for activewear beyond just performance.

REFERENCES

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