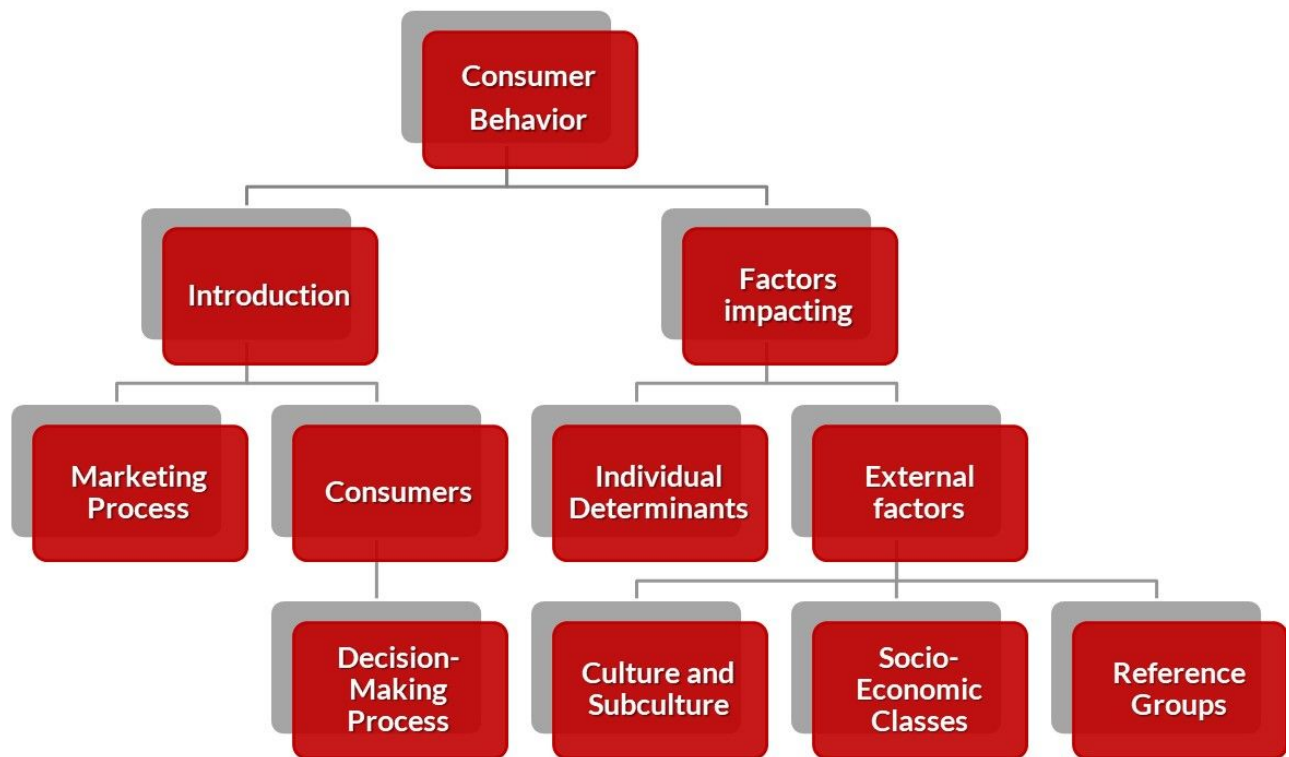


Summary

External Influences on Consumer Behavior



Culture and Subculture

Culture	Components of Culture	Subculture
<ul style="list-style-type: none"> • The ideas, customs and social behavior of a particular society • Provide opportunities for innovation and localization of products for the marketers • Impacts the communication and the imagery that brands portray 	<ul style="list-style-type: none"> • Values • Language • Myths • Customs • Rituals 	<ul style="list-style-type: none"> • Address the need of different regions with the same strategy or else to create tailor-made strategies for the respective regions • The impact of power, distance and masculinity is more dominant in the North as compared to the South India. On the other hand, South Indians are more traditional and emotional in their purchase behavior.

Socio-Economic Classes

Impact of socio-economic classes on the purchasing behavior and lifestyle of a consumer:

Social Class	Lifestyle Orientation	Purchasing Tendencies
Upper class	<ul style="list-style-type: none"> • Good taste • Graceful living • Individual expressions • Interest in art and culture 	<ul style="list-style-type: none"> • Prefer quality merchandise • Expensive hobbies and recreation activities • Art • Books • Travelling
Middle class	<ul style="list-style-type: none"> • Respectability • Conformity • Social esteem 	<ul style="list-style-type: none"> • Items in fashion and self presentation • Good clothing • House items for kids
Working class	<ul style="list-style-type: none"> • Fun oriented • Unsophisticated taste • Focus on possession and not ideas 	<ul style="list-style-type: none"> • Newest appliances
Lower class	<ul style="list-style-type: none"> • Neighbourhood oriented • Want immediate gratification 	<ul style="list-style-type: none"> • Products enhancing self-esteem and status symbol in neighbourhood

Reference Groups

The four types of reference groups:



Disclaimer: All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of UpGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or UpGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without UpGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.