



Culture's Influence on Consumer Behavior



Consumer Behavior

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Chapter 11 Learning Objectives



- 11.1 To understand culture's role, dynamics, evolution, and impact on consumers' priorities and behaviors.
- 11.2 To understand language, symbols, and rituals as expressions of a learned culture.
- 11.3 To understand how to measure the influence of culture on consumer behavior.
- 11.4 To understand Americans' core values and how to apply them to persuasive communications.
- 11.5 To understand green marketing and ecologically responsible consumption.

Learning Objective 11.1

11.1 To understand culture's role, dynamics, evolution, and impact on consumers' priorities and behaviors.

“Levels” of Cultural Norms

- Supranational
- National
- Group

At the supranational level, youth 14-24 segmented as:

- In-crowd
- Networked intelligentsia
- Pop mavericks
- Thrill renegades

Culture and Marketing

- Culture's continuous evolution
- Cultural beliefs reflect societal needs



FIGURE 11.3 Discouraging Distracted Driving

Learning Objective 11.2

11.2 To understand language, symbols, and rituals as expressions of a learned culture.

Learning Cultural Values

- Formal learning
- Informal learning
- Technical learning
- Enculturation (consumer socialization) vs. acculturation
- Marketing's influence

Language and Symbols

- Verbal symbols
- Nonverbal symbols
 - Product
 - Promotion
 - Price
 - Stores at which product is available

Ritual

A type of symbolic activity consisting of a series of steps (multiple behaviors) occurring in a fixed sequence and repeated periodically.

Ritual Artifacts

TABLE 11.1 Selected Rituals and Associated Artifacts

RITUAL	ARTIFACTS
Wedding	White gown (something old, something new, something borrowed, something blue)
Birth of child	U.S. savings bond, silver baby spoon
Birthday	Card, present, cake with candles
Fiftieth wedding anniversary	Catered party, card and gift, display of photos of the couple's life together
Graduation	Pen, U.S. savings bond, card, wristwatch
Valentine's Day	Candy, card, flowers
New Year's Eve	Champagne, party, elegant formal dress
Thanksgiving	A turkey dinner served to family and friends
Going to the gym	Towel, exercise clothes, water, iPod
Sunday football	Beer, potato chips, pretzels
Super Bowl party	Same as Sunday football (but more)
Starting a new job	Get a haircut and buy new clothes
Getting a job promotion	Taken out to lunch by coworkers and receive token gift
Retirement	Company party, a watch, and a plaque
Death	Send a card, send flowers, donate money to charity in honor of the deceased

Ritualistic Behavior

TABLE 11.2 Facial Beauty Ritual of a Young Advertising Executive

1. I pull my hair back with a headband.
2. I take off my makeup with L'Oréal makeup remover.
3. Next, I gently rub a Qtip with some moisturizer around my eyes to make sure all of my eye makeup is removed.
4. I wash my face with Noxzema facial wash.
5. I apply Clinique Dramatically Different Lotion to my face and neck.
6. If I have a blemish, I dry it out with Clearasil Treatment.
7. Once a week, using a wet and warm cloth, I apply Clinique Clarifying Lotion 2 to my face and neck to remove dead skin cells.
8. Every three months, I get a professional salon facial to clean my pores deeply.

Discussion Questions

- What are some rituals (religious, educational, social) that you have experienced?
- What artifacts or products were part of that ritual?
- How did marketers influence the choice of these artifacts?

Learning Objective 11.3

11.3 To understand how to measure the influence of culture on consumer behavior.

Measuring Cultural Values

- Content analysis
- Field observation
- Depth interviews
- Focus groups
- Questionnaires

Rokeach Values Survey

- 18 terminal values (ends)
 - Personal
 - Interpersonal
- 18 instrumental values (means)
 - Competence
 - Moral

TABLE 11.3 The Rokeach Typology and Illustrative Promotional Themes

		TERMINAL VALUES: Goals and desired states of existence	
		PERSONAL VALUES: Personal focus	SOCIAL VALUES: Interpersonal focus
INSTRUMENTAL VALUES: Preferable behaviors and means for achieving terminal values.	COMPETENCE VALUES: Being ambitious, capable, and responsible. When violated, the person feels ashamed and inadequate.	Promotional messages should reflect consumers' sense of accomplishment, self-respect, and striving for a comfortable life and independence.	Rather than depicting merely concern, messages should show helping others and the role of one's skills in doing so.
	MORAL VALUES: Being cheerful, helpful, and honest. When violated, the person feels guilty.	Promotions should stress concern for societal issues and intense conviction to advance such causes.	The majority of Americans. Promotions should stress conformity, caring for others, and social consciousness.

Gordon's Survey

TABLE 11.4 Marketing-Applicable Values from Gordon's Inventory

PERSONAL VALUES

ACHIEVEMENT

Enjoying challenge, growth, and accomplishment. Knowing what one wants to accomplish and doing so in an outstanding manner.

GOAL ORIENTATION

Prefer having well-defined objectives and completing tasks. Knowing exactly what one is aiming for.

VARIETY

Disliking routines and preferring new experiences. Visiting new places. Trying new and different things. Being able to have a variety of experiences and travel a lot.

INTERPERSONAL VALUES

LEADERSHIP

Being in charge and having authority and power. Not having to follow order. Leading groups. Having others work under one's direction.

RECOGNITION

Being looked up to, considered important, and admired. Having people make favorable remarks. Being noticed.

CONFORMITY

Doing the correct thing and following regulation. Doing what's accepted and proper. Conforming strictly to rules and moral standards.

Learning Objective 11.4

11.4 To understand Americans' core values and how to apply them to persuasive communications.

Criteria to Select Core Values

- The value must be pervasive
- The value must be enduring
- The value must be related to consumption behavior

American Core Values

Achievement and
Success

Time and Activity

Efficiency and
Practicality

Progress

Materialism

Individualism and
Conformity

Freedom of
Choice

Humanitarianism

Youthfulness

Fitness and
Health

Humanitarianism

Benefits to Donors:

- Belongingness
- Trusting
- Social-practical motivation
- Prestige

TABLE 11.5 Attitudes Toward Donating Money to Charities

1. Willing to help others who are in need and less fortunate.
2. Those who are not in need should be charitable toward those who are.
3. People in need should receive support from others.
4. Money donated to charities goes to good uses and helps those in need.
5. Charitable organizations have been effective in assisting those who are needy.
6. Charitable organizations perform a useful function.

American Core Values: Illustrative Promotional Themes

TABLE 11.7 Americans' Core Cultural Values and Illustrative Promotional Themes

CORE VALUE	DEFINITION	ILLUSTRATIVE PROMOTIONAL THEMES
Achievement and Success	Hard work and excelling in other aspects of life lead to success.	"Fact: Our car members experience more" "You're worth it" "For people who are in the best shape they've ever been in, but still aren't satisfied"
Time and Activity	Being active and busy in one's job and life and expanding one's horizons.	"A new challenge daily—Wow, I'm so fortunate" "Prepare today, to lead for a lifetime"
Efficiency and Practicality	Saving time and effort and finding pragmatic products and solutions. Less theory, more practice.	"The taste you want, the energy you need" "So easy, even an adult can open our container"
Progress	Seeking and adopting new processes that replace less advanced ones.	"One-step process to a better complexion" "Only 4 minutes to a great family meal"
Materialism (Comfort and Pleasure)	Accumulating possessions that enable a more comfortable and pleasurable life.	"Bring the family together: Create a great backyard" "Not rich? Start saving tomorrow"
Individualism and Conformity	<i>Individualism</i> : Be yourself and marching to the "beat of your own drum," as opposed to adhering to group norms and being the same as others. <i>Conformity</i> : Desire to fit in.	<i>Individualism</i> : "You answered to your own drum in college, now how about a challenging position for your career?" <i>Conformity</i> : "Drive carefully" "Respect others" "Be included: Vote this November"
Freedom of Choice	Having freedom of choice and expression.	"Almost more colors than hairs on your head" "America is about choice"
Humanitarianism	Helping the less fortunate and people in need.	"No kid should go hungry" "We combat natural disasters with human kindness"
Youthfulness	Looking youthful and remaining "young at heart" despite aging chronologically.	"Never look your age again" "Be Young. It's a state of open-mindedness"
Fitness and Health	Caring about one's health and ability to be physically active.	"Relax—It's the good fat" "Create your perfect body"
Ecological Responsibility	Caring about the environment and buying "green" products.	Toyota Prius hybrid car; Clorox Green Works cleaner; scores of products from Arm & Hammer, Palmolive, and most other firms

To which Core Value does the ad appeal?



**SPEND YOUR TIME EATING IT.
NOT MAKING IT. 4 MINUTES, AROUND \$4.**

Pour this Campbell's® *Chunky*™ soup over instant mashed potatoes or microwavable rice, and dinner is served. Grab dozens of dinner ideas at chunky.com.

It's amazing what soup can do.®



To which Core Value does the ad appeal?



To which Core Value do the ads appeal?



To which Core Value do the ads appeal?

Windows® Life without Walls.™ HP recommends Windows 7.



THE COMPUTER IS PERSONAL AGAIN.

What finger wants, finger gets.

Buy, sell or browse just about anything you can imagine through the power of human touch. Only the new HP TouchSmart 600t PC lets you experience your favorite websites and apps the way you should: intuitively.

Touch the future now at hp.com/touchsmart

Windows is a trademark of the Microsoft group of companies. Systems may require additional and/or separately purchased hardware or software. A DVD is included to install the Windows 7 software and take full advantage of Windows 7 functionality. See <http://www.microsoft.com/windows/windows7/> for details. Simulated images. Internet access required and sold separately. © Copyright 2010 Hewlett-Packard Development Company, L.P.

To which Core Value do the ads appeal?



THE LONGER YOU WAIT, THE DEADLIER ABUSE GETS.
Abuse only gets worse over time. If you're being abused, we can help.
Call 414-933-2722 now. Before it's too late.

family
peace
center

Learning Objective 11.5

11.5 To understand green marketing and ecologically responsible consumption.

Ecologically Responsible Consumption

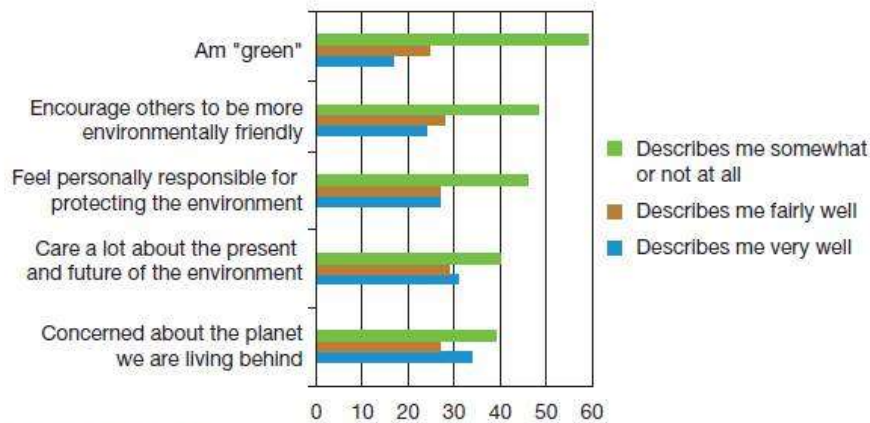
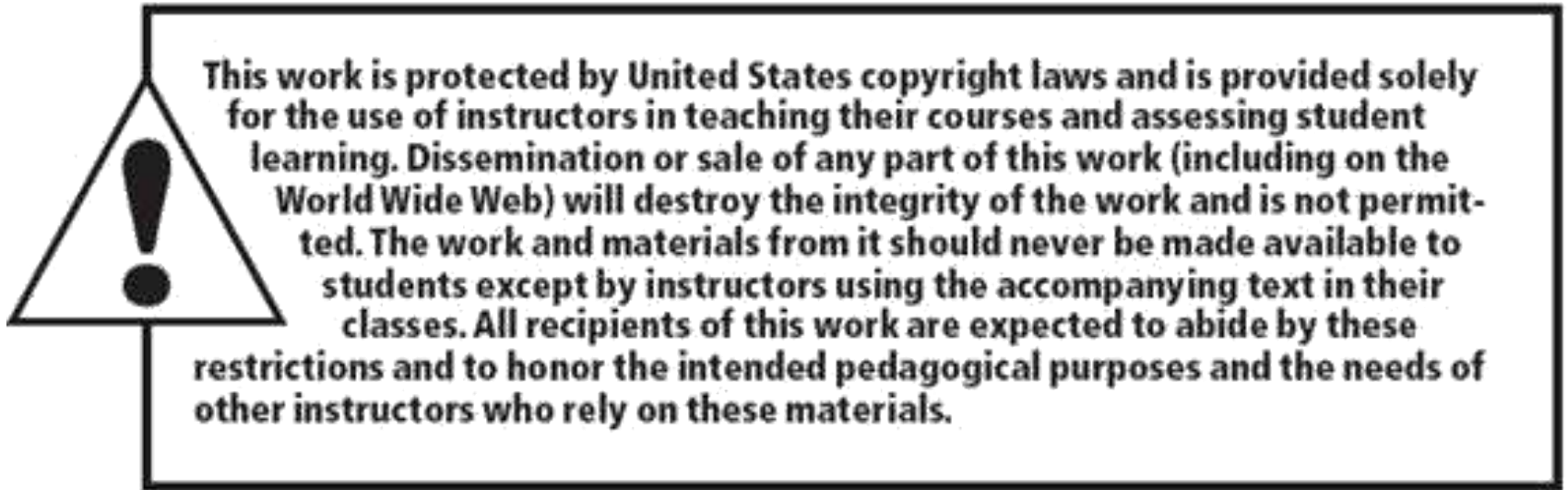


FIGURE 11.13 Americans' "Green" Attitudes



Discussion Question:
How do your "Green" attitudes affect your purchase behavior?



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