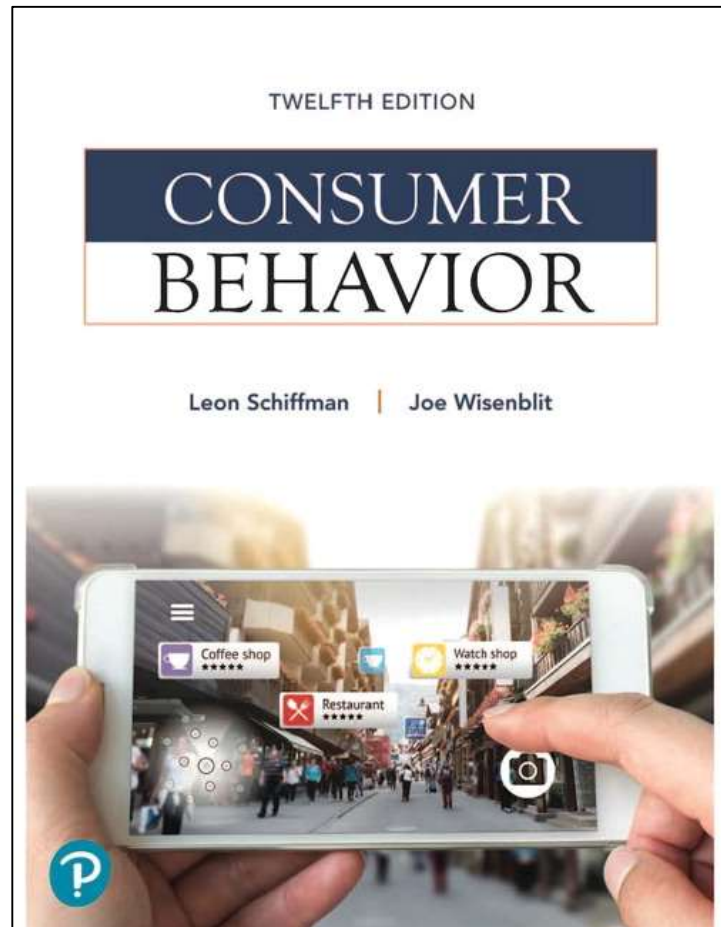


Consumer Behavior

Twelfth Edition



Chapter 11

Cultural Values and
Consumer Behavior

Learning Objectives

11.1 To understand culture's dynamics and impact on consumer behavior.

11.2 To understand cultural learning.

11.3 To understand what it means to study cultural values.

11.4 To understand core cultural values and their marketing applications.

Which Cultural Value? (1 of 2)



A photograph of a white plate filled with a hearty meal of white rice topped with Campbell's Chunky Beef with Country Vegetables soup. The soup contains large chunks of beef, carrots, and green peas. A silver spoon rests on the plate. In the background, a wooden cutting board and a knife are visible. Below the photo, the text reads: "SPEND YOUR TIME EATING IT. NOT MAKING IT. 4 MINUTES, AROUND \$4." To the right is a can of Campbell's Chunky Beef with Country Vegetables soup. Below the can, the text reads: "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." At the bottom, a red banner says: "It's amazing what soup can do."

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

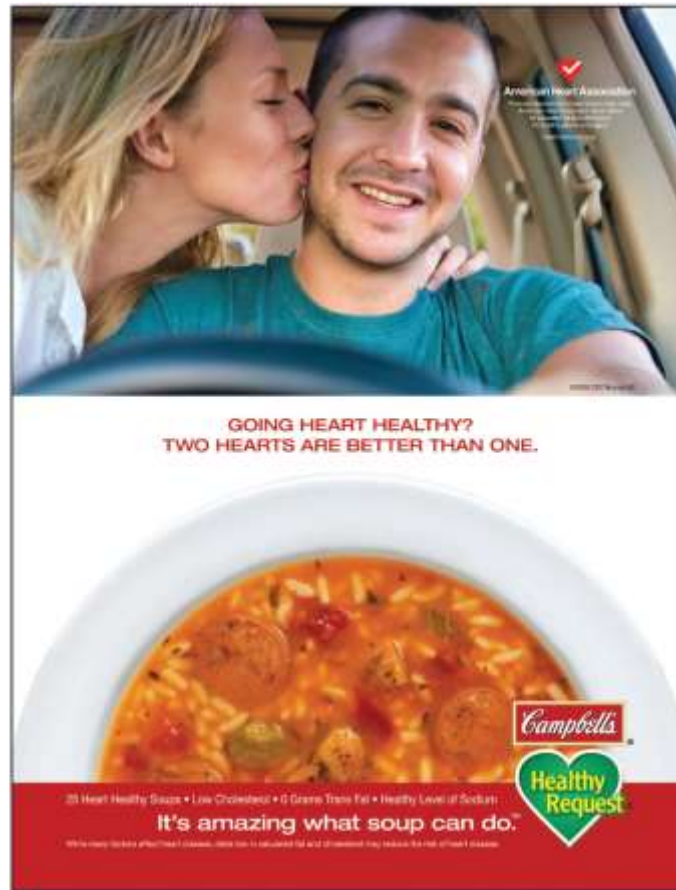
Pour this Campbell's® Chunky™ soup over instant mashed potatoes or microwavable rice, and dinner is served. Grab dozens of dinner ideas at chunky.com.

It's amazing what soup can do.

Campbell's
CHUNKY
BEEF
WITH COUNTRY VEGETABLES
WITH LEAN MEAT
READY VEGETABLES

Source: Campbell Soup Company

Which Cultural Value? (2 of 2)



Source: Campbell Soup Company

Learning Objective 11.1

11.1 To understand culture's dynamics and impact on consumer behavior.

“Levels” of Cultural Norms

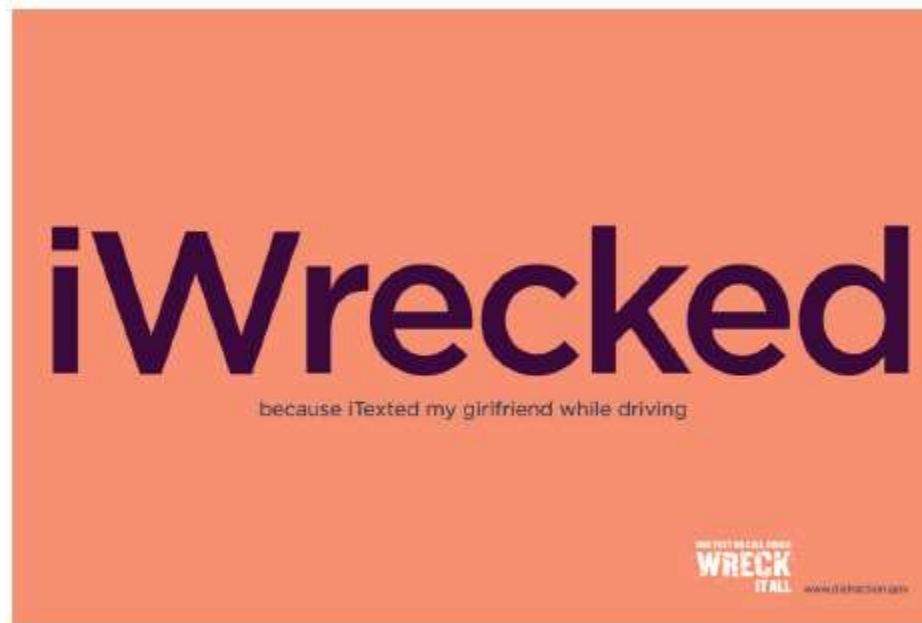
- Supranational
- National
- Group

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

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

Culture and Marketing

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



Source: United States Department of Transportation

Learning Objective 11.2

11.2 To understand cultural learning.

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

Defined

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

Ritualistic Behavior



Ritual Artifacts

Wedding

- White gown, catered party with friends and family, gifts

Birth of a Child

- Gifts, U.S. Savings bond, silver baby spoon

Birthday

- Card, gift, cake with candles

50th Wedding Anniversary

- Catered party, card, gift, display of photos of the couple's life, montage

Graduation

- Card, gift, party

Valentine's Day

- Candy, card, flowers, chocolates

Thanksgiving

- A home-cooked turkey dinner with family and friends

Super Bowl Party

- Beer, chips, pretzels, hero sandwiches, nachos

Starting a New Job

- Haircut, new clothes

Getting a Promotion at Work

- Taken out to lunch by co-workers

Retirement

- Company party, watch, plaque

Death

- Sympathy cards/notes, flowers, donations to charity to honor the deceased, home-made food to grieving family's home

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?

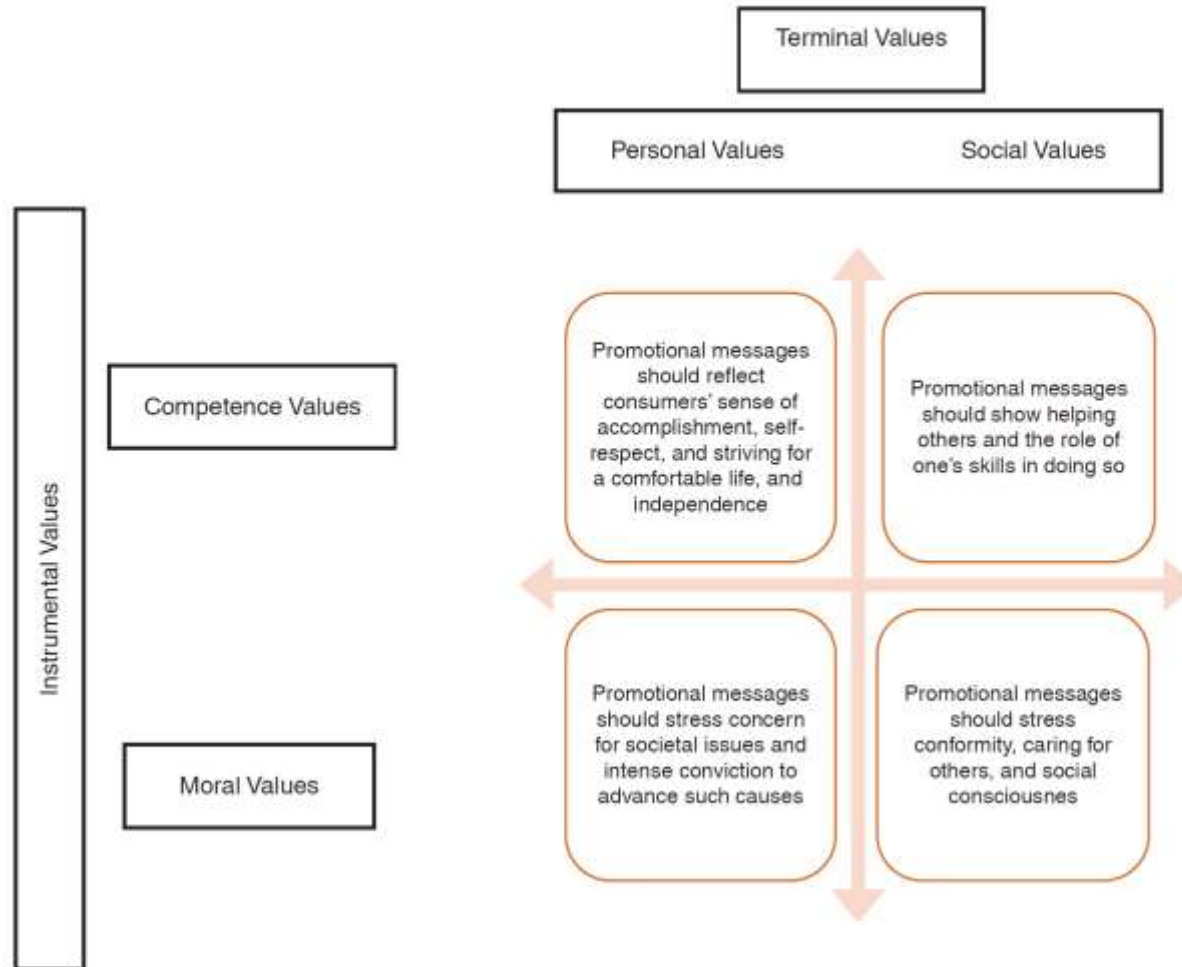
Learning Objective 11.3

11.3 To understand the means to study cultural values.

Measuring Cultural Values

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

Rokeach Values Survey



World Values Survey

- Traditional vs. Secular
- Survival vs. Self-Expression

Gordon's Survey

Table 11.1 Marketing-Applicable Values from Gordon's Inventory

Personal Values	Social Values
Achievement: Enjoying challenge, growth, and accomplishment. Knowing what one wants to accomplish and doing so in an outstanding manner.	Leadership: Being in charge and having authority and power. Having others work under one's direction.
Goal Orientation: Preferring to have well-defined objectives and completing tasks. Knowing exactly what one is aiming for.	Recognition: Being looked up to, considered important, and admired. Having people make favorable remarks. Being noticed.
Variety: Disliking routines and preferring new experiences. Visiting new places. Trying new and different things. Being able to travel.	Conformity: Doing the correct thing and following regulations. Doing what's accepted and proper. Conforming strictly to rules and moral standards.

Learning Objective 11.4

11.4 To understand core cultural values and their marketing applications.

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

Humanitarianism

Benefits to Donors:

- Belongingness
- Trusting
- Social-practical motivation
- Prestige

I am willing to help others who are in need and less fortunate.

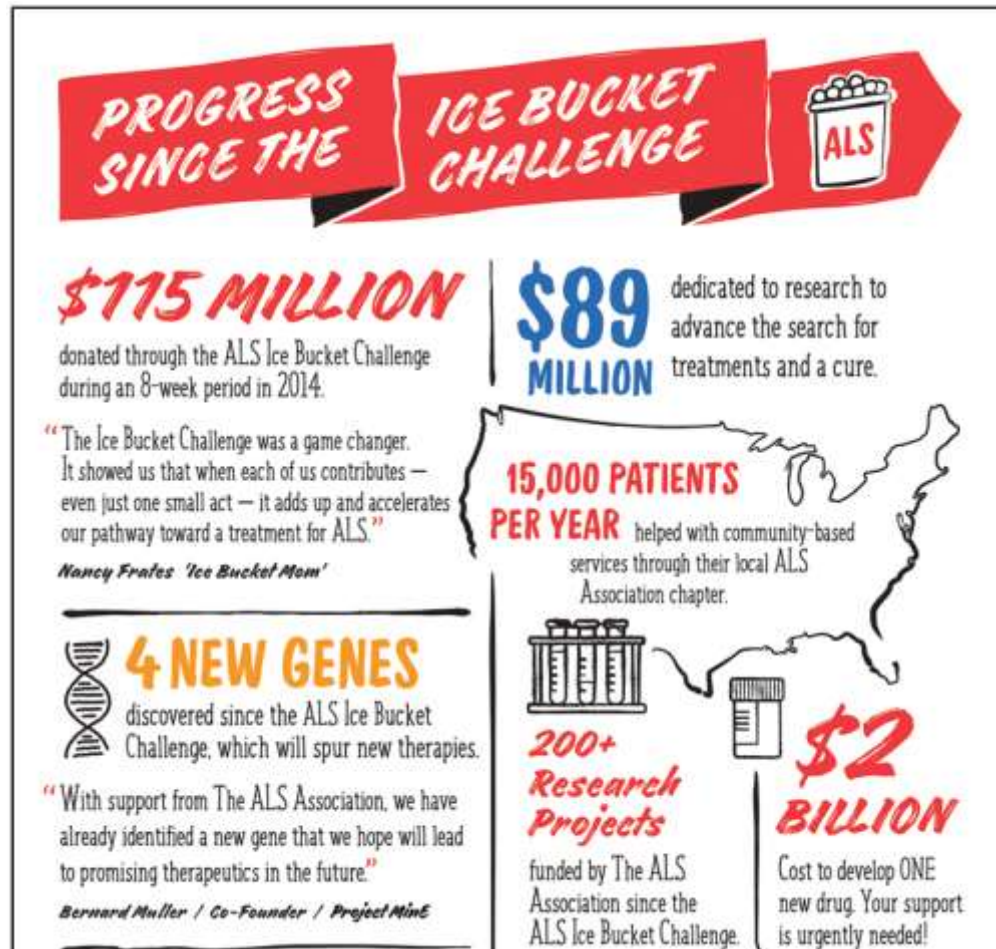
I believe that those who can should be charitable toward the needy.

I believe that money donated to charities goes to good uses and helps those in need.

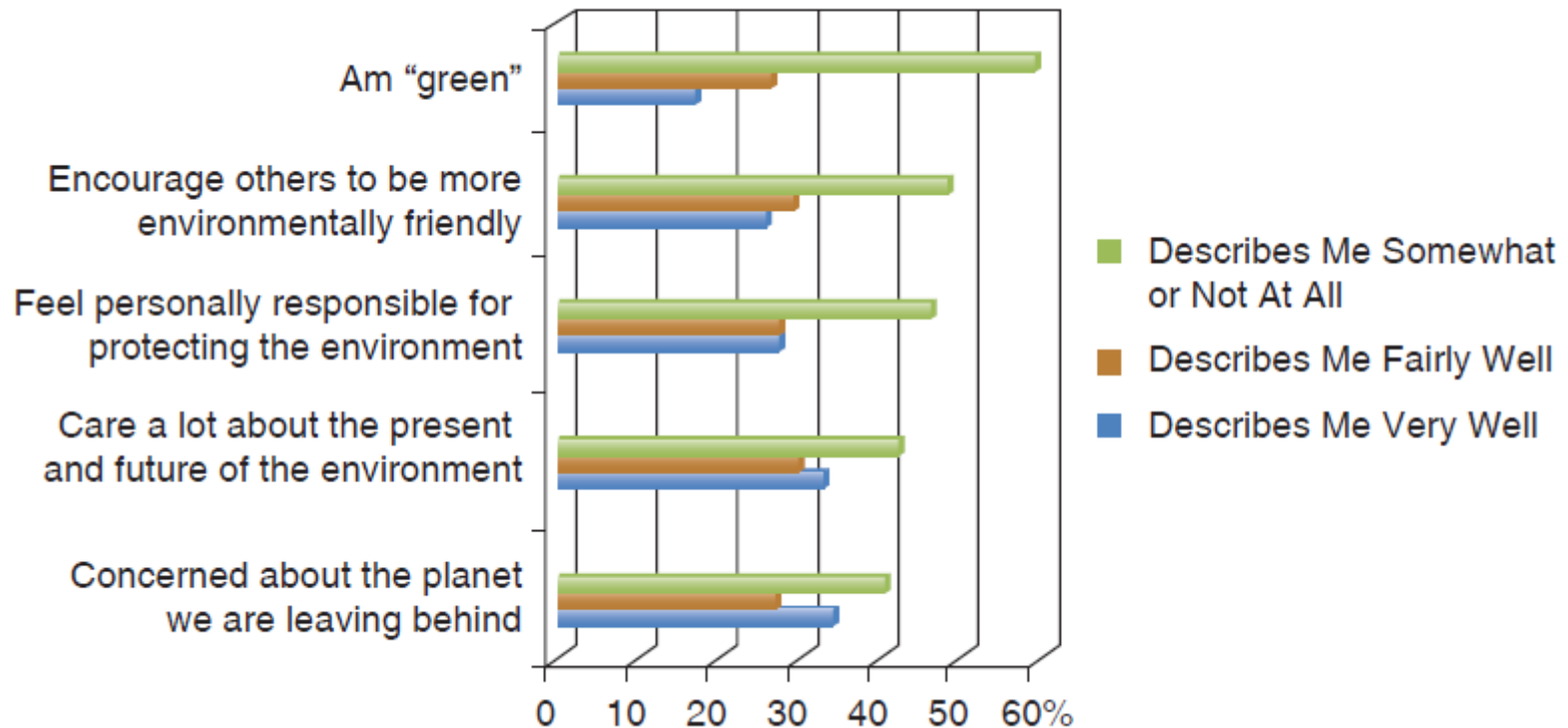
I believe that charitable organizations are effective in helping the needy.

I believe that charitable organizations perform a useful function.

Appeal to Progress and Humanitarianism

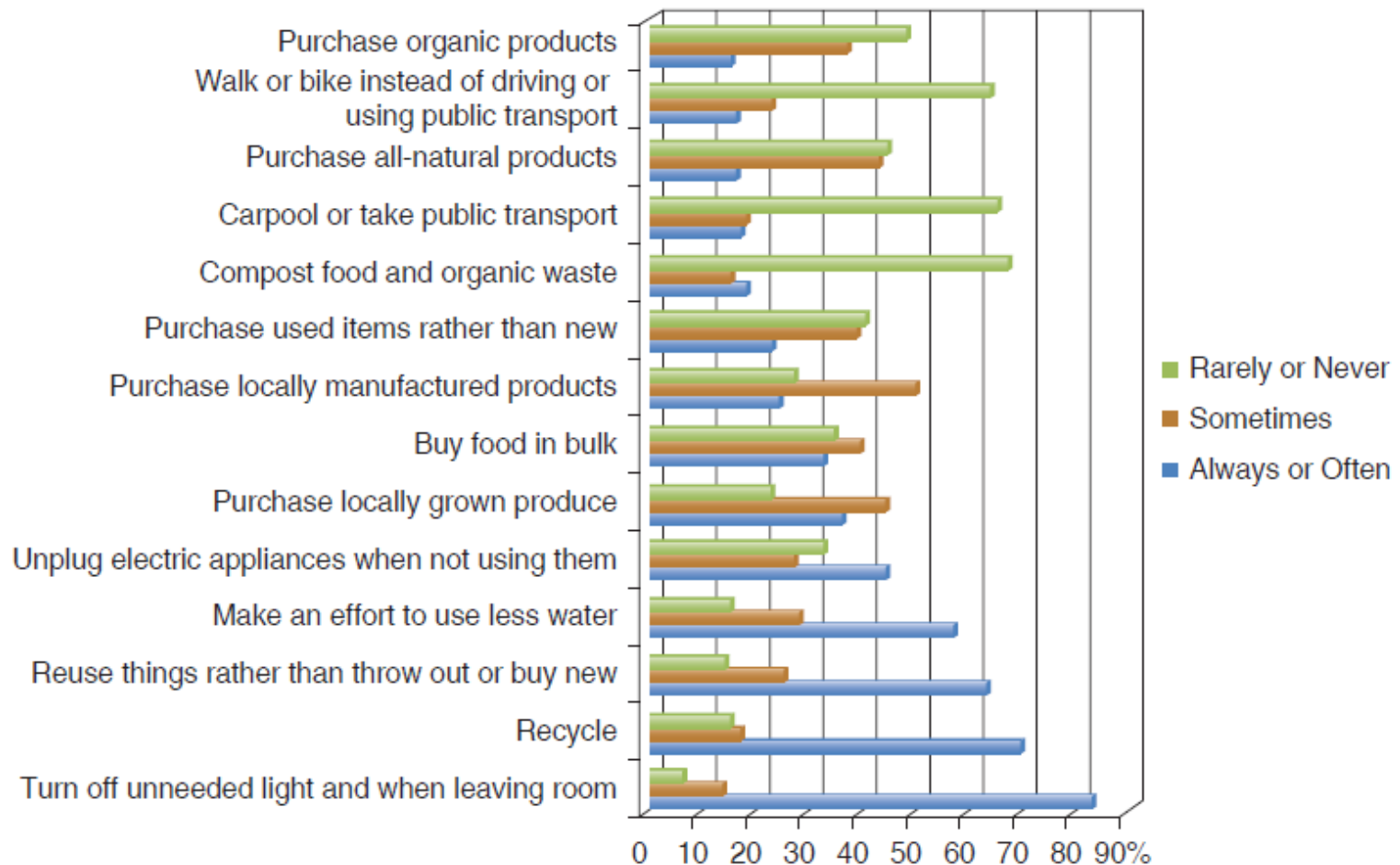


Americans' Green Attitudes



How do your “Green” attitudes affect your purchase behavior?

Green Behaviors



Three Types of “Green” Consumers

- Environmental Activists
- Organic Eaters
- Economizers

Four Groups of “Green” Consumers

- True Greens
- Donor Greens
- Learning Greens
- Non-Greens

Core Cultural Values (1 of 2)

Table 11.2 Core Cultural Values

Core Value	Definition	Promotional Appeals
Achievement and Success	Working hard and excelling in other aspects of life.	“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”
Comfort and Pleasure	Accumulating possessions that enable a more comfortable and pleasurable life.	“Bring the family together: Create a great backyard” “Even more legroom”

Core Cultural Values (2 of 2)

Individualism and Conformity	<p>Individualism: Being yourself and marching to the “beat of your own drum,” as opposed to adhering to group norms and being the same as others.</p> <p>Conformity: Desiring to fit in.</p>	<p>Individualism: “You answered to your own drum in college, now how about a challenging position for your career?”</p> <p>Conformity: “Drive carefully” “Respect others” “Be included: Vote this November”</p>
Freedom of Choice	Having freedom of choice and expression.	<p>“Almost more colors than hairs on your head”</p> <p>“America is about choice”</p>
Humanitarianism	Helping the less fortunate and people in need.	<p>“No kid should go hungry”</p> <p>“We combat natural disasters with human kindness”</p>
Youthfulness	Looking youthful and remaining “young at heart” despite aging chronologically.	<p>“Never look your age again”</p> <p>“Be Young. It’s a state of open-mindedness”</p>
Fitness and Health	Caring about one’s health and ability to be physically active.	<p>“Relax—It’s the good fat”</p> <p>“Create your perfect body”</p>
Environmental Concerns	Caring about the environment and buying “green” products.	<p>Clorox Green Works cleaner—“Shockingly Powerful, Naturally”</p> <p>“Planet’s favorite hybrid”</p>

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