Chapter No: 03
of
MKT 425: Consumer Behavior

Chapter Name: Culture

Modular:

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Learning Objectives:

- How culture satisfies the consumer needs?
- How culture is learned?
- How culture is measured in consumer behavior/selling?
Definition:

Culture

Culture is the society’s personality. The study of culture requires a detailed examination of the character of the total society. Here the factors are considered are: language, knowledge, laws, religion, food customs, music, art, technology, work patterns, products and other artifacts that give a society its distinctive flavor.
Definition:

- **Culture**

  In another words, It is the sum of learned beliefs, values and customs that serves to direct the consumer behavior of members of a particular society.
Definition:

- Culture

In short, It is the sum System of shared values, beliefs, behaviors, norms (VBBN).

- Used to cope with the world and each other
- Passed between generations through learning
Definition:

- **Belief**
  Accumulated feelings about a thing.

- **Values**
  Priorities of a thing i.e. possessions.

- **Customs**
  everyday or routine behavior i.e. having salad after the meal.
Components comprise a culture

- values
- beliefs
- behaviors
- norms
Ideas of right and wrong

- examples of right
  - loyalty to nation
  - sense of duty

- examples of wrong
  - abuse of authority
  - cowardliness
Values!

Values satisfies the following criteria:

1. They are relatively few in number.
2. They serve as a guide for culturally appropriate behavior.
3. They are enduring or difficult to change.
4. They are not tied to specific objects or situations and
5. They are widely accepted by the members of a society.
Beliefs

- A view of reality shared by a group
  - examples:
    - relationship between gods and humans
    - appropriate gender roles
    - justification of government powers
Behaviors

- Observable patterns of action
  - examples:
    - body language
      - gestures, postures, facial expressions
    - group behaviors
      - seating, speech, table manners
    - dress
      - clothing style, daily vs. festive
Norms

- Range of permissible behaviors established by the group
  - expected behaviors
  - range of tolerance
- examples:
  - dress
  - manner of greeting
Culture satisfies Needs!

Yes. It offers order, direction and guidance in all phases of human problem solving by providing tried and true methods of satisfying physiological, personal and social needs.

Ex: Culture provides standards and “rules” about when to eat, where to eat, what is appropriate to eat for breakfast/ dinner/ supper.

What we wear in a weeding/ daily life/ professional place?
How Culture is learned?

Culture can be learned from 3 forms:

1. **Formal Learning**
   adults/ older siblings teach a young family member how to behave?

2. **Informal Learning**
   Child learns primarily by imitating by selected others i.e. family/ friends/ TV heroes etc.

3. **Technical Learning**
   Teachers instruct a child in an educational environment about what/ How/ When/ Why should be done etc.
4 issues considered in Culture:

1. Enculturation and Acculturation
learning of one’s own culture is enculturation i.e. selling products in your country.

learning of a new/ foreign culture is acculturation i.e. selling products in host country.

2. Language and Symbols
without a common language shared meaning could not be exist i.e. Bangla language in Germany.

Any word/ texture is a symbol. It conveys the desired product image/ characteristics. The symbols can:
   (a) verbal: television announcement or an advertisement in magazine
   (b) Nonverbal: use of figures, colors, shapes etc.
3. **Ritual**
   It is a type of symbolic activity consisting of a series of steps occurring in a fixed sequence and repeated over time. It extend over the human life cycle i.e. dress in daily life, weeding, eid-ul-azha etc.

4. **Culture is shared**
   Culture frequently is viewed as group customs that link together the members of a society. Ex: Jumua Prayer in Friday.
Yes. With the passes of time, a person also changes his/her culture. A man buy luxury items when he feels status in the society. He through the question to the society-

I earn a good living, why wait?

I will buy it for myself.
1. Content Analysis

It focuses on the content of verbal, written or pictorial communication of two/more societies. Sometimes, it can be drawn from examining the content of a particular message.

Ex: What social and cultural changes have occurred in a specific society or as a way of contrasting aspects of two different societies?
2. Consumer Fieldwork

In this measurement, you have to select a small sample of total people from a particular society and carefully observe their behavior. Based on their observation, researchers draw conclusions about the values, beliefs and customs of the society under investigation.

The observation can be through:
(a) field observation: takes place within a natural environment, performed sometimes without the subject’s awareness & focuses on observation of behavior.

(b) Participation: Directly involve & discussion with the population has selected.
3. **Value measurement survey instruments**

It measures the values directly by means of survey (questionnaire) research. It focuses the behavior that dominant or underlying values of the society.

Ex: How people feel about basic personal and social concepts as freedom, comfort, national security and peace.

The popular instrument is Rokeach Value Survey.
3. Value measurement survey instruments

The popular instrument is Rokeach Value Survey. The most widely used RVS is self-administered value inventory that is divided into 2 parts, each part measuring different but complementary types of personal values. 1\textsuperscript{st} part consists of 18 terminal value items, measure the relative importance of end states of existence (personal goals)

2\textsuperscript{nd} part consists of 18 instrumental value items, measure basic approaches an individual might take to reach end-state values.
## The Rokeach Value Survey Instrument

<table>
<thead>
<tr>
<th>Terminal Values (Goals)</th>
<th>Instrumental Values (Means)</th>
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<tbody>
<tr>
<td>A Comfortable Life (a prosperous life)</td>
<td>Ambitious (hardworking, aspiring)</td>
</tr>
<tr>
<td>An Exciting Life (a stimulating, active life)</td>
<td>Broad-Minded (open-minded)</td>
</tr>
<tr>
<td>A World at Peace (free of war and conflict)</td>
<td>Capable (competent, effective)</td>
</tr>
<tr>
<td>Equality (brotherhood, equal opportunity for all)</td>
<td>Cheerful (lighthearted, joyful)</td>
</tr>
<tr>
<td>Freedom (independence and free choice)</td>
<td>Clean (neat, tidy)</td>
</tr>
<tr>
<td>Happiness (contentedness)</td>
<td>Courageous (standing up for your beliefs)</td>
</tr>
<tr>
<td>National Security (Protection from attack)</td>
<td>Forgiving (willing to pardon others)</td>
</tr>
<tr>
<td>Pleasure (an enjoyable life)</td>
<td>Helpful (working for the welfare of others)</td>
</tr>
<tr>
<td>Salvation (saved, eternal life)</td>
<td>Honest (sincere, truthful)</td>
</tr>
<tr>
<td>Social Recognition (respect and admiration)</td>
<td>Imaginative (daring, creative)</td>
</tr>
<tr>
<td>True Friendship (close companionship)</td>
<td>Independent (self-reliant, self-sufficient)</td>
</tr>
<tr>
<td>Wisdom (a mature understanding of life)</td>
<td>Intellectual (intelligent, reflective)</td>
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<tr>
<td>A World of Beauty (beauty of nature and the arts)</td>
<td>Logical (consistent, rational)</td>
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<tr>
<td>Family Security (taking care of loved ones)</td>
<td>Loving (affectionate, tender)</td>
</tr>
<tr>
<td>Mature Love (sexual and spiritual intimacy)</td>
<td>Obedient (dutiful, respectful)</td>
</tr>
<tr>
<td>Self-Respect (self-esteem)</td>
<td>Polite (courteous, well-mannered)</td>
</tr>
<tr>
<td>A Sense of Accomplishment (lasting contribution)</td>
<td>Responsible (dependable, reliable)</td>
</tr>
<tr>
<td>Inner Harmony (freedom from inner conflict)</td>
<td>Self-Controlled (restrained, self-disciplined)</td>
</tr>
</tbody>
</table>
3. **Value measurement survey instruments**

The popular two Rokeach Value Survey methods are

(a) **LOV (List of values)**

(b) **VALS (Values and Lifestyles)**
Behaviors and symbols can indicate the values, beliefs and norms of an individual, society or nation.

View each of the following pictures, and discuss what each behavior or symbol may indicate to those viewing it.
Discussion Exercise

- What does this behavior indicate about the person?

- Values of loyalty to country and respect for the flag.
Discussion Exercise

- What does this behavior indicate about the person?
- Belief in religion/God.
Discussion Exercise

- What does the picture indicate the person is doing?

- Challenging norms of society, challenging authority, expressing free speech.
Discussion Exercise

What does this picture indicate the person is doing?

Operating within the norms of society, obeying rules.
Discussion Exercise

- What does this behavior indicate about the person?

- **Values human life, believes in helping those in need.**
Discussion Exercise

- What does this statue symbolize about our country?

- Belief in freedom.

Query?