

Subject: Business Economics

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Paper Title: Consumer Behavior

Unit No.: 4 (Four)

Title: Culture and Consumer Behavior

Lecture No: 1 (One)

Title: Culture and Consumer Behavior (Part - 1)

FAQs

1. What is consumer behavior?

Consumer behavior entails the totality of consumer's decision involved in acquiring, consuming and disposing of goods and services, as well as making use of experiences and ideas.

2. Give Definition of Culture.

Culture is the sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society.

3. Explain characteristics of Culture.

- Culture is *learned* rather than being born with.
- Culture is manifested within *boundaries* of acceptable behavior.
- Transmitted from generation to generation.
- Rituals practiced.
- Dress sense—(Sari is the traditional Indian dress while jeans, skirts, frock, etc. are considered more modern.

4. Explain cultural rules.

Cultural rules can be categorized into three types

- 1. Formal Rules :**
- 2. Informal Rules**
- 3. Technical Rules**

Formal Rules: Explicit standards as to how one should behave, and violations often carry severe sanctions.

Informal Rules: Informal rules are part of every organizations culture, or the ways people behave outside of and beyond the company's formal structure.

Technical Rules:

- Involve implicit standards as to what constitutes a good product.
- In Bollywood, normally a Hindi movie must have at least five good songs to be successful.

5. Write a note on Beliefs of consumer with examples.

<i>Beliefs</i>	<i>Examples</i>
Companies or Retailers mark up prices before putting them up on sale. Discounts offered by reputed companies are genuine reduction in prices.	Bargaining behavior Wait for the discount announcement
Celebrities are admired by their followers though they do not use the product they endorse.	Success of soaps and cosmetics
Lower price generally means inferior quality. Higher priced brands are not superior in quality by the same degree of multiplier.	Positioning at a lower quality end, as done by <i>Haier, Lenovo</i>
Shopping in a big departmental store saves money.	Big Bazaar, Subhiksha

6 What is a consumer value?

It is relatively few in numbers; it serves as a guide for culturally appropriate behavior, it is difficult to change, it is not tied to specific object or situation and it is widely accepted by members of society.

7. How does culture satisfy the basic needs?

- **Food and Clothing**

- The food available in India is as diverse as its culture, its racial structure, its geography and climate.
- The cultures that have influenced Indian food are the traditions of different religions.
- The essence of good cooking revolves around appropriate use of aromatic spices.
- Traditional Indian clothings for women are *sari, salwar- kameez, ghagra-choli*.
- For men, it is *kurta, dhoti, pancha*.
- Influenced by western culture: Blend of Indian and Western clothing.

8. Write a short note on different levels of culture.

- **Super national level:-**

It reflects on different societies, multiple culture, religious similarities or differences and different languages.

- **National level:-**

It shared core values, customs, personalities that tend to capture essence of National character of the citizen of particular country.

- **Group level:-**

Cultural division or grouping that contain various collection of individuals for e.g. families, work groups, shopping groups, friendship groups

9. What is formal learning?

Formal learning: formal learning, in which adults and older siblings teach a young family member “how to behave”

10. What is an enculturation?

When discussing the acquisition of culture, anthropologists often distinguish between the learning of one’s own or native culture and the learning of some “new” culture. The learning of one’s own culture is known as enculturation.