

Subject: Business Economics

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Paper Title: Consumer Behavior

Unit No.: 4 (Four)

Title: Culture and Consumer Behavior

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Title: Culture and Consumer Behavior (Part - 1)

Glossary

Ritual:

A ritual is a type of symbolic activity consisting of a series of steps (Multiple behavior) occurring in a fixed sequence and repeated over time.

Informal learning:

In which a child learns primarily by imitating the behavior of selected others, such as family, friends, or TV heroes. **Formal learning:**

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

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.

Values:

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.

Beliefs:

It consists of very large number of mental or verbal statements that reflect a person's particular knowledge and assessment of something (another person, a store, a product, a brand).

Informal Rules:

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

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.