

**Subject: Business Economics**

**Course: B.A., 5th Semester, Undergraduate**

**Paper No: 521**

**Paper Title: Consumer Behavior**

**Unit No.: 4 (Four)**

**Title: Culture and Consumer Behavior**

**Lecture No: 1 (One)**

**Title: Culture and Consumer Behavior (Part - 1)**

### **Summary**

---

Students are able to understand the culture in the context of consumer behavior, the study of culture is the study of all aspects of a society. It is knowledge, laws, language and customs that give that society its distinctive character and personality.

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

They are also understood beliefs and values which are guides for consumer behavior and customs are usual and accepted ways of behaving. Culture delineates precisely, the do's and don'ts of a society, and specifies all that is acceptable and all that is not. It is reflective of values and beliefs that are widely accepted by members of a society. The members of a society subscribe to the various values, beliefs and norms, and this gives strength to a society's culture. This does not imply that cultures are truly rigid; in fact, they evolve and adapt to changing situations and times.

At the end of this session students got ideas about need of culture, culture is invisible and learning of culture through different means like symbolism, enculturation and acculturation and rituals.