

Subject: Business Economics

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Paper Title: Consumer Behaviour

Unit No.: 4 (Four)

Title: Culture & Consumer Behaviour

Lecture No: 2 (Two)

Title: Culture & Consumer Leadership Part - 2

FAQs

Q1. What is content analysis?

Ans: It is a method for systematically analyzing the content of verbal and/or pictorial communication. The method is frequently used to determine prevailing social values of a society.

Content analysis focuses on the examination of verbal, written, nonverbal and pictorial compositions/communication. The content analysis helps reveal and explain the content of messages and the varying interpretations. Assessment about the society, and its culture as well as evolutionary socio-cultural changes can be gauged through the content of verbal, written, non-verbal and pictorial compositions/communication.

Q2. What are Indian core values?

Ans:

- ☐ Family Orientation
- ☐ Saving Orientation
- ☐ Festivities
- ☐ Shopping as a Ritual
- ☐ Mythology
- ☐ Food Habits
- ☐ Changing Cultural Trends in Indian Urban Market
- ☐ Achievement Orientation
- ☐ Work Ethic

- ☐ Material Success
- ☐ Middle of the road Approach to Tradition

Q3. Explain material success.

Ans: This segment is significantly and markedly different from its equivalent counterparts in terms of education and status two decades ago. Present day young adults have tremendous exposure to the environment through education or work experience abroad. The education and intelligence of these consumers have resulted in their acquiring substantial wealth at a relatively young age.

The wealth is spent on essential products, which have contributed to the service economy like health, amusement, time compression, and convenience.

While a number of consumers may be using credit cards, neo urban young adults exhibit a compulsive need to buy products and services through credit cards. This segment may possess multiple credit cards; some banks even attempt to get into the consideration set of such consumers by offering discounts to students of premier institutions, in the hope that they are prospective consumers interested in the banking with them.

Q4. Write a note on Festivities in India

Ans: Celebrating festivals is very much a part of India's cultures all the states. The subculture within a state (territory) determines the types of festival that is to be actively celebrated. For example, Pongal is not quite popular except in Tamil Nadu. Like most festival in this country, pongal has a special association with the farmers of the state. Durga puja in west Bengal is celebrated with a great deal of enthusiasm every year. But it is not popular in all states even though its variations are celebrated in other parts.

Similarly, Onam in Kerala is another example of religion festival. Such festivals are a huge opportunities for marketers. Given that 76 % of the Indians live in rural areas, a member of company step up their advertising campaigns and logistics during the festivity months. Several brands in a number of product categories offer sales promotional programs during festivity season and hundreds of thousands of consumers make use of "value-based" deals during this time. A number of consumers postpone their purchases, especially durables, in the hope of getting such deals.

Q5. Discuss Age factor of consumer behavior.

Ans: Age: Infants, kids, teenagers and adolescents, adults and the aged, may all be looked up as distinct sub-groups. They have different values and beliefs, and all this impacts upon their priorities in life. Daily lifestyles, activities and interests, fashion and accessories, food and diet, etc. receive varying priorities across the various sub-groups. For example, an aged person would prioritize health and go in for nutritious home food as opposed to young man who would prioritize work and go in for fast food. Today we see a rising trend amongst

kids, adolescents and the young towards junk food, and they constitute a lucrative segment for restaurants providing fast food.

Q6. What is Generation Y?

Ans: Gen Y has shifted from TV viewing to the Internet and are less likely to read newspapers. They are the largest users of text messaging and spend a lot of time with online social networks.

- They were born between 1977-1994 OR 1982-2000
- There are three groups
 - Gen Y Adults – 19-28
 - Gen Y Teens – 13-18
 - Gen Y Twins 8-12
- Twixters are between the age of – 21-29 and live with parents.

Q7. What is Generation X?

Ans: Gen X is careful to work at jobs they like, regardless of salary. They tend to work to live rather than the baby boomers who lived to work. Although they are not designer focused, they do tend to purchase brand names such as Sony.

- They were Born between 1965 and 1979
- They Also referred to as *Xers, busters, or slackers*
- They do not like labels, are cynical, and do not want to be marketed to.

Q8. Write a note on Working Women

Ans:

- Segments of ALL women
 - Stay-at-home
 - Plan-to-work
 - Just-a-job working
 - Career-oriented working

- Working women are important consumers and comprise about 60 percent of American women. They can be broken into many segments based on “why” they work and their occupational category. Think of women you know who work. Which ones are focused on their career versus working just to pay the bills? How might this affect their purchasing behavior?

Marketers should strive to understand how multiple sub cultural memberships jointly influence consumer’s behavior.

Q9. Explain Older Consumers

Ans: The **older consumer** is an important and growing segment. People are living longer and are healthier and more active at an older age. Many people tend to clump seniors together when, in fact, there are several segments within this group. The young-old tend to travel and purchase at a very high rate.

- They are roughly 65 years and older.
- This is very growing segment due to better medical care, and the aging of the large baby boomer segment
- Three segments by age
 - The Young-Old (65-74)
 - The Old (75-84)
 - The Old-Old (85 and older)
 - Segmentation can also be done on motivations and quality-of-life orientation.
 - Cyber seniors

It is shown that perceived or cognitive age might be a better way to segment people. Those who feel and act younger will purchase consumer products that are generally consumed by a somewhat younger group.

Q10. Explain Baby Boomers

Ans: The **baby boomers** have a lot of purchasing power due to their size and their propensity to purchase for themselves, others, and their homes. They are mixed on their views of retirement and will therefore purchase in different ways during these golden years.

- They were born between the year 1946 – 1964
- They are Motivated consumers
- They are not anxious to retire and handle it as:

- Opportunity for a new start
- A continuation of preretirement life
- Unwelcome disruption

Transition to old age