

## **OBJECTIVE**

- To understand the wide range of measurement techniques are used in the study of culture
- To understand three research approaches content analysis, consumer field work, and value measurement instrument.
- To Understand What Subculture Is, and Its Relationship to Culture.
- To Understand Nationality as a Sub cultural Influence on Consumer Behavior.
- To Understand Religious Affiliation as a Sub cultural Influence on Consumer Behavior.
- To Understand Geographic and Regional Residences as Sub cultural Influences on Consumer Behavior
- To Understand Racial Identity as a Sub cultural Influence on Consumer Behavior.
- To Understand Age as a Sub cultural Influence on Consumer Behavior.
- To Understand Gender as a Sub cultural Influence on Consumer Behavior