

Subject: Business Economics

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

Paper No: 521

Paper Title: Consumer Behaviour

Unit No.: 4 (Four)

Title: Culture & Consumer Behaviour

Lecture No: 2 (Two)

Title: Culture & Consumer Leadership Part - 2

Summary

The study of the culture is a study of all aspects of a society. The elements of culture are transmitted by three social institutions, the family, the peer groups, and the school. A fourth social institution that plays a major role in the transmission of culture is the mass media, both through editorial content and through advertisement.

Students learnt a wide range of measurement techniques which is used to study culture. The range includes content analysis, customer field work and value measurement survey technique.

Students got ideas about a core Indian values which are relevant to study the consumer behavior. This includes

- ☐ 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

Because each of these values varies in importance to the members of the society, each provides an effective basis for segmenting consumer markets. It is important to understand the cultural aspects of emerging markets of India.