BBA

SEMESTER – 6

SUBJECT – CB

UNIT – 3 Topics other than taught in class of unit -3

By- Mr Madanjit Kumar Singh

**Influence of culture on buying behaviour**

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**Concept of culture opinion leadership**

Culture influences consumers through the norms and values established by the society in which they live.

It is the broadest environmental factor that influences consumer. Cultural values are enduring and any attempts to change them generally fail.

The study of culture is concerned with a comprehensive examination of factors such as language, religion, knowledge, laws, art, music, work patterns, social customs, festivals and food etc. of a society.

 The impact of culture is automatic and almost invisible and its influence on behaviour is usually taken for granted.

**Nature of Culture**

Culture has following features:

1. Culture is invented: It cannot be viewed as something that just "exists" and waiting to discovered. People are responsible for inventing their culture and this invention consists of three interdependent components:

(a) Ideological component refers to ideas, beliefs, values and approaches to defining what is right and wrong, or desirable and undesirable.

(b) Technological component is concerned with the skills, arts and crafts that provide humans with the means to produce goods by using what is available to them in their environment.

(c) Organisational component enables humans to live in the family system and makes it possible to coordinate their behaviour effectively with others' actions.

2. Culture is learned: It is not like biological features or instinctive. The process of learning cultural values begins early in life largely through social interactions among families, friends, in settings such as educational and religious institutions.

3. Culture is shared by a fairly large group of human beings living in organised societies and works as a linking force. Generally, common religion and language are the critical elements that largely help people share values, customs, norms and experiences.

4. Culture satisfies needs: Its components are passed down through generations because they are gratifying. Culture offers order, direction and guides societies in all phases of life by providing tried and trusted ways of meeting the physiological, personal and social needs and due to these reasons people feel comfortable in doing things in the customary way.

5. Cultures are similar but different: There are certain similarities among all cultures and many elements are present in all societies such as athletic sports, adornment of body, cooking of food, a calendar, family, government, language, religious rituals, language, dancing, music and many others elements. There are, though, very significant variations in the nature of these elements in different societies and may exhibit important differences in consumer behaviour.

culture is one of the major factors affecting consumer behaviour and some of its dimensions can be observed with regard to the attitudes and values of consumers.

Culture is a combination of learned beliefs, values and customs that can direct the behaviour of consumers in a specific society.

**Types of Cultures**

Cultural values are enduring beliefs that a given behaviour or outcome is desirable or good (Milton J. Rokeach).

 Our values, as enduring beliefs, serve as standards that guide our behaviour across situations and over time.

Social values represent "normal" behaviour for a society or group.

 Personal values mirror the individual's choices made from the variety of social values to which that individual gets exposed.

The specific nature of values varies. At the broadest level are global values that represent our core value system.

These values are very enduring and strongly held by us.

Shalom H. Schwartz and Wolfgang Bilsky have divided global values into seven categories.

 Within each of these global categories there are two types of global values.

(A)Terminal values are those that are viewed as highly desirable states such as freedom, equality, wisdom, or comfortable life etc.

(B) Instrumental Value –

Those values that are needed to accomplish the terminal values are referred to, as instrumental values such as loving, helpfulness, and honesty etc. are needed to achieve equality, which is a terminal value. The seven categories are:

1. Maturity

2. Security

3. Pro-social behaviour (doing nice things to others)

4. Restrictive conformity

5. Enjoyment in life

6. Achievement

7. Self-direction.

There are numerous values that differ across cultures and affect consumption behaviour.

( To be continued as part -2 in next post )