

Paper –Marketing Management

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Topic- Cultural Factor Influencing Buyer Behaviour(Part-2)

A consumer's buying behaviour is influenced by cultural, social, personal, and psychological factors.

Cultural Factors

Culture, subculture, and social class are particularly important in buying behaviour. Culture is the fundamental determinant of a person's wants and behaviour. The growing child acquires a set of values, perceptions, preferences and behaviour through his or her family and other key institutions.

Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them. Such programs are known as Diversity Marketing. Social classes reflect not only income, but other indicators such as occupation.

education and area of residence. Social classes differ in dress, speech patterns, recreational preferences and many other characteristics. Social classes show distinct product and brand preferences in many areas including clothing, home furnishings, leisure activities and automobiles. Social classes differ in media preferences with upper class consumers preferring magazines and books whereas the lower-class consumers preferring television.

Social classes have several characteristics. First, those within each class tend to behave more alike than the persons from two different social classes. Second, persons are perceived as occupying inferior or superior positions according to social class. Third social class is indicated by a cluster of variables. For example, occupation, income wealth, education and value orientation rather than by any single variable. Fourth individuals can move up or down the social-

class ladder during their lifetimes. The extent of this mobility varies according to how rigid the social stratification is in a given society.