


**Consumer Behaviour**  
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**Lecture - 35**  
**Culture, Sub-Culture and Cross-Culture**

We will be continuing with our discussion on sociological influences on consumer decision making.

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| <b>MODULE 7:</b>   |   |
| <b>SOCIOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING (7 hours)</b> |   |
| 7.1  | Consumer groups                               |
| 7.2  | Consumer reference groups                     |
| 7.3  | Family and Family Life cycle                  |
| 7.4  | Social class and mobility, Lifestyle analysis |
| 7.5  | Culture, Sub-Culture and Cross Culture        |
| 7.6  | Interpersonal Communication and Influence     |
| 7.7  | Opinion Leadership                            |

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And today we shall be talking about culture, subculture and cross-culture.

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| <b>MODULE 7.5:</b>                                       |  |
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| <b>CULTURE, SUB-CULTURE AND CROSS CULTURE ( 2 hours)</b> |  |
| <b>7.5.1</b>   | <b>Meaning of Culture</b>  |
| <b>7.5.2</b>   | <b>Characteristics of Culture</b>  |
| <b>7.5.3</b>   | <b>Components of Culture</b>   |
| <b>7.5.4</b>   | <b>Measurement of Culture</b>  |
| <b>7.5.5</b>   | <b>Meaning of Sub-Culture</b>  |
| <b>7.5.6</b>   | <b>Types of Sub-Culture</b>  |
| <b>7.5.7</b>   | <b>Exposure to other Culture</b>   |
| <b>7.5.8</b>   | <b>Cross-Cultural Consumer Analysis</b>  |
| <b>7.5.9</b>   | <b>Application of Cross Culture Consumer Analysis: Relevance for Marketers</b> |
| <b>7.5.10</b>  | <b>Strategies for Multinational Companies</b>                                  |
| <b>7.5.11</b>  | <b>Relevance of Culture for a Marketer</b>                                     |

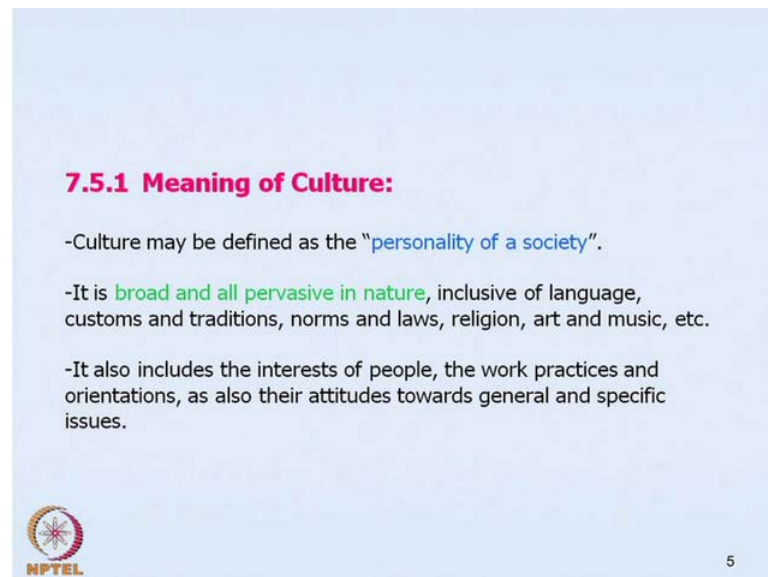
In this particular module 7.5, we shall be covering it in a total of 2 hours, we shall be discussing the message of culture, the characteristics of culture, the components of culture, the measurement of culture, the meaning of subculture, the types of subculture, the exposure to other cultures. We shall be talking about cross-cultural consumer analysis and we will be talk about the applications of cross-culture consumer analysis, as relevant to a marketer. We will be talking about strategies for multinational companies and we will be discussing the relevance of culture for a marketer.

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| <b>HOOR 1</b> |                                   |
|---------------|-----------------------------------|
| <b>7.5.1</b>  | <b>Meaning of Culture</b>         |
| <b>7.5.2</b>  | <b>Characteristics of Culture</b> |
| <b>7.5.3</b>  | <b>Components of Culture</b>      |
| <b>7.5.4</b>  | <b>Measurement of Culture</b>     |
| <b>7.5.5</b>  | <b>Meaning of Sub-Culture</b>     |
| <b>7.5.6</b>  | <b>Types of Sub-Culture</b>       |


In today's section, we will be talking about the meaning of culture, the characteristics of culture, the components of culture, the measurement of culture, the meaning of subculture and the types of subculture; so let us begin with our discussion on culture.

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**7.5.1 Meaning of Culture:**

- Culture may be defined as the "personality of a society".
- It is broad and all pervasive in nature, inclusive of language, customs and traditions, norms and laws, religion, art and music, etc.
- It also includes the interests of people, the work practices and orientations, as also their attitudes towards general and specific issues.

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Now, when we talk about culture in nutshell in one line definition, it is actually the personality of a society, it is something which is very broad, very pervasive in nature so as to include everything, that relates to our existence in the social fabric. It could relate to the language, the customs, the traditions, the the various value systems, the norms, the matters with respect to religion matters, with respect to art, music, law, any of these.

So, it is something which is very broad, which is very persuasive in nature and as such it includes the interests of people. The general interest, the specific interest, their work orientation and their attitudes, opinions, judgments, values and believes with respect to anything, general in their environment or anything specific in the environment. So, it could relate to either general issues or it could relate to specific issues and all of these basically, characterizes the social fabric of our existence.

So, we call this as the personality of society and we refer to as culture now, culture basically defines very clearly, the do's and do not's of a society. It explains, what is acceptable, what is not acceptable, what are the yes, in the society and what are the no's in the society. So, the do's, do not's, the norms of acceptable and unacceptable behavior or standards of behavior are very well defined in the context of culture. It is also

reflective of the values, it is also reflective of the beliefs, that are widely accepted by members of a social system.

So, you know the members of a social system subscribe to various values, beliefs, norms and all of these basically give a more strength and may give more, you know the power to culture and to the impact that, culture yields over the members in the community. Now, this while culture is something, which is a peach subscribe to and so it gives some amount of strength, some amount of power associated with culture and cultural norms.

Nevertheless it is not something, which is static, it is not truly rigid, it changes with time, it evolves itself, it adopts itself to the changing environment. And so we say we see transition in culture, we see changes in culture, which happened over a period of time. Culture is the society's personality and it is something which is very unique in itself, it is something which is we differentiate it from the members of one social system to the members of the another social system.

And culture gets divided into subcultures and subculture gives distinct identities to the people of certain communities, certain castes or to people across certain regions or states. So, we define, we say that, while we have culture which is in broader sense is prescribed the values and norms of the people belonging to culture, the the the subculture is more specific to people of certain regions or to certain communities and certain castes and that forms a part of their subculture.

Culture is also a trans generational, as it passes from one generation to other, it passes on from our grandparents to our parents and from our parents to us and from us to our offsprings. So, it passed from generation to generation and that is why we say that, culture is trans generational. So, study of our culture requires a very detailed and elaborate enquiry into the very nature into the very characteristics and into the very personality of the culture that we live in.

So, when we talk about culture, when we talk about subculture and when we talk cultures in terms of cross-culture or across cultures, we are talking about certain, you know enquiries that we make into the value system or the behavioral pattern of people in one culture vis-à-vis, the subculture vis-à-vis or culture. So, it is basically enquiry into the

very character, into the very personality and into the very you know, identity into the social fabric that we live in.

So, it is the study of culture requires the detailed enquiry into the very identity of one's culture, the distinctiveness, the unique personality and the character of the personality society, that we actually live in. So, the culture of the society has an impact on general norms of behavior or the specific norm of behavior and they also have impact to to the number of other behavioral patterns, that we exhibit even in that also, include consumer behavior.

So, the study of culture if we see the culture and subculture and cross-culture also has an impact on marketing, has impact on consumption patterns and impact on consumption behavior and that is why, we study it as a sociological influence on consumer decision making. So, in terms of a culture or in terms of subculture or in terms of a cross-cultures, the marketers have to draw upon a lot of bearings to basically talk about you know, how things are, how the identity, how the nature, how the characteristics, how the personality of one society changes into another. And thus, has a bearing on what marketer has to do with respect to designing their marketing program whether it is their the you know, the segmentation or targeting or positioning that they look into, whether they look into most specific marketing program in terms of the four piece.

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- The culture of a society also has a bearing on buying patterns and consumption behavior.
- In terms of consumer behavior, Schiffman defines culture as "*the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society*".
- The kinds of products and services and/or brands that consumers' buy and use, are all based on their cultures and sub-cultures.
- For example, the food they eat and the kinds of clothes they buy and wear, are all impacted by their culture, their customs, traditions, norms and values.



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So, they have to keep these you know, these strategies in mind while dealing with people of different cultures, subcultures and cross-cultures. So, the culture of the society has a bearing on buying patterns and consumer behavior and in terms of consumer behavior Schiffman says, that culture is the sum total of learned beliefs, values and customs, that serve to direct the consumer behavior of members of particular society.

So, it is a sum total of learned beliefs, values and customs, that direct the consumer behavior of members in the social system or member in a particular society. So, the kind of products and services people buy, the kind of products and services they use or the brands they buy and use, are all based on the the culture, the subcultures or the impact of the cross-culture that that that comes upon them.

For example, the kind of food that we eat, the kind of clothes that we wear, the kind of you know, this is more to do with general. But, in terms of specific, the kind of brands that we buy, the kind of shops that we go in, the kind of shopping orientation that we possess you know have, all of these basically are greatly impacted by the culture and subculture.

So, it is not only the general norms which say the food we eat or the dress we wear but it is also more specific consumption pattern in terms of the brand we buy, the price we pay, the orientation which we approach the market place, the kind of stores that we buy, you know we go into the kind of negotiation that we enter into in terms of prices, etcetera. All of it is impacted by one own culture and subcultures, and also impacted by the the cross-cultural influences.

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**7.5.2 Characteristics of Culture:**

- a) *Culture is natural and permeates naturally into the social system.*
- b) *Culture helps in satisfaction of needs.*
- c) *Culture is not inborn; it is learnt as a result of the socialization process.*
- d) *Culture is shared.*
- e) *Culture is dynamic in nature, and evolves constantly with time.*



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Now, let us come to discuss the characteristics of culture so we will see that, while we talk about the culture as a personality of a society and while we just agreed upon the fact that, culture basically identity you know, illustrate identity or the personality or the nature or the characteristics of the society, we basically have certain other you know elements, which characterize what culture is. Now, let us talk about these characteristics, the first is culture is natural and permeates naturally into the social system.

So, a culture is something which you have born into and it inbuilt into the members of a social system, it is all pervasive, it permeates naturally into the social system. So, it will influence the manner, in which we behave either consciously or subconsciously and the manner in which we behave, either with the general norms of behavior or a specific norms of behavior. The kind of mannerism we exhibit, the kind of manner behavior that we indulge into, is all consciously or subconsciously affected by our culture norms.

So, culture basically impact the way people behave in the society so you know our values, our opinions, our lifestyles, our judgment, our opinions, you know everything about us. You know you know the religious customs, the traditions, the religion that we practice or the value system that we possess, everything everything which is affected is a part of culture and it affects our general and our specific norms of behavior.

So, the culture affects the manner, in which we behave in a society either consciously or subconsciously, everything is impacted by culture. It also unites the members of a social

system so these do's, these do not's, these norms of a behavior whether general or specific, acts of behavior, all of them you know acts as certain principles, which guide the society or the social system through. And as they act in they they act as guides or of do's and do not's, they also act as a unified force amongst members of the social system.

So because people know what is acceptable and what is not acceptable because people know what is right and what is wrong, they indulge into certain kinds of behaviors and they avoid certain other kind of behaviors. So, this basically acts as a binding force where, you know people follow certain norms and this this uniformity of action, uniformity of thought actually binds the people in the social fabric together. So, in terms of consumer behavior, the kind of food we eat, the clothes we wear of course, are all impacted by culture, by the sociological process that we go through.

We have discussed in the previous sessions, the socialization process for a child, for an adult and across generation, so we spoke of child socialization, adult socialization and trans trans generational socialization. We also spoke about family of procreation and the family of orientation and how, both of these have an impact on socialization process. So, this all this entire sociological process is actually impacted by culture, culture in fact acts a foundation for this.

And so the kind of clothes we wear, the kind of food we eat, the kind of purchases, that we make are all going to be impacted by culture. Culture in comprises the general as well as the specific acts of behavior and this behavior also includes consumption behavior. The second characteristics of the culture is that, culture helps in the satisfaction of myths in fact, culture exists to satisfy myths of people, our believes, values, customs, traditions, all of these basically govern the social system and specify the manner, in which the people have to behave in the social fabric or in the social system.

They clearly spell out the do's, the do not's, they act they whatever is acceptable norms of behavior and the unacceptable norms of behavior are clearly specified by the social system. And these values, norms, believes, customs, traditions, they all exists because they serve a particular purpose in fact, as long as they serve a purpose, they continue to exists.

And as and when they lose their importance in terms of fulfillment of certain purposes, they began to fade away or they began to change of and culture adaptation takes place or



culture change come about. So, how long as long as these values, believes, opinions, customs, traditions, they meet the myths of the people of the society, they will continue and gradually they will fade of or they will change.

So, that is why we say that, culture evolves over the passage of time, it evolves with you know, with time and as people, you know as the myths of people undergo change, as the myths of the people evolved, similarly the values, believes, opinions, judgments, customs, traditions will also change. And so as to match the you know, satisfaction of myths, myths basically, it is the satisfaction of myths, which is prime and culture exists basically to support the satisfaction of myths.

So, the culture thus help in the satisfaction of myths, marketer must be very conscious of newly developed and embarrassed values, customs and traditions so as to be able to take advantage of such a situation. For example, lately developed consciousness of people towards fashion has given a boost to the fashion industry, the apparel industry and the accessories.

Also people consciousness towards fitness as let to boost to to you know the gymnasium and the sports business, and people's consciousness towards the health has given rise to lot of natural products like fruit juices, honey or use of aloe vera, etcetera. So, culture basically exists to meet satisfaction of myths as and when, as and how the myths evolved and the cultural norms changed, the pattern changes.

And as we said, you know with changes in time, people will exhibit different values and this will have an impact on the marketer, who has to come up with newer product or service offerings. He has to come up with different pricing strategies or he has come up with changes in the distribution channel and even in his communication makes so as to you know, get adopted to culture and so as to get into congruence with cultural issues of people.

Communication in fact, or promotion is extremely important in this case where, people have, marketer has to evolve his messages as per the myths, the wants, the values, the opinions, the believes of the people in the social system. So, while people consciousness towards you know newer products like you know fashion, you know you know the sports, health and fitness or towards you know use of natural products has given a boost to different kinds of industries.

Similarly, we do see in our day to day lifestyle, the kind of message strategy that has been adopted by companies, that kind of creative strategy that is, adopted by companies in terms of further communication makes also undergoes a change. So, this is this is this as a relevance for a marketer as far as four piece are concerned. The next characteristics of the culture is that, the culture is not inborn, it is something which is learnt as the part of the socialization process.

So, we have discussed socialization, which starts from the childhood and begins throughout life, it is impacted by the the social, the culture is impacted by the socialization process. Now, the learning of culture can be of 2 kinds, enculturation and enculturation. The process of learning ones own culture is referred to as enculturation and the process of learning another you know culture or culture of neighboring country or a neighboring you know or another countries so we say another continent so as to say, become a part of the enculturation.

So, learning ones own native culture is enculturation and learning other people's culture you know, foreign culture becomes a part of enculturation. Now, enculturation and enculturation also have implications for marketer, it is very easy for a marketer to n cultrate himself because he is a part of culture, he is part of the socialization process, he is part of the the social fabric.

But, when it comes to and still he has be very careful that, the manner in which he designs his product, the way in which he positions it, the way in which he uses an appeal for them, should not hurt the sentiments of people in his culture. It has to be well within the limits prescribed as the do's and do not's of the social fabric of culture. Even more relevant is the is the is the you know cross-culture or is the process of enculturation, how that has (( )) impact on the marketer.

The marketer must be very, very careful with respect to decisions taken with product, with respect to decisions related to price or to distribution or to promotion or any of the four piece. Primarily, most importantly, communication or the forth be promotion, marketer has to be very careful that, they they design such product and service offerings and they price them or they sell them or they promote them in a manner, which is in congruence with people of other culture.

So, they cannot afford to hurt the sentiments or the feelings or the thought processes of people of other culture so it is very important that, they go through this process of a enculturation. So, the process of learning different culture, the process of learning another culture is extremely relevant for a you know the for a for a marketer. Now, coming back to how culture is learned, we have discussed in terms of socialization, the childhood socialization, the adult socialization and the trans generational socialization.

And we agree that, culture is something which we learn across our life, we are impacted by our family, we are impacted by our friends, we are impacted by a people in the social fabric. And this cultural learning basically could take 3 forms, one is the formal learning, the other is the informal learning and the third is the technical learning. So, learning of culture here could assumes 3 forms, formal learning, the informal learning and the technical learning.

When a child is taught how to behave with you know the do's, do not's, the rights, the wrongs, the acceptable modes of behavior, the unacceptable modes of behavior by a family members, by grandparents, by parents and by siblings, we call it an informal learning. So, here the people are learning culture or part of their culture in terms of customs, traditions, language, religion and the rest of it, from ones own immediate family from the parents, from the grandparents and from siblings.

So, it is a informal learning that is taking place, we call it so sorry it is a formal learning which is taking place and we call it the formal structured way of learning from our parents or from our grandparents. There is another kind of learning which takes place, which is called the informal learning, which takes place when people imitate others. They look to others, they imitate the behavior of others and these others could be members again of their family or they could be members or they could be neighbors or they could be friends or they could be celebrities or they could be act any kind of character.

So, this kind of learning, which takes place through observation and through replication of this behavior or through copying of this behavior or modeling of this behavior through imitation, we call it informal learning. So, when a family correctly clearly specifies, what is right and what is wrong and teaches that to the child, that kind of learning is called the

formal learning, and when the child observes and imitates that kind of learning is called the informal learning.

There is another kind of learning that takes place where, the child is taught the you know how to behave in the formal educational environment, so that kind of learning becomes a technical learning. So, culture is learned either in the form of formal learning or informal learning or it could be learnt in the form of technical learning. So, as consumers, it is through a culture, that we learn to buy certain kinds of product and services to use them in a particular fashion or in a particular manner.

And to buy from certain stores or certain malls or to buy certain brands and not to buy other brands, the art of negotiation the are very own concept or perception of increased price or decreased price or very expensive and inexpensive. Again this kind of another orientation also comes from this learning that takes place, our orientation in terms of whether we should go for a price you know orientation, whether we should go for a quality orientation that is, whether we should buy the price product with the lowest price or with the highest price or the best quality.

Again all these are certain things, which are which we imbibe, as we see our parents, our grandparents or members of a family and friends behave in the market place. So, it is a through a culture, that we are learn what we learn, what we should buy, what we should not buy, what is desirable purchase behavior and what is end desirable purchase behavior. Similar is with respect to what kind of brands we should buy and what kind of brands we should avoid, our perception about brands is influenced informally by our family, by our friend, by our colleagues.

It is also influenced formally by the marketer, who communicates with the consumer either directly through a sales person or personal selling effort and indirectly through advertisement either in print or audio visual broadcasting, media. So, both formally and informally, we communicate amongst each other, formally with the marketer and informally with our family, with our friend and that too also acts as a you know as a basis about, how you will perceive brands.

So, so the kind of product we buy, the kind of services we buy or the kind of brand we buy are all influenced by the culture. Now, this is with respect to, how culture is learned and most specific with the enculturation process but what do we talk about the

enculturation process, enculturation is to do with learning of a foreign culture. So, you have to basically learn something new, a fresh with respect to another culture.

So, the the languages, the customs, the traditions, the religious practices, the values, the opinions, the norms, the behavioral of people are from other societies or from other cultures is something, which which is very important and is referred to as process of enculturation. This is important specifically, for multinational companies and for marketing managers of such multinational organization. So, MNCs who wish to enter into the newer markets and into the newer countries must go through this process of enculturation.

If they wish to introduce the product or service offerings of a brand and want to get quickly accepted by the social system there or by the people there, it is very important that they go through this process of enculturation. Therefore, they should carefully study the culture, they should carefully understand the cultures of such countries, they have to go through an elaborate process of the enculturation. So that, they can understand the the the you know the habitants of such cultures in terms of their language, their customs, their traditions, their religious, sentiments.

And also they would be able to understand them better in terms of the need want pattern so as to you know give them answer to the question is that, is this particular country suitable enough as a segment or is it viable enough for a segment or is will it be worthwhile entering such a country or or as a treating it as a market segment. So, the marketer have to basically go through this process of enculturation so that, they can understand the people of such culture.

And then they can understand their myths and wants and they decide whether it will be worthwhile entering in to such markets or entering into such segments. So, also they should be able to design their four piece accordingly keeping in the mind the customs, keeping in a mind traditions, the value systems and other cultural norms, and of that particular country, of that particular social system.

So that, they can gain easy acceptance or they can gain quicker acceptance because in order to be accepted quickly, in order to be you know welcome first in order to be welcome somewhere and second, in order to be accepted very quickly, it is very important that, you behave like them and you became become became like them. So, in

order to behave like people of other culture and become like them, it is very important to go through the process of enculturation.

So, MNCs who desire to enter the new market and they wish to introduce product and service offerings. And want and want you know quicker acceptance of their product or brand in that particular country, they should carefully study the cultural cultures of foreign countries where, they want to enter and they should be they should have a proper understanding of such cultures.

The next characteristic of the culture is that, culture is shared, it is something which is accepted by people of a social unit, by the people of the social system and it ties the people of social system together. As I just said a little while ago, the very fact that people share certain values, opinions, judgments, believes so very fact that they understand what is right, what is wrong, what are acceptable forms of behavior, what is unacceptable, what is do's and what are do not's.

So, that very fact that they understand all these you know, share all these and this becomes a common you know route for them to develop upon. So, that also means that, it is going to need to get unity between them and people are going to share this culture and be known as as you know a particular as be sharing particular cultural characteristics.

So, it is the culture binds the people together, people share culture and so culture is something which is shared. Social institutions like family, education institutions like schools, colleges and universities, political institutions like you know the the public or the policy makers or the leaders or government and other religious institutions. Whether it would be places of worship or artifacts or religious leaders, all of them basically help in transmitting culture and all of them help in you know transferring cultural components to each other and thereby, they help in transmitting culture across the members of the social fabric.

So, in this way we say that, culture is something which is shared, also a big role is played by the mass media. The mass media either in the form of print media or in the form of the audio visual broadcast media, also has a role to play in transmitting culture. So, we say, culture is something which is shared and binds the people of a society together and gives them a unified and acts and makes them feel a unified whole.

And this culture is learned, it is transferred, it is transmitted by social institutions or by religious institutions or by political institutions or by educational institutions and they all help to transmit culture. Also the mass media, the tv, the radio and the newspaper also help in transmitting of ideas, of values, of beliefs across people in a social system and they all help in sharing of culture. So, that is why we say that, culture is something which is shared.

Also, today cultures and subcultures are shared with people within an outside, mass media has a big role to play with vast, large number of you know television channels wind for viewership across India and that gets reflected in their TRP ratings. The various shows, the various serials reflects, how people are sharing culture and how, you know people are getting closure.

So, the various channels through their shows, through their serials, they reflect the cultures of all kinds, they portrait joint families, large joint families, portrait the small nuclear families, they portrait the different types of cultures and subcultures. So, across the television channel, you can see the serial, which portrait the Gujarathi family and another serials, which portraits the Punjabi family and another serial, which portraits the Bengali family.

All these serials you know to be coming one after the other between 08:30 and 10'o clock so you know it is basically, what people are getting exposed to his newer culture, newer subculture, rather. And people are becoming aware of eating patterns, dressing patterns, the languages, the religious customs, the traditions of people across a country. So, the subculture and culture is fast spreading and the people are sharing different components of culture and subculture.

Also with the the various national and vernacular channels that we have in India, we had began a process where, we share a subcultures even more and subcultures are no longer restricted to geographical boundaries. It is through tv, through radio, through magazines and through the newspapers, we are exposed to different cultures and subcultures everyday. So, subcultures are no longer restricted to geographical boundaries and as a viewer, as a person, who watches serials I may you know come to know about lot of our customs and traditions of people of another culture and the subculture.

And I begin to you know, also try to learn many few things in terms of dressing patterns, in terms of eating habit or in terms of eating styles. So, they ask you know for example, you know like today, there is a great demand for dhokla kakada, which was essentially the Gurathi foods and this demand is there in north India. Similarly, you have the great demand for mishti doi and for rasagulla or for hilsa fish in south India.

So, something which was essentially Gujarathi food as dhokla or kakada, which was restricted to Gujarat and some parts of may be, Maharashtra have now, moved beyond to north India where, people want to relish such delicacies. And the marketer again have a huge potential where, these kinds of restaurants have become started getting opened so you will find Gujarathi restaurants even in north India.

Similarly, you have the Bengali delicacies like the hilsa fish or the rasagulla or the (( )) or the mishit doi, which is getting very very popular across country and across south India or even a north India where, people prefer want this delicacies. So, they the marketer again has a huge potential so we today find packed dhokla and kakada you know and you also find rasagullas and sandesh in packed in gift wrap packs is often tined or you know in plastic jars and can, which is easy to carry across the country.

And the people you know will buy in the available across the country even if they are not, they can be easily carried you know from one part of the country, if one is on a tour or travel and to the another part of the country to be relished in his home with his family so culture today is something, which is shared. As consumers, we are greatly impacted by this various forms of a you know like the social or the religious or the political or the you know religious societies and forums but they also impacted hugely enormously by the mass media.

So, finally, we say culture is dynamic in nature and constantly evolves with time so it adopts itself to the changing times, marketer basically need to assess the environment so as to, look for the changing myths and wants preferences and priorities. And so they need to adopt their product or service offerings with a changing myths, changing wants, changing values, norms, behavioral patterns of people in the society.

So, you know like for example, we have a dual income household, which is both husband and wife working and what we see today, is not financially constrained or income constrained family unit but more of a time constrained family unit. So, you know



people here today prefer going out and eating something, which was not seen earlier, today become a popular. We find large number of eatery or joints or restaurants that come up all over because the demand for fast food, the demand for restaurants food has increased.

So, with dual income household and they need for eating out, is a huge business for the fast food and for the restaurants business. So, marketer have to be look out for changing values, changing believes, changing use, norms, the changing myths and wants patterns of a members of a particular culture and they have to adopt themselves in accordingly in terms of their marketing strategy, whether in terms of you know STP or it is the four ps or it is in terms of you know diversifying into other you know adventures so all of these basically impacted by culture.

So, with the change in culture also what we see today is, changing in buying roles, we discussed buying roles. We talked about how children, how teenagers are big initiators and influencers, how they also becoming a you know they have big role to play in decision making, how they are also becoming buyers. And the marketer have to identify the initiators, influencers, deciders, buyers and users, and use them, approach them accordingly either personally or impersonally via mass media.

So the marketer basically, who continually asses the environment for environment for cultural change would be in much better manner way will be equipped much better to understand the environment and change the four ps accordingly. So, that how we say, that culture is dynamic and it evolves with time, so these are the few of the characteristics of culture now, let us move into the components of culture.

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So, what are the various components of culture, talking about the components we say that, the culture has components like values, language, myths, customs, rituals and laws so these are the various components of culture. It is these, which is makeup a culture or these, which characterizes a social fabric of a society. So, what are the various components, various components what is that constitute culture, it is the values, it is the language, it is the myths, it is the customs and traditions, it is the rituals and it is the law so each of these acts as a constituents of culture.

So, beginning with values, what is value, these are believes and ideals, which are shared by people of a society, for which they get great respect and regard. So, these values are assumed both positive and negative form so positive in terms of do's and negative in terms of do not's. And they are basically, these values become indicative of appropriate thoughts, feelings and acts of behavior.

So, this is what, we mean by value, value is the in terms it is the ideal, it is the belief that people in the social fabric people in the society people in the society must follow their certain norms, of certain do's and certain do not's and certain acceptable forms of behavior' which all actually derive from the value of and the value system. And there are basically, the you know they come in the form of or they translate themselves in the form of acceptable and unacceptable acts of behavior, very often in terms of the thoughts, the feelings and the acts of behavior.

The language, as we all know, is a means of how we communicate with the people in the social system and it is language, which is very, very strongly binding amongst people across cultures and subcultures. Language is a great binding, forced binds people of culture together, it binds people of subculture together and it is basically the common language, that binds them even more stronger in a social structure.

Myths a legendary stories or a folk tales, that describes events and occurrences in the society and teach values to the society or to the members of the social system. So, this legendary folk tales or these legendary stories, they basically recount certain you know you know, they are in the form of a story and certain characters. And these characters play certain positive and negative roles and through the through the consequences of the negatives, the people in the social system are thought about, how not to enact the negative characters and how to adopt positive characters.

So, it is these basically, these folk tales or these stories act as you know they act as lessons, which will which again provide values to or strength and values in members of the social system. So, through these stories, people in a social fabric are taught what is good and what is bad, what happens if we do good things and what happens happens if we do bad things.

So, these are essentially imaginary and fictitious in nature, and the character here could be gods, goddess, heros, heroines or men, the common man. And ultimately the lesson, it basically gives the lesson to a people with respect to the causes and effects of the good and the bad or the right and the wrong. So, through lessons of good, bad, right, wrong, people in a society are taught, what should be what they should be doing and what they should be avoiding so in a way, essentially they taught about the value system.

A customs are habitual practices, that formulate the way of doing things and effect the, they reflect the culturally accepted patterns of behavior. People in a particular social system will follow certain practices collectively and the habitual practices or the habitual activity becomes a part of their day to day culture, customs and then it get transferred from one generation to another.

So, customs are basically day to day acts of behavior, habitual practices, habitual norms, which we keep on performing on the day to day basis. And they accept, they basically illustrate the acceptable norms of behavior for a social system in terms of routine, in

terms of habitual day to day practices. So, people follow such practices collectively and the habitual nature gets transmitted from one generation to another.

Then, you have rituals, rituals are prescribed processes and procedures for conduct of social or religious rights, they are in the form of rights, ceremonies, and which could be symbolic in nature. So, rituals are essentially to do with social rights or to do with religious rights and they basically are established rights or ceremonies or proceedings, which have some kind of a symbolism attached to them.

And finally, there are laws, laws are which are principles, there are rules, regulations that are either formally sanctioned or informally headed to in the of norms. So, either there is formal authority behind them in terms of the political you know element or in terms of ruler or a government or the constitution, etcetera. So, something very formal either prescribed by law either prescribed by a political authority or a ruler or a constitutional you know element, and it is in supported by the judicial authority of a particular country.

Laws could also be informal, laws could also be informal, which could be refer to as a norm, which is informally accepted and headed to by people in the society. So, they they manifest themselves often in the form of conventions, which a mutually agreed upon the rules or regulations, which which people in a society have to agree to. So, such laws are universally, whether such laws whether formal or informal are universally applied across the country or across the society.


And either they could be in the form of written rules and regulations, which are more formal and (( )) of these written rules and regulations can often lead to punishment or legal action from the judiciary. On the other hand, the informal are not written, they are more you know understood and self accepted by people of a social system. And they agree to follow these certain rules, in the certain informal rules as do's do not's, that have a bearing on day to day behavior, on the day to day general and specific acts of behavior. So, these are the various components of culture now, let us come to, how do you measure culture or what is what do you mean by a measurement of culture.

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**7.5.4 Measurement Of Culture:**

-Culture can be measured through use of many techniques, some of which are:

- i) Projective Tests
- ii) Attitude measurement tests and techniques
- iii) Content analysis
- iv) Consumer fieldwork; and
- v) Value measurement instruments.




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So, the culture can be measured through the use of many techniques, some of which can be projective test or attitude measurement test and techniques or content analysis or consumer field work or value measurement instruments. So, let us discuss these various components, about these various tools and techniques, by which we can measure culture.

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**i) Projective Tests:**

- The projective tests attempt to measure underlying traits, fears, anxieties and attitudes, motivations and personalities.
- They help reveal people's orientations towards the cultural values, myths, customs, traditions and rituals.
- The participants are shown pictures, images, cartoons and characters, inkblots and incomplete sentences/paragraphs to understand, interpret and comprehend them.
- Gestures and body language, tone of voice and other reactions are also noted.
- Such tests are used to study motivation and personality.
- The two commonly used tests are the Rorschach Inkblot Test and the Thematic Apperception Test (TAT).



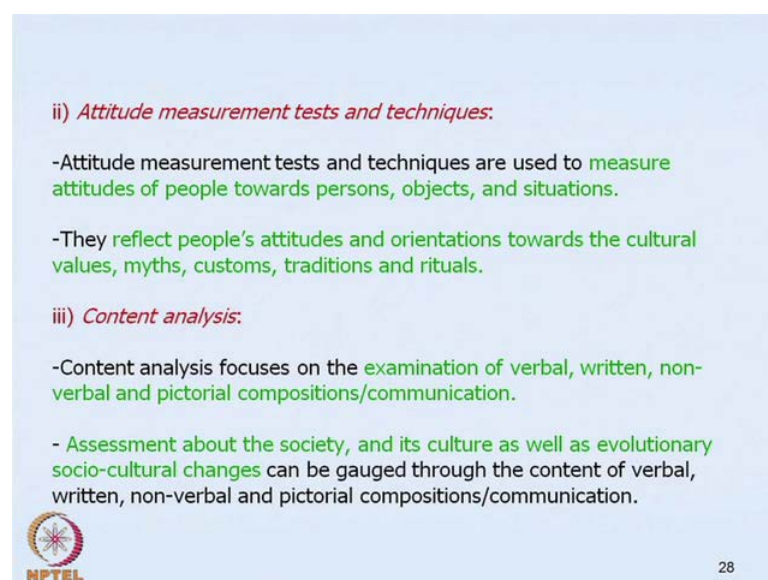
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So, so we have to start with projective test, they are basically meant to measure underline traits or fears or anxiety or attitudes, personality and motivations. People reveal their orientation towards their values, their myths, their customs, traditions and rituals. So,

people are shown certain cartoons or certain characters or inkblots or given incomplete sentences and paragraphs to complete and comprehend them. So, the manner, in which they behave, they gestures the body language, the tone of the voice and other reactions of the body are noticed, are readily noted and such tests basically, pertain more to do with personality and motivation. So, through these projective test, people get an idea into, the researchers gets an idea into orientation of peoples towards cultural values, myths, customs, traditions, rituals and they like.

The two commonly used projective test are the thematic apperception test called TAT, and the Rorschach inkblot test. So, these tests basically use pictures, images, cartoons, inkblots and incomplete sentences and paragraphs to basically understand you know, they use them and they give them to responses and they ask them to interpret them. So, through their responses, through their responses of the the people, through their body gesture, through their tone, through a language and through the expressions, you get to know about the underlined motives, about the underlined personality traits. As also, the fears, the anxieties, the attitudes and their overall bearing on cultural issues, values, rituals, traditions, customs, etcetera, we come to know that so this is called a projective test. Then you have attitude measurement tests and techniques.

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ii) *Attitude measurement tests and techniques:*

- Attitude measurement tests and techniques are used to **measure attitudes of people towards persons, objects, and situations.**
- They **reflect people's attitudes and orientations towards the cultural values, myths, customs, traditions and rituals.**

iii) *Content analysis:*

- Content analysis focuses on the **examination of verbal, written, non-verbal and pictorial compositions/communication.**
- **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.

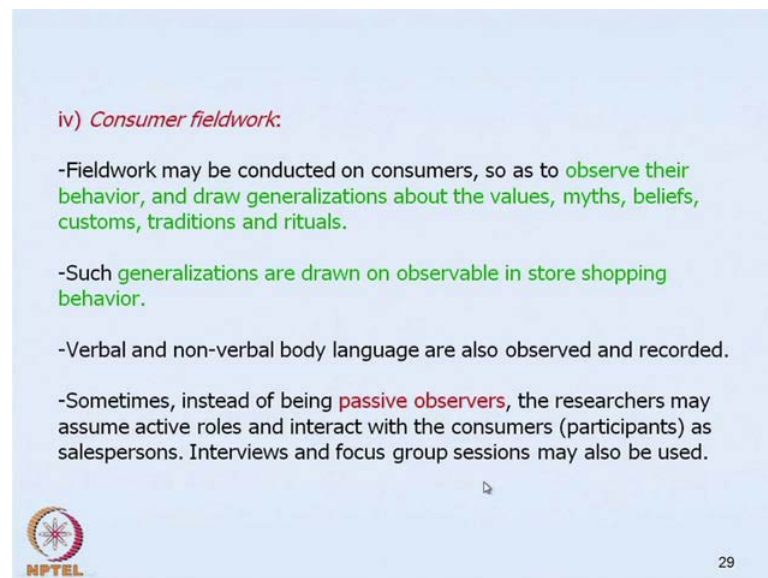
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So, there are lot of techniques, which are used so there are lot of tools, which are available to measure attitudes towards objects or towards people or towards situation.


And they again reflects people attitudes and orientation towards cultural values, made customs traditions and rituals then you have content analysis, which basically focuses on the examination of verbal, written, nonverbal and pictorial communication or compositions through a assessment about the society and it is culture as well as the evolutionary socio cultural changes can be judged through an examination of such verbal, nonverbal, written and pictorial compositions and communication. So, content analysis can also be used, you try to asses you know the verbal, the written, the non verbal and the pictorial communication and compositions. And through that, through the assessment of that, we try to study the the cultural norms, the cultural patterns, the evolutionary social cultural changes, that are been brought about.

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iv) *Consumer fieldwork:*

- Fieldwork may be conducted on consumers, so as to observe their behavior, and draw generalizations about the values, myths, beliefs, customs, traditions and rituals.
- Such generalizations are drawn on observable in store shopping behavior.
- Verbal and non-verbal body language are also observed and recorded.
- Sometimes, instead of being passive observers, the researchers may assume active roles and interact with the consumers (participants) as salespersons. Interviews and focus group sessions may also be used.

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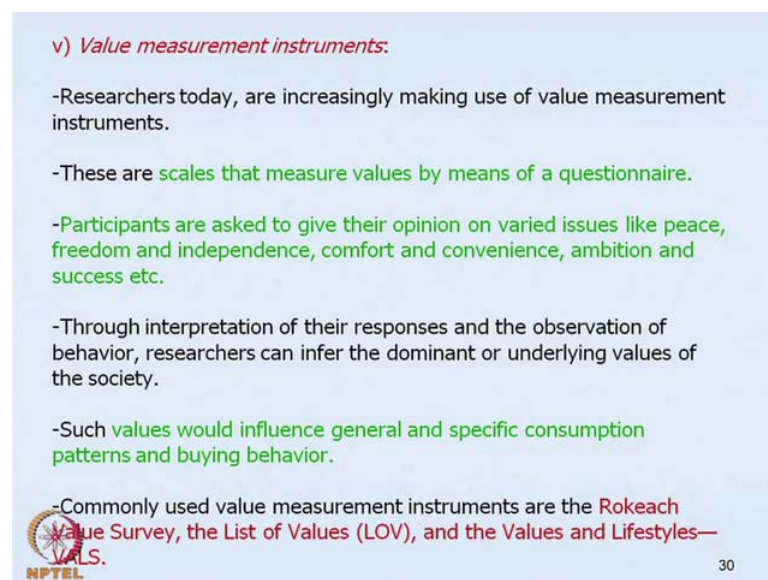
Consumer field work so field work may also be conducted on consumers to observe their behavior and to draw out generalizations about their values, their customs, their myths, their traditions, their rituals, etcetera. Such generalization of course, are clearly visible in the cases of store shopping behavior where, researchers can basically observe a shopper, a consumer about, how he is behaving, his bodily expressions, his facial expressions, his bodily gestures, his you know the overall body.

The verbal and nonverbal language can basically be observed and recorded and you know observations can be drawn about their values, their myths, their behaviors, their customs, and their traditions. Sometimes the observation is very passive, you know the

researchers is just being a passives observe and sometimes, he assumes a more active role and he begins to interact with the shoppers or with the consumers.



And through verbal communication and through mix with the non verbal communication, he gets an idea about about the behavior of the shopper or the consumer. And again, that behavior also could be related to his customs, traditions, rituals, myths, and traditions, it is values, etcetera. Some you know sometimes, the focus group interviews will also give insides, personal interviews will also give insides into underlying motives into underlying traits, fears, anxieties, thought processes. And ultimately, as you know behalf of bearing, on your values, on your myths, on your rituals, on your customs, on your traditions, on your value system.

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v) *Value measurement instruments:*

- Researchers today, are increasingly making use of value measurement instruments.
- These are scales that measure values by means of a questionnaire.
- Participants are asked to give their opinion on varied issues like peace, freedom and independence, comfort and convenience, ambition and success etc.
- Through interpretation of their responses and the observation of behavior, researchers can infer the dominant or underlying values of the society.
- Such values would influence general and specific consumption patterns and buying behavior.
- Commonly used value measurement instruments are the Rokeach Value Survey, the List of Values (LOV), and the Values and Lifestyles—VLS.

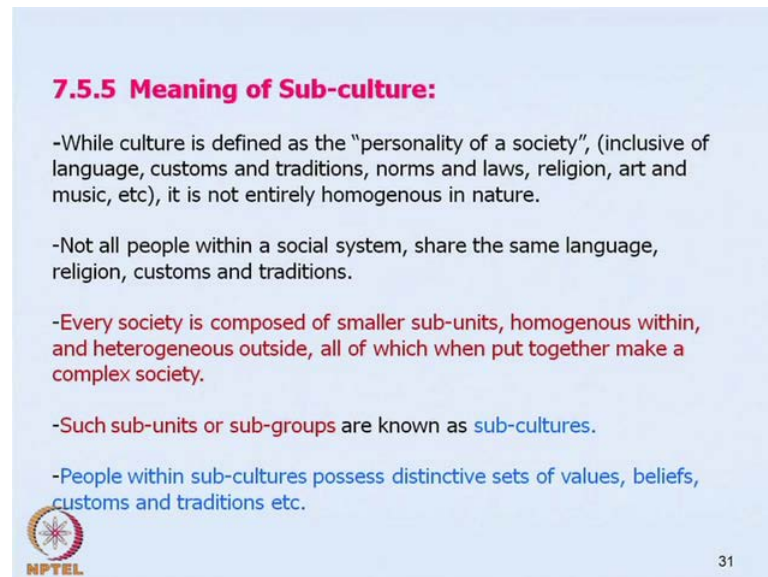
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Finally, value measurement institute instruments value measurement instruments can also be used, we have discussed in the previous section, a few of the lifestyle measurement tools and techniques where, one of the most you know popular one is the values or the values and lifestyle analysis. And there is another one, which is called the list of values or the rokeach values survey, so in these case, they measure values by means of questionnaire. Correspondence asks large of questions relate to their opinions, about issues like peace, freedom, an independence, comforts, convenience, ambition, success, etcetera.




And through interpretation of such responses and through observation of the behavior of people, researchers get an idea about the dominant and the underlying values of the society. So, such values definitely have a bearing on general patterns of behavior and the specific consumption behavior, which people have in the market place.

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**7.5.5 Meaning of Sub-culture:**

- While culture is defined as the "personality of a society", (inclusive of language, customs and traditions, norms and laws, religion, art and music, etc), it is not entirely homogenous in nature.
- Not all people within a social system, share the same language, religion, customs and traditions.
- Every society is composed of smaller sub-units, homogenous within, and heterogeneous outside, all of which when put together make a complex society.
- Such sub-units or sub-groups are known as sub-cultures.
- People within sub-cultures possess distinctive sets of values, beliefs, customs and traditions etc.

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Now, let us now come to subculture so while culture is defined as a personality of a society, it is not entirely homogenous in nature. So, if you see the country, not everybody in the country will have the the similar customs or traditions or rituals or value system or not all of them will have a same eating patterns and you know the same you know the dressing styles and dressing patterns, there is always a change.

So, while culture is defined as the sum total of a society's personality, it is not essentially homogenous in nature. Not all people in the social system will talk the same language or will have the same customs and traditions and values or will have the same kinds of rituals and you know ceremonies or you will have the same kind of eating patterns or dressing patterns, will definitely change.

So, with in a culture what we find is, subgroups of similarity subgroups where, people within the groups are more homogenous, more similarity and across subgroups are more different from other and more heterogeneous. So, every society is composed of smaller subgroups, homogenous within and heterogeneous outside, and these smaller subgroups

which are homogenous within, similar within and you know heterogeneous outside are referred to as subcultures.

They put together different kinds of subcultures will make complex society so these subgroups or these subunits are called subcultures. People within a subculture will be more distinctive with respect to their values, beliefs, customs and traditions and will share it more strongly, acted more as a binding force than people from other subculture. So, single culture can be broken up into separate subcultures, subculture is one which is defined as the culture that is that is you know that is not dominant in the society.

So, as consumers from various subcultures, we are different to one another, we have different values, different beliefs, different customs and traditions, and all of these also get reflected in our purchase patterns and our consumption behavior. So, that is the reason, why the study of subculture becomes very relevant, so while we talk broadly of culture, within culture we have differences in different groups of people and within group people are more similar.

So, they comprise one subculture and they are different from people from another subculture so the kind of values, customs, traditions will vary across these subgroups. Similarly, the general and specific acts of behavior, the do's and do not's will also vary across these groups and more specific to consumption patterns, the kind of clothes we wear, the kind of food we eat, the kind of you know shopping orientations we have.


The kind of you know the processes of shopping process we will undergo in terms of, the kind of products we will buy, the kind of prices we will be ready to pay or the kind of places we will like to frequently as a shopper or the kind of you know appeal that bring you know binds us most in the form of a message appeal. All of these will vary across people of subculture So, coming to types of subculture, the more important sub cultural categories are in terms of nationality, geographical locations, religion, race, caste, gender and age.

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**7.5.6 Types Of Sub-culture:**

- Based on the varying criteria, there can be different types of sub-cultures.
- The important sub-cultural categories are nationality, geographical location, religion, race and caste, gender and age.
- From a marketing perspective, these could also be discussed as market segments, which need to be studied and assessed carefully before deciding on a product/service offering and formulating a marketing mix for a particular segment(s).

- a) Nationality
- b) Geographical location
- c) Religion
- d) Race and caste
- e) Gender
- f) Age



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So, from the marketer's perspective, this could be studied as different market segments, which need to be studied very carefully before deciding on the marketing mix for a segment. So nationality, while we are all Asians, we are distinct with respect to culture and different in terms of language, customs and traditions so we are classified as Indians or Bangladeshis or Nepalis or Pakistanis or Ceylonese. Similarly, with geographic locations, within a country they will be different, we will be different across geography, across climatic conditions, across region and terrain, and across density of population.

So, people will have a regional affinity and identification and that gets reflected in the kind of eating patterns or the dressing styles or the kind of interest, that they pursue. So, they constitute a distinct subculture and people across subcultures will be very different like for example, a north Indian is very different to a south Indian. Religion again people exhibit differences, when it comes to religion Hindus, Muslims, Sikhs, Christians, Parsis all of them are different from one another.

They have different values, different beliefs, customs and traditions, and as consumers also, we make product choices or purchase choices or brand choices, that are actually influenced by dictates of our religious leaders or of scriptures and holy book. So, the kind of products we buy, the kind of services we we you know prefer, the kind of brands that we buy, the kind of price that we are ready to pay, the kind of you know needs and

wants and the resultant priorities and preference that we have, are all impacted by our holy books, scriptures or religious texts and our leaders.

So, in fact, many of the products are associated with some form of symbolism, you know some form of rituals. And you know for example, as per Islam, non vegetarian food must be halal and this itself comprises a huge segment, that marketers must address to, when they are thinking about crossing national boundaries and catering to people of other countries.

So, we are very different, when it comes to religion and religion itself can be used as a basis of subculture. Then race and caste across, within a particular religion we are again we get segregated in terms of race and caste. Culture will vary across states will across you know race will vary across race and caste. So, Jats, Jats or Rajputs, Pathans, Yadavs they all are different from one another, they belong to different castes and communities. And so as subculture, they were very different and they will impact, again they buying a consumption patterns.

Gender, the gender again the male and female, again have a different, they act as to different you know can be used as the basis for subculture. Because, gender roles have a impact on acts of behavior, gender constitutes an important component of a cultural subgroups. So, males and females across all cultures are designed different trades and characteristics that make them masculine or feminine.


So, they also perform different kinds of roles as two distinct groups, it is true today the gender roles have got blurred especially, we are discussed this in terms of you know the roles and status, that men and the women have in the family today. Nevertheless, they they the men also perform, still in some culture where, we will see today, we see men performing certain kinds of roles and responsibilities, and women performing another.

Age, age can also be used as basis infants, kids, teenagers, adolescence, adults and aged, may all be looked as distinct subgroups, they have different values and believes, and this gets impact on the priorities in the life. Daily lifestyles, activities, interests, opinions, hobbies, fashion and accessories, foods and diet, all of these receive a varying priorities across age and across various subgroups. So, that is how, we say that these various subgroups are you know some different and could be treated as culture part of different cultures and subcultures.

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**References for Further Reading:**

- Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
- Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
- Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
- Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, Inc.



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So, with this we come to an end of our discussion on culture and subculture, with references for the reading Loudon and Della Bitta, Peter and Olson, Schiffman and Kanuk, Wells and Prensky. So, these are the books, which one should be referring to.

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**FAQs (Frequently asked Questions):**

Ques 1 What do you mean by the term "culture"? Discuss the characteristics of culture?

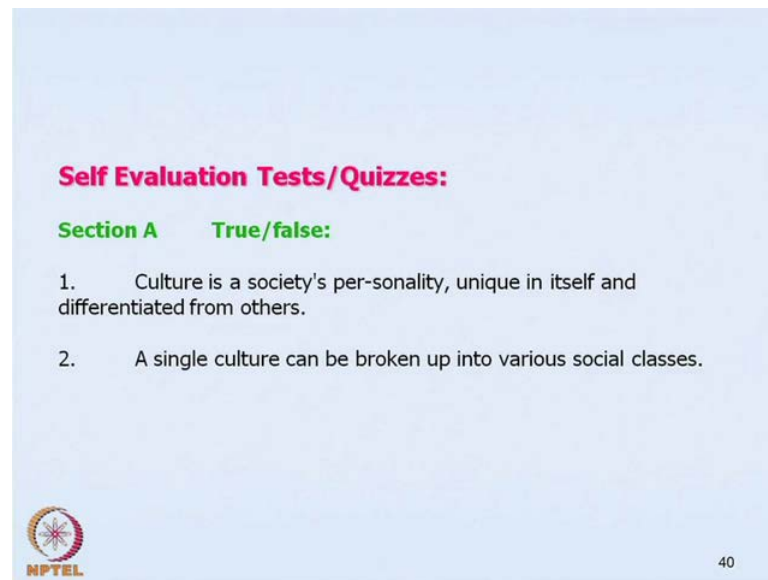
Ques 2 What are the various methods by which culture can be measured?



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The frequently asked questions, question 1 what do you mean by culture, discuss the characteristics of culture and question 2, what are the various methods by which culture can be measured.


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**Self Evaluation Tests/Quizzes:**

**Section A True/false:**

1. Culture is a society's per-sonality, unique in itself and differentiated from others.
2. A single culture can be broken up into various social classes.

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Self evaluation test, section A true false, 1 culture is a society's personality, unique in itself and differentiated from others, is it true or false so this is a true statement. 2 A single culture can be broken up into various social classes, it is true or false statement, this is a false statement, single culture can be broken up into various social classes.

So, let us come to a self evaluation test and quiz, section A true false, 1 culture is a society's personality, unique in itself and differentiated from others so is it a true or false statement, this is a true statement. Question 2, A single culture can be broken into various social classes so is it a true or false statement, this is a false statement, a single culture can be broken up into various subcultures, it is not social classes but it is subcultures.

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**Section B**                      **Fill up the blanks:**

1. The process of learning one's native culture is known as \_\_\_\_\_, while the process of learning a new or a foreign culture is known as \_\_\_\_\_.
2. MNC's who desire to enter foreign markets should carefully study and understand the cultures of such countries. They should go through a process of \_\_\_\_\_.
3. \_\_\_\_\_ tests can be traced to the [psychoanalytic](#) psychology, which argue that human beings have conscious and [unconscious](#) attitudes, motivations and personalities that are hidden and unknown from conscious awareness.




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Section B fill in the blanks, 1 the process of learning ones native culture is known as dash, while the process of learning a new or a foreign culture is known as dash. So, the process of learning ones native culture is known as n culturation, while the process of learning a new or a foreign culture is known as a culturation. Question 2, MNC's who desire to enter foreign markets should carefully study and understand the culture of such countries, they should go through the process of dash, they should go through the process of a culturation. 3, dash tests can be used traced to the psychoanalytic psychology, which argue that human beings have conscious and unconscious, motives and personalities that are hidden and unknown from conscious awareness. So, dash test, it is projective test.

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**Section C Short answers:**

1. Define culture in the context of consumer behavior.
2. Mention the characteristics of culture.
3. What are the forms in which cultural learning take place?
4. Mention the various components of culture?
5. Mention commonly used value measurement instruments.



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Short answers, define culture in the context of consumer behavior, 2 mention the characteristics of culture, 3 what are the forms in which cultural learning take place, 4 mention the various components of culture and 5 mention commonly used value measurement instruments.

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**KEY:**

**Section A True/false:**


1. True
2. False

**Section B Fill up the blanks:**

1. Enculturation, Acculturation
2. Acculturation
3. Projective

**Section C Short answers:**

1. The culture of a society also has a bearing on buying patterns and consumption behavior. In terms of consumer behavior, Schiffman defines culture as "*the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society*". The kinds of products and services and/or brands that consumers' buy and use, are all based on their cultures and sub-cultures.
2. a) Culture is natural and permeates naturally into the social system; b) Culture helps in satisfaction of needs; c) Culture is not inborn; it is learnt as a result of the socialization process; d) Culture is shared; e) Culture is dynamic in nature, and evolves constantly with time.



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3. Cultural learning takes place in three forms, viz., formal learning, informal learning and technical learning. Formal learning occurs when a child is taught how to behave by the family; Informal learning occurs when the child learns by imitating the behavior of others, be it members in the family, or friends, or celebrities, or characters; Technical learning occurs when the child is taught how to behave in a formal educational environment by a teacher.

4. The various components of culture are values, language, myths, customs, rituals and laws.

5. Rokeach Value Survey, the List of Values (LOV), and Values and Lifestyles—VALS.



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So, this is what, brings us to an end of our session on culture and subculture, we shall be continuing with the the rest of the portion on culture, subculture and cross culture in the next session.

Thank you.