

Digital Consumer Behavior

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MKT713
Master of Digital Marketing

Lecture 9



Culture's Influence on Consumer Behavior

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Chapter
9

LEARNING OBJECTIVES

- To understand culture's role, dynamics, evolution, and impact on consumers' priorities and behaviors.
- To understand language, symbols, and rituals as expressions of a learned culture.
- To understand how to measure the influence of culture on consumer behavior.
- To understand Americans' core values and how to apply them to persuasive communications.
- To understand green marketing and ecologically responsible consumption.

Culture's Influence on Consumer Behavior

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



- It is an umbrella term which encompasses the social behavior, institutions, and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups.
- Culture is often originated from or attributed to a specific region or location.
- Humans acquire culture through the learning processes of enculturation and socialization, which is shown by the diversity of cultures across societies.
- Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts.

What is Culture?

- Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.
- Culture is the systems of knowledge shared by a relatively large group of people.
- Culture in its broadest sense is cultivated behavior; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behavior through social learning.
- A culture is a way of life of a group of people--the behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.

What is Culture?

Culture is communication, communication is culture.



What is Culture?



https://www.tiktok.com/@hareth_mustafa/video/7236006365821422854

What is Culture?

- Culture is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions.
- Culture consists of **patterns**, explicit and implicit, of and for behavior acquired and transmitted by **symbols**, constituting the distinctive achievement of human groups, including their embodiments in **artifacts**.



What is Culture?

- The essential core of culture consists of **traditional ideas** and especially their **attached values**; culture systems maybe considered as **products of action**, and as **conditioning influences upon further action**.
- Culture is the sum of total of the learned behavior of a group of people that are generally considered to be the tradition of that people and are **transmitted from generation to generation**.



3 Levels of Cultural Norms

The supranational level

affect multiple societies (i.e., subcultural cross-national or cross-cultural boundaries).



The national level

shared core values, customs, and personalities that represent the core of the “national character” of a particular country.



The group level

subcultures, and the influences of various reference groups.





Figure 1: A group of medical students in white coats standing behind a table with anatomical models and charts.

Socialization = Two Way Process

1. **The supranational level** reflects the underlying dimensions of culture that affect multiple societies (i.e., subcultural cross-national or cross-cultural boundaries).
2. **The national level** reflects shared core values, customs, and personalities that represent the core of the “national character” of a particular country.
3. **The group level** reflects the subdivisions of a country or society, such as subcultures, and the influences of various reference groups.



Supra-national regions

- European Union (EU)
- NAFTA (USA, Canada and Mexico)
- Inter-American
- Caricom (Carribean)
- ASEAN (South East Asia)
- MERCOSUR (etc.)

What is Supranationalism?

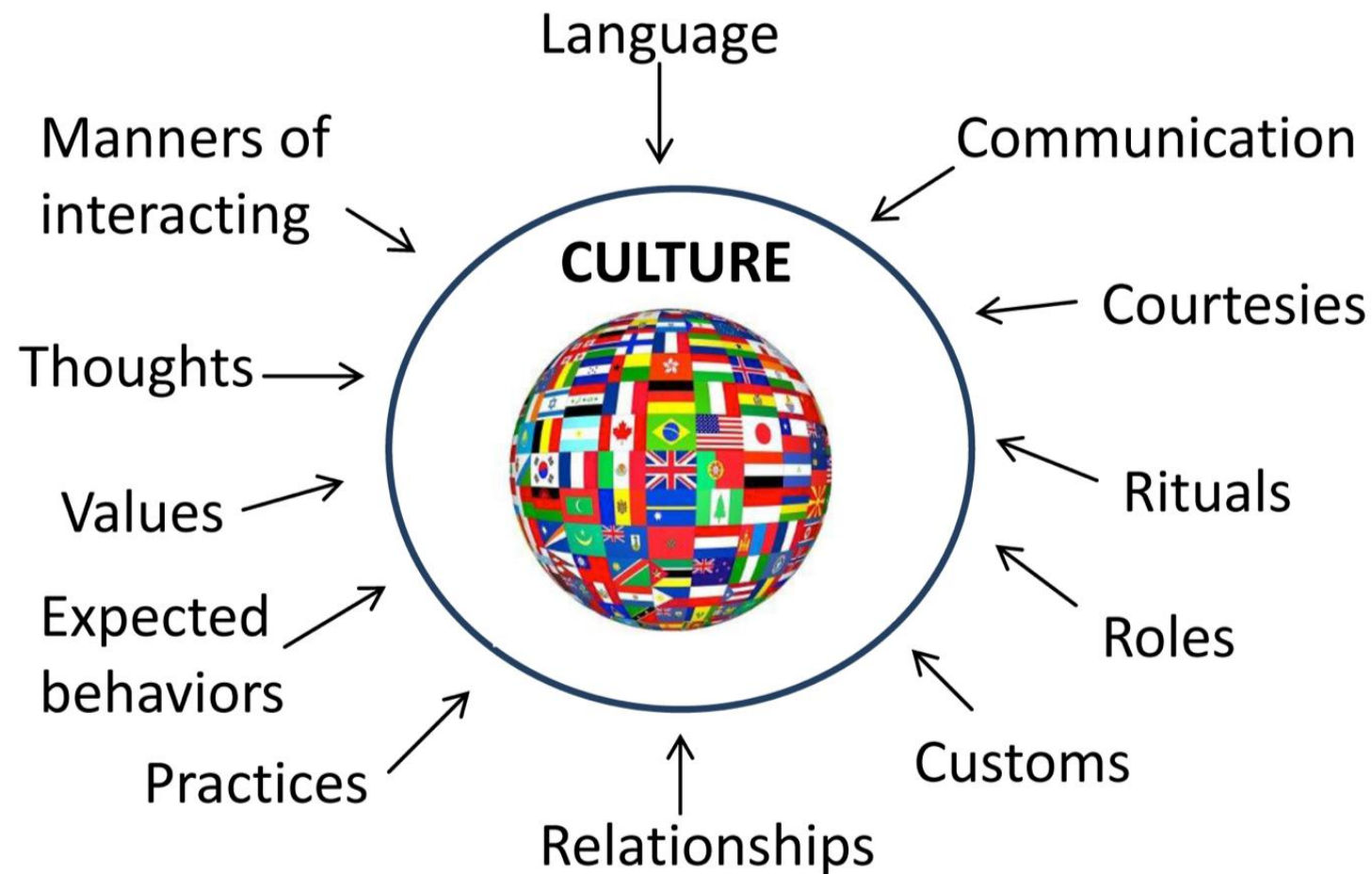
- ❖ When a number of individual states come together to work together toward common goals.
- ❖ Italy, Germany, and Greece all transformed from separate entities into single countries.
- ❖ League of Nations and eventually the United Nations.
- ❖ NATO, NAFTA, the Arab League, and the African Union.
- ❖ The most successful example of supranationalism is the European Union.



- Marketers must always monitor cultural changes to discover new opportunities and abandon markets that have “dried up” because of cultural changes.
- Marketers should periodically reconsider why consumers are doing what they do, who are the purchasers and the users of their offerings, when they do their shopping, how and where they can be reached by the media, and what new product and service needs are emerging.



- Culture expresses and satisfies the needs of societies.
- It offers order, direction, and guidance for problem solving by providing “tried-and-true” methods of satisfying physiological, personal, and social needs.



- Culture determines whether a product is a necessity or discretionary luxury.
- Culture dictates which clothes are suitable for different occasions (such as what to wear around the house, and what to wear Culture dictates which clothes are suitable for different occasions to school, to work, to church, at a fast-food restaurant, or to a movie theater).



Learning Cultural Values



Formal Learning

(Parents)



Informal Learning

(Imitate others)



Technical Learning

(Education)

- **Formal learning** takes place when parents, older siblings, and other family members teach younger members “how to behave.”
- **Informal learning** takes place when children imitate the behaviors of selected others, such as family, friends, or TV and movie heroes and characters.
- **Technical learning** happens when teachers instruct children, in educational environments, about what should be done, how it should be done, and why it should be done, in social as well as personal settings.
- Our ethical values (e.g., the importance of kindness, honesty, and responsibility) are also formed during childhood as we learn them from parents, teachers, and other significant adults.

عادات ورسوم



Acculturation

is learning new or foreign cultures.



Enculturation

is learning one's own culture.



- The contents of media, advertising, and marketing reflect cultural values and convey them to all members of society very effectively.
- The repetition of marketing messages both conveys and reinforces cultural beliefs and values.
- In advertisements, cultural values are not only depicted in the advertising copy, but are also coded in the visual imagery, colors, movements, music, and other nonverbal elements of an advertisement.
- Marketers also transmit a lot of information that enables consumers to express shared cultural values.







- Verbal symbols
- Nonverbal symbols
 - Product
 - Promotion
 - Price
 - Stores at which product is available



- Cultural values are reflected in the languages, symbols, communications, and artifacts of a society.
- **A symbol** is anything that represents something else, and symbols can be either verbal or nonverbal.
- Words are verbal symbols, so the text of any ad is a composition of symbols. Nonverbal symbols, such as figures, colors, shapes, and even textures, are cultural cues that appear within advertisements, trademarks, packaging, and product designs.
- Prices and channels of distribution are symbols and reflect cultural meanings of products.



EGYPTAIR 
A STAR ALLIANCE MEMBER 

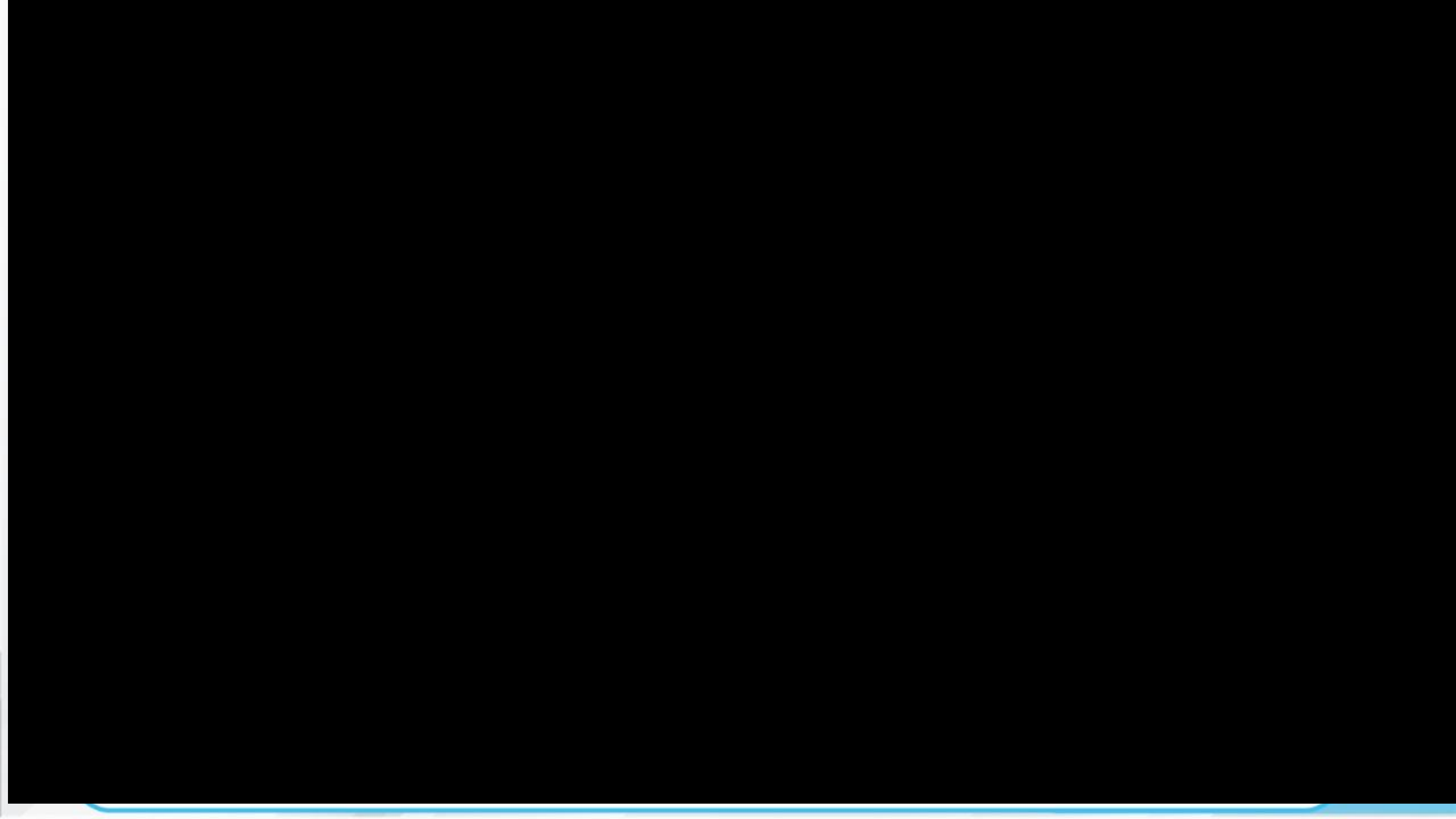


- For instance, the stores where clothes are sold (and also the prices of the items) symbolize their quality.
- In fact, all the elements of the marketing mix—the product, its promotion, price, and the stores at which it is available—are symbols that communicate the quality, value, and image of the offering.

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ونقرب الي ما بينا





- A type of **symbolic activity** consisting of a series of steps (multiple behaviors) occurring in a fixed sequence and repeated periodically.
- Rituals such as graduations, weekly card games, or visits to beauty salons include artifacts.



- Rituals can be public, elaborate, or ceremonial (e.g., weddings), or mundane routines (e.g., daily grooming).
- Ritualized behavior is formal and often scripted (e.g., a religious service or proper conduct in a court of law), and occurs repeatedly (e.g., singing the national anthem before the start of a sports event).
- Many rituals include artifacts, and some products are marketed specifically for certain rituals. For instance, turkey, stuffing, and cranberries are part of the ritual of Thanksgiving Day.



Ritual Artifacts (objects)

TABLE 11.1 Selected Rituals and Associated Artifacts

RITUAL	ARTIFACTS
Wedding	White gown (something old, something new, something borrowed, something blue)
Birth of child	U.S. savings bond, silver baby spoon
Birthday	Card, present, cake with candles
Fiftieth wedding anniversary	Catered party, card and gift, display of photos of the couple's life together
Graduation	Pen, U.S. savings bond, card, wristwatch
Valentine's Day	Candy, card, flowers
New Year's Eve	Champagne, party, elegant formal dress
Thanksgiving	A turkey dinner served to family and friends
Going to the gym	Towel, exercise clothes, water, iPod
Sunday football	Beer, potato chips, pretzels
Super Bowl party	Same as Sunday football (but more)
Starting a new job	Get a haircut and buy new clothes
Getting a job promotion	Taken out to lunch by coworkers and receive token gift
Retirement	Company party, a watch, and a plaque
Death	Send a card, send flowers, donate money to charity in honor of the deceased



- Ritualistic behavior is an action or series of steps that have become a ritual.
- For example, golfers who take a few practice swings before actually hitting the ball display a ritualistic behavior. Personal-care activities are often ritualized; Table 11.2 describes the daily ritual of a woman's facial care.

TABLE 11.2 Facial Beauty Ritual of a Young Advertising Executive

1. I pull my hair back with a headband.
2. I take off my makeup with L'Oréal makeup remover.
3. Next, I gently rub a Qtip with some moisturizer around my eyes to make sure all of my eye makeup is removed.
4. I wash my face with Noxzema facial wash.
5. I apply Clinique Dramatically Different Lotion to my face and neck.
6. If I have a blemish, I dry it out with Clearasil Treatment.
7. Once a week, using a wet and warm cloth, I apply Clinique Clarifying Lotion 2 to my face and neck to remove dead skin cells.
8. Every three months, I get a professional salon facial to clean my pores deeply.

The following criteria are used to select and designate core values:

1. The value must be pervasive. (spread)

That is, a significant portion of people must have accepted the value and used it to guide their attitudes and actions.

2. The value must be enduring. (lasting)

That is, it must have influenced actions over an extended period (as distinguished from fads and short-lived fashions).

3. The value must be related to consumption behavior. (habits)

That is, it must provide insights that help us understand consumption habits.

The core values identified include *achievement and success, time and activity, efficiency and practicality, progress, materialism (comfort and pleasure), individualism and conformity, freedom of choice, humanitarianism, youthfulness, and fitness and health.*

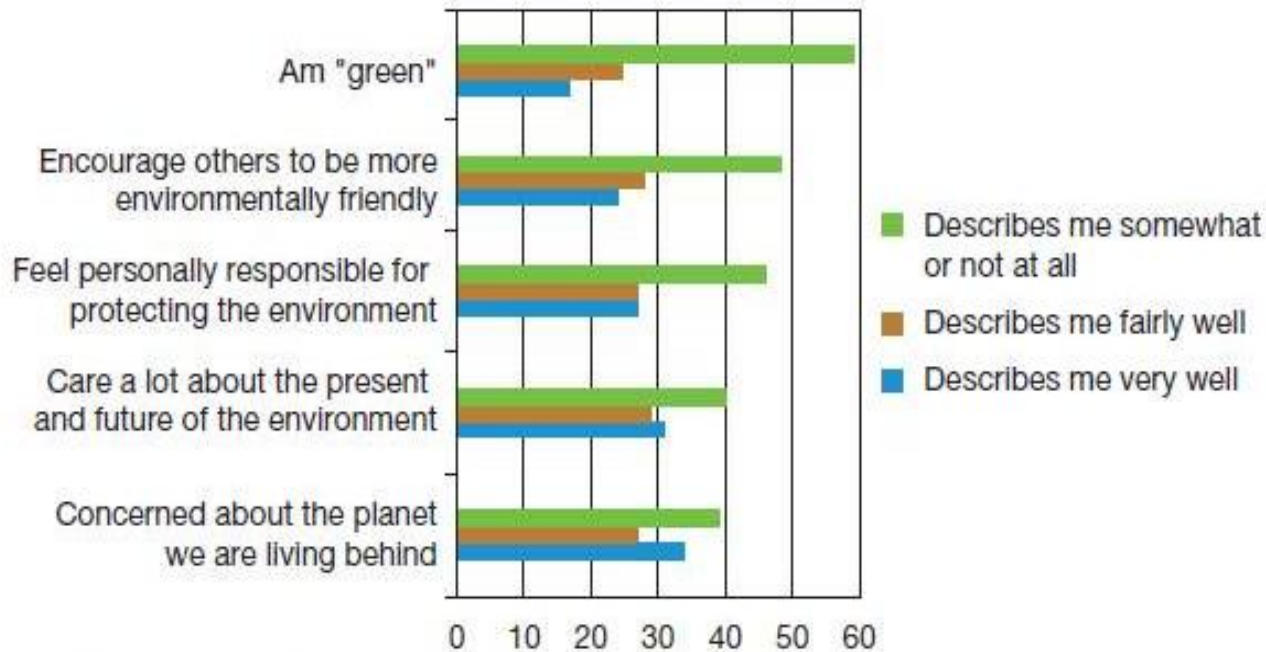
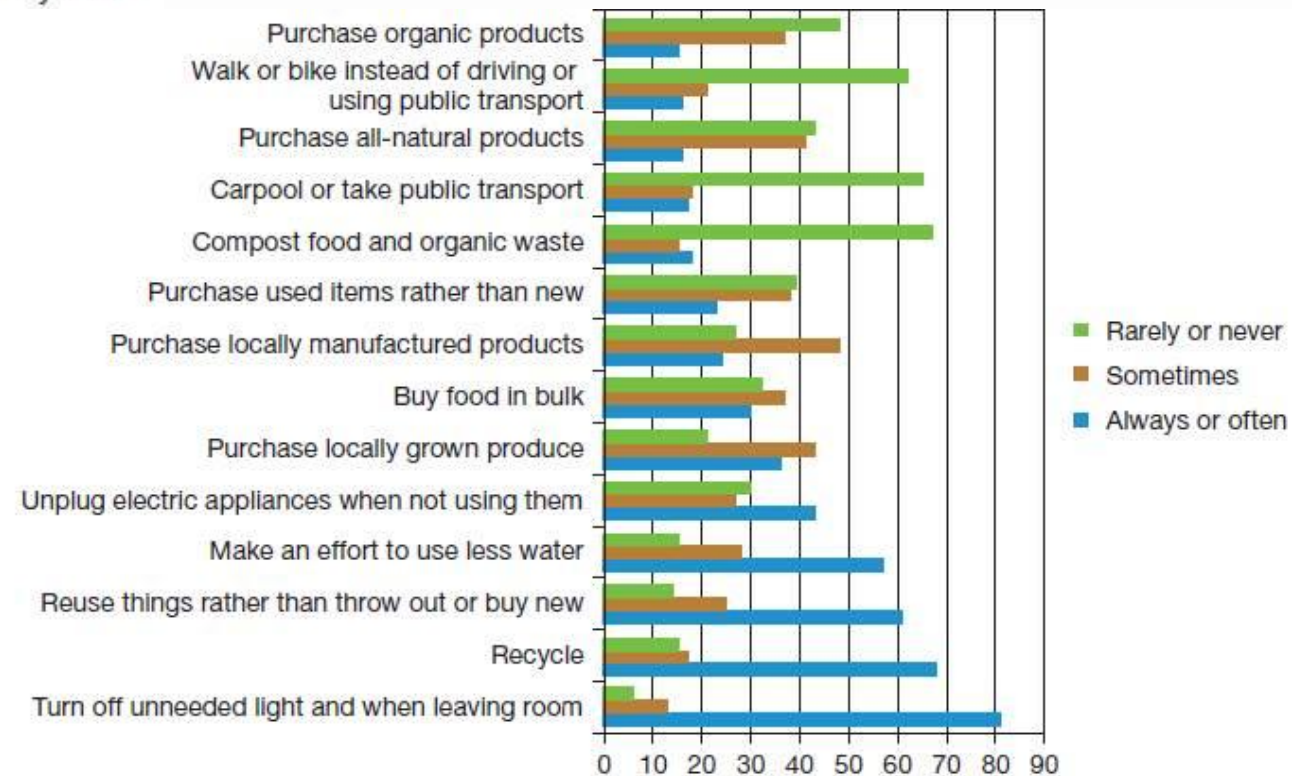


FIGURE 11.13 Americans' "Green" Attitudes





Ethics while Marketing to Children

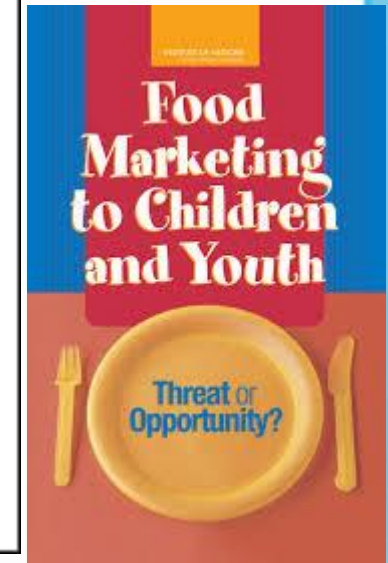
Advertising to children is of particular concern because kids tend to imitate behavior and are not old enough to correctly process and evaluate the information they see.

Guidelines by Children's Advertising Review Unit (CARU)



Guidelines include:

- No misleading claims about product's performance or benefits
- Must not exploit children's imagination
- Can not create unrealistic expectations
- Products must be shown in safe situation
- No encouragement of inappropriate behavior
- Avoid ads that
 - encourage children to pressure their parents to buy the products advertised
 - lead children to feel that ownership of a given product will make them more accepted by peers



Packaging to Increase Consumption

- Short, wide glasses
- Clear candy jars
- Transparent sandwich wrap
- Visible, aromatic food
- Organized food presentation



- Multiple offerings
- Minimal variations in serving bowl size
- Not tracking consumption
- Large inventories
- Bundling small packages



1. Both children and adults consume more juice when the product is presented in short, wide glasses than in tall slender glasses.
2. Candies placed in clear jars were eaten much quicker than those presented in opaque jars.
3. Sandwiches in transparent wrap generated more consumption than those in opaque wraps.
4. The visibility and aroma of tempting foods generated greater consumption.
5. Presenting foods in an organized manner, such as mixed assortments in bowls (or “grab bags”), buffets, potlucks, or dinner-table settings leads to more eating.
6. Assortment size or duplication, in forms such as multiple product tastings, multiple offerings of party snacks, duplicate buffet lines, and family dinners with multiple dishes, stimulate eating.

7. Minimal variations in the size of serving bowls whenever multiple options and sizes are present lead to eating more.
8. People generally do not keep track of how much food they consume. When told, they are often surprised at how much they have consumed.
9. Large inventories of foods at home increase the quantity believed to be appropriate for a given meal.
10. Small packages do not necessarily decrease consumption and can sometimes actually increase it. Responsible companies should sell small packages individually, rather than bundling them together in a larger container, because the availability of multiple small packages leads to overconsumption.

Cause-Related Marketing

Firms contribute a portion of the revenues they receive from selling certain products to causes that are socially desirable and supported by.



BUCKETS FOR THE CURE

susan G. Komen
for the cure.

**YOUR DOLLARS MAKE A DIFFERENCE.
HELP MAKE THE LARGEST SINGLE DONATION
TO END BREAST CANCER FOREVER.**

Together our donation will help Susan G. Komen for the Cure® end breast cancer forever. We urge you to learn more about this disease, how its effects touch nearly all of us, and most importantly, what you can do to join the fight.

For every **Pink Bucket**, KFC makes a 50¢ contribution to Susan G. Komen for the Cure.

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Chapter

9

To Sum Up...



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
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Thank You

Dr. Perihan Salah

