

Cultural Factor Highly Influences On Consumers & Their Buying Behavior – In Indian Context

A. Abdul Brosekhan M.B.A., (Ph.D.)¹, Dr. C. Muthu Velayutham, M.B.A., M.Phil., Ph.D.²

¹Assistant Professor, Department of Management Studies, Mohamed Sathak Engineering College, Kilakarai, Ramanathapuram - 623 806.

²Associate Professor, Director DODE, Anna University Coimbatore, Coimbatore - 641 047.

Abstract: Culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Culture influences consumers through the norms and values established by the society in which they live. It is the broadcast environmental factors that influence consumer behavior. 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, food etc. of a society. In fact, culture includes everything that reflects its personality. Therefore, Culture is learned as a result of social experiences. In the course of growing up, children acquire through formal, informal, and technical learning a set of beliefs, values, norms, and customs. In culture the values that are the cultural values are enduring beliefs that a given behavior is desired or good. Value system refers to the total set of values and the relative importance culture places on them. At the broad level are global values that represent core value system and are very enduring and strongly held. This paper is an attempt to analyze of culture and sub - culture enables marketers to segment their markets and fine - tune their marketing mix strategies to meet the specific needs, motivations, perceptions, and life styles shared by them.

Keywords: - Consumer, Behavior, Culture, Buyer Culture, Sub-culture, and Social Class.

I. INTRODUCTION

DJMcCortandNaresh & KMalhotra have defined culture as the complex whole that includes knowledge, belief art, laws, morals, customs and any other capabilities and habits acquired by humans as members of society. Culture operates primarily by setting somewhat loose boundaries for individual behavior within a society and by influencing the functioning of different institutions such as family and mass media etc. The boundaries set by culture on behaviors are referred to norms derived from cultural values and are the rules permitting or prohibiting certain types of behaviors in specific situations. Culture not only influences consumer behavior but also reflects it. It is a mirror of both the values and possessions of its members. **D K Tse and R W Belk** believes that cultures are not static but evolve and change slowly over time. Marketing strategies are unlikely to change cultural values but marketing does influence culture. For example, advertising agencies, fashion design house, music companies and cinemas etc. are all producers of culture. They are all responsible for creating and producing products and services designed to meet cultural goals. Their products and services influence the desire to be beautiful, independent and socially recognized etc. According to **RBPollay, DKTse and ZT Wang**, the massive export and multinational advertising of consumer goods, especially heavily symbolic goods such as cigarettes, soft drinks, clothing, athletic gear, as well as experimental goods such as music, movies and television programming, impacts the culture and desired lifestyles of importing countries. Therefore, the impact of culture is automatic and almost invisible and its influence on behavior is usually taken for granted. Consumer behavior is influenced by the culture through various norms and values established by the society.

II. THE REVIEW OF LITERATURE

Larry Jabbon sky(1995) has presented a situation have pepsi Affected the consumption culture in the youth. Giwen Rae Bachmann, Deborah Roedder John and Akshay Rao(1993) had described the condition that how does children effect through peer pressure in selecting their purchase choice. Dennis W Rook(1985) has written about the various dimension of consumer behaviour. The article also highlighted the relative importance of various factors of consumer behaviour. Lise Heroux and Nancy J Church(1992) have justified the behaviour changing of consumer on the occasion of wedding anniversary and gift giving rituals. David M Potter(1954) presented the situation of consumers with diverse nature and ambitions. Cyndee Miller(1995) has described the

80 different natures of women as a purchaser in different capacities. Kate Fitzgerald(1994) has described the role of life style in deciding the consumer behaviour factor. David C McClelland(1961) has described the behavioural consumption of customer. Ramesh Venkat and Harold J Ogden(1995) has described the contribution of social classification in consumer behaviour pattern. Rober A Nisbet(1970) has stressed that social bond plays a very important in deciding the consumer behavioural status. Deborah Bosanko(1994) has given the situations that working women play an important role in deciding role in culture of consumer behaviour. Eric Holl Reiser(1995) has given the description that club play an important role in developing a consumer culture. The advertising age(1995) has given the reasons for developing different consumer images. Jeffery D Z bar(1995) has presented the seen of different society within the country culture. Leon E Wynter(1994) specified the role of group effect in deciding the purchasing behaviour of consumer. Kari Van Hoof(1994) has mentioned the group differences play an important role in deciding the consumer behaviour. Judy Cohen(1992) has different between different community system about the purchasing system. Chad Rubel(1995) has decided that behaviour of market play an important role in deciding the consumer behaviour. Helen Mundell(1994) suggested that age plays an important role for deciding the consumer behaviour. Maxine Wilkie(1995) has advocated that Demographic plays a vital role for deciding the culture of consumer. Adweek's Marketing week(1994) has given the seen of vanishing culture of housewives and replacement by working wives.

III. THE CONCEPT AND DEFINITIONS OF CULTURE

If we ask 100 anthropologists to define culture, we'll get 100 different definitions. However, most of these definitions would emphasize roughly the same things that; Culture is shared, transmitted through learning and helps shape behavior and beliefs. Culture is of concern to all four subfields and while our earliest ancestors relied more on biological adaptation, culture now shapes humanity to a much larger extent.

- ❖ One of the earliest definitions of culture was put forth by Tylor in 1871: "Culture, or civilization, is that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society."
- ❖ The book defines culture as, "a society's shared and socially transmitted ideas, values and perceptions, which are used to make sense of experience and generate behavior and are reflected in that behavior."
- ❖ Culture is universal among all human groups and even exists among some primates. All cultures have to provide for the physical, emotional, and social needs of their members, enculturation new members, resolve conflicts and promote survival for their members.
- ❖ Society must balance the needs of the whole with the needs of the individual. If individual needs are continually suppressed, social systems can become unstable and individual stress can become too much to handle. Every culture has its own methods of balancing the needs of society in relation to individual needs.
- ❖ **Subcultures** are groups with distinct patterns of learned and shared behavior (ethnicities, races, genders, age categories) within a larger culture. Despite these distinctive traits, members of subcultures still share commonalities with the larger society. Subcultures exist in most state level systems because those systems are pluralistic, they encompass more than one ethnic group or culture.

IV. CHARACTERISTICS OF CULTURE

Culture has Eight Basic Characteristics: It is learned, shared, based on symbols, integrated, dynamic, invented, satisfies needs and culture is not static. All cultures share these basic features.

- **Culture is Learned:** It is not biological; we do not inherit it. Much of learning culture is unconscious. We learn culture from families, peers, institutions, and media. The process of learning culture is known as enculturation. While all humans have basic biological needs such as food, sleep, and sex, the way we fulfill those needs varies cross-culturally.
- **Culture is Shared:** Culture is shared by a firmly large group of human beings living in organized 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.
- **Culture is based on Symbols:** A symbol is something that stands for something else. Symbols vary cross-culturally and are arbitrary. They only have meaning when people in a culture agree on their use. Language, money and art are all symbols. Language is the most important symbolic component of culture.
- **Culture is Integrated:** This is known as holism, or the various parts of a culture being interconnected. All aspects of a culture are related to one another and to truly understand a culture, one must learn about all of its parts, not only a few.
- **Culture is Dynamic:** This simply means that cultures interact and change. Because most cultures are in contact with other cultures, they exchange ideas and symbols. All cultures change, otherwise, they

would have problems adapting to changing environments. And because cultures are integrated, if one component in the system changes, it is likely that the entire system must adjust.

- **Culture is Invented:** - It cannot be viewed as something that just "exists" and waiting to be discovered. Ideological component refers to ideas, beliefs, values and approaches to defining what is right and wrong, or desirable and undesirable. Consumer component enables humans to live in the family system and makes it possible to coordinate their behavior effectively with others' actions.
- **Culture Satisfies Needs:** - Its components are passed down through generations because they are gratifying. Culture offers orders, 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 ways. Cultural values and customs etc. are followed as long as they keep on offering satisfaction, even when we are exposed to other cultures.
- **Culture is Not Static:** - Some cultures are relatively more resistant to change than others but they do change gradually and continuously. These changes, however, may be very slow in some cultures while others may be more dynamic and receptive to changes. Since cultures are not static and change rapidly or slowly in different societies, this becomes quite an important consideration from the marketers' point of view.

V. CULTURE AND ADAPTATION

Biological adaptation in humans is important but humans have increasingly come to rely upon cultural adaptation. However, not all adaptation is good, and not all cultural practices are adaptive. Some features of a culture may be maladaptive, such as fast food, pollution, nuclear waste and climate change. However, because culture is adaptive and dynamic, once we recognize problems, culture can adapt again, in a more positive way, to find solutions.

VI. MULTIPLE CULTURAL WORLDS

Most individuals are members of multiple cultural worlds. Culture exists at several levels. We typically refer to smaller cultures within a larger culture as **subcultures**. People have some type of connection to that subculture but must also be able to operate effectively within the larger culture. Some of the diversity we see across subcultures is based on class, race, ethnicity, age, and gender. Social stratification is often the result of our recognition of these worlds as different and a belief that they are somehow inferior to our own or to the larger culture.

- ❖ **CLASS** is a social category based on people's economic position in society. Not all societies exhibit class differences; ones who do not are called **egalitarian**. Class societies are hierarchical, with one class having more access to resources than others. Class is a recent feature of culture, as all early humans lived in egalitarian bands or tribes.
- ❖ **RACE** (in a cultural sense) is the socially constructed meanings assigned to the perceived differences between people based on physical traits (skin color, facial features, hair types). What differences we recognize and the meanings we assign those differences are all culturally determined and not biologically created. These physical features do not determine a person's actions or explain their behavior.
- ❖ **ETHNIC GROUP** refers to people who identify themselves as a distinct group based on cultural features such as common origins, language, customs and beliefs. Ethnic groups can be historically constituted (a group of people who shared a territory, language or religion) or they can be more recently claimed (African Americans). Just because people choose to see themselves as members of a specific ethnic group doesn't mean that all members of that group are the same or share beliefs and values. Ethnicity, because it is a marker of group membership, can be used to discriminate.
- ❖ **INDIGENOUS PEOPLE** "are groups who have a long-standing connection with some territory that predates colonial or outside societies prevailing in the territory." Indigenous peoples are groups that were in a territory before Europeans or colonists arrived, thus Native Americans are an indigenous group. They are frequently called First Peoples, and often suffer from discrimination.
- ❖ **GENDER** refers to the cultural meanings assigned to the biological differences between the sexes. Most societies only have masculine or feminine cultural roles, but some have a third, or even a blended, gender. Gender roles vary widely cross-culturally. Closely tied to gender roles are issues relating to homosexuality. In many cultures around the world, there is discrimination based on gender and sexual orientation.
- ❖ **AGE** is both a biological fact as well as being culturally constructed. While we can reckon how many years old an individual is (biological age), what that means in terms of rights and responsibilities is culturally constructed. Most societies have obligations and responsibilities that are assigned based on individuals reaching specific ages. Think of driving, drinking, and voting.

CULTURAL FACTOR INFLUENCES ON CONSUMER BEHAVIOUR

Consumer behavior is largely dependent on cultural factors consisting of mutually shared operating procedures, unstated assumptions, tools, norms and values, standards for perceiving, believing, evaluating, and communicating. Cultural factors vary by country but become increasingly complex when people immigrate to foreign countries that have different cultural dimensions. In these situations, people are subjected to a wide variety of cultural reference groups that ultimately affect their purchase behavior. In addition, reference groups may consist of familial groups or external peer groups with each group providing specific and often conflicting information that affects purchase and consumption behavior. In response, marketers must develop marketing communication that addresses cultural and reference group factors from both a domestic and global perspective. To this end, marketers use market segmentation and micro marketing to develop customer-centric marketing messages with the goal of providing precisely defined marketing messages that satisfy consumer's need for personal information regarding products and services so that consumers should be adequately stimulated to purchase the product or service being advertised.

Role of culture in understanding the market behavior of the consumer this model depicts the role that subjective culture plays in determining our beliefs, practices, and values, which in turn impact our social norms, attitudes, behavioral intentions and ultimately our behavior. Subjective culture reflects regional character (e.g. – People living in several nations in a particular region of South America) and religious similarities or differences, or shared or different languages, national factors, such as shared core values, customs, personalities, and group level factors are concerned with various subdivisions of a country or society (e.g. - families, workgroups, shopping groups, friendship groups) and many more factors. Why it is important for marketers to understand the cultural impact on Consumer Behavior because culture satisfies needs Culture exists to satisfy the needs of the people within a society. It offers order, direction and guidance in all phases of human problem solving by providing 'tried and true' methods of satisfying physiological, personal, and social needs. e.g.:- Culture provides standards and 'rules' about when to eat, where to eat, what is appropriate to eat for breakfast, lunch, dinner...etc...Because culture is learned Unlike innate biological characteristics, culture is learned. The three distinct forms of cultural learning are formal learning, informal learning and technical learning. Although a firm's advertising and marketing communications can influence all three types of cultural learning, it is likely that many product marketing messages enhance informal learning by providing the audience with a model of behavior to imitate because of acculturation. Acculturation is an important concept for marketers who plan to sell their products in foreign or multinational markets. In such cases, marketers must study the specific cultures of their potential target markets to determine whether their products will be acceptable to its members and if so, how they can best communicate the characteristics of their products to persuade the target market to buy. When using Language and Symbols. To communicate effectively with their audiences, marketers must use appropriate symbols to convey desired product images or characteristics. These symbols can be verbal or nonverbal.

VII. CULTURAL VALUES IN INDIA

The Indian culture varies like its vast geography. People speak in different languages, dress differently, follow different religions, eat different food but are of the same temperament. So whether it is a joyous occasion or a moment of grief, people participate whole-heartedly, feeling the happiness or pain. A festival or a celebration is never constrained to a family or a home. The whole community or neighborhood is involved in bringing liveliness to an occasion. Likewise, an Indian wedding is a celebration of union, not only of the bride and groom, but also of two families, maybe cultures or religion too! Similarly, in times of sorrow, neighbors and friends play an important part in easing out the grief. **India is a diverse country**, a fact that is visibly prominent in its people, culture and climate. From the eternal snows of the Himalayas to the cultivated peninsula of far South, from the deserts of the West to the humid deltas of the East, from the dry heat and cold of the Central Plateau to the cool forest foothills, Indian lifestyles clearly glorify the geography. **The food, clothing and habits of an Indian differ in accordance to the place of origin.**

Cultural factors comprise of set of values and ideologies of a particular community or group of individuals. It is the culture of an individual which decides the way he/she behaves. In simpler words, culture is nothing but values of an individual. What an individual learns from his parents and relatives as a child becomes his culture.

Example - In India, people still value joint family system and family ties. Children in India are conditioned to stay with their parents till they get married as compared to foreign countries where children are more independent and leave their parents once they start earning a living for themselves. Cultural factors have a significant effect on an individual's buying decision. Every individual has different sets of habits, beliefs and principles which he/she develops from his family status and background. What they see from their childhood becomes their culture.

Let us understand the influence of cultural factors on buying decision of individuals with the help of

various examples.

Females staying in West Bengal or Assam would prefer buying sarees as compared to Westerns. Similarly a male consumer would prefer a Dhoti Kurta during auspicious ceremonies in Eastern India as this is what their culture is. Girls in South India wear skirts and blouses as compared to girls in north India who are more into Salwar Kameez.

Our culture says that we need to wear traditional attire on marriages and this is what we have been following since years. People in North India prefer breads over rice which is a favorite with people in South India and East India.

VIII. PERCEPTIONS OF INDIAN CULTURE

India's diversity has inspired many writers to pen their perceptions of the country's culture. These writings paint a complex and often conflicting picture of the culture of India.

According to industry consultant Eugene M. Makar, for example, traditional Indian culture is defined by a relatively strict social hierarchy. He also mentions that from an early age, children are reminded of their roles and places in society. This is reinforced, Makar notes, by the way many believe gods and spirits have an integral and functional role in determining their life. Several differences such as religion divide the culture. However, a far more powerful division is the traditional Hindu bifurcation into non-polluting and polluting occupations. Strict social taboos have governed these groups for thousands of years, claims Makar. In recent years, particularly in cities, some of these lines have blurred and sometimes even disappeared. He writes important family relations extend as far as gotra, the mainly patrilineal lineage or clan assigned to a Hindu at birth. In rural areas & sometimes in urban areas as well, it is common that three or four generations of the family live under the same roof. The patriarch often resolves family issues.

Others have a different perception of Indian culture. According to an interview with C.K. Prahalad by Des Dearlove, author of many best selling business books, modern India is a country of very diverse cultures with many languages, religions and traditions. Children begin by coping and learning to accept and assimilate in this diversity. Prahalad - who was born in India and grew up there - claimed, in the interview, that Indians, like everyone else in the world, want to be treated as unique, as individuals, want to express themselves and seek innovation. In another report, Nancy Lockwood of Society for Human Resource Management, the world's largest human resources association with members in 140 countries, writes that in the past two decades or so, social change in India is in dramatic contrast to the expectations from traditional Indian culture. These changes have led to Indian families giving education opportunities to girls, accepting women working outside home, pursuing a career, and opening the possibility for women to attain managerial roles in corporate India. Lockwood claims that change is slow, yet the scale of cultural change can be sensed from the fact that of India's 397 million workers, 124 million are now women. The issues in India with women empowerment are similar to those elsewhere in the world.

According to Amartya Sen, the India born Nobel Laureate in Economics, the culture of modern India is a complex blend of its historical traditions, influences from the effects of colonialism over centuries and current Western culture - both collaterally and dialectically. Sen observes that external images of India in the West often tend to emphasise the difference - real or imagined - between India and the West. There is a considerable inclination in the Western countries to distance and highlight the differences in Indian culture from the mainstream of Western traditions, rather than discover and show similarities. Western writers and media usually misses, in important ways, crucial aspects of Indian culture and traditions. The deep-seated heterogeneity of Indian traditions, in different parts of India, is neglected in this homogenized description of India. The perceptions of Indian culture, by those who weren't born and raised in India, tend to be one of at least three categories, writes Sen:

- ❖ **Exoticism approach:** It concentrates on the wondrous aspects of the culture of India. The focus of this approach of understanding Indian culture is to present the different, the strange and as Hegel put it, "a country that has existed for millennia in the imaginations of the Europeans."
- ❖ **Magisterial approach:** It assumes a sense of superiority and guardianship necessary to deal with India, a country that James Mill's imperialist history thought of as primitive culture. While great many British observers didn't agree with such views of India, and some non-British ones did, it is an approach that contributes to some confusion about the culture of India.
- ❖ **Curatorial approach:** It attempts to observe, classify and record the diversity of Indian culture in different parts of India. The curators do not look only for the strange, are not weighed by political priorities, and tend to be free from stereotypes. The curatorial approach, nevertheless, have an inclination to see Indian culture as more special and extraordinarily interesting than it actually may be.

The curatorial approach, one inspired by systematic curiosity for the cultural diversity of India within India, is mostly absent.

Susan Bayly, in her book, observes that there is considerable dispute in India and Orientalist scholars on

perceived Indian culture. She acknowledges that many dispute claims of pervasiveness of caste and strict social hierarchy in modern India. Bayly notes that much of the Indian subcontinent was populated by people for whom the formal distinctions of caste and strict social hierarchies were of only limited importance in their lifestyles.

According to Rosser, an American sociologist, Americans of South Asian origins feel the Western perception of the culture of India has numerous stereotypes. Rosser notes that the discourse in much of the United States about the culture of India is rarely devoted to independent India. People quickly make sweeping and flawed metaphysical assumptions about its religion and culture, but are far more circumspect when evaluating civil society and political culture in modern India. It is as if the value of South Asia resides only in its ancient contributions to human knowledge whereas its pathetic attempts to modernise or develop are to be winked at and patronized.

IX. EFFECT OF CULTURE TO CONSUMER BEHAVIOR

International marketers believe that consumers would increasingly resemble each other and that they will eat the same food, wear same clothes and watch the same television programs to an increasing proportion. But the reality is very different. Therefore, to trade in international markets, man must overcome the large cultural and economic boundaries. Not only improve the worldwide competition in the market also different traditional beliefs, preferences, habits, customs are needed to be understood. Culture involves society's thoughts, words, their traditions, language, materials, attitudes and feelings. One of the elements that make culture is beliefs. Beliefs of the people in a community can show similarities. For example, four, and four times in Japan are seen as unlucky, because of that most products are sold in groups of five leads. Another element of culture, tradition, is related with non-verbal behaviour of individuals. In France the men use more cosmetic products than the women, which shows the self-conscious tradition of the French men. As a result, learning of cultural properties in the analysis of consumer behavior has been an important variable in marketing, especially in market segmentation, target market and product positioning.

X. IMPACT OF CULTURAL FACTORS

Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class. Cultural Factors exert the greatest impact on buying behavior of consumer. A buyer is always influenced by his culture, sub-culture and social class. Culture can be described from the dawn of civilization; human beings have been looking for ways and means to better their lives. Culture is the most fundamental determinant of a person's wants and behavior. Culture refers to the set of values, ideas and attitude that are accepted by a homogeneous group of people and transmitted to the next generation. Whereas Subculture is a member of a culture, shares most of the core value, beliefs and behaviors of that culture. However, most individuals also belong to several sub-cultures. Each culture consists of smaller sub culture that provides more specific identification and socialization for their members. Sub culture includes nationalities, religions, racial groups and geographic regions. Social class determines to some extent, the types, quality and quantity of product that a person buys or uses. Social class is a basis for identifying and reaching particular good prospects for products and services.

- Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.
- Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group.
- Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.

XI. SUBCULTURE

The other important concept should be examined in terms of marketing management is subculture. Courses on culture and behavior of individuals with similar values formed smaller groups are called sub-culture. Each culture further comprises of various subcultures such as religion, age, geographical location, gender (male/female), status etc. **Religion (Christianity, Hindu, Muslim, Sikhism, Jainism etc)**. A Hindu bride wears red, maroon or a bright colour lehanga or saree whereas a Christian bride wears a white gown on her wedding day. It is against Hindu culture to wear white on auspicious occasions. Muslims on the other hand prefer to wear green on important occasions. For Hindus eating beef is considered to be a sin whereas Muslims and Christians absolutely relish the same. Eating pork is against Muslim religion while Hindus do not mind eating it. A sixty

year old individual would not like something which is too bright and colorful. He would prefer something which is more sophisticated and simple. On the other hand a teenager would prefer funky dresses and loud colours. In India widows are expected to wear whites. Widows wearing bright colours are treated with suspicion.

XII. EFFECT OF SUB-CULTURE OF THE CONSUMER BEHAVIOR

Geographical regions and religions are essential in the formation of sub-culture. The preference of individuals who live very close to each other can be different. Individuals belonging to different have different subculture values, attitudes and social structures of the members of other sub-culture these differences; sub-cultural segmentation of the market activity has made an important variable. It is important to know the characteristics of the sub-culture in creating the marketing mix price, brand name identification, promotional activities and product positioning.

XIII. STATUS SOCIAL CLASS (UPPER CLASS, MIDDLE CLASS AND LOWER CLASS)

Social groups, although they don't shown in a formal process of similar lifestyle shows are groups formed by individuals. There are several features of social class. First, the behavior of members of the social class structure, education levels, attitudes, values and communication styles are similar, and these characteristics are different from other social class members. Second, individuals status is determined according to their societies. Third, social classes are determined not by according only one variable, also by such variables like education, income, living area, activities and values. People from upper class generally have a tendency to spend on luxurious items such as expensive gadgets, cars, dresses etc. We would hardly find an individual from a lower class spending money on high-end products. A person who finds it difficult to make ends meet would rather prefer spending on items necessary for survival. Individuals from middle class segment generally are more interested in buying products which would make their future secure.

XIV. EFFECT OF SOCIAL CLASS IN CONSUMER BEHAVIOR

Social classes are groups who share similar values, interests and behaviors, that they are relatively homogeneous and continuous. Social classes pronounce preferences in clothing, fig, home furnishing, entertainment and gaming activities, such as automobiles and certain product and brand. Some marketers are focusing their efforts on only one social class. Social classes are also different in their choice of media. Upper-class consumers prefer books and magazines while sub-class consumers television. As TV prorammes the upper class consumers prefer news and dramas, but low-class cconsumers films and sport prams. There are also language differences between social classes. Advertisers should be prepared with the language which is spoken in the social class. Therefore, marketers should appeal communication channels and communication styles by determining by social class.

XV. CROSS - CULTURAL INFLUENCES

The theme of cultural influences in a given country has two variations. Cross cultural influences are norms and values of consumers in foreign markets that influence strategies of multinational organizations marketing their products and services abroad. The second variation refers to sub -cultural influences that concern differences in values among different groups within a country that distinguish them from society as a whole. A study reported by Rosabeth Moss Kanter of almost 12,000 managers around the world found that although in every country, culture and corporation changes were occurring, there is still no common culture of management. In fact, the views of managers tend to relate more to their own country's culture and less to its geographic locations. A culture is viewed to consist of basic a behavioral pattern that exits in the society. Within the national culture, all segments of a society do not possess the same cultural patterns and one can distinguish relatively more homogeneous and sizeable groups within the larger society. They will have distinct value, belief customs and traditions that set them apart from the larger cultural mainstream, though they follow most of the dominant cultural values and behaviors of the larger society.

XVI. CONCLUSION

From the above discussion we are clear that each and every society has a culture of its own. Culture is not only diverse but also unequal, but is found in societies throughout the world. The impact of culture on society is profound. Culture provides the background of important human factors such as motivations, personality attitude, family and social class etc. it offers order, direction, and guidance to its members in all phases of life. Culture sets somewhat groups transmit cultural, sub - cultural, cross - cultural norms or boundaries for individual behavior within a society and influence the functioning of other institutions such as family and mass media etc. Members of society obey cultural norms without deliberation because behaving otherwise is viewed as unnatural. People flouting cultural norms face sanctions and penalties. Culture not only influences consumer behavior but also reflects it. It is mirror of both values and possessions of its members.

Some cultures are relatively resistant to change than others but cultures do change gradually and continuously. Cultural values are enduring beliefs that a given behavior is desired or good. Values are so deeply ingrained that most of us are not really consciously aware of them and individuals often have difficulty in describing it. Value system refers to the total set of values and the relative importance culture places on them. Culture is learned as a result of social experiences. In the course of growing up, children acquire through formal, informal, and technical learning a set of beliefs, values, norms and customs.

REFERENCES

- [1]. Mohammada, Malika (2007). The foundations of the composite culture in India. Aakar Books, 2007. ISBN 8189833189.
- [2]. Arnett, Robert (2006-07). India Unveiled. Atman Press, 2006. ISBN 0965290042.
- [3]. Visnu, Swami. "Scientific Verification of Vedic Knowledge", archaeologyonline.net.
- [4]. Mark Kobayashi-Hillary Outsourcing to India, Springer, 2004 ISBN 3-540-20855-0 p.8
- [5]. Nikki Stafford Finding Lost, ECW Press, 2006 ISBN 1-55022-743-2 p. 174
- [6]. "45". What Is Hinduism?: Modern Adventures Into a Profound Global Faith. Himalayan Academy Publications. 2007. p. 359. ISBN 1934145009.
- [7]. "Non Resident Nepali - Speeches". Nrn.org.np. Retrieved 2010-08-01.
- [8]. "BBCVietnamese.com". Bbc.co.uk. Retrieved 2010-08-01.
- [9]. "Religions of the world: numbers of adherents; growth rates". Religioustolerance.org. Retrieved 2010-08-01.
- [10]. 2010-08-01.
- [11]. "Religions Muslim" (PDF). Registrar General and Census Commissioner, India. Archived from the original on 2006-05-23. Retrieved 2006-06-01.
- [12]. Allen, D. (2002) "Toward a Theory of Consumer Choice as Sociohistorically Shaped Practical Experience: The-Fits-Like-a-Glove Framework", *Journal of Consumer Research*, Vol:28, pp. 515-532.
- [13]. Cemalcılar, _ (2000). Pazarlama Yönetimi, Anadolu Üniversitesi Yayınları: Eskisehir.
- [14]. Czinkota, MR. (2001). *Global Business*, Harcourt, Inc., 3. Edition: Orlando.
- [15]. DeMooij, M. (2003). "Converge and Divergence in Consumer Behavior: Implicants for Global Advertising", *International Journal of Advertising*, pp. 183-202.
- [16]. Durmaz, Y. (2008). *Tüketici Davranışı*, Detay Yayıncılık: Ankara.
- [17]. Henry, PC. (2005). "Social Class, Market Situation and Consumer' Metaphors of Empowerment", *Journal of Consumer Research*, Vol:31, pp. 766-778.
- [18]. Hoyer, WD., Deborah, JM. (1997). *Consumer Behavior*, Houghton Mifflin Company; Boston.