

**INFLUENCE OF CULTURAL FACTORS ON CONSUMER BUYING BEHAVIOUR**

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**Abstract**

*Nowadays, consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families. Family is a social group and it can be considered the cornerstone of consumers so it has a crucial place in the perception of marketing. Marketers closely interested in this issue to know the family which changed and renewed in course of time. It provides a tremendous advantage for a marketer to know the family structure and its consumption characteristics. In this paper, we discuss the affect of cultural factors on consumer buying behaviour.*

**Keywords:** *Consumer, Consumer Behaviour, Cultural Factors, Social Class.*

**INTRODUCTION**

The process of the human consumption which has been presented from the beginning was initially an activity that must be fulfilled for the rest of life whereas today it has been the goal of life. Today, the consumption is no more a process due to the need of consumers but, in accordance with the wishes of consumers has become an evolving process. The concept of "customer focus", "customer loyalty" in modern marketing requires the audience and the audience recognition of the section. Therefore in terms of marketing, consumer behaviour in order to define their influence has become necessary for the marketer.

**Consumer and the Importance of Consumer Behaviour in Marketing**

Consumer is a person who desires, needs and requires marketing components in their capacity as buyer. Typically marketers are defined to have the ability to control the behaviours of customers, but actually they have neither power nor information for that. Marketer may influence their buying behaviour but not control.

**Cultural Factors that Effect Consumer Behaviour**

- ✓ Religion: A Key Component of Culture
- ✓ Subculture
- ✓ Social Class

**STAGES OF THE CONSUMER BUYING PROCESS****Problem Recognition**

(Awareness of need)--difference between the desired state and the actual condition.  
Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.

- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Purchase
- Post-Purchase Evaluation—Outcome

## 5. TYPES OF CONSUMER BUYING BEHAVIOUR

✓ **Complex Buying Behaviour:** When the consumer is highly involved in the buying and there are significant differences between brands then it is called complex buying behaviour.

✓ **Variety Seeking Behaviour:** In this case consumer involvement is low while buying the product but there are significant differences between brands. Consumers generally buy different products not due to dissatisfaction from the earlier product but due to seek variety. **Dissonance Buying Behaviour:** Here consumer is highly involved in the purchase but there are few differences between brands. Like consumer while buying a floor tiles buy them quickly as there are few differences between brands.

✓ **Habitual Buying Behaviour:** In this case there is low involvement of the consumer and there are few differences between brands. The consumer buys the product quickly.

## CONCLUSION

For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behaviour is gate way to success in market. For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behaviour is gate way to success in market.

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