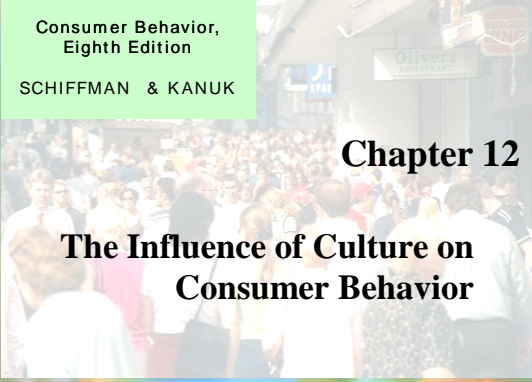


Consumer Behavior,  
Eighth Edition  
SCHIFFMAN & KANUK



**Chapter 12**  
**The Influence of Culture on  
Consumer Behavior**

12-1

---

---

---

---

---

---

---

---

<b>Culture</b>	The sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society.
----------------	--

12-2

---

---

---

---

---

---

---

---

<b>Culture</b>
Culture offers order, direction, and guidance in all phases of human problem solving: When to eat, Where to eat, What to eat for each meal, What to serve guests at a dinner party, picnic, or wedding.

12-3

---

---

---

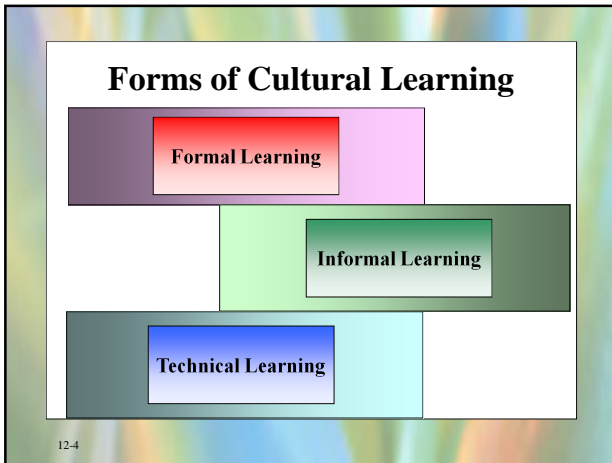
---

---

---

---

---



---

---

---

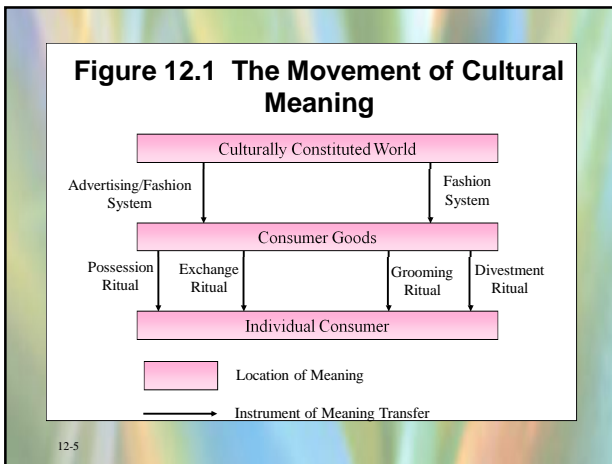
---

---

---

---

---



---

---

---

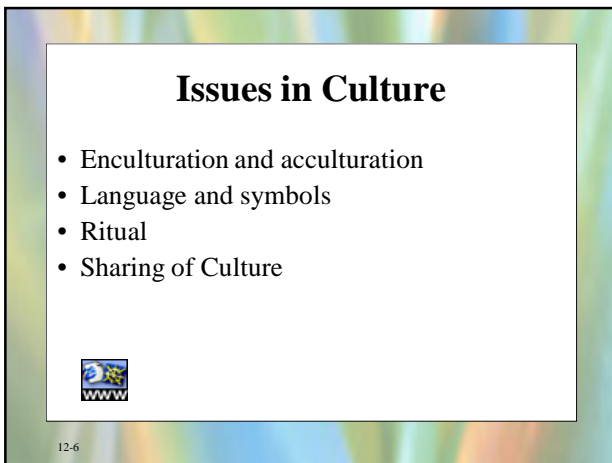
---

---

---

---

---



---

---

---

---

---

---

---

---

**Figure 12.2**  
**Ad Using**  
**Visual Imagery**  
**as a**  
**Symbol**

---

---

---

---

---

---

---

---

**Figure 12.3**  
**Weeknights**  
**are Rich with**  
**Ritual**

---

---

---

---

---

---

---

---

**Table 12.1 Selected Rituals and Associated Artifacts**

SELECTED RITUALS	TYPICAL 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
50th 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, fancy dress
Thanksgiving	Prepare a turkey meal for family and friends

---

---

---

---

---

---

---

---

**Table 12.2 Nightly Facial Beauty Ritual of a Young Internet Sales Representative**

1. I pull my hair back with a headband.
2. I wash my face with tepid water using Dove facial cleanser to remove all makeup.
3. Next, I use a Q-tip with some moisturizer around my eyes to make sure all eye makeup is removed.
4. I apply Dermacil facial cream to my face to heavily moisturize and Clinique Dramatically Different Lotion on my neck and throat.
5. If I have a blemish, I apply Clearasil Treatment to the area to dry it out.
6. Twice weekly (or as necessary) I use Aapri Facial Scrub to remove dry and dead skin.
7. Once a week I apply Clinique Clarifying Lotion 2 with a cotton ball to my face and throat to remove deep down dirt and oils.
8. Once a month I get a professional salon facial to deep clean my pores.

12-10

---

---

---

---

---


---

---

---

**Culture and Advertising**

- Is it the role of advertising to socialize readers on how to dress, decorate their homes, choose wines and food for parties, etc?

- Vanity Fair 
- Martha Stewart Living 
- Wine Spectator 

12-11

---

---

---

---

---

---

---

---

**The Measurement of Culture**

- Content Analysis
- Consumer Fieldwork
- Value Measurement Instruments

12-12

---

---

---

---

---

---

---

---

<b>Content Analysis</b>	<p>A method for systematically analyzing the content of verbal and/or pictorial communication. The method is frequently used to determine prevailing social values of a society.</p>
-------------------------	--

12-13

---

---

---

---

---

---

---

---

<b>Field Observation</b>	<p>A cultural measurement technique that takes place within a natural environment that focuses on observing behavior (sometimes without the subjects' awareness).</p>
--------------------------	---

12-14

---

---

---


---

---

---

---

---

<b>Characteristics of Field Observation</b>	
	<ul style="list-style-type: none"><li>• Takes place within a natural environment</li><li>• Performed sometimes without the subject's awareness</li><li>• Focuses on observation of behavior</li></ul>

12-15

---

---

---

---

---

---

---

---

<p><b>Participant-Observers</b></p>	<p>Researchers who participate in the environment that they are studying without notifying those who are being observed.</p>
-------------------------------------	--

12-16

---

---

---

---

---

---

---

---

**Value Measurement Survey Instruments**

- **Rokeach Value Survey (RVS):** A self-administered inventory consisting of eighteen “terminal” values (i.e., personal goals) and eighteen “instrumental” values (i.e., ways of reaching personal goals).
- **List of Values (LOV):** A value measurement instrument that asks consumers to identify their two most important values from a nine-value list that is based on the terminal values of the Rokeach Value Survey
- **Values and Lifestyles (VALS):** A value measurement based on two categories: self-definition and resources

12-17

---

---

---

---

---

---

---

---

**Table 12.4 The Rokeach Value Survey**

TERMINAL VALUES	INSTRUMENTAL VALUES
A COMFORTABLE LIFE	AMBITIOUS
AN EXCITING LIFE	BROAD-MINDED
A WORLD AT PEACE	CAPABLE
EQUALITY	CHEERFUL
FREEDOM	CLEAN
HAPPINESS	COURAGEOUS
NATIONAL SECURITY	FORGIVING
PLEASURE	HELPFUL
SALVATION	HONEST
SOCIAL RECOGNITION	IMAGINATIVE
TRUE FRIENDSHIP	INDEPENDENT
WISDOM	INTELLECTUAL

12-18

---

---

---

---

---

---

---

---

**Table 12.4 continued**

TERMINAL VALUES	INSTRUMENTAL VALUES
A WORLD OF BEAUTY	LOGICAL
FAMILY SECURITY	LOVING
MATURE LOVE	OBEDIENT
SELF-RESPECT	POLITE
A SENSE OF ACCOMPLISHMENT	RESPONSIBLE
INNER HARMONY	SELF-CONTROLLED

12-19

---

---

---

---

---

---

---

---

- American Core Values**
- Achievement and success
  - Activity
  - Efficiency and practicality
  - Progress
  - Material comfort
  - Individualism
  - Freedom
  - External conformity
  - Humanitarianism
  - Youthfulness
  - Fitness and health
- 12-20

---

---

---

---

---

---

---

---

- Criteria for Value Selection**
- The value must be pervasive.
  - The value must be enduring.
  - The value must be consumer-related.
- 12-21

---

---

---

---

---

---

---

---





