

Consumer Behavior

Unit Nine: Cultural Influences

Course Layout and Overview

Ten units

- Unit One: Introduction to Consumer Behavior
- Unit Two: The Consumer Learning Process
- Unit Three: Understanding the Consumer
- Unit Four: Influencing Consumer Attitudes
- Unit Five: The Purchasing Process
- Unit Six: Consumer Analysis and Marketing Strategy
- Unit Seven: The Effects of Consumer Groups
- Unit Eight: The Influences of Class, Ethnicity and Age
- Unit Nine: Cultural Influences
- Unit Ten: Informing Marketing Strategy



Unit Nine Learning Outcomes

- Explain the critical role that demographics play in influencing consumer behavior
- Compare the nature of generations and develop an understanding of the generations in the United States
- Explain how our memberships in ethnic, racial, and religious subcultures often play a big role in guiding our consumption behaviors
- Contrast the various ethnic and religious subcultures and the unique opportunities and challenges they present to marketers

Why are Learning Outcomes Important?

- > Every learning outcome ties back to course materials and content.
- > Assessments are tied to each learning outcome.
- Test preparation



Unit Nine Overview Topics

- Demographics influencing consumer behavior
- The nature of generations in the United States
- Ethnic, racial, and religious subcultures
- Ethnic and religious subcultures and marketing



Cultural Influences Vocabulary

- > Baby Boomers
- > Cultural influences
- > Ethnic, racial, and religious subcultures
- Generations
- Generation X
- > Millennials
- Subculture

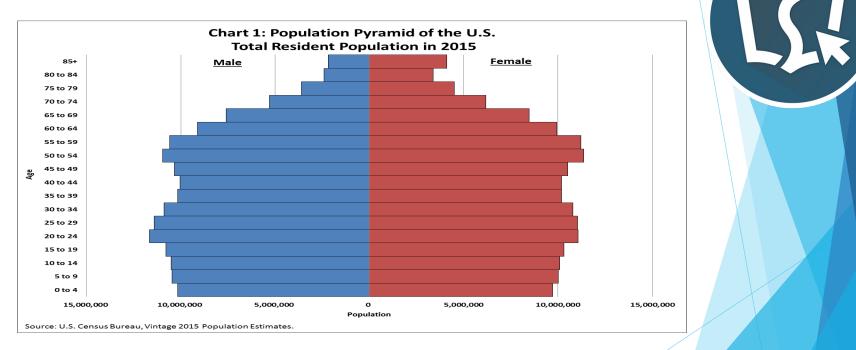


Demographics Influencing Consumer Behavior

- Demographics and cultural influences
 - Family
 - Race
 - > Sex
 - Generations
 - > Age
 - Subcultures



Demographics by Age



8

The Nature of Generations in the United States

- > Understanding the different generations
 - Baby boomers
 - Gen X
 - Millennials



Generations

Five Generations Working Side by Side in 2020



TRADITIONALISTS

Born 1900-1945

Great Depression World War II Disciplined Workplace Loyalty Move to the 'Burbs' Vaccines





Born 1946-1964

Vietnam, Moon Landing Civil/Women's Rights Experimental Innovators Hard Working Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall Gulf War Independent Free Agents Internet, MTV, AIDS Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks Community Service Immediacy Confident, Diversity Social Everything Google, Facebook



GEN 2020

After 1997

Age 15 and Younger Optimistic High Expectations Apps Social Games Tablet Devices



Ethnic, Racial, and Religious Subcultures

- Subcultures and buying behavior
- Sensitive topics
- Completely understanding the subculture



Ethnic and Religious Subcultures and Marketing

- Reasons for understanding subcultures
- Focusing on the target market



Conclusion

> Unit Nine Learning Outcomes

- Explain the critical role that demographics play in influencing consumer behavior
- Compare the nature of generations and develop an understanding of the generations in the United States
- Explain how our memberships in ethnic, racial, and religious subcultures often play a big role in guiding our consumption behaviors
- Contrast the various ethnic and religious subcultures and the unique opportunities and challenges they present to marketers



What's Next?

Unit Ten: Informing Marketing Strategy

