



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

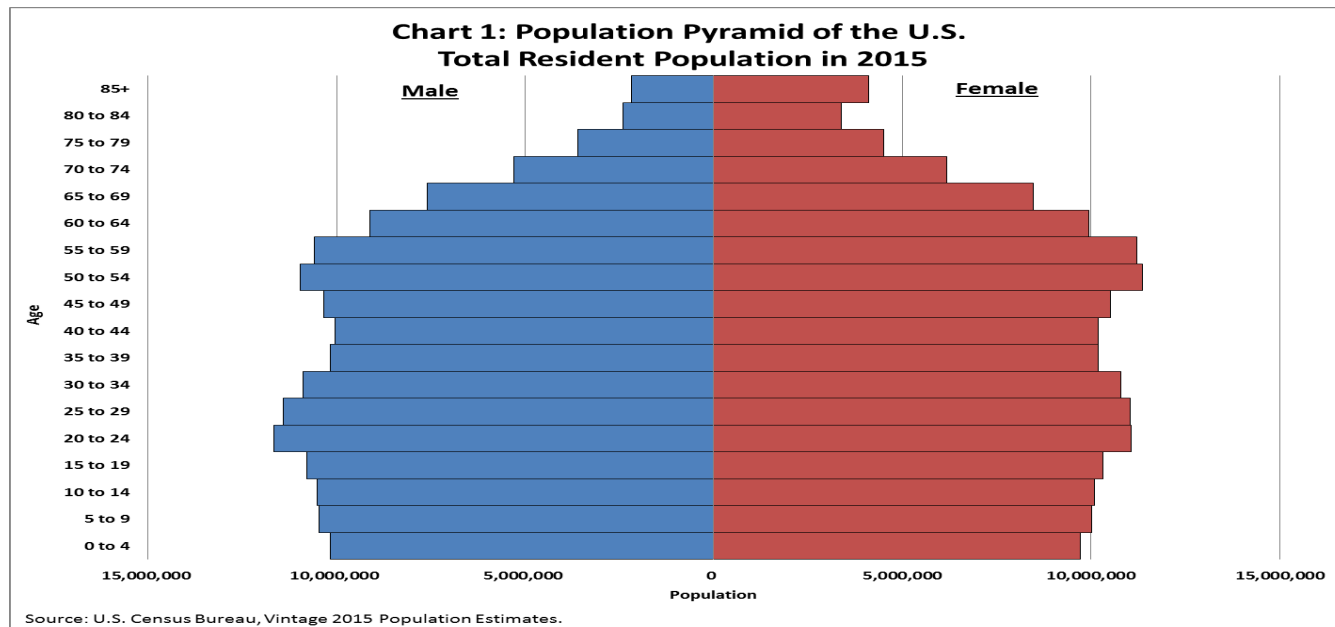


Demographics Influencing Consumer Behavior

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



Demographics by Age



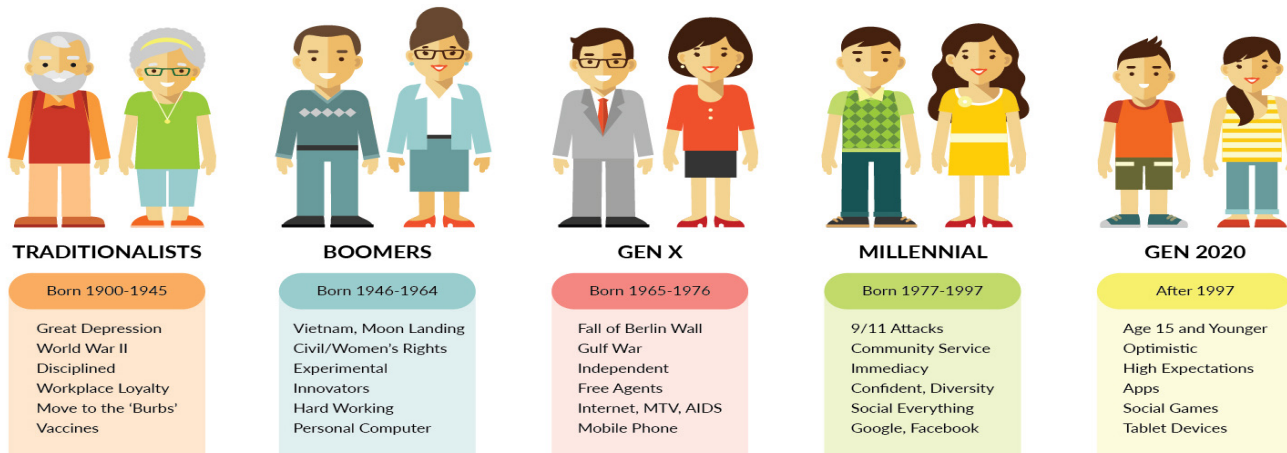
The Nature of Generations in the United States

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



Generations

Five Generations Working Side by Side in 2020



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
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- ▶ 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

