

Cultural Influences

Marketing

The layers of social context around any purchase.

Layers of influence.

Layers

Culture — shared values and norms

Subculture — nationality, religion, region

Social class — occupation and education

Reference groups — those you compare to

Family — the household decision unit

Practical effects

Colour and symbol meanings differ by market

Gift-giving norms vary sharply

Who decides in a household differs

Aspirational groups drive category entry

Reference groups matter most for visible, publicly consumed products. For private ones, their influence largely disappears.