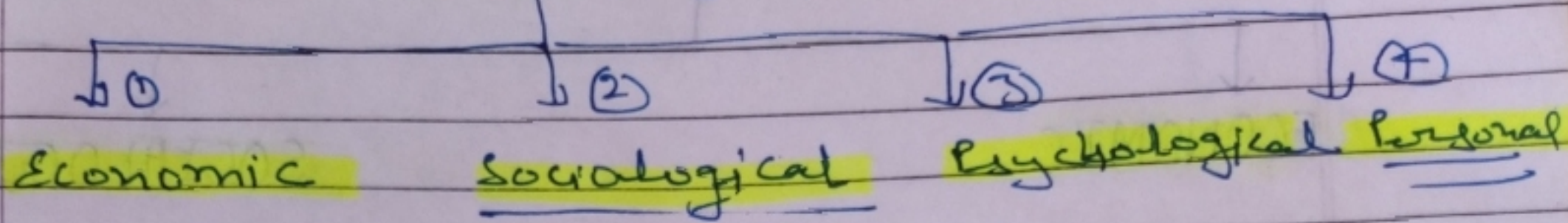


Determinants of Consumer Behaviour

① Family

② Reference Group

③ Social class

④ Opinion

⑤ Culture

(2) Sociological:

① Family: - The members of family play many roles as per situation. It is such as - Initiator, Influencer, Decider, Buyer, User etc.

② Reference group: - Consumer behaviour is also influenced by the groups outside the family. Because we know that every person of the society is not only member of this family but also member of some group outside the family. Such types of group are called as "Reference Group". Consumer accept or received information from these small group about quality, price of the products, or its performance, style etc. Group influence is seen in brand preference and brand choice. Hence, the reference groups to which consumers belong affect their behaviours.

(3) Opinion Leader: -

Opinion leader is also called 'reference person or 'influential' who plays a vital role in influencing the buying behaviour of his followers. Consumers who follow the idea, style and use of brand of their opinion leaders. ~~Set~~ Such persons are known as opinion leaders.

Generally, Film actors, players, politicians, & social workers play the role of opinion leaders.

(4) Social class:

Consumer behaviour of individuals is also influenced by the social and the caste to which they belong. ~~one~~ Social class large homogeneous groups are made in the society in to which individuals or ~~families~~ families sharing similar values, lifestyle, interests and behaviours can be categorised. Hence, we can say on the ^{marketing} viewpoint of view we find a difference in buying motives, buying pattern, buying preferences, liking and dislikes in different ~~stages~~ classes and castes.

(5) Culture:

Culture represents an overall social heritage a distinctive form of ~~each~~ ^{each} ~~embodiment~~ mental attributes by a whole society. It includes a set of learned beliefs,

→ traditional values, attitudes, morals, customs, habits and other forms of behaviour that are shared by a society and transmitted from generation to generation, ~~within~~ within that society.

Culture affects the attitude, motive, intention and brand choice in the purchase decisions of an individual.

Each culture has of smaller sub-cultures on the basis of geographical area, religion, nationality, ~~to~~ language etc.

These sub-cultures have their own values and customs that distinguish them from other members of the society. Main ~~to~~ sub-culture

categories can be -

Race → Black, white, Asian

Religion → Hinduism, Islam, Sikhism, -

Nationality → Indian, Pakistani, Nepali, American.

Area → North Indian, South Indian, West Indian, East Indian,

∴ Consumers/individuals of above ~~in~~ sub-cultures have their own unique consumption pattern, that helpful to marketers ~~to~~ for market segmentation, product development, branding, product featuring etc.