

*Consumer behaviour is influenced by many factors. Choose **any 2** of the **main influences** & use examples to illustrate how they influence the way consumers behave.

Cultural factors exert a broad and deep influence on consumer behaviour. Marketers need to understand the role played by the buyer's culture, subculture and social class.

Culture is the most basic cause of a person's wants and behaviour. Marketers should be able to spot cultural shifts in order to discover new products that might be wanted. For instance, the cultural shift towards health and fitness concern resulted in a huge industry for health-and-fitness services, organic food and drinks, and even casual clothing and simpler home furnishings.

The subculture of gamers is another influential factor. For instance, over 25 % of the population of Europe could be considered gamers. This led to the launch of gaming consoles.

Marketers are interested in social class, because people within a given social class tend to exhibit similar buying behaviour. For instance, people from the Upper class spend large sums on charities, own more than one home or car and send their children to the finest schools. In contrast, people from the working class depend heavily on relatives for economic and emotional support.

A consumer's behaviour is also influenced by social factors such as reference groups, family and role and status.

For instance, in formal reference groups, many people associate themselves with famous actors or players whom they admire and copy the way their "idols" dress or behave.

Family members can strongly influence buyer's behaviour. Marketers should consider the changing family patterns in nowadays society. Women become more active in purchasing cars and technologic devices, while men grocery shop regularly and prepare at least one meal a week for others in the household.

In today's changing society structure, a marketer should pay attention on the various role a working mother plays - in her company she is the brand manager, at home, she is playing the role of wife and mother, and at her favourite sports events - an avid fan.