



Learning Outcomes

- LO¹** Apply the concept of microculture as it influences consumer behavior.
- LO²** Know the major U.S. microcultural groups.
- LO³** Realize that microculture is not a uniquely American phenomenon.
- LO⁴** Perform a demographic analysis.
- LO⁵** Identify major cultural and demographic trends.

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LO¹

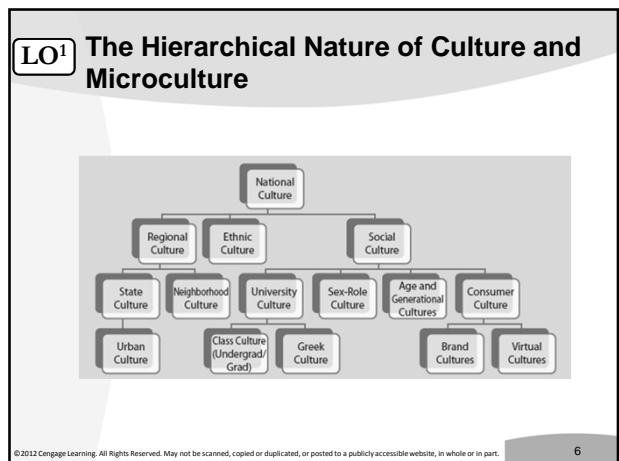
Apply the concept of microculture as it influences consumer behavior.

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LO¹ Microculture and Consumer Culture

- Culture is a universal phenomenon.
- Individuals may belong to many cultural groups at once. These groups may fluctuate.
- Culture is hierarchical. Smaller cultural groups (microcultures) link to one larger cultural group.
 - **Microculture** – a group of people who share similar values and tastes that are subsumed within a larger culture.

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LO¹ Consumer Cultural Traits

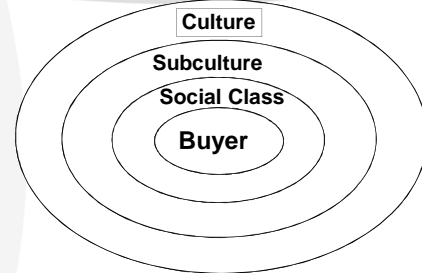
Independent self-construal

Interdependent self-construal

Singelis, T. M. (1994). The measurement of independent and interdependent self-construals. *Personality and Social Psychology Bulletin*, 20(5), 580.

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LO¹ Microcultural factors



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LO¹ Microculture Roles and Expectations

- Each microculture has certain role expectations for its members.
 - **Role conflict** – a situation where a consumer experiences conflicting expectations based on cultural expectations.
 - **Divergence** – a situation in which consumers choose membership in microcultures in order to stand out or define themselves.



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LO¹ Why is Mr. Tanaka dumbfounded?

Mr Legrand is a French engineer who works for a Japanese company in France. One day the general manager, Mr Tanaka, calls him into his office to discuss a new project in the Middle East. He tells Mr Legrand that the company is very pleased with his dedicated work and would like him to act as chief engineer for the project. It would mean two to three years away from home, but his family would be able to accompany him and there would be considerable personal financial benefits to the position – and, of course, he would be performing a valuable service to the company. Mr Legrand thanks Mr Tanaka for the confidence he has in him but says he will have to discuss it with his wife before deciding. Two days later he returns and tells Mr Tanaka that both he and his wife do not like the thought of leaving France and so he does not want to accept the position. Mr Tanaka says nothing but is somewhat dumbfounded by his decision.

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LO²

Know the major U.S. microcultural groups.

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LO² Regional Consumers

- Consumer preferences vary by region.
- In 1981, Garreau identified the nine nation approach to segmentation.
- One significant area in the U.S. is the “borderland” region, or the states that share a border with Mexico.

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LO² U.S. Regions



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13

LO² Regional Differences and Preferences Among U.S. Consumers

Actual Place	"9 Nation Region" (Garreau)	Geographical Designation	Core Societal Value Priority	Example Preference
Birmingham, AL	Dixie	South	Security and self-respect	Watch 24
Los Angeles, CA	MexAmerica	West	Warm relationships with others and self-fulfillment	In-home cosmetics
Boston, MA	New England	Northeast	Sense of accomplishment	VW Rabbits
Chicago, IL	Breadbasket	Midwest	Security and warm relationships	Chicago pizza

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14

LO² Sex-Roles and Microculture

- Sex roles refer to the societal expectations for men and women among members of a cultural group.
- Marketers must be aware of sex-roles because they are linked to purchasing behavior.
- Marketing communications are carefully segmented towards males or females and their cognitive structuring.



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15

LO² Age-Based Microculture

- People of the same age tend to share similar values and consumer preferences.
- This is especially true if teens and seems to apply across nations leading to a world teen culture.



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LO² Similarities and Differences among Teen Consumers

EXHIBIT 9.4
Similarities and Differences among Teen Consumers

Favorite Brands	Similar Activities	Less Similar Choices
Coca-Cola	Listening to music	Religious ideas/activities
McDonald's	Using mobile phone	Cosmetic brands
Nike	Surfing the Internet	Political ideas
Disney	Video games	Equality of sexes
Cadbury	Smoking	
Apple		

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17

LO² Generation Microculture

Cohort – a group of people who have lived the same major experiences, which end up shaping their core values.

Greatest Generation

Baby Boomers

Generation X

Millennials

Marketers pay close attention to generational effects in order to successfully promote products to each cohort.

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18

LO² Religious Microculture

Religion affects consumer culture because religious beliefs, even for the non-devout, can effect all manner of daily life.

Weekend Days

Material Acquisitions

Food and Beverage Consumption

Budget Allocations

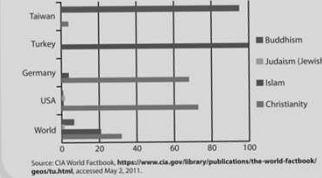
Clothing Choices

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19

LO² Religious Percentages in the World and Select Nations

EXHIBIT 9.5
Religious Percentages in the World and Select Nations



Source: CIA World Factbook. <https://www.cia.gov/library/publications/the-world-factbook/geos/ta.html>, accessed May 2, 2011.

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20

LO² Ethnic Microculture

Hispanic Culture

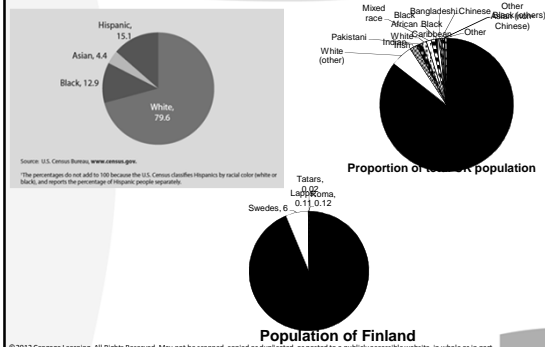
African-American Culture

Asian Culture

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LO² Ethnic/Racial Groups



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LO² Income and Social Class Microculture

Terms to Know:

- Social Class
- Habitus
- Homogamy
- Social Stratification
- Status Symbols
- BOP Consumers

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LO² Social Class in the U.S.

Upper Class

Lower Upper Class

Upper Middle Class

Lower Middle Class

Upper Lower Class

Lower Lower Class

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LO² Consumer Influencers

Street Microcultures

Sports Music Goth Gaming Virtual

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LO³

Realize that microculture is not a uniquely American phenomenon.

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LO³ Microcultures Exist Globally

- Other countries and regions have many microcultures.
- These microcultures might be based on anything from language to fashion.
- Global marketing efforts must consider culture and microculture.



DPETER HORRE/ALAMY

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27

LO⁴

Perform a demographic analysis.

Take a country of your interest and provide demographic charts & Identify major cultural and demographic trends

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24

LO⁴ Demographics

- **Demographics** – relatively tangible human characteristics that describe consumers.
- **Geodemographics** – a study (using tools such as PRIZM) of people based on the fact that people with similar demographics tend to live close to one another.
- **Demographic Analysis** – a profile of a consumer group based on their demographics.

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29

LO⁵ Cultural and Demographic Trends Affecting CB

Declining Birth Rates

Increasing Consumer Affluence

Increasing Life Expectancy

Increasing Cultural Diversity

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30

LO⁵

Projected Birthrates per Couple and Life Expectancies for Countries around the World (2011)

