Diversity and marketing

Neu Ulm University

Mohamed Louhichi
louhichi@u-pec.fr
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FOCUS ON:

- Purchase behaviour in order to understand consumers
- Cultural influences in buying process
- Minorities consumption
CUSTOMERS VERSUS CONSUMERS

- The term ‘customer’ is specific in terms of brand, company, or shop. It refers to person who customarily or regularly purchases particular brand, purchases particular company’s product, or purchases from particular shop.

- Influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service.
The buying motives may be classified into:

1) Nature of motive
   Purchase decision

2) Product Motives
   a) Emotional Product Motives
   b) Rational Product Motives
THE KEY FACTORS OF DIFFERENTIATION:

1) Market Structure and Demand
2) Buyer Characteristics
3) Decision Process and Buying Patterns

How diversity and culture impact the buying process?
CONSUMER DECISION MAKING PROCESS

Steps in decision making process

Need recognition

Information Search

Evaluation of alternatives

Purchase decision

Post purchase Behaviour
CULTURAL & ENVIRONMENTAL INFLUENCES

1) Culture: Meaning
   - Formal learning
   - Informal learning
   - Technical learning

2) Characteristics of Culture

3) Culture changes people
SOME CHANGES IN OUR CULTURE:

1) Convenience
2) Education
3) Physical appearance
4) Materialism
...

TYPES OF CULTURE

1) National culture
2) Popular culture
3) Subculture
4) Corporate culture

...
HOFSTEDE : FIVE DIMENSIONS OF CULTURE

1) Individualism versus collectivism
2) Power distance
3) Uncertainty avoidance
4) Masculinity / femininity
5) Abstract versus associative thinking
CULTURAL INFLUENCES

1) Environment Oriented Values
   Ex:  - Cleanliness
        - Performance/ status
        - Tradition/ change
        - Risk taking/ security
        - Problem solving/fatalist
        - Nature

2) Self-Oriented Values
   ...
- Active/passive
- Material/ non-material
  • Instrumental materialism
  • Terminal materialism
SUBCULTURES AND CONSUMER BEHAVIOUR

3 majors aspects

1) Regionals
2) Ethnics
3) Religious
1) Marketing ethnic in Europe

2) Acculturation
   « the extent to which one culture absorbs the traits of another »

3) Ethnic marketing, the case of asians in France
   - Wifes
   - Men
   - Younger children
   - Older children
   - Adults and seniors
- Media consumption
- Importance of brands
- Advertising
- Older children
- Adults and seniors

4) France is late

5) Perspectives