

## Factors Affecting Consumer Behaviour

There are many factors affecting consumer behaviour. These factors can influence consumer decisions in various ways and understanding them is crucial for companies that want to create product and services that resonate with their target audience. The factors do not affect equally to all the buyers, ~~they~~ they have varying effect on their behaviour.

Following are the influencing factors of consumer behaviour -

- A. Cultural factors; cultural factors can influence consumer behaviour in the following ways;
1. Broad culture; Broad culture refers to the way of life of a group of people, including their ~~beliefs~~ beliefs, values, behaviours and symbols. The child & adults a set of values

perception, attitudes, interest, preference and behaviour from family and other key social institutions that control his/her behaviour.

2. Subcultures: Each culture consists of smaller subcultures. Each subculture provides more specific identification of members belong to it. Subculture includes the following:
- (i) Nationality
  - (ii) Religion
  - (iii) Racial Groups
  - (iv) Geographical Regions

### 3. Culture of social classes:

Culture of social classes refers to the distinct set of values, behaviours, norms and lifestyle practices that are associated with a particular social class within a society. Social classes reflect differences in income, occupation, education, their roles in society, and so on.

Every social class has its culture that affects behaviour of its members. Marketer should design his marketing programme to ~~each~~ cater the needs of specific social classes.