

# Exploring the Impact of Culture on Consumer Behavior

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## *Abstract:*

Culture is a symbol as well as complex facts and symbols made by humans, passed down from generation to generation as determinants and regulators of human behavior in existing society. Cultural settings can be defined as multidimensional which plays an important role in every individual such as forming attitudes, beliefs, and individual behavior. Culture can be said as a comprehensive concept, and includes almost everything that influences the thinking process and individual behavior. This culture can be formed through classification based on certain categories such as nationality, religion, racial group, and geographical location. This study discusses matters such as the following, cultural Influences on purchasing decisions, dimension of culture, current trends in consumer culture, the influence of myths on marketing in the modern age, and the influence of a group or individual mode system.

*Keywords:* Cultural Settings; Consumer Behavior.

## *Abstrak:*

Kebudayaan adalah simbol sekaligus kompleks fakta dan simbol buatan manusia, yang diwariskan secara turun-temurun sebagai penentu dan pengatur perilaku manusia dalam masyarakat yang ada. Setting budaya dapat diartikan sebagai multidimensional yang berperan penting dalam diri setiap individu seperti membentuk sikap, kepercayaan, dan perilaku individu. Budaya dapat dikatakan sebagai suatu konsep yang komprehensif, dan mencakup hampir semua hal yang mempengaruhi proses berpikir dan perilaku individu. Budaya ini dapat dibentuk melalui klasifikasi berdasarkan kategori tertentu seperti kebangsaan, agama, kelompok ras, dan letak geografis. Kajian ini membahas hal-hal sebagai berikut, Pengaruh budaya terhadap keputusan pembelian, dimensi budaya, tren terkini dalam budaya konsumen, pengaruh mitos terhadap pemasaran di era modern, dan pengaruh sistem mode kelompok atau individu. *Kata Kunci:* Pengaturan Budaya; Perilaku konsumen.

## **Introduction**

Consumer culture refers to a social and economic order in which the consumption of goods and services is considered the main driver of economic growth and individual welfare. This is a phenomenon that emerged with the advent of capitalism and the Industrial Revolution, as mass production and mass marketing have made it possible for goods and services to be produced and distributed on a large scale. The result is a society in which individuals are defined by what they consume and consumption is seen as a way to achieve status, identity, and satisfaction. This paper will explore the history and effects of consumer culture, examining how it has shaped modern society and influenced individual behavior. It will also consider criticisms of consumer culture, including its impact on the environment, social inequality, and the commodification of culture.

History of consumer culture is emergence of consumer culture can be traced back to the Industrial Revolution in the 18th and 19th centuries when mass production made it possible to produce goods on a large scale. Advertising has become a dominant force in shaping public opinion and driving consumer behavior, while advances in technology and transportation have made the production and distribution of goods more efficiently than ever before. The Influence of consumer culture are consumer culture has had a major impact on modern society, shaping individual behavior and determining social norms. It has created a society where people are defined by what they consume, not their values, beliefs, or accomplishments. Consumer culture also significantly impacts the environment, because the production and consumption of goods and services have led to pollution, resource depletion, and climate change. This has led to increasing concerns about the sustainability of modern society and the need for more responsible consumption.

Consumer culture theory is descriptively rich, but insights are mostly based on qualitative, ethnographic data. Consumer culture criticism is a despite its many benefits, consumer culture is also criticized and scrutinized. Many critics argue that it leads to social inequality, as those with more resources are able more and achieve greater status, while those with fewer resources are left behind. Consumer culture has also been criticized for the commodification of culture, because the consumption of cultural products has become a way of achieving social status and identity. Consumer culture has emerged as a dominant force in modern society, shaping individual behavior and determining social norms. As

society continues to evolve, it is important to consider the role of consumer culture in shaping our values, beliefs, and behavior, and pursue a more responsible and sustainable approach to consumption.

## **Literature Review**

### **Cultural Settings**

Cultural settings refer to the social, political, economic, and geographic conditions that shape a community's attitudes, individual behavior, and beliefs. Cultural settings are complex and dynamic and will continue to evolve from time to time as a result of the impact of internal and external factors. Cultural settings have a significant impact on an individual's life which can affect opportunities, social networks and more. Cultural settings can be defined as multidimensional which plays an important role in every individual such as forming attitudes, beliefs, and individual behavior.

A literature review on cultural settings can cover a wide range of topics, depending on the context and purpose of the review. Definitions and conceptualizations of culture: The review can start by discussing different definitions and conceptualizations of culture, and how these have evolved over time. Cultural dimensions and frameworks: The review can then explore different frameworks and models that have been proposed to capture cultural differences and similarities across societies. This can include Hofstede's cultural dimensions theory, Trompenaars' cultural dilemmas model, Schwartz's cultural values theory, and others. The strengths and limitations of each framework can be evaluated, as well as their implications for cross-cultural communication, management, and collaboration.

Cultural contexts and domains: The review can also examine different cultural contexts and domains that have been studied in the literature, such as education, health care, business, arts, religion, and politics. The review can highlight how cultural factors shape practices, beliefs, and attitudes in each domain, and how these can vary across different cultures and subcultures. Cross-cultural research methods: The review can also discuss different research methods and approaches that have been used to study cultural settings, such as ethnography, surveys, experiments, and discourse analysis. The review

can evaluate the strengths and limitations of each method, as well as the ethical and practical challenges of conducting cross-cultural research. Cultural change and globalization: Finally, the review can address how cultural settings are changing in the context of globalization, migration, and technological innovation. Overall, a literature review on cultural settings can provide a comprehensive overview of the key concepts, theories, and debates in the field, and can help identify gaps and opportunities for future research and practice.

## **Discussion**

### **Cultural Definition**

Culture is a symbol as well as complex facts and symbols made by humans, passed down from generation to generation as determinants and regulators of human behavior in existing society. Culture Settings is the most fundamental and broad determinant of the desires of consumer actors. This makes culture an important factor in consumer behavior that has an impact on purchasing decisions for a product. This culture can be formed through a classification based on certain categories such as nationality, religion, racial group, and geographical location. This consumer background is certainly a challenge as well as an opportunity for producers in Indonesia in market segmentation, considering that Indonesia has a variety of cultures that are unique to one another.

Culture will shape the nature or behavior of individual consumers that affect the views of a product so that it can cause differences in views. For example, the use of hijab in Islamic culture by Muslim women, raises the view of Muslim women that hijab products are important or even a basic necessity in everyday life and vice versa for non-Muslim women. A view of a product can make it easier for producers or marketers to adjust the products marketed according to a particular culture which is the main target of the product. This can also make these products more acceptable among the public, for example Lemonilo. PT. Lemonilo launched its first product in 2017, namely Healthy Fried Noodles which are made using natural ingredients, without MSG and free of preservatives (Siti, 2022). This product launch was adjusted by PT. Lemonilo sees that a healthy lifestyle has

begun to be adopted by people in Indonesia, especially in the last 3 years since the pandemic era, Indonesian people have become more aware of health, which includes food.

Culture is also a determinant of consumer priorities regarding various activities and products or, it can also help decide which products are satisfying based on our priorities. Apart from determining priorities. Cultural definitions play an important role in shaping how people perceive the world around them and how they interact with others. They can impact everything from individual behavior and social norms to economic systems and political ideologies. Products that provide benefits to members of a culture at any point in time have a much better chance of being easily accepted in the marketplace. Understanding cultural definitions is essential for effective communication and interaction across different cultures, as it allows individuals to recognize and respect the differences in how meaning and value are assigned within different cultural contexts. This drink was "ahead of its time" because US beer drinkers during that era (who were almost all male) weren't worried about cutting calories.

### **Cultural Influences On Purchasing Decisions**

Every company has a strategy to drive consumer behavior in making purchasing decisions. In addition, the company is also trying to increase sales of the products they offer. The strategy consists of aspects of branding, strategic promotion and n, even to cultural aspects. Mention that culture is a factor that influences changes in the activities of a company can able to increase purchasing decisions for a product. Culture can have a major influence on purchasing decisions. In practice, not a few people who act neutral when they buy a product based on values that are still developing in society. Mention that some people buy traditional herbal medicine driven by their belief that this traditional herbal medicine has the benefit of maintaining a healthy body and endurance. This has become a habit from year to year and we can call it a culture. Culture includes the values, beliefs, and norms that are shared by a group of people. Culture plays an important role in shaping consumers' minds and influencing what they think is important and worth buying.

Some cultural factors that can influence purchasing decisions include. Values and beliefs: Values and beliefs held by a culture can affect consumer preferences and priorities in choosing products or services. For example, in a health-first culture, healthy products

such as organic food or health supplements could be of more interest. Values and beliefs: Values and beliefs held by a culture can affect consumer preferences and priorities in choosing products or services. For example, in a health-first culture, healthy products such as organic food or health supplements may be in greater demand. Group influence: Consumers tend to consider the opinions and recommendations of groups or people they consider important.

### **Dimension of Culture**

Based on book Source the following cultural dimensions are divided into 3 which consist of the following functional areas. Ecology, this way a system adapts to its habitat. The technologies a culture uses to obtain and distribute resources shape its ecology. The Dimension of Culture is a framework used to understand cultural differences and similarities across countries and regions. It was developed by Dutch social psychologist Geert Hofstede in the 1970s and 1980s through his work on international business management. Power Distance: This refers to the extent to which people in a society accept and expect unequal distribution of power and authority. High power distance societies value hierarchy and respect for authority, while low power distance societies value equality and participative decision-making. Individualism vs Collectivism, This dimension describes the degree to which individuals prioritize their own interests over the interests of the group, or vice versa. Individualistic societies value independence, self-reliance, and individual achievement, while collectivistic societies value harmony, cooperation, and group goals. For example, in Indonesia itself, the ideology established by the nation and state is Pancasila. Ideology is the foundation and guideline for Indonesian society to behave and socialize, this also applies to the ideologies adopted in other countries.

### **Current Trends in Consumer Culture**

Consumer culture is a term used as a tool to describe consumerism which is a fundamental aspect of modern society. This trend is usually characterized by a constant search for new products and services, where these services lead to dynamic and competitive market developments. At this time the trend of consumer culture has an impact on society for future potential. There are several trends in consumer culture, one of which is

significant, namely the shift from offline to online. The development of online technology includes all systems in which there is a digital system where everyone can access information easily. In the case of buying and selling transactions of necessities such as clothing, food and boards. In the current era, technological developments are so fast that companies have no other choice but to follow, for example on the Shopee platform. Shopee is a platform engaged in electronic commerce or e-commerce that provides online shopping services. Apart from providing convenience for sellers, this system also makes it easier for customers to make buying and selling transactions.

This platform was first launched in 2015 and became widely known at the end of 2019 when the Covid-19 outbreak began to peak which caused people to be unable to carry out activities offline. This event created a new trend in society, namely online shopping. This can be seen from the latest survey that around 88.1% in 2021 consumers use online shopping platforms and the average user of online shopping platforms globally is 78.6%. The demand for sustainable products has increased and the demand for environmentally friendly products, for example bioplastics, is increasing. According to Nielsen, around 77% of consumers are willing to pay more to buy sustainable products by 2021. Sustainable products have several positive impacts such as improving health and well-being, encouraging sustainable economic growth and encouraging innovation.

Brand loyalty becomes a new culture, but this event occurs because consumer culture reflects consumer values, beliefs, and behavior in a society. Events like this cause companies to improve product quality to be able to compete in the market by differentiating themselves from other products. In addition, companies also need to emphasize branding and marketing of the product itself and the company. There are 67% of consumers who make repurchases and choose only one or two brands in each particular product category. The rise of online shopping raises concerns for traditional retail jobs and the local economy. The demand for sustainable products is a positive development that raises accusations “Greenwashing”. Often, greenwashing used as a tactic to manipulate consumers and encourage company profits by inviting consumers to be more interested in environmentally friendly products and in a company brand loyalty becomes a valuable asset.

Brand loyalty is expected to shape consumer culture for years to come and increase the attachment consumers have to brands because loyalty is the main driver of direct changes in overall brand equity. There is also a possibility that consumers will continue to demand greater transparency and accountability to companies. However, there are also consumers and speed related to issues such as sustainability and value production. After that, consumers are increasingly crowded and competitive, companies need to create a distinctive feature, stand out from the competition to maintain their customer base. Current consumer culture trends offer opportunities as well as challenges for both companies and consumers. The dynamic market offers everything to change very quickly, so companies must be able to keep up with the rapidly changing world.

### **The Influence of Myths on Marketing in the Modern Age**

In opening an independent central bank, the government submits legal authority to monetary policy. Klooster & Fontan said myths are stories or narratives that are deeply embedded in culture and have been passed down through generations. These myths often contain archetypal characters, themes, and symbols that evoke strong emotional responses and can shape people's beliefs and values. In the modern age, myths continue to play a powerful role in shaping our perceptions, attitudes, and behaviors, including our consumer behavior and attitudes toward marketing. This will depend heavily on ideas whose seminal features are well known from the myths of Ulysses. Central banks will be deaf to government requests for monetary stimulus and will keep setting interest rates to secure low inflation rates. GM foods were not marketed first in the U.S. on the grounds that GM foods suffer from moral barriers that are closely related to the view of what is considered unnatural.

Marketing has undergone many changes and differentiations. One way in which myths influence marketing is through the use of brand storytelling. Companies can create brand narratives that tap into the archetypal themes and characters found in myths, such as the hero's journey, the underdog, or the trickster. By aligning their brand story with these archetypes, companies can evoke powerful emotions and connect with consumers on a deeper level, building brand loyalty and trust. Another way in which myths influence marketing is through the use of symbolism. Many myths contain symbols that are

universally recognized and evoke strong emotional responses, such as the heart, the cross, or the sun. The concept is associated with other myths, one of which is the myth system defined as mythology. Myths have developed their own patterns and are rarely questioned even though they are based on simple generalizations, misunderstandings, and errors in thinking. Barthes considers the study of mythology to emphasize that language needs special conditions to be motos, first myth is a communication system that can take many forms to give meaning to any material. However, it's important to note that myths can also be problematic when used in marketing. Myths can perpetuate stereotypes and reinforce harmful cultural narratives, particularly when they are used in a superficial or insensitive way. The role of myth in the construction of new social dakta performatif through the production and consumption of mythical discours.

### **The Influence of a Group Or Individual Mode System**

A group as well as individuals in a system will vary depending on influencing factors such as position, power, and actions taken. In general, a group or individual who has significant power and influence can have a significant impact on the system, including how it works, the results, attitudes, and behaviors of the individuals involved. An individual or group can influence a system in a variety of ways. Set goals and priorities. Groups or individuals can determine the goals and priorities of a system that can influence the direction and results to be achieved. Implement policies and procedures. A group or individual can influence a system by implementing policies and procedures as a medium to regulate its operations and behavior. Shaping culture and values, groups or individuals can form a culture and values of a system that can ultimately influence the attitudes and behaviors of the people involved. Allocate resources, Individuals or groups can determine how resources are allocated in a system which can affect performance and the end result. Make decisions, grubs or individuals can make decisions that affect the operation and outcome of a system being run. A group or individual can also have an impact on the system through interactions and relationships with people in a system. Overall, the influence of groups or individuals on a system can be significant, and it is very important to consider the potential impact of actions taken when making a decision and implementing policies in that system.

## **Conclusion**

Basically culture is a fundamental human being to behave and behave, cultural values that are considered true and adhered to are the reason humans do things. In addition to behaving, culture is also fundamental to their needs and behavior. Culture can be said as a comprehensive concept, and includes almost everything that influences the thinking process and individual behavior. This culture can be formed through classification based on certain categories such as nationality, religion, racial group, and geographical location. For example, in the example above, Muslim women need hijab, while non-Muslim women don't need it. Hijab is a culture that makes Muslim women buy these items.

So it can be concluded that culture can influence consumer thinking and behavior and even research also shows that people from different cultures consume differently mainly because of differences in their values and norms. Based on this, culture is an important thing that needs to be studied in the economic and business fields, culture is at the core of consumer behavior that influences movement in the business sector. Therefore it is necessary for producers both outside and Indonesia to pay attention to this cultural factor, making services and products better adapted to the culture where marketing targets are set. Adjustment of products and culture facilitates market acceptance of the entry of these products, because they are in accordance with the values that are considered true in that culture so that business activities can be said to be effective and efficient.

In a company they will always try to increase sales of the products they offer. This can be realized through several aspects consisting of brand aspects, promotion strategies, even to cultural aspects. So it can be concluded that there is a positive direct influence of culture on purchasing decisions. If a person's personal characteristics, life cycle, and quality of life experience an increase, then purchasing decisions, which consist of individual activities that directly play a role in the decision to obtain and use the goods offered by assessing choices, objectivity, ability to seek information as well increased. This means that this shows that increases and changes that occur in culture will lead to an increase in the quality of purchasing decisions.

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