Strategic Marketing

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The wide-ranging phenomenon of culture played a vital role for people when it comes to making their daily decision of buying. The facet of culture established its involvement as the control mechanism for the consumers to accept buying process which is acceptable for them. The great influence of culture on buying behavior of consumers can be witnessed by examining the active role of culture when it comes to considering different attributes of the product. The impact of culture appears in case of different characteristics of the product (Durmaz et al., 2011). These attributes are mainly recognized as size, color, functioning, taste, elements, etc. Specific values associated with the broader group of a culture assists the consumer to evaluate the product based on the standard of different cultural values or principles.

 The wide-ranging concept of culture is the combination of different norms and standards that prevails in society. The cultural prospect of the environment in which consumers’ lives greatly influenced their buying process. The strong reality of social class greatly associated with the practical step of buying product by the customers. The homogenous nature of the social group in a particular society made it essential for the consumer to consider buying pattern of the entire group. A comprehensive examination of the culture of the target market is also a necessary condition for the seller. It is imperative for the seller to sell product according to cultural prospects of the group and apprehends taste, values, and cultural principles of that group (Ogden et al., 2004). The perspective of culture can be successfully utilized by the seller to target potential market after by identifying and following specific cultural standards and domains. Acceptable and unacceptable behavior towards the product mainly determines by the cultural norms of the society.

The influence of culture in the purchasing can be witnessed through the example of specific religious standards adopted by specific groups. It is observed that it is morally and religiously inappropriate for Muslims to buy pork. This buying behavior is linked with a wide-ranging spectrum of specific standards under the domain of culture. A proper understanding of this feature of culture provides direction for the seller to never sell products made with pork in Muslim communities (Mokhlis, 2009). Adoption of specific lifestyle is some specific society is another example that greatly related to the entire approach of purchasing products according to cultural standards.

**References**

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