

The Relative Influence of Subcultural Factors in Consumer Purchasing: Initial Analysis

Ronald Drozdenko
Western Connecticut State University

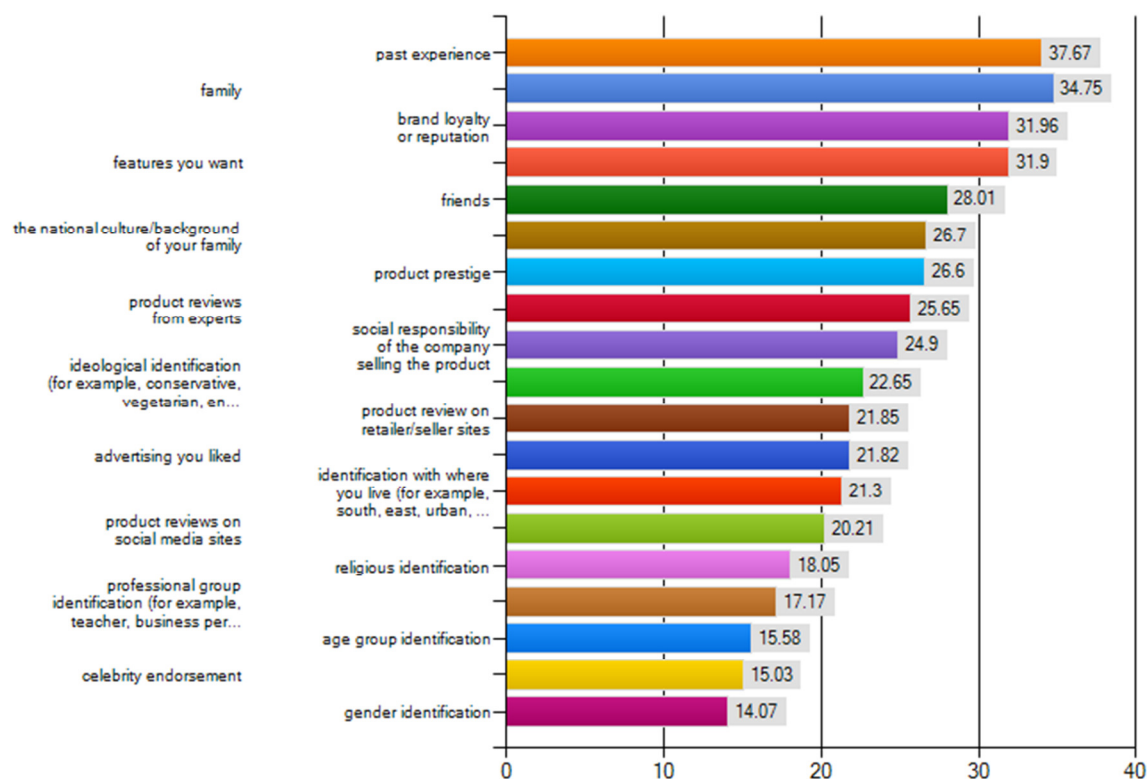
Marlene Jensen
Lock Haven University

Donna Coelho
Western Connecticut State University
Quinnipiac University

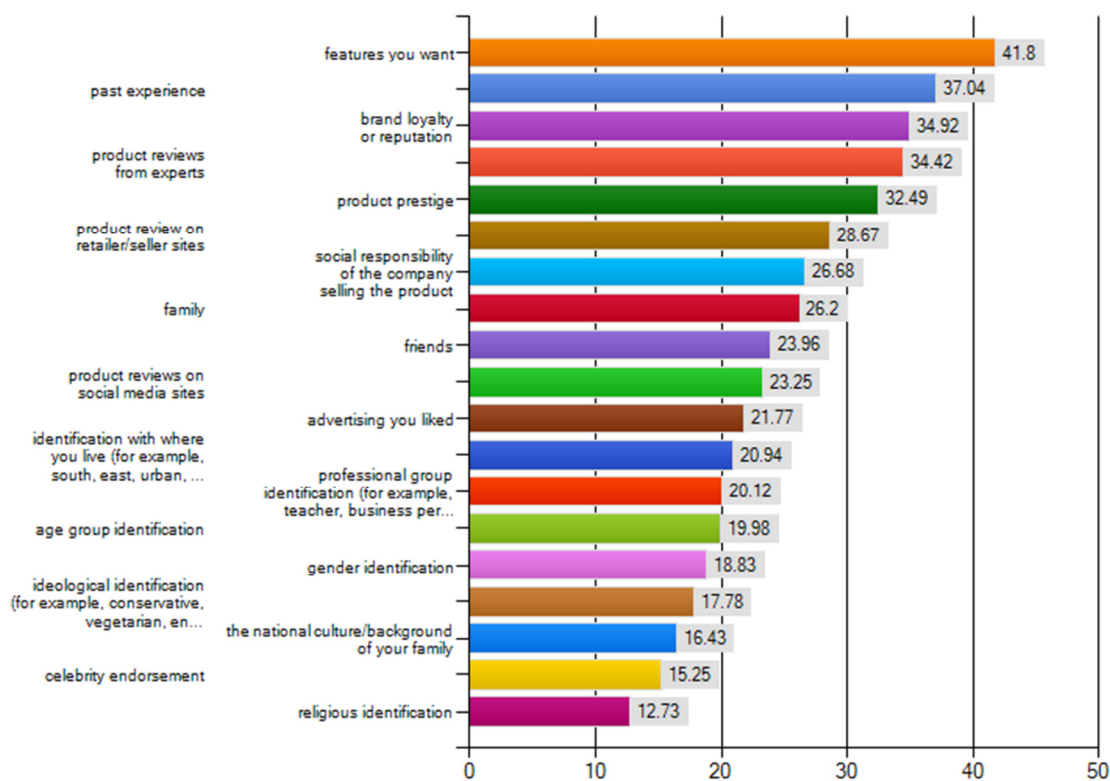
Extended Abstract

Marketers routinely develop marketing strategies that focus on subcultural factors such as cultural background, gender, age, religious affiliation and regional identification. The objective of this study is to begin to quantify the relative influence of these subcultural factors against other factors such as product features, past experience and product reviews. Additionally, the willingness to pay a premium for each of these nineteen factors is examined in four different product categories. Data were collected using an anonymous online survey of more than 400 respondents. The summary findings are shown in the following four graphs. (Numbers represent the percentage more a respondent is willing to pay for the factor.) The results indicate that product features and past experience are consistently more influential than the subcultural factors (Mokhlis, 2012). As anticipated, cultural background was more influential for holiday food purchases compared to the other product categories. The findings suggest that marketers should be aware that subcultural factors may only be a minor influence for some product purchases, in most cases less than half the effect of more tangible factors such as product features. The results are discussed in relation to past research (Kara and Kara, 2011, Webster, 2011.) and future analyses of other survey items in the database are outlined.

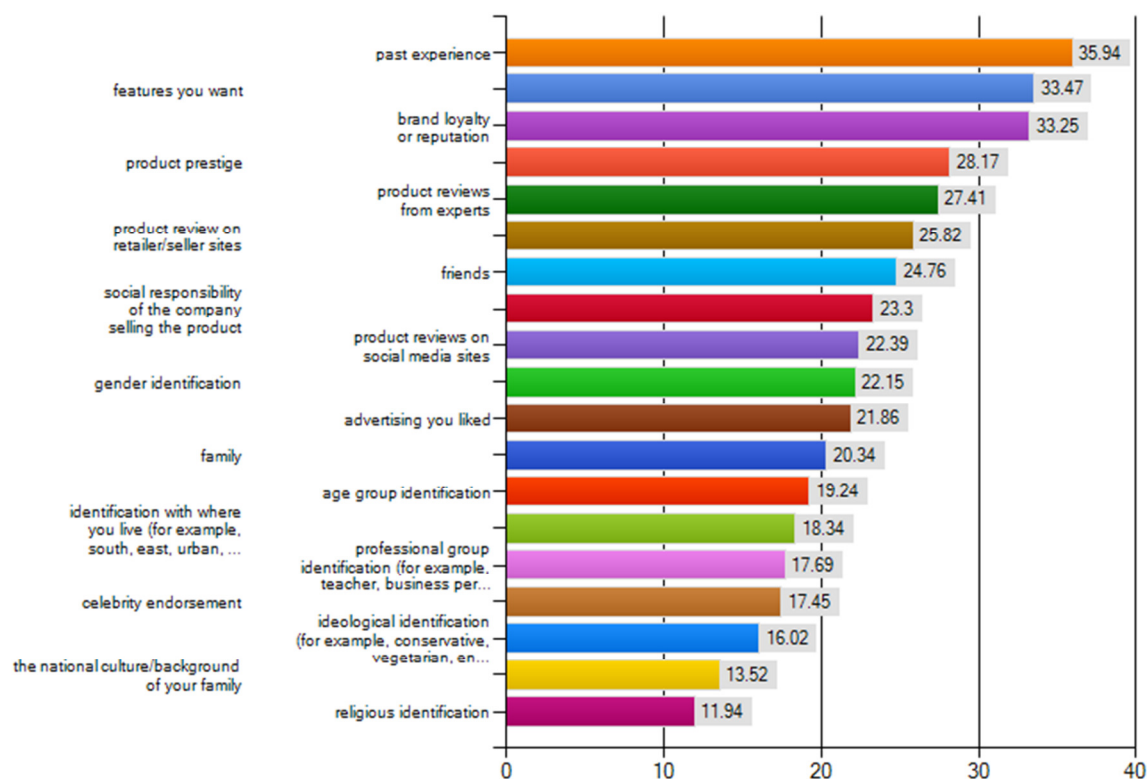
Thinking about the last time you purchased food for a holiday, how much MORE would you have been WILLING TO PAY if the product agrees with the following factors?



Thinking about the last time you purchased a car, how much MORE would you have been WILLING TO PAY if the product agrees with the following factors?



Thinking about the last time you purchased athletic shoes (sneakers), how much MORE would you have been WILLING TO PAY if the product agrees with the following factors?



Thinking about the last time you purchased a smart phone, how much MORE would you have been WILLING TO PAY if the product agrees with the following factors?

