



The Influence of Tradition on Consumer Behavior

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Abstract

This thesis aims to explore the effect tradition has on consumer behavior. While researching how tradition influences an average consumer, a set of factors is considered. Firstly, factors of age, social awareness, beliefs, culture, and economy are focused on and individually studied. These factors exist independently in studies of consumer behaviour but when magnified through a cultural lens, they also overlap with tradition; therefore, they have been linked to people's priorities when acting as consumers in the market. A qualitative research approach has been taken and for the purposes of this study, 5 groups of Serbian people have been interviewed. As a consumer group that has maintained their cultural identity through a historically and economically turbulent period, this group has been chosen as an interesting one to analyze. This study showed that Serbian people are highly motivated by tradition when making everyday purchases, regardless of whether they are in their home country or abroad. Moreover, the markers of culture most frequently used are food and music. As tradition is a common denominator for 5 different groups of interviewees, it creates a foundation to explore diverse consumer behavior types. Therefore, this thesis assesses cultural aspects and how tradition, upbringing and other external influences shape a consumer.

Key words: consumer behavior, tradition, attitudes, purchasing decisions, societal roles, culture