



REVIEW OF CONSUMER BEHAVIOUR FROM INTERCULTURAL MARKETING PERSPECTIVE

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Abstract

Small, medium enterprises and multinational companies are the reality of our life and essential elements of the market economy. Logically, the success of the company depends on the decision of consumers. So, the company aims to produce product or service which satisfies the needs of consumers and attract buyers by some advantages in comparison with competitors. However, the most interesting question is which factors influence the decision of consumers toward different products? The factors which influence consumer behaviour can be summarized in economic, social, psychological and cultural factors. Cultural factors have a significant impact on the life of consumers. Culture is a difficult system formulating under the influence of values, beliefs, norms etc. Development of technologies and other external factors make changes in culture - but culture is also changing over time.

The review paper deal with intercultural marketing which is a combination of marketing and culture. The main aim of the paper is summarizing theories related to the culture from a marketing perspective and define importance and connection with consumer behaviour

KEY WORDS: consumer behaviour, theories about culture, culture, and behaviour, international marketing

Introduction

The modern world economy is characterized by the consolidation of goods and services markets. "The process - commonly known as "globalization" - is providing more and more countries with opportunities to enjoy higher standards of living, but at the same time is placing pressure on societies to alter their traditional practices. (These tensions are discussed in Rodrik, 1994)" (Cleveland, Laroche et al. 2013). Globalization decreases the distance between countries and the world becomes smaller. (Giddens 2007) Economic questions related to globalization have been extensively analyzed. Income convergence is an issue that has recently been intensively examined, and current and historical evidence (Williamson 1996) indicates that income differences diminish with the progress of globalization decrease difference on wages and income in the countries which participate in the process. Below shown a part of the Levitt (1983) paper "The Globalization of Markets":

"...different cultural preferences, national tastes and standards, and business institutions are vestiges of the past. Some inheritances die gradually; others prosper and expand into mainstream global preferences. So-called ethnic markets are a good example." (Levitt 1983)

In 1976 J. Jacoby in his paper explained consumer behaviour as "acquisition, consumption, and disposition of goods, services, times and ideas by decision-making units". (Jacoby 1976) The definition given in "Marketing Management" book is not too far from the previous one: "Consumer behaviour is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy

their needs and wants". (Kotler and Keller 2012) Definitions of several authors show that consumer behaviour is a multidisciplinary science. Behaviour can be analysed from the psychological or economic field. In the book "Consumer Behaviour: Buying Having and Being" authors consider consumer behaviour as "the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires." (Solomon, Russell-Bennett et al. 2013)

Understanding the reasons for consumer behaviour provides more information about how to be successful in the market. It could change the behaviour of entrepreneurs. But practice which is successful in one country may be unsuccessful in the other one. So, a lot of factors influence the final decision.

Nowadays, authors explain that culture is one of three factors (others are: social and personal factors) which influence the buying decision. (Kotler and Keller 2012) From the psychological side, culture can be explained as one of the most powerful factors. Moreover, authors showed that cultural factors had "the broadest and deepest influence" (Kotler and Keller 2012) to consumer behaviour. Consumer behaviour is the result of some decisions and factors related to culture. Values, heroes, rituals, and symbols which could change the behaviour of consumers are manifestations of culture. (Hofstede, Hofstede et al. 2010) It means that "Culture shapes what general goals consumers have, and how they respond to prices, brand images, and advertising elements. Culture also influences the processing strategies and thinking styles of consumers". (Shavitt and Cho 2016)

Theories About Culture Influenced by Consumer Behaviour

Culture is the part of our life. One of the most popular definitions of culture was given by Hofstede: "Culture is the collective programming of the mind, the interactive aggregate of common characteristics that influence a human's group response to the environment." (Hofstede 1980) The other definition for analyzing culture in detail is: "By culture, we mean a set of meanings or information that is non-genetically transmitted from one individual to another, which is more or less shared within a population and endures for some generations." (Kashima and Gelfand 2012) *Both definitions explain that culture is a*

common thing which is formulated and accepted as a way of interaction in some geographic areas.

It means that culture is the collection of generally accepted reactions, general rules or set of norms about personal behaviour in a society.

A pure culture is not existing; culture is the category which changes with the influence of some factors. In history, the migration process and trade between countries affected the culture of neighbor countries too. Nowadays countries have trade relationships not only with neighbors but also with other countries all over the world. (Levitt 1983) Globalization and online-trade or general consumption should also be added to the list of factors. It means that a lot of different categories have an impact on culture. Overall, "cultural phenomena are subject to change" (Venkatesh 1995), and the expansion of theories about culture results in "viewing cultures in evolutionary perspective". (Keesing 1974)

Table 1. Theories about a culture which are influenced by consumer behaviour

Authors	Names of theories connected with Consumer Behaviour	Core ideas
Kluckhohn and Strodtbeck, (1961); Rokeach (1973); Yankelovic(1981) Sheth et al. (1991)	Theories about human /consumer choice values	Value has a significant role in consumer behaviour.
Hofstede (1980)	Dimensions of Culture	Main variables/dimensions to explain each culture and behaviour.
Fiske (1992)	Behaviour patterns in culture	Main patterns to explain behaviour and consumption in each culture.
Triandis(1994) and Gelfand(1998)	Individualism and Collectivism	Level of integration to the groups in different cultures.
Markus & Kitayama (1991)	Sense of Self	Influence of culture on the relationship between members of the group.

Source: own editing, 2018

Theories Related to Human Values and Consumption Values

"Values are objects, ideas or beliefs which are cherished." (Vernon 1968) Vernon explained in his work about "Values, value definitions, and symbolic interaction" using the definition of Jack H. Curtis, Social Psychology. It means that values are characteristics or things which are better to have. Some values are considered to be economic (social position or money). Moreover, being beautiful, loyal, open-minded and smart are also values. But 'value' term is wider than shown below. The results of personal actions are closely linked with values. Values are "responsible for the selection and maintenance of the ends or goals toward which human beings strive and, at the same time, regulate the methods and manner in which this striving takes place". (Vinson, Scott et al. 1977)

Values and beliefs determine the individual. This is why theories about human values help to find explanation and prediction of individual behaviour. (Rokeach 1973, Yankelovich 1981)

Some authors try to make the connection between theories about human values and consumer behaviour even they create some models of behaviour. (Carman 1978, Gutman 1982)

Human values show direction. Values, roles, interests, and activities define each person. (Carman 1978) If it will be analyzed deeply, scientists will have more open or detailed view about consumers. Rokeach in value survey (RVS) explained two sets of values: 18 terminals and 18 instrumentals. (Rokeach 1973) Some of these values such as honesty and courage, peace and wisdom are recognized all over the world. (Hills 2002) But values can be more or less important in different cultures or geographical locations. Moreover, due to the difference of cultures and values in the same situation even unusual solutions can be preferred by individuals. (Kluckhohn and Strodtbeck 1961) Differences create difficulties to use values in practical research. (Beatty, Kahle et al. 1985)

From the other side, the review of literature gives us information about "three mutually dependent and at least partially consistent levels of abstraction". There are Global Values, Domain-Specific Values, and Evaluations of Product Attributes. (Vinson, Scott et al. 1977)

Global values are generally accepted values/beliefs within a system.

Domain-Specific Values should be explained by reflection of beliefs to action in economic (consumption) social and religious spheres.

Evaluations of Product Attributes mean attributes of products which consumers desire to have.

The Theory of Consumption Values tries to explain why consumers decided to buy a product or not. One of the advantages of the theory that it can be used for a wide range of products. From consumer behaviour point, five values are affecting the decision. The consumption values are matching with the elements of the models of scientists such as Maslow and Katz. (Sheth, Newman, & Gross, 1991)

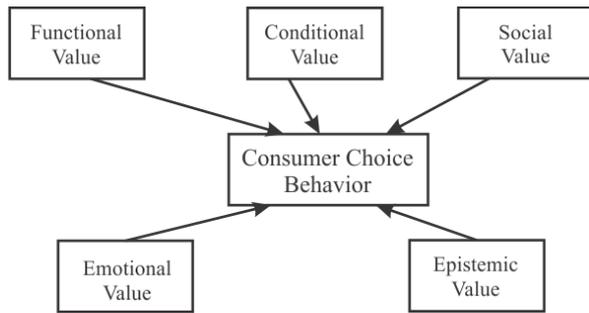


Fig. 1. The five values are influencing consumer choice. (Sheth et al. 1991) p 160.

Briefly explanation of values:

Functional value – identified as main drives or consumer decision. It can include characteristics/attributes

Behaviour Patterns in Culture

The culture concept comes down to behaviour patterns associated with a particular group of people, that is "customs" or to a people's "way of life". Fiske in his work defined four different patterns of social behaviour between cultures which explained in Table 2. (Fiske 1992) The theory explains four relation models which are used in different cultures to create accepted behaviour. Problems, aims, main purposes in nations can be explained by four patterns. Persons use accepted models for building a relationship with others in one of the four models. As explained in work (Fiske 1992) "theory explains social life as a process of seeking, making, sustaining, repairing, adjusting, judging, construing, and sanctioning relationships."

Table 2. The Applications of Behaviour Patterns in Culture

Behaviour patterns	Explanations
Communal sharing (CS)	The relationship between groups of people which share something common. For example, blood. (Alan Page Fiske, 1991; Alan P Fiske, 1992) Close kinship relations are one of the essential components of CS. Rituals (ceremonial meals or religious rituals) are the essential parts of sustaining group life. Consequently, we talk about families, which have general rules, traditions, rituals, etc.
Authority ranking (AR)	Relationship-based (between authorities and subordinates) on asymmetry among the individuals in a hierarchical social dimension. It can be explained as "relationship between a general and a soldier" (Triandis, 1994) and characterized in linear ordering. Authorities have some opportunities, prestige, and power, but subordinates often have protection and kind of care from a higher rank. Authorities try to be well informed about the actions of subordinates.

(Ferber, 1973) of the product as being safe, durable and cost-effective. (Sheth et al., 1991) p. 160

Social value - activated more in decisions connected with products which can create the opinion about the owner. For example, clothes, shoes, cars.

Emotional value – the value of product or service which linked with feeling, memory and activate the emotional response.

Conditional value – a value which depends on the situation. For example, holiday cards, wedding gifts.

Epistemic value – value to learn/explore more about product or service.

Empirical results: According to the paper theory was tested in more than 200 applications in the terms "use versus do not use". Interview and questionnaire surveys were implemented. Moreover, results show "excellent predictive validity". (Sheth et al., 1991) p. 168

The theories related to values shows its importance in the prediction of a decision. According to the theory of human values, domain-specific values and evaluation of product attributes are more interesting. Domain-specific values are the kind of "bridges" (Vinson, Scott, et al. 1977) between global values and evaluations of product attributes. According to the theory of consumption values, domain-specific values can be explained as emotional and social values and, the evaluation of product Attributes as functional and epistemic values. Consequently, the second theory is more focused on consumers.

Other authors explained the relationship between not only by market price and culture but also with goods and culture. "...goods allow individuals to discriminate visually among culturally specified categories by encoding these categories in the form of a set of material distinctions". (McCracken 1986)

Mostly from consumer behaviour the last pattern is essential, and it is the most valuable from consumer behaviour point. It means that understanding and attitude regarding market price differ from culture to culture. For example, in some countries, people try to build a long-term relationship based on trust and confidence. In other countries, the most vital value is money and as explained below if the price suits they are the friends. The company cannot be successful if the pattern of the culture will not be considered. The level of importance of price and trust must be taken into account too.

<i>Equality matching (EM)</i>	Relationships are based on equality of individuals. Best example “social behaviour between totally equal friends. You go through the door first this time, and I go through it next time. Taking turns, dividing equally, one person one vote, are some of the typical behaviours.” (Triandis, 1994)
<i>Market pricing (MP)</i>	“Relationships are based on a model of proportionality in social relationships” (Alan P Fiske, 1992). Peoples are rational. Various information influences individuals’ decision such as inflation, income, salary, economic stability, etc. It means that people consider the utility of the product and they analyze to buy or not to buy the item. “You pay and you get some goods. If it pays to be your friend, I will be your friend. If it costs too much, goodbye.”(Triandis, 1994)

Source: own editing, 2018

Collectivism and Individualism

“Individualism on the one side versus its opposite, collectivism, is the degree to which individuals are integrated into groups”. (Hofstede 1994) The above-explained behaviour patterns can be found in each culture. However, in different cultures, different patterns have more or less power. It can also be analyzed in homogenous or heterogeneous cultures. In heterogeneous cultures, there are more groups to which person can join. It is the free decision of an individual, and in these conditions the cultural pattern is individualism. (Triandis and Gelfand 1998) It is interesting to note that the USA and European countries are the most individualistic countries in the world. As Triandis mentioned in his work that, citizens of developed countries are more individualistic.

In homogenous cultures there are few groups only, individuals usually must join the group which is bounded with family and close friends. A person is not free in his/her decision; group expectations are the most important. Therefore, the cultural pattern is collectivism. It means that in homogenous cultures there are formally accepted norms of behaviour for different conditions. In these countries, elders are more respected (Greenfield 2000) and the boundaries of individual behaviour is clear. (Triandis 1994)

Later, Triandis and others expanded the knowledge about collectivism and individualism and included new terminology. They argue that “both individualism and collectivism may be horizontal (emphasizing equality) or vertical (emphasizing hierarchy) and that this is a viable and important distinction”. (Gudykunst, Singelis et al. 1998) It means that horizontal and vertical social relationships can be explained by various sides of individualism and collectivism. Consequently, horizontal patterns explain that one person pretty much acts like others, vertical patterns explain hierarchies, and each person is unique. (Gudykunst, Singelis et al. 1998) Some scientists have a critical opinion about the theory. This opinion can be proved by an argument “ ... many diverse cultural differences in decision making could be explained regarding a single cultural disposition, such as individualism-collectivism. For this reason, the dispositional approach has attracted many advocates. Yet, the existing evidence for the dispositional view falls

short.” (Briley, Morris, & Simonson, 2000) p.159 The mentioned criticism of the theory could be accepted, but for international marketing, scientists are more interested in the advantages of cultural dimensions. (Smith, Dugan, & Trompenaars, 1996)

In individualistic cultures, it is better to differentiate products and marketing campaigns and advertisement playing an important role. In collectivist cultures, the value is not a product. Value is a relationship between seller and buyer. In this situation, a personal relationship is more valuable. So, people decide to buy products from their friends. In cultures, it is essential not to lose the face, and companies should consider this difference.

The Sense of Self and Culture

People interact in different ways if they grow up in a collectivist/individualist culture. Some authors divide two construals: Independent and Interdependent (Markus and Kitayama 1991).

Independent view of self. In heterogeneous cultures, people are more independent. Understanding of self, thoughts, realizing goals, comes from culture, and freedom gives them more chance to develop in fields which they are interested. Figure 1 shows the relations between self and other people in society.

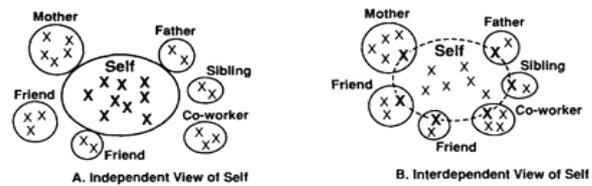


Fig. 2. Limits of the Company’s activity
Source: Markus & Kitayama, 1991

Interdependent view of self. Non-Western countries and homogenous cultures can be characterized by more interdependence between people. (Kondo 1982) These cultures characterized with more connectedness and dependence of people. In these cultures, people identify themselves as a part of society/group, and any interaction in a group mostly depends on how a person understands or analyze thoughts, feelings, and actions of others in the relationship.

The theory shows a significant impact of culture on consumption. It means that in heterogeneous cultures, the decision of consumers about consumption of any good depends on their mindset. By contrast, in homogenous cultures, a group to which a person belongs has a huge impact on the decision of consumers. It means that if

somebody in the group has a negative review of a product, the probability of other person buying the same or different product of the company likely will be reduced.

Hofstede Dimensions of Cultures

Hofstede (1980) has some studies among the workers of IBM. The workers of IBM came from 66 different countries, and national differences allowed him to learn more about the difference between cultures. (Van Raaij 1997) The empirical and eclectic analysis was used to differentiate cultures.

In the first paper, only four dimensions of culture were explained. They are power distance, uncertainty avoidance, individualism/collectivism, and masculinity/femininity. At the end of the 1980s with Michael Harris Bond added fifth dimension 'Long-Term versus Short-Term Orientation' to Hofstede's model. (Hofstede and Bond 1988, Hofstede 1991, Hofstede and Hofstede 2001) Later, at the beginning of the 2000s, research with Michael Minkov (in which they use World Values Survey) allowed them to explain the 5th dimension and after they added one more dimension to the model. (Minkov 2007, Hofstede, Hofstede, et al. 2010)

Originally Hofstede's work was considered to apply in human resources management but, the importance of the work in business and marketing increasing from day to day. The dimensions of the culture let scientists go deeper into cross-cultural research by comparing different cultures and adopting new instruments. (Lu, Rose, & Blodgett, 1999) Importance of the research can be proven by Table 3. (Soares et al., 2007) She reviewed the

literature and summarized the result regarding culture and consumer behaviour in one table. Moreover, in 2011 G. Hofstede and De Mooij published paper "Cross-Cultural Consumer Behaviour: A Review of Research Findings" in Journal of International Consumer Marketing, where they explained the connection between dimensions of culture and consumer behaviour.

A lot of different methods used to analyze cultures by using Hofstede's dimensions. From 1987 to 1997 1,101 citations were made to the Hofstede's works. (Sivakumar & Nakata, 2001) Mainly scientists use belongingness to the different nation as a dummy variable. (Dawar & Parker, 1994; Soares, 2004) Moreover, scientists use a different aggregation of values (direct and indirect values) to measure the culture.

The theory also has some limitations. Firstly, scientists do not ensure the meaning of the dimensions in different cultures. Are the dimensions understood in the same way? Information collected from 1967 to 1973. Additionally, in the other research in 1984, changes were found, and the results were not similar. (Hoppe, 1992) As mentioned before, the research focused on the work-related values and in the other fields results can differ. It means that from the context of consumer behaviour or any other field, dimensions can be classified differently. Some scientist argues that the dimensions related to masculinity/femininity can be time or context specific. (Steenkamp, 2001)

Table 3. Application of the theory to consumer behaviour

<i>Dimensions</i>	<i>The explanation is given by Hofstede</i>	<i>Application to Consumer Behaviour</i>
Power distance (large/low)	Power distribution; equality level, egalitarianism; the level of hierarchy emphasis	In some cultures, with large power distance, global brands are tools for showing "place in a social hierarchy" and gaining respect. (De Mooij & Hofstede, 2011)
Uncertainty avoidance	Level of feeling threatened by uncertainty, ambiguous, risky situations.	In cultures with low uncertainty avoidance, people are more active, while cultures with high uncertainty avoidance they pay attention to the cleanness of products.
Individualism ~ collectivism	Level of independence versus belongingness to the group; Loyalty group	During the sales process, in individualistic cultures, persons want to receive goods as fast as possible. However, in collectivistic cultures building relationship has a more significant place.
Masculinity ~ femininity	The degree of competition between people versus caring for each other.	Masculine cultures are characterized by achievement and success, while in a feminine society caring quality of life is essential. In feminine cultures, roles are overlapping, and housework is divided between husband and wife. However, in masculine cultures, husbands are missing from this kind of works.
Long-Term versus Short-Term Orientation	Time orientation in people's focus: future, present, and past	Long-term orientation means considering some values during the work or communication, such as being thrift, respectful, etc.
Indulgence opposite to Restraint	Related to the gratification against the control of main human desires linked to enjoying life.	Mostly in indulgent societies, people are well-educated, and the birth rate is high. In these nations individuals have a life control, they are more positive and friendly. Leisure time is essential. (Hofstede, & Minkov, 2010)

Source: own editing, 2018

Table 4. Impact of Hofstede's dimensions in international marketing and consumer behaviour
 Source:(Soares, Farhangmehr, & Shoham, 2007)

	<i>Individualism</i>	<i>Uncertainty avoidance</i>	<i>Power distance</i>	<i>Masculinity</i>	<i>Long-term orientation</i>
Innovativeness	X	X	X	X	X
Service performance	X		X	X	
Advertising appeals	X	X	X		
Information exchange behaviour		X	X		
Sex role portrays				X	

Cross-Cultural Consumer Behaviour Framework

The discussed model of A. Manrai and L. Manrai (1996) adapted for cross-cultural consumer behaviour by De Mooij & Hofstede, 2011. “Cross-cultural work represents an extension to at least two or, increasingly, many countries ... cross-cultural psychology, the aim is to uncover universal, species-wide constructs that are common to all human beings

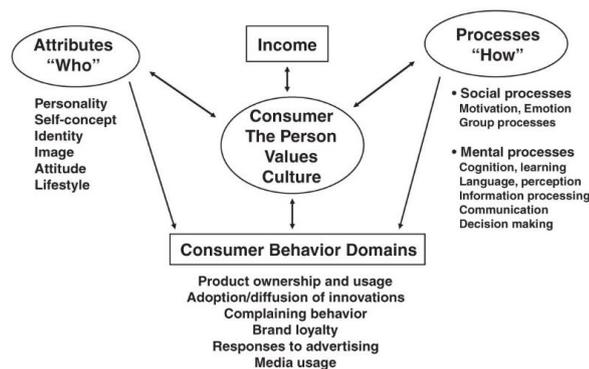


Fig. 3. Cross-Cultural Consumer Behaviour Framework
 Source: (De Mooij & Hofstede, 2011)

The first element is called Attributes or who?. This element connected with personality, self-concept images. Others as attitudes, image, and lifestyle are the results of the self-concept and personality. This element tries to understand or learn the individual, his/her personality. So

Conclusion

Culture can be explained as a combination of unwritten rules and norms. The mentioned unwritten rules are connected with values, cultural dimensions, behaviour patterns, and personality. The summarized review gives clear understanding that shown elements are more essential from a marketing perspective. Limitation of below-mentioned theories is the time period when they were developing and difficulties to make researches in this field. Theories developed mainly until 1990 and partly 2000.

and those constructs that are specific to a particular society.” . (Stankov & Lee, 2009) As we know cross-cultural theories have a more emic approach, authors summarize, exclude some variables.

The model adopted by De Mooij and Hofstede in 2011. It defines three main elements which connected with individual and last one which link to product use and external influences.

main focus is on the consumer, the or to answer of the question Who?.

The second element is Processes or How?. It connected with an affective system which is responsible for emotions and cognitive system which deal with learning perception memory, early practices, etc. So it is dealing with everything which has some weight on the final decision of the consumer.

The third essential element is income; sometimes the element is more important than the others. Income defines social status; income creates an image; income improves or worsens personality. Before mentioned three elements combine in consumer (with the consideration of values and culture). Moreover, each of the first two elements also separately influences on consumer decision.

Last – the fourth element is Consumer Behaviour Domains. It includes marketing sources of influence and notions about the product, its features, and usage.

Theories mentioned before are proposed to explain culture from different aspects that are all important nowadays for companies. Dimensions of culture explain some reasons for personal behaviour and generalize 6 main attributes of culture. Behaviour patterns focus on the behaviour of individuals in different societies. Collectivism and individualism show alternative sides of relations between people. The sense of self can be understood and explained even by individualism and collectivism terms. All of these theories give us an overall image of behaviour from a cultural aspect.

However, the rapid development of technologies changed the world in a short time and created a different environment. It caused the necessity of developing Cross-Cultural Consumer Behaviour. This topic was the answer of scientists to the environmental changes created by the technological boom.

Taking into account the current boom of technology and globalization of markets, it is essential to discuss intercultural marketing. Theories mentioned before are all

important nowadays for companies, because companies are able to sell products not only in domestic market but all over the world as well. Globalization is an advantage for companies, as some authors argue that it creates one general culture. From the other side, every society has some values as explained before, domain-specific values which are formulated and accepted during a long period of time and they will definitely change in a short period of time under the influence of globalization.

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