

# HOW DOES CULTURE AFFECT CONSUMER BUYING BEHAVIOUR?

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**ABSTRACT** - Culture can be defined as the sum total of customs, beliefs, knowledge and values that influences a persons thought process and behavior. There is a strong relationship between culture and consumer behavior as culture guides and directs people in problem solving. There are different factors of culture which affect the buying behavior and to understand this is very important for marketing. The main purpose of this research paper is to understand how culture influences the buying behavior of consumers. Secondary sources like websites, article, research papers, books were used in the collection of data and information for this study.

**Keywords** – Culture, Buying behavior, consumer.

## I. INTRODUCTION

Social sciences have long acknowledged cultural influences on human behaviour. Basically, culture has influence on every aspect of life. Therefore, it's of no doubt that culture has a massive influence on the various stages a consumer goes through before purchasing a product or service for his end use. Edward Taylor (1871) first defined culture as “that complex whole which includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by man as a member of society”

Culture incorporates knowledge, values and beliefs. It determines one's behavior and is therefore an important part of the consumer's behavior. Consumer Behavior Basically It means that research understands how consumers shop, there are many factors that influence it and culture is one such thing. There are different types of cultures in the world and therefore consumer behavior is also changing across cultures. There is a strong relationship between culture and consumer behavior, culture contributes to one's choice, thoughts, and personal taste.

Culture also imposes certain limits or restrictions on people and thus influences their decisions. Many studies have shown that people from different cultures have their own preferences, for example some cultures like the Catholic tradition are more religious than others and so people who follow these traditions tend to buy antiques and related items, thus leading to differences in methodology. Each culture is categorized and sub-culture such as religion, gender, age, place, etc. Companies should try to produce generic products of all cultures that will help save costs. The global distribution of the economy has resulted in exchanging values and ideas of culture but that does not make local traditions ineffective. Cultural

awareness also helps businesses understand consumer choice and find success in the global market.

Custom values are vehicles that carry customized information from one generation to the next; that is, they are the way culture is maintained and expressed (Mourali, Laroche, and Pons, 2005). These values are grouped and passed on to the next generation. As a result, prices are evolving over time and, as a result, may have an impact on consumer behavior. This also influences the decisions people make regarding consumer decisions ranging from everyday products to major purchases. Beliefs and traditions can therefore be said to be mental images that affect a variety of specific behaviors that influence how one might behave in a particular situation. Culture influences the lifestyle, consumption and decision-making of certain individuals. Culture can be found in the family, the region or everything that has been around us as we were growing up and learning the ways of the world.

For example, in a certain culture, consumers may prefer particular brands or products because those products provide expected functional benefits than other products. Consumers may then prefer particular brands/products because those products can be used for symbolic purposes which are important within their culture. In our contemporary society however most families and religions positively reinforce some society's cultures with particular reference to the way they dress.

## II. OBJECTIVE OF THE STUDY

The main purpose of this study is to examine the influence of cultural factors on consumer buying behavior.

- Check out the buyer's buying process.
- Examine the impact of culture on the purchase behavior of buyers.

- Check that culture has more impact on the purchase of product than other factors that influence the purchase of product.
- Examine carefully whether custom is required to buy product or not.

### III. HYPOTHESES

The research hypothesis can be refined from the research objectives set. Traditionally there are two types of hypotheses: the null hypothesis and the alternative hypothesis. In applying the null hypothesis, it is a contradiction of the truth and the other fiction is the truth. Usually the null hypothesis is tested because a general mathematical test is to test that hypothesis. Factors affecting consumer performance have been introduced previously in the theoretical part and are based on those factors the research hypothesis was created. The following hypothesis is made,

**H1:** The family has no connection to the individual decision-making process.

**H2:** Employees hired do not have time to search for information about Product.

### IV. RESEARCH METHODOLOGY

The key objective of this research paper is to understand how culture affect consumer choices and preferences. Secondary data is used in this study which means existing data is used to collect information to make this study more effective. The data is collected by studying different researches and surveys on internet.

The current project is designed as a theoretical research that focuses on the evaluation of Planned drawings on the cultural differences of Exploratory and Risk Behavior. Therefore, a standardized method based on the survey was adopted. Survey surveys provide a way of measuring issues that are relevant and of course performing a thorough assessment of the relationship (Craig and Douglas, 2000). The development of an instrument for cross-cultural research poses challenges in terms of equity, legitimacy and trust. Judging by the nature of the research, validated methods from the literature were available has been used to evaluate the relevant nutrients.

### V. RESEARCH DESIGN

In order to produce good amount of responses from a wide range of people and also provide a meaningful picture of events and to help to determine present status of the study, sample survey was adopted as the research design.

### VI. LITERATURE REVIEW

#### 6.1 Introduction

This chapter deals with the review of related literature. It is intended to analyse the theoretical aspect, related to the review of ideas and theories that support the topic of

research and critical review, which has the effect of reviewing the work of other researchers related to the problem of the research referred to by examining the effectiveness of methods and approaches to problem solving. Data is collected from various sources such as books, magazines and websites.

#### 6.2 Definition and Concept of Culture

Edward Taylor (1871) first described culture as a whole complex that includes knowledge, beliefs, art, law, morality, culture and any other man-made tendencies and habits. McCracken (1990) saw culture shaping our world in two ways: as a lens through which we perceive and interpret the world and as a paper for human activity. He believes that "in short, cultures shape the world by giving it meaning" (McCracken, 1990 p73). In the past, culture was shaped by the values and ideas of a particular community or group of people. It is the habit of the person who determines his behaviour. In simple terms, culture is nothing without human values. What one learns from parents and relatives as a child becomes a tradition.

#### 6.3 Culture and Consumer Buying Behaviour

Every group or community has a culture, and cultural influences on buying behaviour may vary especially in places and places. Failure to adapt to these differences may result in inactivity marketing or embarrassing mistakes. Generally, how we see things, how we think, how we are we believe, it is determined by our environment and our culture and by the various people around us come together. In an attempt to explain how social culture influences consumer performance, Hofstede (1980) came up with a practical aspect of culture. He saw tradition as interactive a combination of common symptoms that influence a group's response to its environment.

#### 6.4 Social Factors

The family plays an important role in shaping the individual's purchase as the family is itself the first community that has a strong impact on one's values and habits. When you advertise, the roles and influence that family members read to identify who the ads would be target. For example, if a child influences the purchase decision of a particular product, Marketers will try to influence children in their ads.

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