

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Master's Study

Influence of Culture on the Purchasing Behaviour

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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DIPLOMA THESIS ASSIGNMENT

Bc. Prachi Ravindrasinh Jhala

Business Administration

Thesis title

Influence of Culture on the Purchasing Behaviour

Objectives of thesis

The aim of this thesis is to evaluate the influence of culture including cultural background, values, traditions, belief on the purchasing behaviour of the consumer according to analytical steps made by the author of this thesis.

Methodology

The theoretical part will be processed as a specification of basic definitions. With the usage of methods of deduction, induction and comparison of the theory and theoretical rules will be stated which leads to successful accomplishment of the aim of the thesis in general.

The practical part will be based on the own empirical research using primary data collection, data process, analysis and evaluation. Final recommendations will be based on the results of the research.

The proposed extent of the thesis

60 – 80 pages

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Recommended information sources

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Declaration

I declare that I have worked on my master's thesis titled "Influence Of Culture On The Purchasing Behaviour" by myself and I have used only the sources mentioned at the end of the thesis. As the Writer of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 30.11.2023

Prachi Ravindra Jhala

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Influence Of Culture On The Purchasing Behaviour

Abstract

This research sheds light on the cultural influence on the purchasing behaviour of the consumer of India and Czech Republic. Cultural factors that have an effective and strong influence on the buying or purchasing behaviour of the consumer. Cultural factors include the basic needs, values, preferences, wants, behaviour, and perception which are effectively learned as well as observed by the consumer. The main purpose or objective of this research is to understand how cultural factors influence purchasing behaviour of the consumer in an efficient manner. The cultural factor effectively affects both the major choice of the individual consumer as well as the consumption structure in the society. In the methodology section, the researcher has been using both primary and secondary quantitative methods for the data collection and data analysis. For the primary quantitative method, the researcher has used the survey method for the data analysis and the thematic analysis for the evaluation of the secondary data based on the influence of cultural factors on the overall purchasing behaviour of the customer. Moreover, the researcher has used the Hofstede model in order to understand the similarities as well as differences between India and Czech Republic, considering these several “cultural factors” that hugely influence the behaviour of the consumer towards the purchase intention. Regarding power distance, the “Czech Republic” country has effectively displayed a comparatively low score, indicating the preferences for a more democratic society. Furthermore, India determines a high “power distance” that effectively emphasizes social inequalities as well as hierarchical structure. This difference hugely impacts the consumer’s purchasing intention in each country more efficiently. The consumer of “Czech Republic” is more tending towards distinct decision making as well as enhancing preferences for the overall personalized interaction.

Keywords: purchasing behaviour of consumer, cultural background, India, Czech Republic, values, cultural belief, traditions

Vliv kultury na nákupní chování

Abstrakt

Tento výzkum osvětluje vliv kultury na nákupní chování spotřebitele. Kulturní faktory, které mají účinný a silný vliv na nákupní chování spotřebitele. Kulturní faktory zahrnují základní potřeby, hodnoty, preference, přání, chování a vnímání, které si spotřebitel účinně osvojuje a také pozoruje. Hlavním účelem či cílem tohoto výzkumu je pochopit, jak kulturní faktory účinně ovlivňují nákupní chování spotřebitele. Kulturní faktor účinně ovlivňuje jak hlavní volbu jednotlivého spotřebitele, tak strukturu spotřeby ve společnosti. V metodologické části výzkumník používal pro sběr a analýzu dat jak primární, tak sekundární kvantitativní metody. V případě primární kvantitativní metody výzkumník použil pro analýzu dat metodu dotazníkového šetření a pro vyhodnocení sekundárních dat na základě vlivu kulturních faktorů na celkové nákupní chování zákazníka tematickou analýzu. Kromě toho výzkumník použil Hofstedeho model, aby pochopil podobnosti i rozdíly mezi Indií a Českou republikou, přičemž vzal v úvahu několik "kulturních faktorů", které mají obrovský vliv na chování spotřebitele při nákupu. Pokud jde o vzdálenost moci, země "Česká republika" efektivně vykazala relativně nízké skóre, což naznačuje preference demokratičtější společnosti. Dále Indie určuje vysokou "mocenskou vzdálenost", která účinně zdůrazňuje sociální nerovnosti i hierarchickou strukturu. Tento rozdíl obrovsky ovlivňuje nákupní záměr spotřebitelů v jednotlivých zemích efektivněji. Spotřebitel "České republiky" se více přiklání k odlišnému rozhodování, stejně jako k posílení preferencí pro celkovou personalizovanou interakci.

Klíčová slova: nákupní chování spotřebitele, kulturní prostředí, Indie, Česká republika, hodnoty, kulturní víra, tradice.

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1. Introduction

Culture has a huge impact on the overall buying decisions made by customers all over the globe. Factors such as individualism, collectivism, risk aversion, and social validation are some of the crucial factors that influence a customer to buy things. The influence of culture on purchasing behaviour is a complex and multifaceted issue with far-reaching implications for business firms and marketers as a whole. Understanding these cultural factors can help marketers to tailor their marketing strategy and attract more customers. The present study sheds light on the overall marketing background and culture along with the aim and objective of this research to provide a proper view of how culture influences customers' purchasing decisions. It would be aligning the different concepts of the cultural factors with the help of several cultural models. Several discussions would be also made that would be helpful in defining the actual impacts of the cultural influence on the purchasing behaviour of customers. After analysing the several impacts of cultural influences, it would be helpful in detecting the positive and negative impacts it on the overall economy of the selected country (Lina and Ahluwalia, 2021). It would also focus on providing the different challenges that are generally faced when it is found that any country has a direct influence on the purchasing behaviour of customers by their culture. It may be possible that the cultural influence of internal or regional companies grows more in terms of several market products while the foreign companies' product or the product that belongs to the other culture are generally neglected in these countries therefore it is not a good sign to invite the foreign companies or foreign investors in the country.

This could have a negative impact on the economic growth of any country but it has several positive impacts too that should be well considered. Therefore, the study has focused on several challenges that create hindrances in the path of this economic development or due to the cultural influences on consumer purchasing behaviour (Ali *et al.* 2020). It has also highlighted several mitigating techniques that could be used for dealing with those challenges. That study will outline the different aspects related to the topic and also provide a brief recommendation to the selected country and its several cultural factors that influence the buying behaviour of the customers in a particular country as compared to the other country of the same region. Moreover, it could be set the study would be helpful in outlining the different aspects of the topic with the help of a practical concept that would give an accurate shape to the study.

2. Research methodology

Research methodology as the name suggests portrays some set of methods and techniques that helps the researcher to collect data on the research topic and find a proper solution to the problems of the study. It has been associated with systematic analysis of methods and principles.

2.1 Research purpose

This study explores the impact of culture on purchasing behaviours, crucial for an organization's growth in a competitive market (Zhang and Dong, 2020). Understanding customer purchasing behaviours is pivotal for product development and market launches. Various factors, notably cultural influences, shape these behaviours, emphasizing the need to identify key factors affecting consumer choices.

The study delves into cultural influences on purchasing behaviours, particularly focusing on arguments and concepts (Hien et al., 2020). By examining the cultural factors affecting customers, the research aims to shed light on their impacts on competitive markets. Special attention is given to power distance, exemplified by the case study of "The Czech Republic."

The research method employs secondary data analysis to ensure accuracy and depth, exploring cultural factors influencing customer behaviours. The study aims to provide nuanced cultural arguments using models like Hofstede's, comparing cultural influences on purchasing behaviours between India and "The Czech Republic."

2.2 Problem statement

Understanding customer behaviour is a long-standing challenge for marketers, with culture emerging as a key factor influencing purchasing decisions. Culture, encompassing shared beliefs, values, customs, and norms, shape's individual identity and significantly impacts buying choices. The multifaceted and dynamic nature of this influence poses challenges for businesses. While widely recognized, the role of culture in shaping consumer purchases and

preferences has garnered substantial attention in marketing. Furthermore, Customer behaviour in marketing can be seen in Figure 1.

Figure 1: Customer behaviour in marketing



Source: Guided by Patel *et al.* 2020

Comprehensive understanding of the extent and nature of cultural influence is lacking. Cultural diversity and globalization pose significant challenges for marketers in today's competitive business market. The increasing frequency and complexity of interactions between different cultures necessitate unravelling how global and local cultures shape purchasing decisions, especially when individuals encounter diverse cultural stimuli (Patel *et al.*, 2020). Marketers must grasp how cultural heritage impacts long-term purchasing decisions, crafting strategies accordingly. In a multicultural and globally competitive environment, companies need a deep understanding of customer culture to influence long-term buying behaviour (Chwialkowska *et al.*, 2020).

The challenge lies in recognizing that cultural influence on purchasing behaviour is neither static nor informal. Globalization, migration, and cultural boundaries can prompt customers to alter their buying decisions, leading to the adaptation and integration of elements from various cultures into daily life. Consequently, attracting customers based on cultural demography becomes challenging, given the diversity and heterogeneity of cultures. To address this,

businesses navigating the culturally diverse and dynamic market must focus on cultural demography to create effective marketing strategies (Sheng et al., 2019).

The impact of culture on purchasing decisions evolves over time due to societal changes, communication methods, and technological advancements. Understanding the dynamic cultural dynamics, including shifting societal norms and values, is crucial for businesses to stay relevant and adapt in the global market (Hong et al., 2019). Successfully navigating culture-driven consumer behaviour provides a competitive advantage globally, facilitating market expansion and improved financial outcomes. Developing cross-cultural competence is imperative for businesses in the globalized and highly competitive market, offering a long-term advantage and aiding in becoming market leaders (Kanakaratne et al., 2020; Joghee and Alzoubi, 2021). Failure to do so may result in missed opportunities, requiring costly marketing efforts to stay relevant.

This research will focus on existing literature and new data sources to explore the importance of culture in customer purchasing behaviour, employing various methods to generate valid and relevant data. The goal is to gain an in-depth understanding of the impact of cultural behaviour on purchasing decisions.

2.3 Aim and Objectives of the Study

Aim

The objective aims to identify and understand the different cultural factors that influence the purchasing behaviours of the customer in an efficient manner.

Objectives

- To identify the cultural factors that influence the purchasing behaviours of customer.
- To evaluate the impacts of cultural influence on the purchasing behaviours of customer
- To identify the challenges faced due to cultural influence on the purchasing behaviours of customer.
- To examine the effective ways to deal with the challenges faced due to the influence of culture on purchasing behaviours.

2.4 Research Question

- What are the cultural factors that influence the purchasing behaviours of customers?
- What are the positive and negative impacts of cultural influence on the purchasing behaviours of customers?
- What are the significant challenges that are faced due to the cultural influence on the purchasing behaviours of the customers?
- What are the effective ways to deal with these challenges that are faced due to the influence of culture on purchasing behaviours?

2.5 Significance of the Research and outline

The significance of any research work can be understood through various implications of the results on multiple grounds. The purpose of this research paper is to analyse and demonstrate the impact of culture on consumer purchasing behaviour. Therefore, it can be important for business organisations all over the globe to create their marketing strategy and find new ways to attract customers. Additionally, this research paper will try to breach the gaps of previous research on this topic by focusing on all the factors properly. The research paper will also play a crucial role in future research work on this topic by providing initial information on customer behaviour and purchasing.

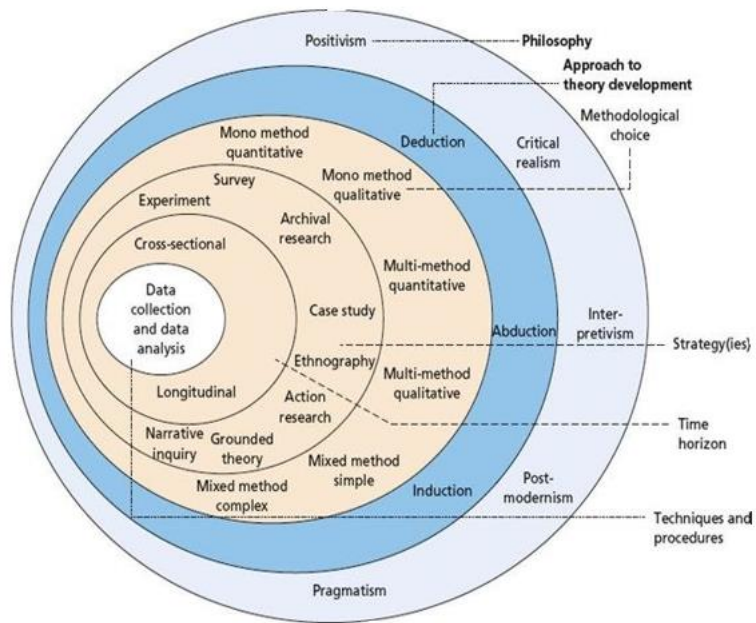
Table 1: Research Outline

Research outline	
Research Philosophy	Positivism
Research Approach	Deductive
Research Design	Descriptive
Research Method	Both Quantitative and qualitative
Data Collection Method	Both primary and secondary
Data Analysis Technique	Both Quantitative and qualitative

2.6 Research onion

The research onion is a practical guide for planning studies, breaking down the research process into key stages. In a study on culture's impact on consumer behaviour in India and the Czech Republic, a mix of interviews (qualitative) and numerical analysis (quantitative) is used. Choosing positivism means focusing on concrete evidence and forming hypotheses based on established theories. Using a deductive approach helps understand how culture affects purchasing habits. Combining qualitative and quantitative methods, along with primary and secondary data sources, ensures a comprehensive exploration. The research onion guides decisions for a thorough examination of culture's influence on consumer behaviour in the chosen countries. Research onion can be seen in Figure 2.

Figure 2 : Research Onion



Source: HR and Aithal, 2022

2.7 Research philosophy

The research philosophy serves as the foundational framework for this study, directly influencing research design and data collection methods. "Positivism research philosophy" has been chosen among the options of positivism, realism, and interpretivism. This choice facilitates a comprehensive qualitative and quantitative study, allowing the use of quantitative tools for holistic parameter coverage (Muhaise et al., 2020). The focus is on gathering factual quantitative data, making "positivism" the apt choice, as it emphasizes observable, measurable, and recordable social phenomena. This aligns with the study's goal of exploring the influence of culture on customer attraction. Further, Research Philosophy can be seen in Figure 3.

Figure 3: Research Philosophy

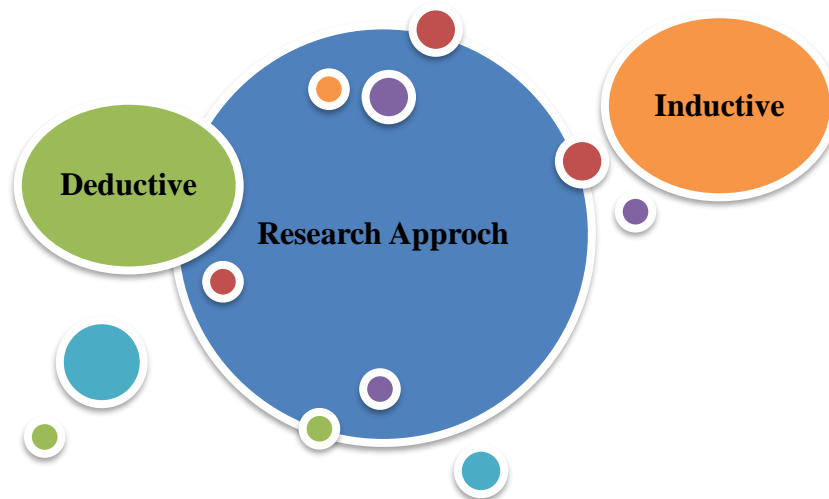


"Positivism" supports both qualitative and quantitative data analysis methods, enabling the use of charts, tables, and graphs in the data analysis process. This aligns with the study's approach, enhancing insights into the influence of culture. Importantly, the philosophy aids in collecting statistical data on customer behaviour, contributing to valid conclusions and reliable suggestions for future use. Therefore, the adoption of the "positivism research philosophy" is deemed appropriate for this study (Borgianni and Maccioni, 2020).

2.8 Research approach

The research approach, a crucial component of the methodology, outlines the plans and procedures for data collection. Two primary approaches—deductive and inductive—exist, differing in their theoretical orientation (Curtis et al., 2022). This study employs the "deductive research approach," distinct for its focus on testing existing theories and gathering information, rather than creating new theories and models, as seen in the inductive approach. Research Approach can be seen in Figure 4.

Figure 4: Research Approach



As emphasized by Curtis et al. (2022), the deductive approach initiates research with pre-formulated questions, guiding the researcher in finding answers throughout the study. This top-down approach involves sequential steps, deducing information in a descriptive manner. In the context of this research, the deductive approach proves effective for understanding the influence of culture on marketing. It aids in formulating research objectives, gathering theoretical information, and providing a clear understanding of the research topic.

Furthermore, the deductive approach's top-down nature streamlines data collection and establishes a link between existing theories and the influence of culture on marketing techniques, enhancing the validity of research findings (Tomaszewski et al., 2020). This method offers an in-depth comprehension of the research topic, facilitating a robust conclusion on the influence of culture on marketing and customer buying behaviour. Importantly, it provides reliable suggestions for marketing techniques. Consequently, the use of the deductive research approach proves fitting for this research endeavour.

2.9 Research design and method

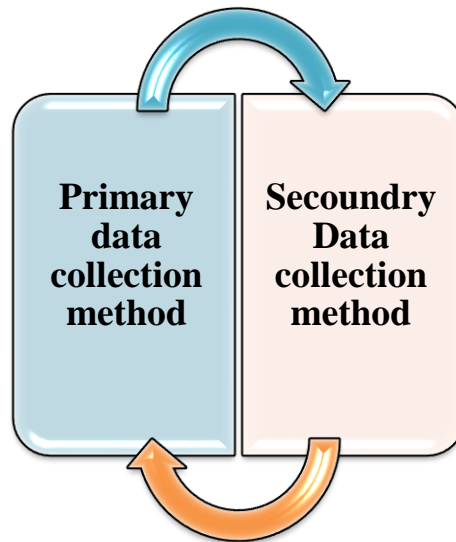
Research design ensures methods match objectives for quality information. This study uses a "descriptive research design" to understand how culture affects buying behaviour, focusing on demographics. Combining both qualitative and quantitative data, it ensures unbiased opinions, facilitating a valid conclusion and evidence-based marketing recommendations (Mehrad and Zangeneh, 2019).

Choosing the right research method is crucial, and this study employs both qualitative and quantitative approaches. The quantitative method generates numerical data on the importance of cultural factors in buying behaviours, while the qualitative method gathers theoretical and information. This dual-method approach ensures a robust validation of the study, linking statistical information with factual data from research questions (Canlas and Karpudewan, 2020). The combination of both methods is appropriate for meeting the study's demands, providing a comprehensive understanding, and facilitating a proper conclusion.

2.10 Data collection method

This study employs a comprehensive methodology, utilizing both primary and secondary quantitative methods to investigate the "impact of cultural factors on consumer purchasing behaviour." The primary quantitative method involves surveys, a widely recognized tool for social research, enabling direct data collection from respondents in India and the Czech Republic. The surveys aim to capture consumer perspectives and preferences, facilitating a thorough analysis of cultural factors influencing purchasing intentions. Data Collection method can be seen in Figure 5.

Figure 5: Data collection method



Additionally, thematic analysis is employed to evaluate secondary data sourced from academic papers, reports, and publications. Thematic analysis, a qualitative research method, identifies recurring themes and patterns within textual or visual data, enhancing the study's depth by extracting valuable insights from various sources. A crucial aspect of the methodology is the incorporation of the Hofstede model, which helps understand cultural dimensions and differences between India and the Czech Republic. Hofstede's cultural dimensions theory identifies key cultural aspects influencing consumer behaviour, such as power distance, individualism, masculinity, and uncertainty avoidance. Applying the Hofstede model provides insights into cultural values and norms in each country, aiding in the analysis of how these factors impact consumer purchasing behaviour and identifying potential similarities and differences.

In summary, this research adopts a significant methodology that combines primary and secondary quantitative methods to explore the effects of cultural factors on consumer purchasing behaviour. Surveys offer direct data collection, thematic analysis enriches insights from secondary data, and the Hofstede model provides a structured framework for

understanding cultural dimensions in both regions, ensuring a thorough examination of the research question in a global context.

2.11 Data analysis method

The data analysis methodology aims to thoroughly investigate the impact of cultural factors on consumer purchasing behaviour in India and the Czech Republic. This involves quantitative analysis derived from surveys, utilizing the Hofstede model for cross-cultural insights. Descriptive statistics provide an overview of key variables, while inferential statistics, such as correlation and regression analysis, explore relationships between cultural factors and purchasing behaviour. Thematic analysis of secondary data from various sources complements quantitative findings, identifying recurring themes related to cultural factors and consumer behaviour. Integrating the Hofstede model facilitates cross-cultural comparisons between the two countries, enriching the data analysis.

2.12 Validity and reliability and Ethical Considerations

To ensure validity, carefully designed and pre-tested survey instruments were employed, reviewed by field experts for content validity. Thematic analysis of secondary data followed established guidelines to accurately represent cultural factors' influence on consumer behaviour. Reliability was ensured through standardized survey administration and consistent application of the Hofstede model for cultural analysis. These measures collectively enhance the validity and reliability of research findings, instilling confidence in the study's results and conclusions.

Ethical considerations emphasize informed consent, ensuring participants understand the study's purpose and their right to withdraw. Anonymity and confidentiality protect respondents' privacy. Use of secondary data adheres to copyright and intellectual property rights, respecting cultural sensitivities and local ethical norms in both India and the Czech Republic.

3. Literature Review

The significance of consumer behaviour in context to marketing is currently gaining attention. Marketing has become a crucial component of any organization or firm in the ever-evolving business world of today (Kaplan & Haenlein, 2009, Sangroya & Nayak, 2017, Singh & Islam, 2017). It makes a significant contribution to an organization's success, facilitates the development of business consciousness, and raises the bar for customer relations (Verhoef, 2003). As a result, if an organization has weak marketing strategy, it cannot achieve its goals. Furthermore, the consumer will always be at the centre of marketing strategy. As a result, customers play a critical part in the success of any business since they are the ones that bring in money through the purchase, use, and encouragement of others to purchase the goods and services of the company (Khaniwale, 2015). Therefore, knowing consumer purchasing decisions and the processes involved in making them is the goal of understanding consumer buying behaviour. Consumer behaviour encompasses a wide variety of behaviours from the problem awareness stage to post-purchase behaviour, concept creation, or experiences to meet their needs and preferences (Orji, Sabo, Abubakar, & Usman, 2017). It goes beyond simply the actual purchase of goods. Any purchase choice begins with the potential offered by any goods or services on the market, which serves as the foundation of marketing strategy and aims to research both the customer and the market (Kotler, 2010). In order to accomplish this, numerous academics searched for consumer purchasing behaviour, as it has to be covered and studied, particularly in the context of third-world nations as opposed to developing ones (Echtner & Prasad, 2003, Lai, 2016, Sangroya & Nayak, 2017, Chowdhury & Shil, 2017, Khanfir, 2017). The theory of research action (TRA), developed by Fishbein & Ajzen in 1975, serves as the theoretical underpinning for the current investigation. Ajzen (1988) expanded TRA to include the theory of planned behaviour (TPB), although TPB is used in this research. Previous research focused on the theory's fundamental concepts—attitudes, subjective standards, and intentions—without introducing extraneous variables (Warburton & Terry, 2000).

3.1 What is Culture?

Culture plays a significant role in guiding how people behave. It involves shared behaviour patterns passed down through generations within a society (Arnolds & Thompson, 2005). People in the same culture often share language, patterns of behaviour, and values (Lee, 2000; Kelley & Wendt, 2002; Hofstede, 2001). These cultural values have a big impact on consumer behaviour and influence how individuals make choices. Cultural values are like carriers of knowledge from one generation to the next, stored and expressed through these values (Mourali et al., 2005). These values are learned and passed on within a group, affecting how people behave over time and influencing their consumer decisions, from everyday purchases to significant ones (Luna & Gupta, 2001). Every aspect of life is touched by cultural values, shaping both shared and individual values (Luna & Gupta, 2001). Societal culture, regional subcultures, and family values all contribute to an individual's cultural values. From the very beginning of a person's life, their culture provides both benefits and restrictions that can significantly impact their consumer choices (de Mooij, 2010).

For instance, some cultures may approach new experiences with caution, relying on traditional values. Consumers from such backgrounds often prefer learning through observation rather than immediately trying new products. This approach can limit their product preferences and choices (Leo, Bennett, & Hartel, 2005). Understanding consumer behaviour in a multicultural environment can be challenging due to differences in cultural values. Despite these challenges, culture is widely acknowledged as a crucial determinant of consumer behaviour in marketing research (de Mooij, 2010). Researchers often use cultural dimensions like individualism-collectivism to measure the impact of cultural values on consumer behaviour (Luna & Gupta, 2001). Previous studies have applied this concept to understand cultural differences in areas such as consumer complaint behaviour, consumer innovativeness, consumer retailing, and impulse buying (Liu & McClure, 2001; Steenkamp, 2001; de Mooij & Hofstede, 2002; Kacen & Lee, 2002) (Bond et al., 2004).

3.2 Who is a customer?

A customer is an individual or a group of individuals engaging in the process of purchasing goods or services, and their buying decisions are significantly influenced by various factors, including their cultural background. Cultural background encompasses shared values, beliefs, traditions, and customs that shape the identity of a particular group of people. Understanding customers within this cultural context is crucial, as people from different cultures may exhibit distinct preferences, motivations, and decision-making processes when it comes to making purchases. This cultural influence on purchasing behaviour is well-established in the field of consumer behaviour research. For instance, the book "Consumer Behaviour: Buying, Having, and Being" by Solomon, Dahl, White, Zaichkowsky, and Polegato provides comprehensive insights into the multifaceted aspects of consumer behaviour, emphasizing the role of culture in shaping consumer choices (Solomon et al., 2014).

3.3 What is a Customer's Purchasing Behaviour?

Customer purchasing behaviour, when viewed through the lens of Hofstede's cultural dimension model, is deeply influenced by cultural values that shape individuals within a society. Hofstede's model identifies several cultural dimensions, including individualism-collectivism, power distance, masculinity-femininity, uncertainty avoidance, and long-term orientation. These dimensions provide a framework for understanding how cultural variations influence the way people approach purchasing decisions. For example, individualistic cultures, as described by Hofstede, emphasize personal goals and autonomy. In such cultures, customers may prioritize individual preferences, leading to diverse and personalized purchasing behaviours. On the other hand, collectivist cultures prioritize group harmony and shared values, potentially influencing purchasing decisions based on societal expectations and the opinions of close-knit social groups (Hofstede, 2001).

Research in the field of cross-cultural consumer behaviour further explores the impact of Hofstede's cultural dimensions on purchasing behaviour. A study by Luna and Gupta (2001) titled "An Integrative Framework for Cross-Cultural Consumer Behaviour" examines how cultural values, including those identified by Hofstede, influence consumer behaviour across different cultures. The study emphasizes the need to consider cultural values and their impact

on individual decision-making processes. By further researching about customer purchasing behaviour, it provides valuable insights for businesses to adapt their strategies to meet customer needs effectively. It involves gaining an understanding of the factors that influence decision-making, including cultural background, social norms, personal beliefs, and attitudes. By integrating Hofstede's cultural dimensions into the analysis of customer purchasing behaviour, businesses can gain deeper insights into the cultural aspect that shape consumer choices, enabling more effective and culturally sensitive marketing strategies.

3.4 Models of Customer Purchasing Behaviour

Several models of customer purchasing behaviour exist, each offering a unique perspective on the complex process individuals go through when making buying decisions. Here's a brief overview of some key models:

Hofstede Cultural Dimension Model:

Geert Hofstede's model identifies cultural dimensions, including individualism-collectivism, power distance, masculinity-femininity, uncertainty avoidance, and long-term orientation. It explains how cultural variations influence consumer behaviour. For instance, individualistic cultures may prioritize personal goals, while collectivist cultures prioritize group harmony and shared values (Hofstede, 2001).

The Consumer Decision-Making Process:

This model divides the purchasing process into stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. It emphasizes the dynamic and iterative nature of decision-making. (Solomon et al., 2014).

Howard-Sheth Model:

Developed by John Howard and Jagdish Sheth, this model incorporates input variables (marketing efforts, socio-cultural influences, psychological influences) and process variables (perception, learning, motivation) to explain consumer decision-making. (Howard, J. A., & Sheth, J. N. 1969).

Engel-Blackwell-Miniard Model:

This model expands on the Howard-Sheth Model by integrating information processing stages and psychological and social factors influencing decision-making. (Engel, J. F., Blackwell, R. D., & Miniard, P. W. 1995)

Maslow's Hierarchy of Needs:

Abraham Maslow's psychological theory suggests that consumers make purchasing decisions to satisfy their hierarchical needs, ranging from basic physiological needs to higher-level psychological and self-fulfilment needs. (Maslow, A. H. 1943)

Fishbein Model and Theory of Planned Behaviour:

These models focus on understanding and predicting human behaviour, incorporating attitudes, subjective norms, and perceived behavioural control. (Fishbein, M., & Ajzen, I. 1975)

This research is focused on analysing the results of Hofstede's model with the current cultural background of two distinct countries: India and Czech Republic in the context of marketing.

3.5 Concept of cultural influence

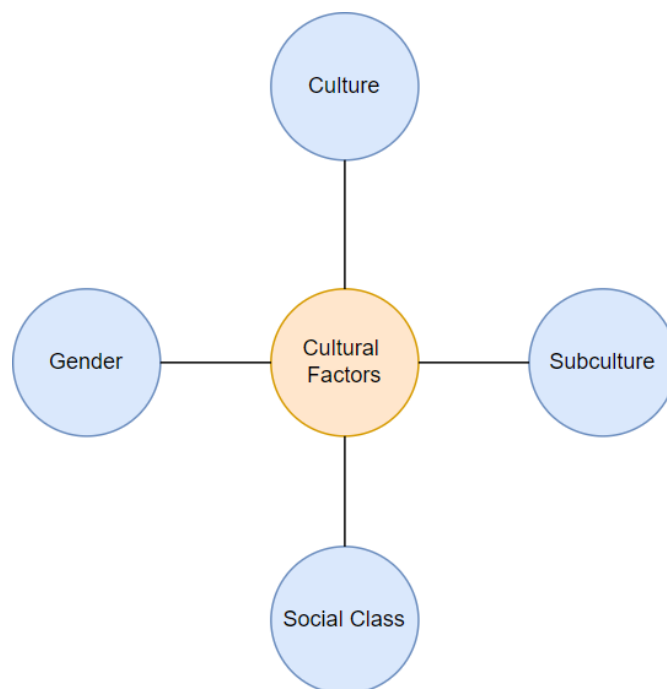
In terms of understanding the basic concept of cultural influence, which is the dynamic interplay of “ideas, values, practices, and artifacts” that results in impacting from a particular society or group and shaping the level of “beliefs, behaviours, and identity” of individuals within as well as beyond that group. This helps in terms of involving the overall transmission of “traditions, language, art, religion, and customs” from one generation to another, which helps in terms of fostering a sense of continuity and cohesion among members of a culture (Sakkthivel *et al.* 2022). Moreover, cultural influence different level of “geographical boundaries, as globalization and technology” which helps in enabling the rapid dissemination of different cultural elements, which helps in terms of leading to the fusion and hybridization of diversified traditions. This level of influence results in extending to various levels of life, including “fashion, music, cuisine, and language”, which results in impacting the ways people perceive as well as interact with the world. In terms of the increasing interconnectedness of the world, in terms of understanding cultural influence which is highly essential in terms of

“appreciating diversity, fostering cross-cultural understanding, and addressing the Hurdles and opportunities” which is presented for societies and individuals similarly.

3.6 Identification of cultural factors influencing purchase behaviour

There are several factors that belong to a particular culture and are helpful in influencing the purchase behaviour of different customers in India. These factors enable customers to purchase a particular product or service therefore it is significant for the company to identify the several factors that affect the purchasing behaviour of customers. The sum of the significant cultural factors that influence the wine behaviour of customers in the India has been well highlighted in the below-mentioned section. Cultural Factors influencing purchasing behaviour of customers can be seen in Figure 6.

Figure 6: Cultural Factors influencing purchasing behaviour.



Source: Dhaliwal *et al.* 2020

Social class

Social class is one of the significant aspects that should be focused on by the different customers while purchasing a product or service. The social class of people enables them to purchase products from any company (Dhaliwal *et al.* 2020). The buying behaviour is completely dependent on the social class in which they live. Talking about the social class of India society it could be said that the society of the India has been divided into several parts as per their income and knowledge. Therefore, the wine behaviours of the customers could be identified with the help of their social class, and it influences their buying behaviour in a significant manner. Moreover, it could be said that the consideration of social class or the one of significant factors that influences the wine behaviour of the customers within the culture is the social class of people.

Religious Norms

The religious norm is also a significant aspect, or it could be considered as one of the significant cultural factors that are focused on while making decisions for purchasing particular things. The buying behaviour of customers is generally based on the different practices of their religion and the several norms that belong to the same religion (Chwialkowska *et al.* 2020). It has been generally found that religious norms are one of the significant cultural factors that influence the wine behaviour of customers in India. It has been found that there are several religious people who lead in the India but there are most Christian people which reflects on their cultural perseverance and buying behaviour.

Wealth distribution

The society of the India is divided into several respective groups which are considered by the wealth distribution and education level. It could be said that wealth distribution is one of the significant factors in the cultural aspect of the country that influences the buying behaviour of the customers. It has been generally found that the people having the highest wealth are more spendable and are generally targeted by different companies as their potential customers. The high level of wealth distribution has been perceived by the wealthy people of the society (Alshare *et al.* 2020). These people have strong buying or purchasing power and their behaviour is significantly approached by the different companies while talking about the lowest income level or less wealthy people who could hardly meet their requirements have less influence on purchasing behaviour.

Business and Health practices

Business and health practices are significant cultural factors that influence the purchasing behaviour of people in the country. It has been found that business and health practices had a significant influence on identifying the wine behaviour of people. Generally, it has been seen that the people having sound business and appropriate growth are the significant customers for a particular market. While talking about health practices it could be said that people generally focus on their basic needs and their health needs are also one of them (Vander *et al.* 2020). If they are well sustainable, they will focus on purchasing new products for their needs.

Basic values

Basic cultural values are also considered a significant cultural factor that influences the purchasing behaviour of different customers in the India market. It has been commonly found that people are basically focused on mitigating their several names while considering the basic values of society and their culture. It has been also perceived that the different people of the India are generally directly influenced by the different companies that are considering their basic cultural values. The different reports and records reflect that the consideration of basic cultural values in different products and services has increased their demand in the market and influenced the purchasing behaviour of the customers (Zhang and Dong, 2020). However, it could be said that the basic cultural values of the customers that are related to their cultural faith and beliefs have a significant influence on their purchasing behaviour and the demand for a particular product or service.

Needs and wants of society

The needs and wants of society are also considered by the different customers while purchasing a particular product or line. It also shapes the purchasing behaviour of people in a respective market (Chen and Antonelli, 2020). It has been also seen that the needs and wants of society are generally preferred highly by the people as compared to their personal needs. There it could be said that the people of the country are highly influenced by their social culture and their needs and wants that shape their purchasing behaviour in respect of a particular good or service.

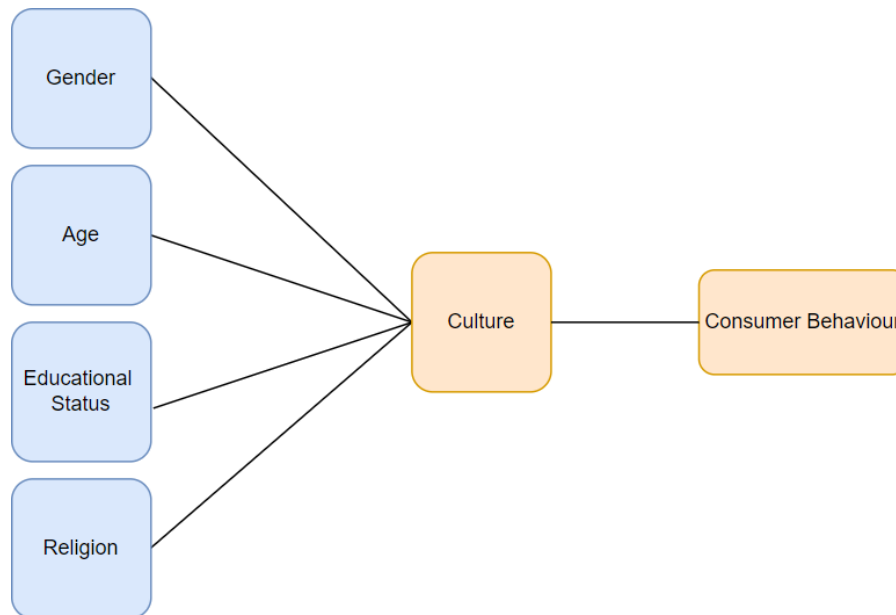
Preferences and Perceptions of the society

The preferences of society also contribute to shaping the buying behaviour of customers in a particular market. The cultural influence could be easily perceived in society and the buying behaviour of customers is based on society's references and perceptions. The customer's purchasing behaviour is highly influenced by the different cultural factors of society (Singh *et al.* 2023). It could be easily seen in the different parts of the country that the cultural beliefs are highly considered by the society and the title preferences are considered or focused while making any purchasing decisions. Hence it could be said that it is one of the significant cultural factors that influences the purchasing behaviour of a customer in the market.

3.7 Impact of cultural influence on the purchase behaviour of customers

Initial in terms of cultural influence which plays a significant role in terms of shaping the overall purchase behaviour of the consumer on a worldwide basis. This helps in terms of compassing the complex labour of interplay regarding the “values, believes, customs, and traditions” in terms of affecting the way people perceive the products, brands, and marketing activities. In terms of understanding all these levels of impact which is highly crucial for the organization in terms of seeking towards success in a diversified market and effectively engaging with the customers from different cultural backgrounds (Serravalle *et al.* 2022). Here, one of the most significant levels of impact of cultural influence on consumer behaviour is due to the formation of different tastes and preferences of the customers. The culture helps in shaping an individual’s desire towards considering the desirable or Taboo within a given society in which the customer serves. These cultural preferences help in influencing the overall taste of the customer such as colours and designs that people in the society find attractive according to the flavors and ingredients which they prefer for food and beverages (Firdaus *et al.* 2023). Taking an example in which some of the cultures where colour white is highly associated with purity and weddings mean by it also signifies for grief in a similar way food choices are highly influenced due to cultural norms such as dietary restrictions and culinary traditions. This culture results in influencing the overall consumer attraction towards the products and services that align with the cultural values and preferences. Effects of culture on purchasing behaviour can be seen in Figure 7

Figure 7: Effects of culture on purchasing behaviour



Source: Szilagyí *et al.* 2022

Due to the close relationship between consumer behaviour and culture, it is essential to comprehend consumer preferences and purchase decisions. The values, customs, beliefs, and traditions that make up a person's culture have a big impact on how they feel about goods and services. India and the Czech Republic are two nations with rich cultural tapestry, and these cultural aspects have a significant impact on consumer decisions. In India, a nation with a strong collectivist culture, for instance, family and society influences are quite important when it comes to purchasing decisions. Customs and holidays have the power to influence spending trends; around these times, demand for gifts, jewellery, and apparel is often highest (Casalegno *et al.* 2022). However, a more individualistic culture in the Czech Republic can encourage customers to put their own demands and preferences ahead of those of society. In order to properly resonate with the local consumer base, firms and marketers must understand these cultural differences and modify their products, marketing tactics, and communication approaches accordingly. Consumers view the world through the lens of culture, therefore understanding its influence is essential for effective engagement in these varied markets.

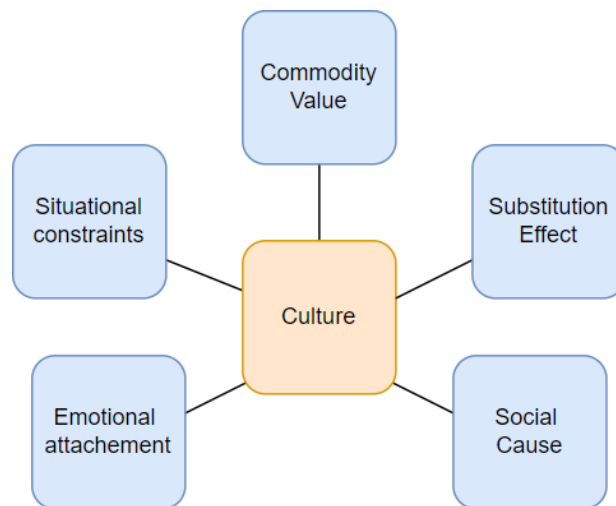
Moreover, the culture also results in influencing the overall extended consumer decision-making processes as this culture is collectively valued in terms of decision-making with input from family members and peers which play a highly crucial role in a purchase. Here, the social expectations of decision-making significantly result in impacting the overall purchase decision of the customer (Casalegno *et al.* 2022). Taking an example when buying any high-value items such as automobiles or homes during this time customers with some culture always consult with their extended family members before making a decision to purchase of these goods or services. This reflects a more individualistic culture in which personal autonomy and independence are highly priced as well and consumers also rely in a sole manner on their own significant judgment of making a purchase. In a consequent manner, businesses also need to be aware of these variations in terms of consumers' decision-making process and they can also tailor their marketing as well as their strategies in accordance with that. With the help of understanding the cultural context of consumers' decision making it also has the organization in order to design effective marketing strategies and also offer the customers proper support which gets allowance with the values and expectations of the target audience in the market (Dewi and Sulivyo, 2022). It can be set that this cultural influence helps in shaping the overall consumer behaviour which also shapes the overall preference taste and values which results in influencing the choice and preference of products and services.

3.8 Cultural dimensions and consumer behaviour

Now in terms of cultural dimension which plays a highly significant role in terms of shaping overall consumer behaviour and the overall process of decision-making of the customer. In accordance with Geert Hofstede's seminal work in the field of cultural study which has been providing an overall framework to understand these dimensions that result in impacting the overall consumer behaviour (Anyanwu and Chiana, 2022). Here, one of the most important cultural dimensions is the individualism and collectivism dimension in which it helps in accessing the overall extent to which the individuals identify with as well as prioritize themselves over the social groups in the society. In terms of individualistic cultures in which western countries such as the Czech Republic, in which the customers make choices that directly reflect their personal values as well as desires. On the other hand, in terms of collectivist culture such as in different Asian societies where group harmony and consensus hold a greater level of significance in the consumer's decision-making process (Guan *et al.* 2022).

This dimension helps in influencing the overall purchase behaviour such as individualistic consumers who are more likely to make the independent level of choices on the basis of personal preferences on the other and the collective based consumer highly seeks the input and approval from their social networks. Meanwhile, another influential cultural dimension is the power distance which helps in measuring the overall acceptance of hierarchical structure in the overall society. In terms of cultures with high power distance such as the Eastern countries in which consumers show their difference in terms of authority figures and their more likely to follow a brand endorsement with the help of influential figures or leaders. Variable of consumer behaviour be seen in Figure 8.

Figure 8: Variable of consumer behaviour



Source: Prakash *et al.* 2023

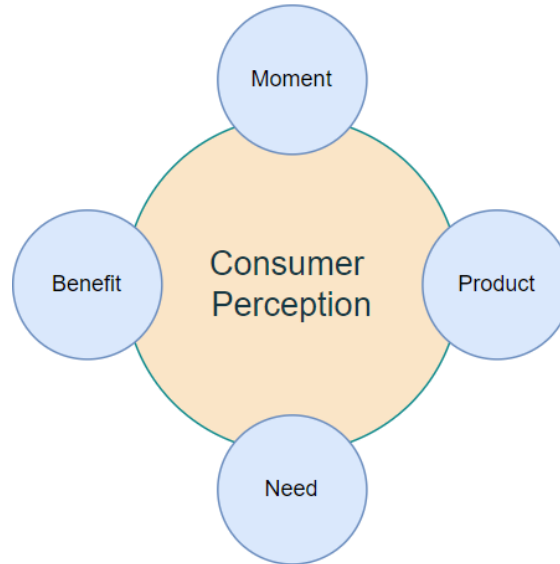
On the other hand, in terms of cultures with a lower level of power distance such as Scandinavian nations in which the consumers highly tend toward more spectacle of higher structure and their highly rely on peer reviews and online ratings in terms of making any purchase decision (Prakash *et al.* 2023). With the help of understanding this dimension which is highly critical for the organization it also helps in identifying the significance of tailoring marketing strategies in order to align with the cultural acceptance of authority and hierarchy in the different market structures. Moreover, the masculinity-femininity dimension, which Shows the diagram in which the cultural values of traditional masculine trade such as assertiveness and competition, or the feminine traits like cooperation and quality of life is also highly

significant and helps in influencing consumer behaviour. In terms of masculine culture, consumers highly prioritize performance and competitive attributes and terms of selecting products as well as services. On the other hand, in terms of feminine culture, they highly emphasize a shift toward social responsibility and overall well-being which is associated with a product (Alyahya *et al.* 2023). With the help of understanding these dimensions which helps the businesses in order to refine their marketing messages and resonate with the cultural ideas of masculinity or community in a particular market.

3.9 Cross-cultural marketing and consumer segmentation

Now, in terms of cross-cultural marketing, which is a strategic approach that is highly used by businesses to tailor their marketing efforts into diversified cultural groups, with the help of recognizing that culture significantly results in influencing the overall consumer behaviour and preferences (Ogundijo *et al.* 2022). Here, one of the most significant aspects of this approach is consumer segmentation, in which the process of dividing a heterogeneous market into smaller, more homogenous segments is directly based on factors such as “demographics, psychographics, and behaviours”. Here, these segments start getting targeted with different levels of marketing strategies which helps in resonating with their specific cultural backgrounds as well as preferences. With the help of an effective cross-cultural marketing starts with thorough consumer segmentation, in which cultural nuances, such as “values, beliefs, and traditions”, can differentiate significantly among various levels of cultural groups. Therefore, with the help of understanding these differences, which is highly paramount in terms of creating marketing campaigns that effectively engage as well as resonate with the consumers (Lou *et al.* 2022). These levels of demographic factors, including “age, gender, income, and education”, which are often used for different segmentation, and it can be insufficient during the time of addressing cultural diversity. Here, these levels of generational differences within a single cultural group can result in leading to distinct preferences and behaviours. In a consequent manner, a more holistic level of approach which helps in integrating a psychographics, such as ‘attitudes, values, and lifestyle choices’, which are highly essential in terms of understanding cultural segments. Consumer perception can be seen in Figure 9.

Figure 9: Consumer perception



Source: Siraj *et al.* 2022

Here, once the segments are identified, organizations can craft marketing messages and strategies that align with the specific cultural values and beliefs of each group. Take an example of the global fashion brand which can develop marketing campaigns with different themes, imagery, and messaging for consumers in Western individualistic cultures, with the help of emphasizing self-expression and personal style, and consumers in Asian collectivist cultures, which helps in highlighting the importance of fitting into a group and showing respect to tradition (Siraj *et al.* 2022). With the help of recognizing and adapting to these cultural distinctions, businesses can also avoid inadvertently estranging potential customers and increase their chances of success in various markets. Here, consumer segmentation in cross-cultural marketing can also help businesses in order to overcome language barriers and tailor their communication in order to suit the cultural preferences of each segment. This also includes translating marketing materials, with the help of using culturally relevant imagery and adapting communication styles. Taking an example, as meanwhile, some cultures respond well to direct, information-based messaging, while others prefer more subtle, emotional appeals, in which consumer segmentation helps in enabling the businesses, in order to make these critical distinctions. In addition to this, it also helps in enhancing consumer engagement and satisfaction, in which cross-cultural marketing and segmentation can also boost brand loyalty.

As when consumers feel that a brand understands and respects their cultural identity, they are more likely to develop strong brand loyalty (Haryanto *et al.* 2022). This loyalty can lead to repeat business and positive word-of-mouth marketing within the cultural community, further expanding the brand's reach.

3.10 Cross-cultural variability in consumer preferences

The cross-cultural variability in terms of consumer preferences, which serves as a central theme in the field of international marketing as well as consumer behaviour research. This highly stems from the understanding that individuals from diverse levels of cultural backgrounds highly exhibit distinct “preferences, values, and behaviours” while making purchasing decisions. Here, these levels of differences are highly attributed to the unique “cultural, social, and psychological factors” that help in shaping consumer choices. Various scholars and marketers, in the same way, have shown the different levels of nature of this phenomenon, seeking in order to comprehend its implications for global businesses (Yeow and Loo, 2022). Here, one of the most prominent levels of frameworks, which can be used in order to study cross-cultural consumer preferences using Hofstede's cultural dimensions theory. This “Geert Hofstede” helps in identifying various levels of key cultural dimensions, including “individualism-collectivism, masculinity-femininity, power distance, and uncertainty avoidance”, in which it helps in providing insights into how cultures result in influencing consumer behaviour. Take an example, in cultures high in individualism tend to the value of personal autonomy and choice, which also results in affecting preferences for individualized products as well as marketing approaches (Van Tonder *et al.* 2023). On the other hand, collectivist cultures help in prioritizing different group harmony and interdependence, which can result in leading to various preferences for family-oriented or community-oriented products. Moreover, this research has also demonstrated that cultural values help in influencing the perceptions of “product attributes, brand image, and quality, making it imperative for businesses” in order to tailor their offerings, which can be aligned with these cultural nuances. With the help of examining cross-cultural consumer preferences, businesses can also gain a competitive edge in global markets and help in making a better understanding of their target audiences and adapting their marketing strategies effectively.

The level of impact of cross-cultural variability in consumer preferences also extends beyond the individual level of choice as it also affects the overall purchasing behaviour on a broader scale. In this, the research has also shown that cultural factors can significantly influence the overall consumer decision-making processes, which also include “information processing, evaluation of alternatives, and post-purchase satisfaction” (Chatterjee *et al.* 2022). Here, the cultural norms and values can help in terms of shaping how consumers perceive advertisements, interpret product information, and evaluate product benefits. In a consequent manner, in which marketing efforts must be culturally sensitive as well as contextually relevant in order to resonate with consumers from different levels of backgrounds. Furthermore, these cross-cultural preferences, which help in terms of playing a significant role in terms of shaping the global market trends and the success of international businesses. Here, companies also aim to expand globally and must navigate the intricate landscape of cultural preferences in order to remain competitive. This also includes “adapting product design, packaging, pricing strategies, and promotional messages” to cater to the specific level of needs as well as desires of various cultural groups. Due to this failure to do so also results in terms of marketing blunders and reduced customer engagement. Hence, it can be said that the recognition of cross-cultural variability in terms of consumer preferences underscores the necessity of a deep level of understanding of cultural nuances in the development of marketing strategies for businesses in terms of operating in a globalized world (Poon and Tung, 2022). Moreover, the research in this area continues to evolve as globalization intensifies, which helps in terms of offering a valuable level of insights into how cultural influences result in terms of shaping the future of consumer behaviour and international marketing.

3.11 Adaptation vs. standardization of marketing strategies

During the time of these ongoing debates between adaptation as well as standardization of different levels of marketing strategies which is at the heart of international marketing literature and different business practices. This helps in terms of revolving all around the question of whether the organization should tailor their marketing approaches (Wahab *et al.* 2022). In accordance with the specific level of cultural and contextual nuances of each targeted market or, conversely, which helps in terms of adopting a standardized level of strategy for global markets. In terms of both sides of this debate which have their merits and demerits, and the choice between them which is not a one-size-fits-all decision. In this, the proponents of

adaptation in which the major competition shows that customizing marketing strategies to local cultures and market conditions, which is highly essential for success in the global markets. They also point to the diverse levels of “preferences, cultural values, and consumer behaviours” that exist across different regions. In this, cultural differences are highly significant in impacting consumer preferences, which results in terms of making it crucial for companies to adjust their “products, promotional tactics, and distribution channels accordingly”. Take an example, in which the consumer sentiment towards certain colours, symbols, or even words can show differences dramatically between cultures (Szilagyi *et al.* 2022). This might be successful in terms of advertising messages in one country which can be highly ineffective or even offensive in another. Moreover, these levels of variations in terms of “consumer income levels, product usage habits, and lifestyles” which help in necessitating the tailored marketing strategies. This organization helps in terms of adopting an adaptation approach and striving to connect with consumers on a personal level, which helps in creating a sense of cultural relevance and trust. This approach can also result in leading towards enhanced customer engagement and loyalty, which potentially results in a higher level of market share and profitability.

Meanwhile, on the other hand, this also advocates for standardization which argues that a uniform level of global marketing strategy, that helps in terms of offering various levels of advantages. Here, the initial and foremost is the potential for cost savings and operational efficiency, in which developing and implementing customized levels of marketing strategies for each market can be highly resource intensive as well as complex, this helps in requiring a significant level of time and financial investment. Here the standardization helps in streamlining these processes with the help of creating economies of scale and reducing the need for multiple marketing campaigns. This can be particularly beneficial for businesses in terms of operating in multiple countries with similar levels of cultural backgrounds or market conditions. Furthermore, with the help of a consistent global message helps in enhancing brand recognition and equity, which helps in making it easier for companies in order to create a strong as well as unified brand identity. This is especially valuable in industries where branding helps in terms of playing a critical level of role in consumer choices (Chakraborty *et al.* 2022). This ability which helps in conveying a consistent image and value proposition all across borders which results in a competitive level of advantage. They create a global framework for their marketing strategies while allowing room for local customization where necessary. This

"glocal" approach offers the advantages of standardization while recognizing the importance of local variation.

3.12 Cross-cultural consumer behaviour models

In terms of cross-cultural consumer behaviour models which serve as the foundational level of frameworks that help the researchers and marketers in terms of understanding how culture results in influences the consumers' purchasing decisions. These models are highly essential tools in terms of comprehending the intricate interplay between culture as well as consumer behaviours in a globalized world. Initially, the significance of these models which helps in terms of providing an overview of some prominent cases. Here, the cross-cultural consumer behaviour models are indispensable in today's interconnected level of global marketplace. This helps in terms of offering an overall systematic approach to unravel the multifaceted effects of culture on “consumers' attitudes, perceptions, and behaviours”. In terms of the world where this cultural diversity serves as the norm rather than the exception, which helps in terms of understanding these models, which is highly crucial for businesses in terms of seeking in order to expand their reach beyond domestic borders. Consumer attitudes are their general assessments or sentiments on a good, service, or company. These attitudes are shaped by individual experiences, convictions, and feelings and can be either favourable, negative, or neutral. Consumer perceptions include how they understand and make sense of the information they are exposed to in their environment, which can have an impact on their attitudes and actions.

There are several levels of cross-cultural consumer behaviour models that help in terms of gaining a prominent level of insights in academic and practical circles. This model helps in terms of providing a structured way to compare as well as contrast cultures, which helps in terms of offering various level of insights into how cultural variations results in influencing consumer preferences. Take an example, in which the countries with a high Individualism score highly prioritize a personal level of achievement and choice in terms of buying decisions, whereas collectivist cultures help in terms of prioritizing group harmony and social conformity. Moreover, another influential level of the model is the “Cultural Distance Framework”, in which helps in terms of assessing the cultural disparities between countries as well as their impact on consumer behaviour. This model which is instrumental in terms of helping

businesses to understand the challenges as well as opportunities of entering foreign markets. With the help of quantifying the cultural distance, organizations can also tailor their marketing strategies in order to accommodate local norms and preferences. Take an example, while entering a market with high cultural distance, in which businesses highly need to invest more in terms of adaptation and localization efforts, to align their products and messages with the values and customs of the target culture.

In addition to this, the acculturation model, which is highly essential in terms of understanding how individuals from different cultural backgrounds adapt to their host culture. In this, acculturation helps in describing the overall process by which the immigrants and other culturally diversified groups help in terms of adopting different aspects of the dominant culture while retaining elements of their heritage culture. In this marketer can use this model in order to tailor their campaigns with the specific level of segments of the population based on their acculturation level. Take an example, in which individuals in the acculturation process become more receptive to the marketing messages which helps in bridging the heritage culture with the host culture. These levels of cross-cultural consumer behaviours models are highly instrumental in terms of aiding businesses as well as researchers to navigate the complex landscape of cultural influences on consumer choices. With the help of applying these models, organizations can develop more effective marketing strategies, enhance product adaptation efforts, and improve their overall success in the global marketplace. Understanding that culture plays a pivotal role in shaping consumer behaviours is the first step towards creating strategies that resonate with diverse audiences and foster successful cross-cultural marketing. In this, one of the most renowned models is “Geert Hofstede's Cultural Dimensions Theory”, which identifies six dimensions of culture: “Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, Uncertainty Avoidance, Long-Term Orientation vs. Short-Term Orientation, and Indulgence vs. Restraint” (Haryanto *et al.* 2022).

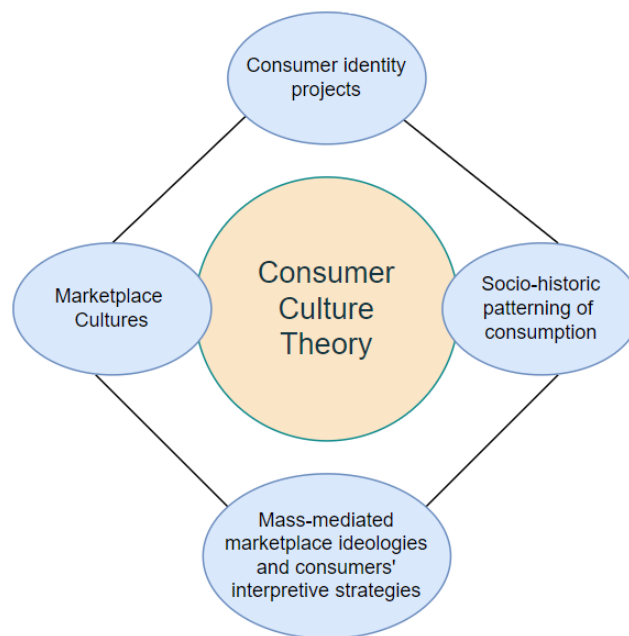
3.13 Theoretical Framework

“Consumer Culture Theory”

The consumer culture theory is helpful in identifying the different behaviours of the customers that are generally perceived in the different markets. The theory is helpful in encouraging the understanding and reliability of consumer behaviours; it also indicates the different interlink

practices of a particular culture. The theory consists of several components that are helpful in approaching the better way to ascertain the buying behaviours of a customer. It has been found that theory has identified several approaches that would be helpful in dealing with the several challenges and issues caused due to the cultural influence on the purchase behaviours of customers in a particular economy (Jafari *et al.* 2022). The given figure has reflected each and every component of that theory and focuses on providing a clear vision of that. Consumer culture theory can be seen in Figure 10.

Figure 10: Consumer Culture Theory

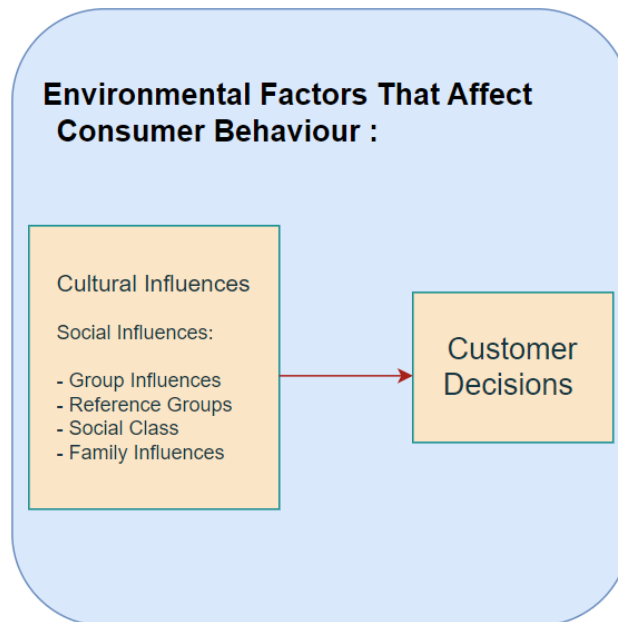


Source: Jafari *et al.* 2022

Theory is helpful in reflecting the different components such as identifying the consumer projects and marketplace and their cultures. It is also helpful in identifying the social historical pattern of their consumption. In addition to this, the theory is also helpful in identifying and interpreting the strategies that would be helpful in influencing the buying behaviours of consumers. Moreover, it could be said that this theory is helpful in influencing the cultural and other aspects that would lead to shaping consumer behaviours for a particular purchase (Hungara and Nobre, 2021). However, if this theory were approached then it would be helpful in leading and handling the different challenges that are generally faced due to the cultural

influence on the purchasing behaviours of the customers in a particular country or consumer market. Environmental factors affecting consumer behaviour can be seen in Figure 11.

Figure 11: Environmental factors affecting consumer behaviour



Source: Eze *et al.* 2022

The above figure gives the different factors that affect consumer behaviour and are related to the environment and cultural aspects (Eze *et al.* 2022). Therefore, it could be said that these elements of the theories are helpful in identifying the different ways and significance of the environmental factors as well as the cultural approaches to the buying behaviour of the customers.

3.14 Summary

This study has included the different details related to the literature review of the given topic. It has justified the different objectives that the study has identified at the very beginning of the study. The different concepts related to the topic have been well elaborated and disguised in the study. It has identified several factors related to the culture that influence the purchasing behaviour of the customers in a particular market. Apart from that the study has also identified

the challenges that are generally faced due to the cultural influence on the purchasing behaviour of the customers. It has also given accurate solutions and mitigation techniques to deal with the challenges that are generally faced by the cultural influence on behaviour. The different theories that have been discussed in the study are helpful in accurately identifying the appropriate way to deal with the challenge.

4. Findings and Discussion

The present study has focused on analysing the findings from various online and offline secondary sources. It has also analysed the data collected from the online survey. Various analysing tools have been used in this study including thematic analysis, where themes have been created based on repeated patterns. Additionally, new medical data have been analysed with the help of charts and graphs.

4.1 Thematic analysis

Theme 1: The influence of culture on shaping desirability and taboos in customer decision-making

The culture plays a significant role in terms of shaping the desires and perceptions of individuals when it comes to what they find desirable or taboo within their respective societies. Here, the “cultural norms, values, and traditions” establish a framework within which the consumers make purchasing decisions. These cultural influences can profoundly impact consumer preferences, which helps in creating a complex interplay of desires and taboos. Here, desirability is often highlighted by cultural cues such as “aesthetic ideals, fashion trends, and traditional practices” (Mera and García-Gallego, 2023). Take an example, in some cultures, products adorned with specific symbols or colours are considered to be highly desirable, while in others, minimalistic designs are preferred. In a similar way, the cultural taboos can also deter the individuals from considering certain products or services. In this, the “food choices, clothing styles, or even technology” can be perceived as taboo if they conflict with cultural norms and values. With the help of understanding how culture influences desirability and taboos is highly essential for businesses, in terms of seeking to cater to diverse markets. It is highly necessary to be culturally sensitive to marketing and product adaptation to align with consumers' cultural backgrounds.

Theme 2: The Significance of Individualism and Collectivism in Cultural Dimensions and its Impact on Consumer Behaviour

One of the most important cultural dimensions that significantly influences the consumer behaviours is the level of the spectrum between individualism and collectivism. Here, the consumer choices also reflect individual desires and aspirations. In this, the brands that promote uniqueness as well as self-expression highly tend towards resonating well with consumers in these cultures (Sudirjo, 2023). On the other hand, in collectivistic cultures, which are highly prevalent in many Eastern societies, which directly emphasize is on group “harmony, loyalty, and interdependence”. In such a society, the consumer choices are often influenced by “family, community, and societal expectations”. Here the products and services that strengthen group identity or fulfil collective needs are favoured.

With the help of understanding this cultural dimension is highly vital for businesses looking to operate in diverse markets. Here, the organizations must require adapting their marketing strategies, with product offerings, and messaging in order to align with the prevailing cultural norms (Devanathan, 2023). In this, those who recognize the importance of individualism and collectivism can develop more effective approaches to engaging with customers, which also helps in fostering connections that reflect the cultural values of each society while respecting the individualism-collectivism continuum.

Theme 3: The consumer segmentation is based on “Demographics, Psychographics, and Behaviours”

In terms of consumer segmentation, which is a strategic approach that involves dividing a diverse and heterogeneous market into smaller, more homogenous segments. This process enables the businesses, in order to tailor their marketing efforts to distinct groups of consumers with shared characteristics and preferences. This segmentation process is dependent on several key factors, “primarily demographics, psychographics, and behaviours”. The demographic segmentation centres on various levels of traits such as “age, gender, income, education, and

location” (Pellandini-Simányi, 2023). These variables help in categorizing the consumers based on objective criteria, which helps in making it easier to target specific groups. Take an example, a company in the market differently to young adults, retirees, or high-income households based on their unique demographic profiles. The psychographic segmentation provides various insights into consumers ‘lifestyles, values, beliefs, and interests’. This approach helps the businesses in order to understand the emotional and psychological aspects of their target audience. With the help of identifying shared psychographic characteristics, organizations can also create messaging as well as products that help resonate with consumers' worldviews and aspirations. The behavioural segmentation also examines consumer actions and patterns, such as “purchasing history, brand loyalty, and product usage”.

Theme 4: The Role of Cultural, Social, and Psychological Factors in Shaping Consumer Choices

Now, in terms of consumer choices are results in influencing the complex role in terms of “cultural, social, and psychological factors”. Here, all these factors help in playing a significant role in terms of defining the distinct levels of differences in “consumer preferences and decision-making”. This culture reflects the “shared values, norms, & traditions of an Individual” within a society. This significantly results in impacting the consumer choices by shaping what is considered desirable or taboo. Here, the cultural factors include “language, religion, customs, aesthetics, and symbols”. Take an example, in a particular colour that symbolizes luck in one culture and death in another, which significantly results in influencing product choices. Consumers are inherently social beings, and their choices are often influenced by those around them (Baldin and Bille, 2023). Family, peers, and social networks can shape preferences and buying decisions. Social factors include peer pressure, social approval, and social identity. For instance, people may adopt fashion trends or technological choices to fit in with their social groups. These encompass individual psychological processes, including perception, motivation, learning, and memory. Cognitive biases and emotional responses can heavily influence consumer choices. For example, a consumer's perception of a product's quality or the emotional appeal of an advertisement can drive purchase decisions.

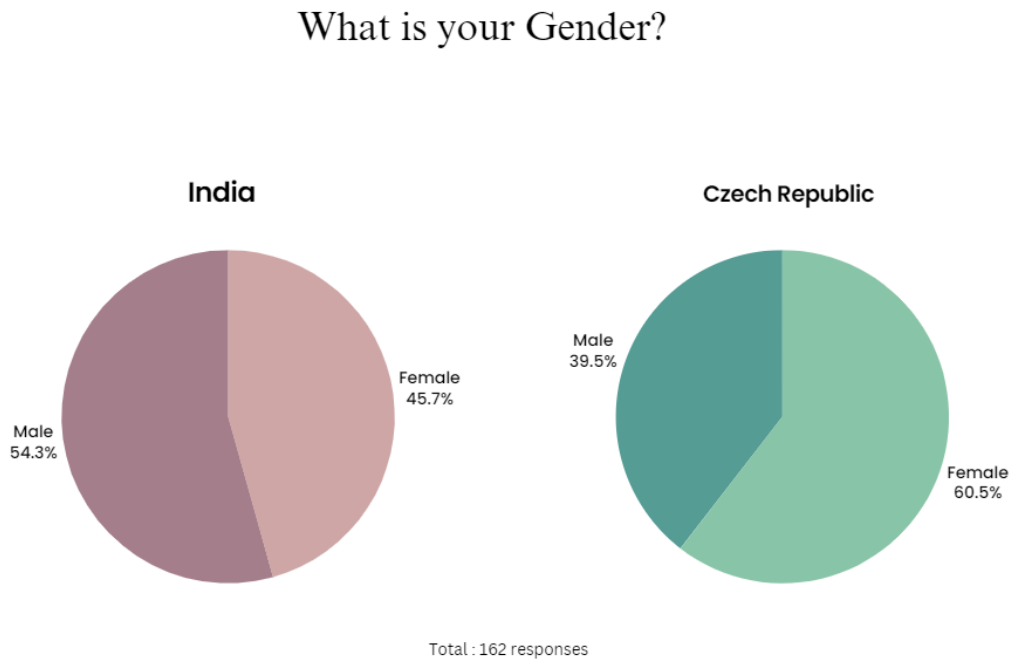
4.2 Survey findings

In the survey findings, the primary data which is collected by generating responses from both the countries: India and Czech Republic are scrutinized and examined carefully.

Survey question 2:

Figure 12 shows What is the Gender demography in this survey for both India and Czech Republic.

Figure 12 : Gender



Source: Own research, 2023

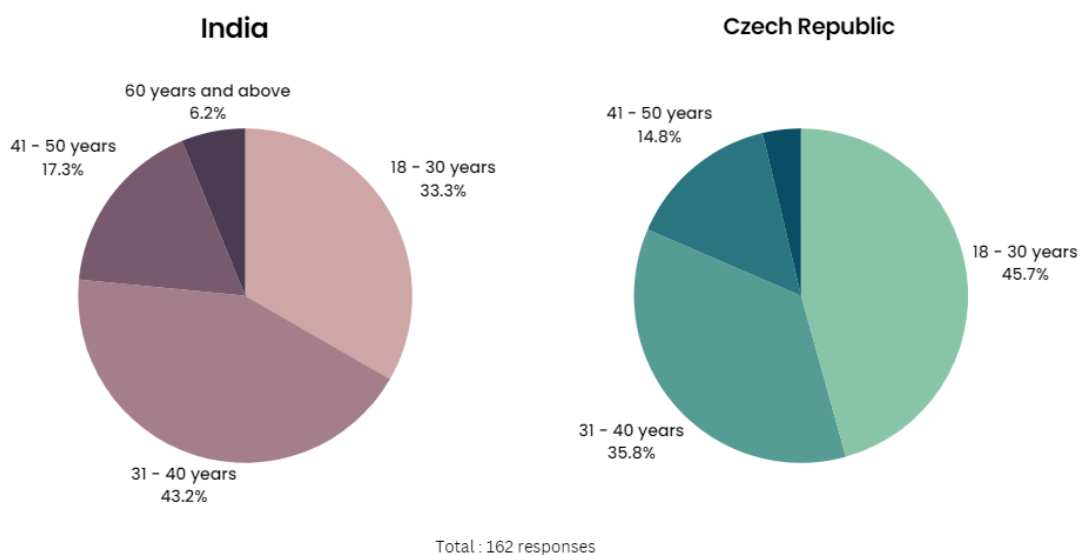
Based on above findings, around 45.7% of respondents are female and 54.3% respondents are male for India. On the other hand, around 60.5% of respondents are female and 39.5% respondents are male for the Czech Republic. Therefore, this survey represents respondents from both genders. Hence, it can be said that this survey provides an unbiased opinion on the influence of culture on customer's buying behaviour.

Survey question 3:

Figure 13 shows Comparison between the age distribution of survey respondents in India and the Czech Republic which reveals distinct demographic Patterns.

Figure 13: Age

What is your Age?



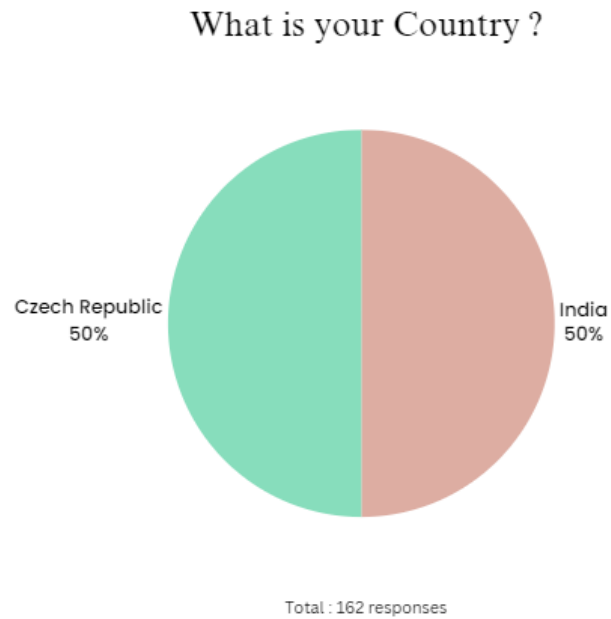
Source: Own research, 2023

While both countries exhibit significant representation in the 18 - 30 age group, the Czech Republic stands out with a higher proportion at 45.68%, compared to India's 33.33%. In the 31 - 40 age group, India leads with 43.21%, surpassing the Czech Republic's 35.80%. In the 41 - 50 age category, India slightly edges ahead with 17.28%, while the Czech Republic has 14.81%. Moreover, India has a higher percentage of respondents aged 60 and above at 6.17%, compared to the Czech Republic's 3.70%. These findings underscore notable variations in age distribution, shedding light on the distinctive demographic composition of survey participants in each country.

Survey question 4:

Figure 14 data shows equal respondents from Indian and the Czech Republic.

Figure 14: Country



Source: Own research, 2023

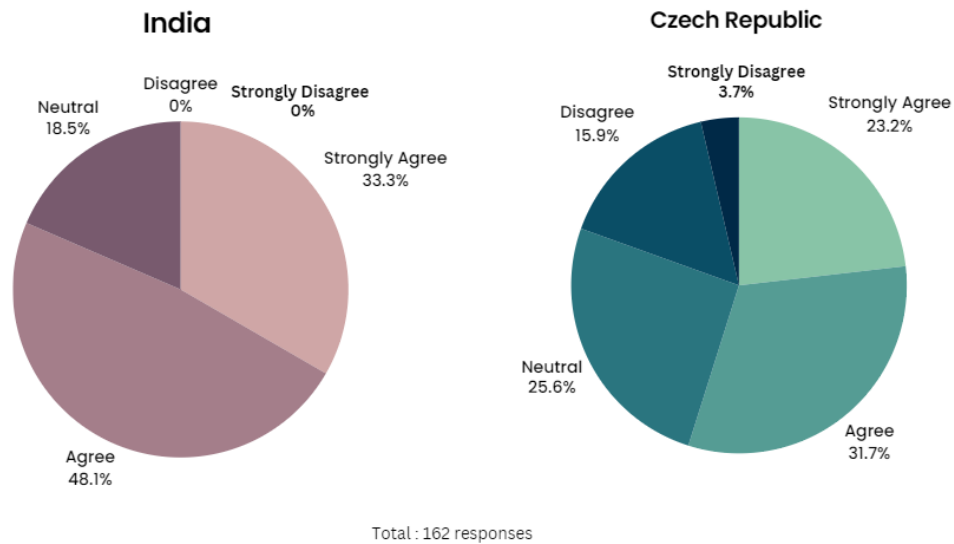
The given information indicates that there was a total of 81 respondents from both India and the Czech Republic. The data is evenly split, with each country contributing an equal number of respondents, making the sample size comparable between the two nations.

Survey question 5:

Figure 15 shows how cultural background impacts purchasing decisions of a customer.

Figure 15: Cultural background impact over purchasing decision

Do you agree that your cultural background affect what you prefer to buy? For example, does your cultural background influence whether you purchase certain brands or types of products/services?



Source: Own research, 2023

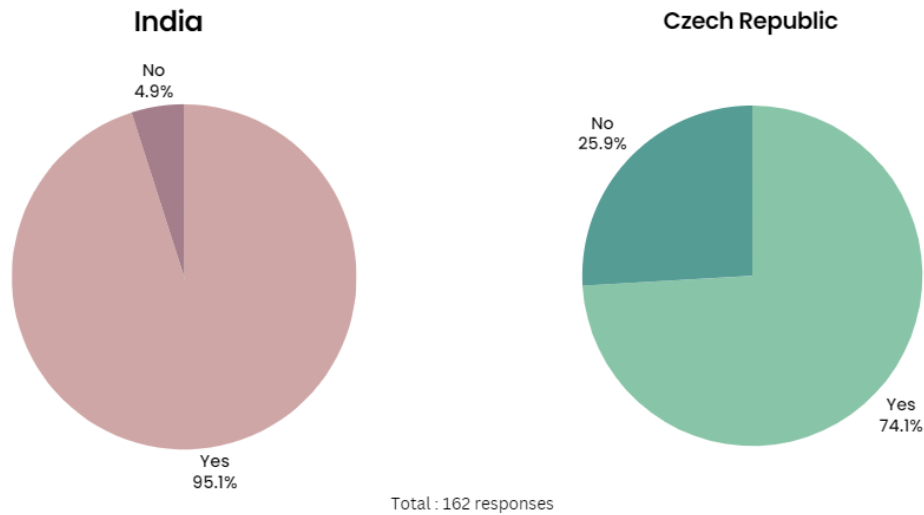
The comparison between Indian and Czech respondents reveals distinctive patterns in agreement levels. In India, a significant majority either strongly agrees (33.33%) or agrees (48.15%), with no respondents indicating disagreement. On the other hand, the Czech Republic shows a more varied response, with 23.17% strongly agreeing, 31.71% agreeing, 25.61% expressing neutrality, 15.85% disagreeing, and 3.66% strongly disagreeing. The Czech respondents exhibit a higher proportion of disagreement compared to the absence of disagreement in the Indian responses. These differences underscore varying attitudes or perspectives between the two countries' survey participants, emphasizing the importance of considering cultural and contextual factors in interpreting survey results.

Survey question 6:

Purchasing due to cultural values and belief can be seen in Figure 16.

Figure 16: Purchasing due to cultural values and belief

Do you buy certain products because they match your cultural values or beliefs?
For instance, do you choose Eco-friendly products due to your cultural emphasis
on environmental responsibility?



Source: Own research, 2023

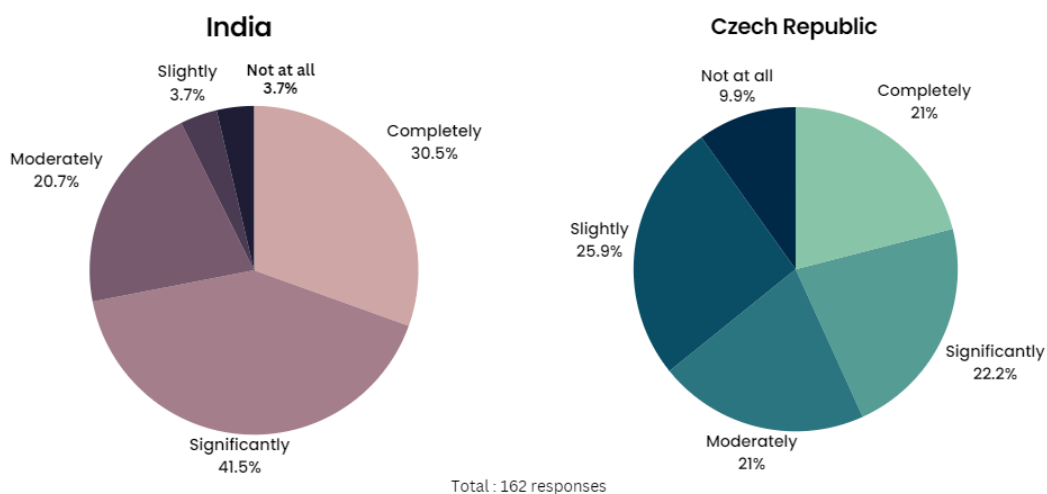
The analysis of responses regarding purchasing decisions based on cultural values or beliefs reveals distinctive patterns between Indian and Czech respondents. In India, an overwhelming 95.06% of participants choose products aligned with their cultural values, while only 4.94% indicated otherwise. Conversely, in the Czech Republic, 74.07% of respondents opt for products reflecting cultural values, with 25.93% stating otherwise. This stark contrast suggests a higher cultural influence on purchasing decisions in India compared to the Czech Republic, where a notable proportion of individuals do not necessarily base their choices on cultural values. These findings underscore the significance of cultural factors in shaping consumer behaviour, emphasizing the need for tailored marketing strategies and product offerings in diverse cultural contexts.

Survey question 7:

Figure 17 shows how cultural background influence customers on choosing brands.

Figure 17: Influence of Cultural Background on Choosing Brands

How much do you believe your cultural background affects the products and brands you choose to buy? For example, does your cultural background play a role in your preference for specific fashion brands or food choices?



Source: Own research, 2023

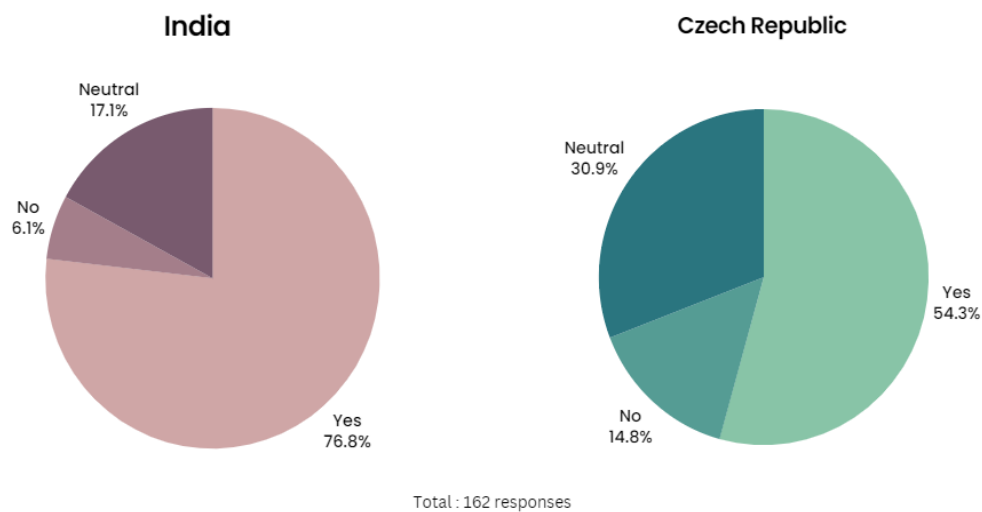
The analysis comparing Indian and Czech respondents' beliefs on how their cultural background influences product choices reveals notable distinctions. In India, a majority of participants express a significant impact of cultural background, with 41.46% stating it has a significant influence and 30.49% believing it completely shapes their product preferences. Meanwhile, in the Czech Republic, 25.93% of respondents feel a slight influence, and only 20.99% and 22.22% believe their cultural background completely or significantly affects their choices, respectively. Additionally, 9.88% of Czech respondents believe their cultural background has no impact, while this sentiment is shared by only 3.66% of Indian participants. These findings underscore diverse perceptions regarding the role of cultural background in shaping consumer preferences between India and the Czech Republic, highlighting the need for nuanced marketing strategies that account for these cultural variations.

Survey question 8:

In Figure 18 states how important cultural representation is for brands marketing campaigns.

Figure 18: Importance of cultural representation in the marketing campaign

Do you avoid buying certain products because their marketing is culturally insensitive? For instance, have you ever refrained from purchasing a product because you found its advertising disrespectful to a particular culture?



Source: Own research, 2023

The comparison between Indian and Czech respondents regarding the avoidance of products due to culturally insensitive marketing unveils distinct patterns. A significant majority of Indian participants, at 76.83%, express a strong inclination to avoid such products, emphasizing the substantial impact of cultural sensitivity on their purchasing decisions. In the Czech Republic, 54.32% of respondents share a similar sentiment, albeit at a lower percentage than in India. Moreover, a higher proportion of Czech respondents, at 30.86%, remain neutral on this matter compared to Indian respondents, who exhibit a lower neutral response rate of 17.07%. These findings underscore the influence of cultural considerations on consumer behaviour in both

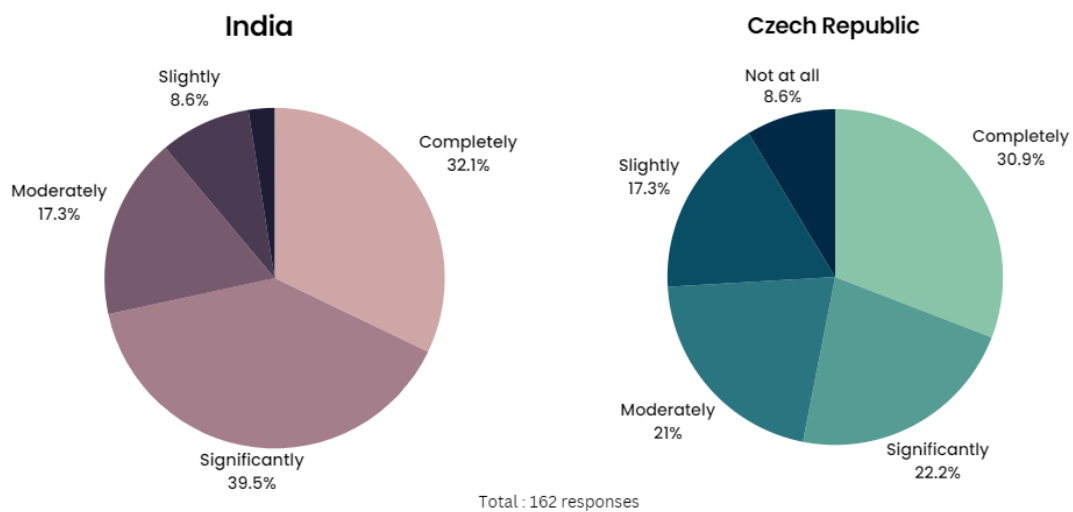
countries, while also highlighting nuances in with perceptions of culturally insensitive marketing.

Survey question 9:

Figure 19 shows How has the inclusion of cultural identity in brand representation influenced shopping behaviour?

Figure 19: Impact on shopping behaviour in terms of the brands featuring cultural identity

Do you avoid buying certain products because their marketing is culturally insensitive? For instance, have you ever refrained from purchasing a product because you found its advertising disrespectful to a particular culture?



Source: Own research, 2023

The comparison between Indian and Czech respondents regarding the impact of cultural identity in advertisements reveals intriguing insights. Most participants in both countries express positive influence, but with notable variations in intensity. In India, a significant proportion (39.51%) is significantly influenced by cultural identity in ads, while in the Czech

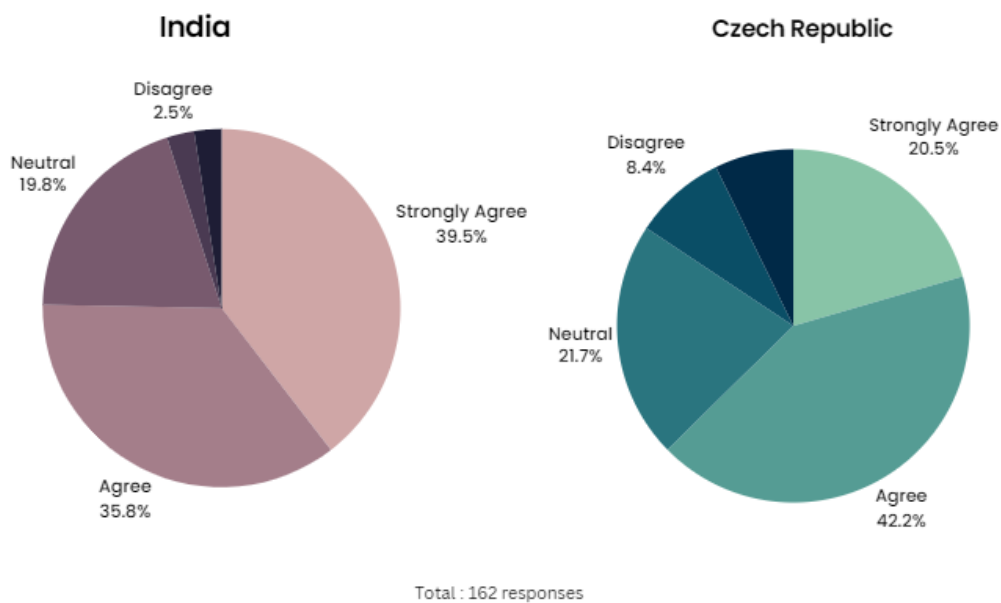
Republic, this percentage is comparatively lower at 22.22%. The intensity of influence is higher among Indian respondents across all categories—completely, significantly, moderately, and slightly influenced. Conversely, a higher percentage of Czech respondents claim to be slightly influenced, and a greater portion (8.64%) in the Czech Republic states no influence at all, compared to their Indian counterparts (2.47%). These findings underscore the intricate dynamics of cultural identity and advertising effectiveness, emphasizing the need for nuanced strategies in appealing to diverse consumer perceptions and preferences in India and the Czech Republic.

Survey question 10:

Figure 20 shows How does one's cultural background influence the choice of brands they select?

Figure 20: Impact of Cultural Background on selecting brands

Does your cultural background influence the brands you choose when shopping?
 For example, do you find yourself leaning towards brands that matches your cultural values or preferences, like choosing a specific tea brand because it reflects your cultural tea-drinking traditions?



Source: Own research, 2023

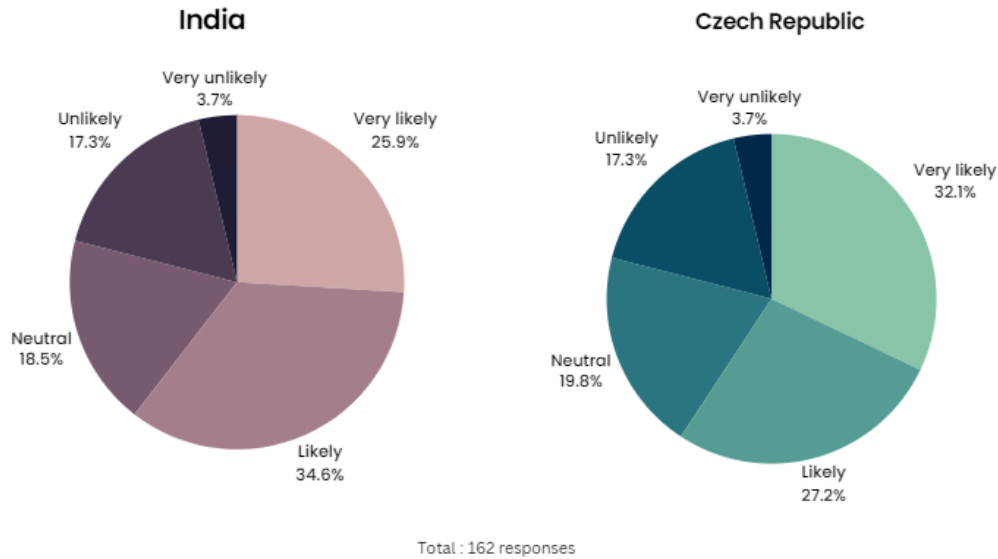
The analysis of responses from Indian and Czech respondents regarding the influence of cultural background on brand choices when shopping indicates a common acknowledgment of this influence in both groups. However, distinct patterns emerge in the intensity of agreement and disagreement. Indian respondents demonstrate a stronger consensus, with a substantial percentage strongly agreeing that cultural background plays a role in brand selection. In contrast, Czech respondents, while showing a higher overall agreement, exhibit a more diverse range of perspectives, including a notable percentage expressing disagreement. These findings underscore the complexity of cultural influence on consumer behaviour and emphasize the necessity for tailored marketing approaches that consider the nuanced cultural dynamics in India and the Czech Republic.

Survey question 11:

Figure 21 shows the comparison between Indian and Czech respondents indicates a shared openness to trying products or services from different cultures.

Figure 21: Try products from different ethnicities

Are you open to trying products or services from a different culture than your own? For example, would you be willing to try a traditional dish from a culture you're less familiar with, like Butter Chicken from India or Czech Goulash?



Source: Own research, 2023

The comparison between Indian and Czech respondents indicates a shared openness to trying products or services from different cultures. Czech respondents show a slightly higher inclination to be very likely to try, while Indian respondents express a significantly higher likelihood in the "likely" category. Overall, both groups exhibit a positive attitude toward cross-cultural experiences, highlighting a willingness to explore and embrace diversity in their consumer choices. This finding underscores the importance of cultural inclusivity in product offerings for companies targeting the Indian and Czech markets.

4.3 Discussion

In accordance with the findings, these cultural factors which help in providing the foundation for consumer choices, with the help of defining what is considered attractive or undesirable within a specific society. Here, a simple gesture, colour, or symbol carries a deep level of cultural significance, which significantly impacts the product's appeal. With the help of recognizing and respecting these cultural variations, it is highly essential for businesses to

avoid misunderstandings or cultural insensitivity. Here, the social factors introduce the idea of group dynamics and peer influence, in which the consumers often align their choices with those of their social circles to fit in or seek approval (Chatterjee *et al.* 2023). This phenomenon also extends to social media, where trends and endorsements can quickly shape consumer preferences, with the help of understanding the role of social networks in consumer behaviour which allows businesses, to tap into the power of social influence. Here, the psychological factors highlight the individual's cognitive and emotional processes that drive decision-making. Cognitive biases, emotional responses, and memory can sway consumers in unexpected ways. Effective marketing involves understanding these psychological undercurrents and leveraging them to create persuasive advertising and product experiences. As seen in the survey findings customers are more likely to buy from a brand that focuses on cultural values of their own. The literature section has also shown that when customers feel culturally valued by the brand are more likely to increase their purchasing (Elena *et al.* 2023). It is important for business organisations to focus on the cultural background of customers while marketing their products. By increasing the inclusion of cultural values business firms are able to increase their overall sales in the long run.

Table 2: Comprehensive Representation of the Survey Analysis

Survey Question	Aspect Investigated	India (%)	Czech Republic (%)	Comments
2	Gender Demography	45.7 (Female)	60.5 (Female)	Unbiased representation of both genders
		54.3 (Male)	39.5 (Male)	
4	Country Distribution	50 (India)	50 (India)	Sample size comparable between nations
		50 (Czech Republic)	50 (Czech Republic)	
6	Purchasing Based on Cultural Values	Yes: 95.1%	Yes: 74.1%	Stark contrast in cultural influence
		No: 4.9%	No: 25.9%	
8	Importance of Cultural Representation in Marketing	Yes: 76.8%	Yes: 54.3%	Influence of cultural considerations
		Neutral: 17.1%	Neutral: 30.9%	
		No: 6.1%	No: 14.8%	

Survey Ques.	Aspect Investigated	India (%)	Czech Republic (%)	Comments
3	Age Distribution	18-30: 33.33%	18-30: 45.68%	Notable variations in age distribution
		31-40: 43.21%	31-40: 35.80%	
		41-50: 17.28%	41-50: 14.81%	
		60+: 6.17%	60+: 3.70%	
5	Cultural Impact on Purchasing	Strongly Agree: 33.3%	Strongly Agree: 23.2%	Varying attitudes in cultural impact
		Agree: 48.1%	Agree: 31.7%	
		Neutral: 18.5%	Neutral: 25.6%	
		Disagree: 0%	Disagree: 15.9%	
		Strongly Disagree: 0%	Strongly Disagree: 3.7%	
7	Influence on Choosing Brands	Completely: 30.5%	Completely: 21%	Diverse perceptions on influence
		Significantly: 41.5%	Significantly: 22.2%	
		Moderately: 20.7%	Moderately: 21%	
		Slightly: 3.7%	Slightly: 25.9%	
		Not at all: 3.7%	Not at all: 9.9%	
9	Impact on Shopping Behaviour	Completely: 32.1%	Completely: 30.9%	Varying degrees of influence
		Significantly: 39.5%	Significantly: 22.2%	
		Moderately: 17.3%	Moderately: 21%	
		Slightly: 8.6%	Slightly: 17.3%	
		Not at all: 2.47%	Not at all: 8.6%	
10	Impact on Selecting Brands	Strongly Agree: 39.5%	Strongly Agree: 20.5%	Complexity in cultural influence
		Agree: 35.8%	Agree: 42.2%	
		Neutral: 19.8%	Neutral: 21.7%	
		Disagree: 2.5%	Disagree: 8.4%	
		Strongly Disagree: 2.5%	Strongly Disagree: 7.2%	
11	Trying Products from Different Ethnicities	Very Likely: 25.9%	Very Likely: 32.1%	Positive openness to cross-cultural experiences
		Likely: 34.6%	Likely: 27.2%	
		Neutral: 18.5%	Neutral: 19.8%	
		Unlikely: 17.3%	Unlikely: 17.3%	
		Very Unlikely: 3.7%	Very Unlikely: 3.7%	

Source: Primary data collected by survey 2023

4.4 Summary

This study has analysed data collected from primary sources and various secondary sources. Secondary data has been analysed with the help of themes created based on repeated patterns. On the other hand, primary data has been analysed with the help of charts and graphs. A proper discussion based on the findings has been provided in this study.

5. Conclusion

The survey findings, analysed in relation to Hofstede's cultural dimensions model, offer a distinct understanding of cultural influences on consumer behaviour in India and the Czech Republic. The gender demographics align with Hofstede's Masculinity vs. Femininity dimension, showcasing a more balanced distribution in India, indicative of a feminine societal orientation, while the Czech Republic displays a more masculine orientation. Age distribution corresponds with certain aspects of the model, suggesting potential differences in individualism and short-term orientation between the two countries. The survey's sample size distribution reflects attempts at fairness and equality, aligning with values of individualism and low power distance. Agreement levels on purchasing decisions and cultural background impact resonate with the Individualism vs. Collectivism dimension, showcasing potential variations in cultural orientation. The inclination to avoid culturally insensitive marketing in India may align with a higher Uncertainty Avoidance Index. The influence of cultural identity and its impact on brand choices may reflect differences in Indulgence vs. Restraint. The openness to trying products from different cultures aligns with the same dimension. In conclusion, while there are instances of alignment between the survey data and Hofstede's model, variations exist, highlighting the need for a more distinct approach. Both sources of information provide valuable insights, but the survey data offers a real-world snapshot, emphasizing the importance of considering dynamic cultural shifts and individual experiences which is required in today's time in marketing point of view. The combination of survey findings and Hofstede's model can provide

a more comprehensive understanding of the cultural background influencing consumer behaviour.

In simple terms, how culture affects what people buy is like a complicated puzzle. This study has helped us understand this puzzle better by looking at things like tradition, modern life, being an individual versus being part of a group, and how global and local influences play a role. The findings from this research give businesses a helpful guide as they try to figure out how to connect with people from different cultures in the global market. For future, more research could explore new cultural trends and how technology changes the way people shop, giving us an even better picture of how things work in today's world.

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7. Appendices

Appendix 1: Research timeline

Activities	1 st week	2 nd week-3 rd week	4 th week to 7 th week	8 th to 13 th week	14 th to 18 th week	19 th week	20 th week
Selecting the topic							
Design the stature of the research							
Creating Literature review							
Primary and Secondary data collection							
Research plan formation							
Research technique determination							
Analysis of collected data							
Formation of draft							
Research submission							

Appendix 2: Survey questions

I or/and Prachi Jhala will be glad to answer any questions about this thesis at any time. This survey is influence of culture on purchasing behaviour. Questions like how cultural background affects a customer's purchasing behaviour amongst people in India and the Czech Republic. It asks questions about how cultural values and belief plays a role in purchasing behaviour of consumers.

1. I confirm that I have read the aforementioned consent and agree to give the researcher my information.
 - Yes
 - No

2. What is your gender?
 - Female
 - Male

3. What is your age?
 - 18-30 years
 - 31-40 years
 - 41-50 years
 - 51-60 years
 - 60 years and above

4. What is your country?
 - India
 - Czech Republic

5. Do you agree that your cultural background affect what you prefer to buy? For example, does your cultural background influence whether you purchase certain brands or types of products/services?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Do you buy certain products because they match your cultural values or beliefs? For instance, do you choose eco-friendly products due to your cultural emphasis on environmental responsibility?

- Yes
- No

7. How much do you believe your cultural background affects the products and brands you choose to buy? For example, does your cultural background play a role in your preference for specific fashion brands or food choices?

- Completely
- Significantly
- Moderately
- Slightly
- Not at all

8. Do you agree that you avoid purchasing some products or services due to cultural insensitivity in the marketing process?

- Yes
- No
- Neutral

9. Does it make a difference for you when advertisements feature your cultural identity? For instance, if a commercial showcases people and traditions from your culture enjoying a product, does that make you more likely to consider buying it?

- Completely
- Significantly
- Moderately
- Slightly
- Not at all

10. Does your cultural background influence the brands you choose when shopping? For example, do you find yourself leaning towards brands that matches your cultural values or preferences, like choosing a specific tea brand because it reflects your cultural tea-drinking traditions?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. Are you open to trying products or services from a different culture than your own? For example, would you be willing to try a traditional dish from a culture you're less familiar with, like Butter Chicken from India or Czech Goulash?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Appendix 3: Survey link

<https://www.surveio.com/survey/d/M6L9E8I0D5Y5E9O1B>