

AN EMPIRICAL INVESTIGATION OF THE  
CROSS CULTURAL BUYING BEHAVIOUR OF  
INDIAN CONSUMERS

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# Overview of Presentation:

***Purpose:*** To study diversity across Indian geographic sub cultures in an integrative mechanism.

***Approach:*** Relative influences of sub cultural variables on Indian consumer buying behavior

***Methodology:*** Tobit regression, Fuzzy Sets

***Framework used:*** Hofstede's cultural framework

***Results:*** Highest Impact Analysis

Highest Significance Analysis

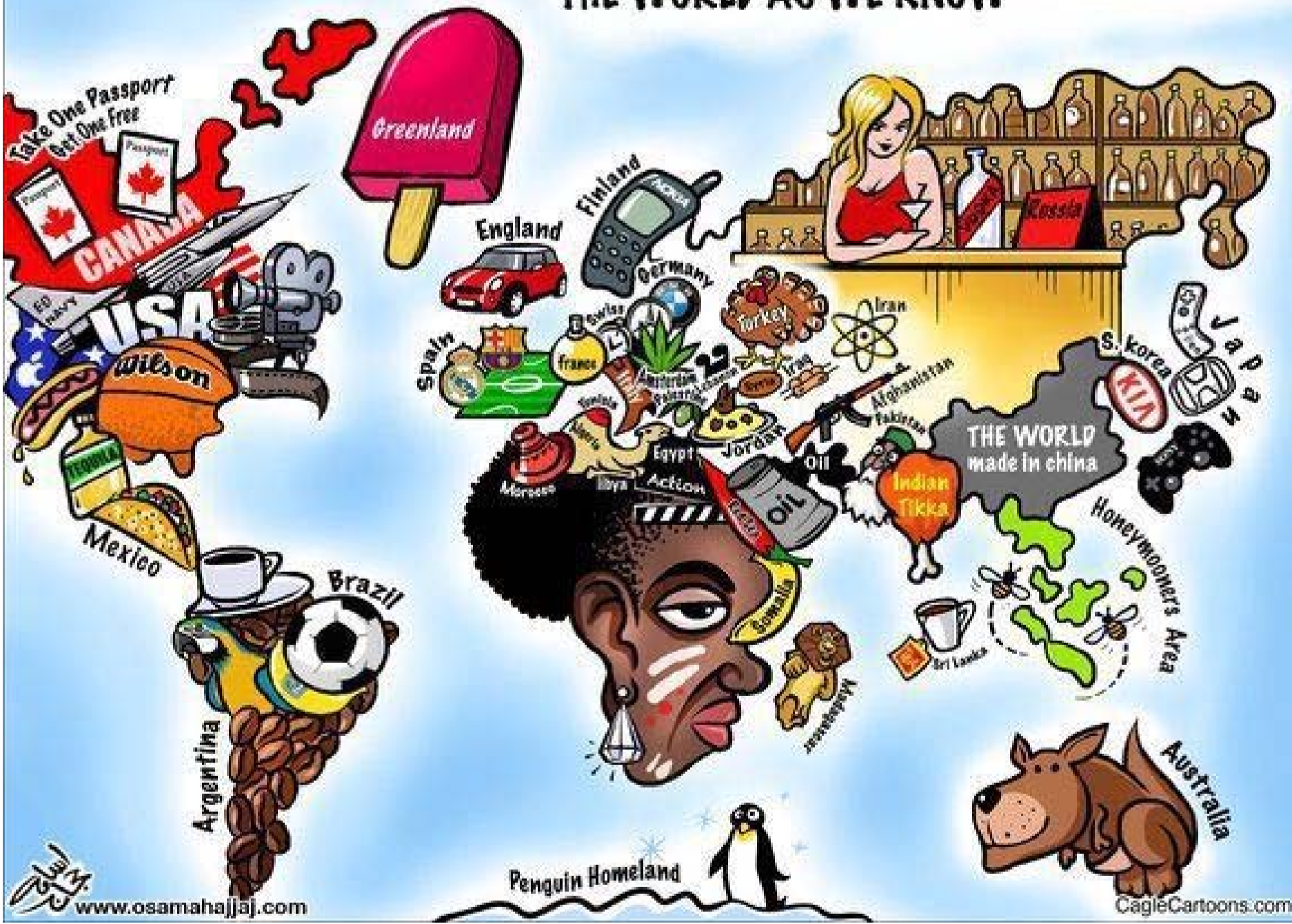
Family decision making dynamics

***Recommendation & Implications:***

Evaluate and reconsideration of the cultural diversity

Future Plan of action in formulating marketing strategy for better ROI <sub>2</sub>

# THE WORLD AS WE KNOW





# *Rationale of the study*

“If you don’t like something, Change it;  
If you can’t change it, Change the way you think about it.”  
Mary Engelbreit

## Consumer behaviour vs. Consumer Culture

*Consumer behaviour are set of attitudes that characterize the patterns of consumers' choices. Dawson et al (2006)*

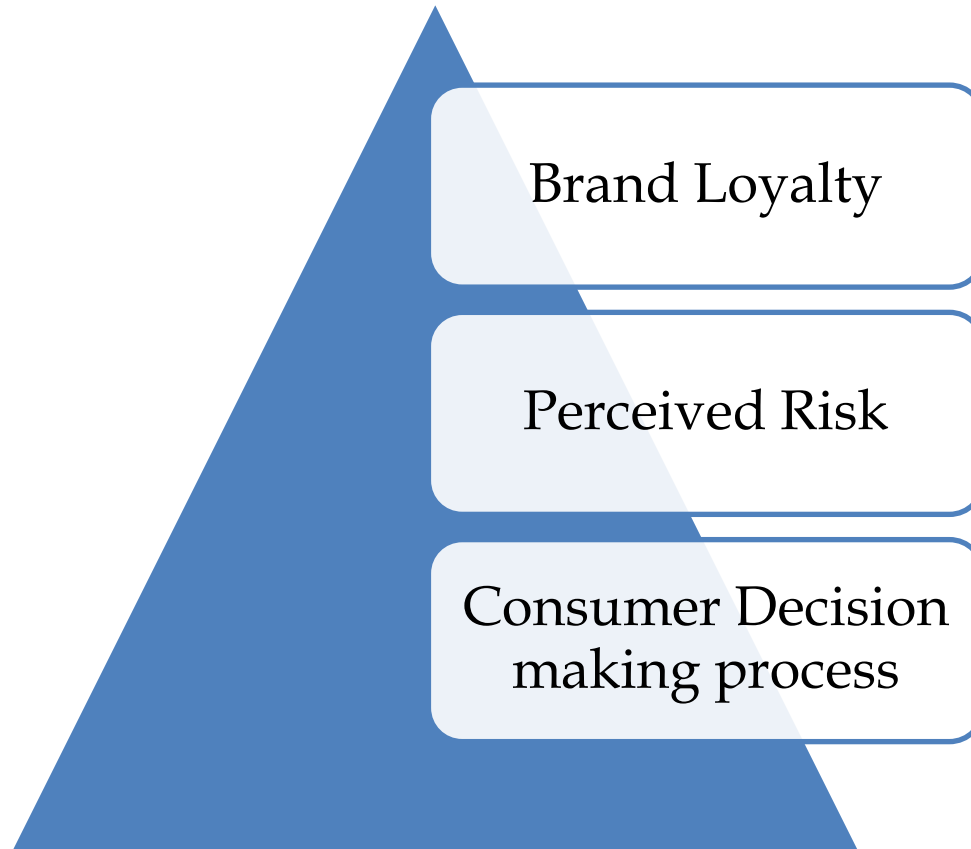
*Internal vs. external situational frameworks (**culture**).*

*Culture is the all-encompassing force which forms **personality**, which in turn is the key determinant of consumer behaviors. (Wallace,1965)*

*Many studies (Gentry et al.1988, Saegert, et al. 1985) found noticeable differences in consumption patterns in various geographies and ethnicity of dissimilar cultural values.*

Continued.....

## *Dimensions of consumer behaviour*



vary significantly across *subcultures*  
(Doran 1994, Saegert et al. 1985, Gentry et al. 1988).

# Research Gap

- Country as a single cultural unit.
- Inability to recognize the differences between the various sub-cultures within the nations. (Ogden and Jensen 2004).

## SCOPE OF THE STUDY:

- a. Ascertains and assesses sub cultural factors influencing buying behavior in readymade garments.
- b. Investigates the relative impact of sub-culture on consumer behavior using Hofstede's (1980) cultural framework in Pan India context.
- c. It further investigates the several parameters of Indian consumer behaviour on the four sub cultural groups.





# Incredible India





- ❖ Globalization & the changing the lifestyle of Indians
- ❖ The essence of values, customs, norms is still felt

Cultural complexity: Identifying and examining numerous sub cultures which are extremely heterogeneous and diverse.

### *Indian kinship as four geographical regions*

Northern, Western, Southern and Eastern with similar sub cultures

Relative impact of these sub-cultures on consumer behavior was investigated using Hofstede's (1980) cultural framework.

# HOFSTEDE'S CULTURE FRAMEWORK

## Five cultural orientations:

### **Power distance:**

(Extent to which unequal distribution of power is accepted.)

### **Individualism/Collectivism:**

(Relation between groups & individuals.)

### **Masculinity/Femininity:**

Extent to which masculine or feminine values are dominant in society.

**Masculine** values are performance and achievement

**Feminine** values are caring for others and quality of life.

### **Uncertainty avoidance:**

(Extent people feel threatened by uncertainty & try to reduce them)

### **Long- vs. short-term orientation:**

(Extent to which a society exhibits a pragmatic, future-oriented perspective rather than a conventional historic or short-term) perspective. <sup>10</sup>

# Methodology Employed

- **Research Type:** Survey method (May, 2012 to October, 2012; India)
- **Sampling unit:** Housewives within the age group of 30 to 50 years.
- **Sampling Area:** Northern, Western, Southern or Eastern India.
- **Sampling:** Snowball sampling
- **Research Instrument:** E-Questionnaire
- **Sample Size:** 320 (response rate: 64.82% ) **526 = 341 = 21 = 320**

## Sample distribution:

73 North Indian (22.8%)- New Delhi, Chandigarh

75 West Indian (23.4%)- Mumbai, Ahmedabad

51 South Indians (15.9%)- Chennai, Bangaluru

121 East Indian (37.8%) – Kolkata, Bhubaneswar