

4

Dichotomy between Culture and Consumer Colour Choices – A Pragmatic Stance

A Mahesh, N Jaysheelan and Jagadeesh Babu K

Ballari Institute of Technology & Management

Jnana gangotri Campus, Allipur (V) Hospet road – Bellary

Abstract

India is the seventh largest country in terms of area and oldest civilized realm with rich cultural heritage. India is called as sub continent due to its size and diversity in culture; many religions, castes, creeds live together, and each of these segments has different needs, wants, preferences and buying habits. The culture decides the types of products/services consumed by the people. Colour of the product is of prime importance in Indian subcontinent. The colour of the product is vastly influenced by the cultural factors; specifically some cultures have apprehension about products with certain colours, hence they are cornered and victimized. People in India live in a paradigm, as they do not prefer certain coloured products unanimously, there are certain cultural aspects causing people not to prefer certain coloured products. Therefore it is important for the organizations to keep this in mind before deciding on the products and their colours. Consequently an attempt has been made to empirically evaluate various cultural factors influencing the choice of colour and consumer buying preferences, therefore three product categories have been considered for the study viz, Automobiles, wall paints and traditional wear, with a pragmatic approach that aids in suggesting suitable strategies that ensures paradigm shift to sail over the tide comfortably.

Key Words: Culture, diversity, buying preferences, consumer buying behaviour.

Introduction

Consumer behaviour deals with the study of buying behaviour of consumers. Consumer behaviour helps us understand why and why not an individual purchases goods and services from the market. There are several factors which influence the buying decision of consumers, this study focuses on culture being one of the most important factor.

What are Cultural Factors? Cultural factors comprises set of values and ideologies of a particular community or group of individuals. It is the culture of an individual which decides the way he/she behaves. In simpler words, culture is nothing but values of an individual. What an individual learns from his parents and relatives as a child becomes his culture. Example - In India, people still value joint family system and family ties. Children in India are conditioned to stay with their parents till they get married as compared to foreign countries where children are more independent and leave their parents once they start earning a living for themselves. Cultural factors have a significant effect on an individual's buying decision. Every individual has different sets of habits, beliefs and principles which he/she develops from his family status and background. What they see from their childhood becomes their culture. Let us understand the influence of cultural factors on

buying decision of individuals with the help of various examples. Females staying in West Bengal or Assam would prefer buying sarees as compared to Westerns. Similarly a male consumer would prefer a Dhoti Kurta during auspicious ceremonies in Eastern India as this is what their culture is. Girls in South India wear skirts and blouses as compared to girls in north India who are more into Salwar Kameez. Our culture says that we need to wear traditional attire on marriages and this is what we have been following since years. People in North India prefer breads over rice which is a favorite with people in South India and East India.

Subcultures: Each culture further comprises of various subcultures based on religion, age, geographical location, gender (male/female), status etc. Religion (Christianity, Hindu, Muslim, Sikhism, Jainism etc) A Hindu bride wears red, maroon or a bright colour lehanga or saree whereas a Christian bride wears a white gown on her wedding day. It is against Hindu culture to wear white on auspicious occasions. Muslims on the other hand prefer to wear green on important occasions. For Hindus eating beef is considered to be a sin whereas Muslims and Christians absolutely relish the same. Eating pork is against Muslim religion. A sixty year old individual would not like something which is too bright and colorful. He would prefer something which is more sophisticated and simple. On the other hand a teenager would prefer funky dresses and loud colours. In India widows are expected to wear whites. Widows wearing bright colours are treated with suspicion. Status (Upper Class, Middle class and Lower Class) People from upper class generally have a tendency to spend on luxurious items such as expensive gadgets, cars, dresses etc. You would hardly find an individual from a lower class spending money on high-end products. A person who finds it difficult to make ends meet would rather prefer spending on items necessary for survival. Individuals from middle class segment generally are more interested in buying products which

would make their future secure. Gender (Male/Female) People generally make fun of males buying fairness creams as in our culture only females are expected to buy and use beauty products. Males are perceived to be strong and tough who look good just the way they are.

The Review of Literature

Larry Jabbon sky(1995) has presented a situation have Pepsi Affected the consumption culture in the youth. Giwen Rae Bachmann, Deborah Roedder John and Akshay Rao(1993) had described the condition that how does children effect through peer pressure in selecting their purchase choice. Dennis W Rook(1985) has written about the various dimension of consumer behaviour. The article also highlighted the relative importance of various factors of consumer behaviour. Lise Heroux and Nancy J Church(1992) have justified the behaviour changing of consumer on the occasion of wedding anniversary and gift giving rituals. David M Potter(1954) presented the situation of consumers with diverse nature and ambitions. Cyndee Miller(1995) has described the 80 different natures of women as a purchaser in different capacities. Kate Fitzgerald(1994) has described the role of life style in deciding the consumer behaviour factor. David C Mcclelland(1961) has described the behavioral consumption of customer. Ramesh Venkat and Harold J Ogden(1995) has described the contribution of social classification in consumer behaviour pattern. Rober A Nisbet(1970) has stressed that social bond plays a very important role in deciding the consumer behavioral status. Deborah Bosanko(1994) has given the situations that working women play an important role in deciding the role of culture in influencing consumer behaviour. Eric Holl Reiser(1995) has given the description that club play an important role in developing a consumer culture. The advertising age (1995) has given the reasons for developing different consumer images. Jeffery DZ bar(1995) has presented the scene of different society within the country culture.

Leon E winter(1994) specified the role of group effect in deciding the purchasing behaviour of consumer. Kari Van Hoof (1994) has monitored the group difference play an important role in deciding the consumer behaviour. Judy cohen(1992) has difference between different community system about purchasing system. Chad Rubel(1995) has decided that behaviour of market play an important role in deciding the consumer behaviour. Helen Mundell(1994) suggested that age plays an important role for deciding the consumer behaviour. Maxine Wilkie(1995) has advocated that demographic factors play a vital role for deciding the culture of consumer. Ad Week's Marketing Week(1994) has given the scene of vanishing culture of housewives and replacement by working wives.

Cultural factors that effect consumer Behavior

Culture is the complex of beliefs of human societies, their roles, their behavior, their values, traditions, customs and traditions. Culture is an extremely important concept to understand consumer behavior and that needs to be examined. Culture is the sum of a shared purpose among members of society, customs, norms and traditions. The basic reason of person's desire or determination is culture.

Culture Features

Man should know the characteristics of culture to identify how culture affects consumer behavior. Although in the literature many aspects of culture mentioned, in this study the consumption of culture-related features will be discussed. The consumption of culture-related features can be listed as follows.

- Culture is a collection of learned behavior
- Culture is the traditional
- Culture is created
- Culture can be changed
- Culture includes differences as similarities
- Culture is organization and convergence

- Culture is shared by the members of the community
- Culture determines needs

Cultural differences among consumers in the country, compared with consumers outside the country is usually less. Cultural differences about consumer behaviour between countries are quite big.

Effect of culture to consumer behavior

International marketers believe that consumers would increasingly resemble each other and that they will eat the same food, wear same clothes, and watch the same television programs to an increasing proportion. But the reality is very different. Therefore, to trade in international markets, man must overcome the large cultural and economic boundaries. Not only improve the worldwide competition in the market also different traditional beliefs, preferences, habits, customs are needed to be understood. Culture involves society's thoughts, words, their traditions, language, materials, attitudes and feelings. One of the elements that make culture is beliefs. Beliefs of the people in a community can show similarities. For example, four, and four times in Japan are seen as unlucky, because of that most products are sold in groups of five leads. Another element of culture, tradition, is related with non-verbal behaviour of individuals. In France the men use more cosmetic products than the women, which show the self-conscious tradition of the French men. As a result, learning of cultural properties in the analysis of consumer behavior has been an important variable in marketing, especially in market segmentation, target market and product positioning.

Subculture

The other important concept should be examined in terms of marketing management is subculture. Courses on culture and behavior of individuals with similar values formed smaller groups which are called sub-culture.

Effect of sub-culture of the Consumer Behavior

Geographical regions and religions are essential in the formation of sub-culture. The preference of individuals who live very close to each other can be different. Individuals belonging to different have different subculture values, attitudes and social structures of the members of other sub-culture; these differences, sub cultural segmentation of the market activity has made an important variable. It is important to know the characteristics of the sub-culture in creating the marketing mix price, brand name identification, promotional activities and product positioning.

Social Class

A status hierarchy in which individuals and groups are classified on the basis on esteem and prestige acquired mainly through economic success and accumulation of wealth. Social class may also refer to any particular level in such a hierarchy. Four common social classes informally recognized in many societies are: (1) Upper class, (2) Middle class, (3) Working class, and the (4) Lower class. There are several features of social class. First, the behavior of members of the social class structure, education levels, attitudes, values and communication styles are similar, and these characteristics are different from other social class members. Second, individual's status is determined according to their societies. Third, social classes are determined not by according only one variable, also by such variables like education, income, living area, activities and values.

Effect of social class in Consumer Behavior

Social classes are groups who share similar values, interests and behaviors, that they are relatively homogeneous and continuous. Social classes pronounce preferences in clothing, home furnishing, entertainment and gaming activities, such as automobiles and certain product and brand. Some marketers are focusing their efforts on only one social class. Social classes are also different in their choice of media. Upper class

consumers prefer books and magazines while sub-class consumers television. As TV programmes, the upper class consumers prefer news and dramas, but low-class consumers' films and sport programs. There are also language differences between social classes. Advertisers should be prepared with the language which is spoken in the social class. Therefore, marketers should appeal communication channels and communication styles by determining by social class.

Significance of the study

The significance / importance of the study are aimed at understanding the impact of culture on the consumer buying preferences. Alongside identify the colours of the products which consumers are restraining to buy, so that combating strategies are adopted and products with relevant colours can be produced such that the consumer preferences are properly addressed by respecting their cultural significance.

Objectives of the study

1. To understand the effect of cultural factors on the consumer buying preferences.
2. To ascertain the influence of culture on the colour choices of Indian consumers.
3. To identify the colour of the products that customers restrain (hesitate) to buy.
4. To suggest strategies to overcome the impact of the culture on buying preferences and colour choices.

Scope of the study

The study is confined to a geographical boundary of Bellary City, situated at north Karnataka.

Limitations of the study

As the study is confined to Bellary alone, moreover the customers their cultures, customs, values and beliefs along with the consumption of products and services differ from place and time. Hence the conclusions cannot be generalized.

Research Methodology

The study has been conducted by the following data sources and sampling procedures and statistical tools.

Data Sources

Both primary and secondary data are taken into consideration for the study of cultural impact on the preferences of the customers with respect to the choice of colour of the products. Primary data was collected with the help of a structured questionnaire; whereas the secondary data was collected from the sales records, supply records, customer records and other books of records and publishing of the business establishments, organizations considered involved in the study.

Sampling Plan

Random sampling procedure was adopted to select the consumer respondents.

Judgmental sampling procedure was adopted to select the retailers and business establishments.

Sample Size :

Ultimate Consumers : 50 respondents

Statistical Tool

Simple percentages were used to validate and analyse the data.

Questionnaire

A structured questionnaire is presented to the respondents personally to get their responses. The respondents are divided in four categories.

Ultimate consumers (End Users)

Car showrooms

Garment showrooms

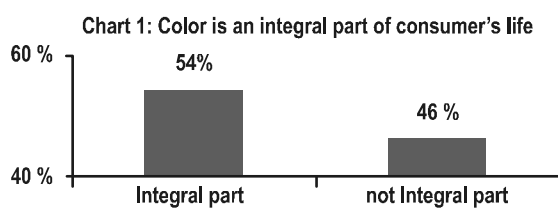
Wall paint showrooms

Each respondent group is presented with separate questionnaire to collect their responses.

Data Analysis

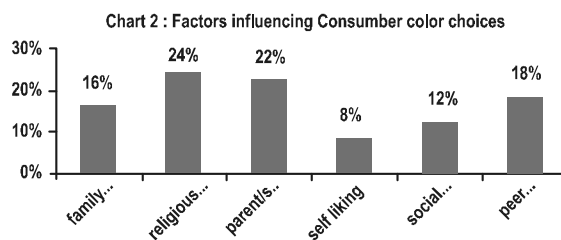
Data below is analyzed with the help of simple percentages, along with the illustrations in the form of bar charts.

Table 1: Importance for Color in respondent's life



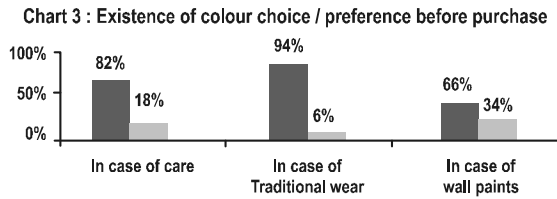
S.No.	Importance to color in life	% age
1	Integral part	54 %
2	Not an integral part	46 %
	TOTAL	100 %

Table 2: Factors Influencing Consumer Color choices



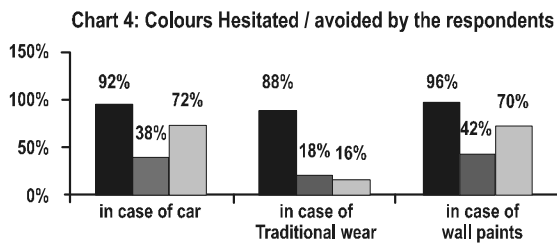
S.No	Influencing Factors	%age
1	Family background	16 %
2	Religious belief	24 %
3	Parents / spouse	22 %
4	Self liking	8 %
5	Social acceptance	12 %
6	Peer influence	18 %
	TOTAL	100 %

Table 3: Existence of color choice / preference before purchase



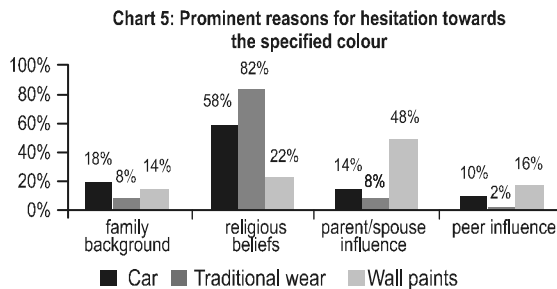
Opinion	Pre-existence of color choice		
	Car	Traditional wear	Wall paints
Yes	82 %	94 %	66 %
No	18 %	6 %	34 %
TOTAL	100 %	100 %	100 %

Table 4: Colors Hesitated by respondents



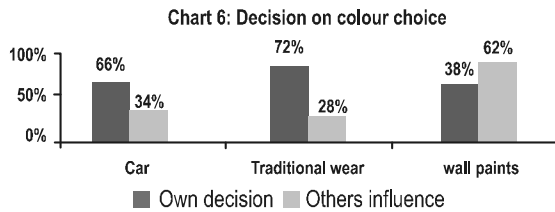
Colors Hesitated by Respondents			
Colors	Car	Traditional wear	Wall paints
Black	92 %	88 %	96 %
Red	38 %	18 %	42 %
Gold	72 %	16 %	70 %
Total	100 %	100 %	100 %

Table 5: Reasons for Hesitation towards specific colors



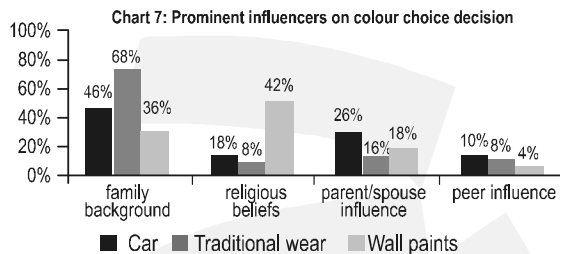
Reasons for Hesitation			
Reasons	Car	Traditional wear	Wall paints
Family background	18 %	8 %	14 %
Religious belief	58 %	82 %	22 %
Parents / spouse	14 %	8 %	48 %
Peer influence	10 %	2 %	16 %
Total	100 %	100 %	100 %

Table 6: Decision on Color



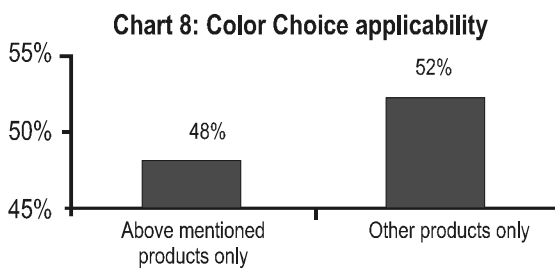
Decision	Decision making on color		
	Car	Traditional wear	Wall paints
Own Decision	66 %	72 %	38 %
Other's influence	34 %	28 %	62 %
Total	100 %	100 %	100 %

Table 7: Influencers on Color Choice Decision



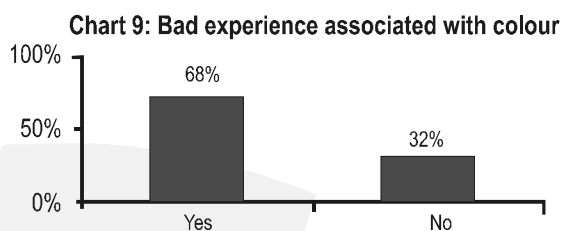
Influencers	Influencers on color choice decision		
	Car	Traditional wear	Wall paints
Family	46 %	68 %	36 %
Reference group	18 %	8 %	42 %
Peers	26 %	16 %	18 %
Others	10 %	8 %	4 %
Total	100 %	100 %	100 %

Table 8: Color Choice Applicability



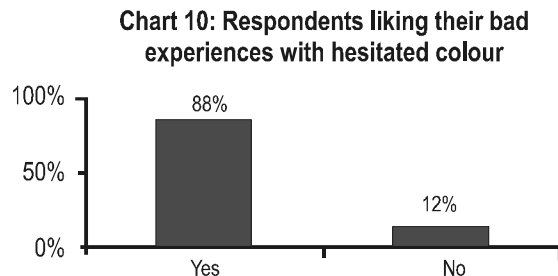
S.No.	Choice Applicability	% age
1	Above mentioned products only	48 %
2	Other products also	52 %
	TOTAL	100 %

Table 9: Bad Experience with Color



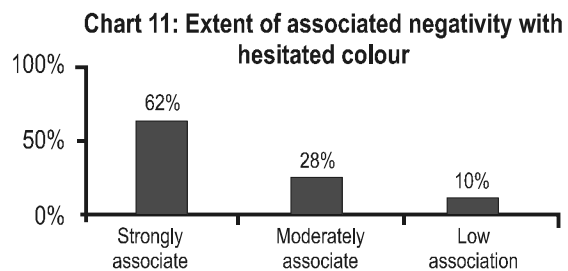
S.No	Bad Experience with Color	%age
1	Yes	68 %
2	No	32 %
	TOTAL	100 %

Table 10: Bad Experiences linked to stated color



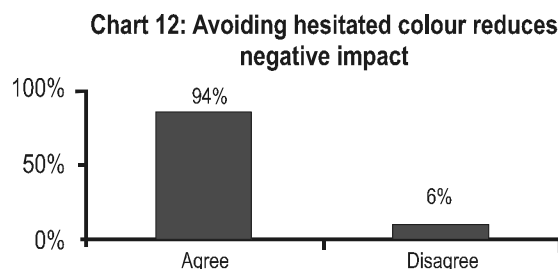
S.No	Negativity linked to colors	%age
1	Yes	88 %
2	No %	12 %
	TOTAL	100 %

Table 11: Extent of Negativity associated with hesitated color(s)



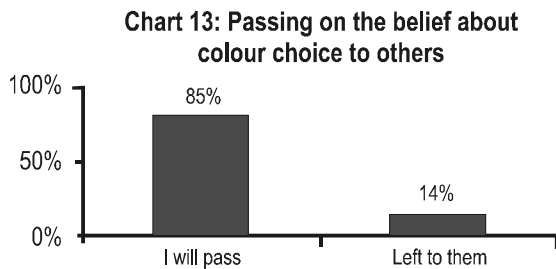
S.No	Extent of Negativity	%age
1	Strongly associate	62 %
2	Moderately associate	28 %
3	Low association	10 %
	TOTAL	100 %

Table 12: Respondents view about hesitated colors



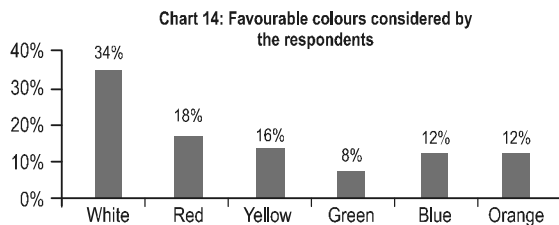
S.No	Avoiding select colors reduces negativity	%age
1	Agree	94 %
2	Disagree	6 %
	TOTAL	100 %

Table 13: Carry forward of Belief about colors



S.No	Belief Passed to generations	%age
1	Will pass on	86 %
2	Left to them	14 %
	TOTAL	100 %

Table 14: Favourable colors considered by respondents



S.No.	Colors	%age
1	White	34 %
2	Red	18 %
3	Yellow	16 %
4	Green	8 %
5	Blue	12 %
6	Orange	12 %
	TOTAL	100 %

Findings

- 54 % of the respondents felt, color is the integral part of their life. Color has influence on many factors of their life.
- 24 % of respondents opined that the religious belief decides the color choice.
- 22 % of respondents stated parents/spouse influence is high in their color choices, where as 16% were influenced by their family background.
- Pre-existence of color choice or preference is noted among majority of respondents before purchase stated products. I.e. car, traditional wear and wall paints with 82 %, 94 % & 66 % respectively.
- Black is the most hesitated color among all three product categories followed by gold and red colors; with 92 %, 88 % and 96% for car, traditional wear and wall paints respectively.
- 58 % and 82 % of respondents opined that religious belief has the strong influence on hesitation towards above stated colors in case of car and traditional wears, whereas 48 % opined that influence of parents/spouse is more on hesitation towards above stated colors, in case of wall paints.
- Others influence is more on the color choice decision in case of wall paints with 62 %, whereas it is comparatively less in case of car and traditional wears.
- Influence of family is more with 46 %, 68 % and 36 %, among car, traditional wear and wall paints respectively.
- About 52 % respondents opined that choice of color is applicable to many other products also, other than the products stated above (i.e., car, traditional wear and wall paints).
- About 88% respondents opined that they had experienced bad incidents with the colors hesitated by them.

- 62 % of the respondents strongly associate the negative incidents to the colors hesitated or avoided by them.
- 94 % respondents feel that, avoiding hesitated colors has resulted in reducing negative impact on them.
- 86 % of the respondents have opined that they will pass on their belief about the color choices and preferences to their future generations and peers.
- White is the most preferred color among majority of the respondents 34%.

Strategic Imperatives:

As we know, the onus of marketing is solely resting on understanding the consumer requirements, likes and dislikes. Marketing's success is based on identifying consumer likes and dislikes, and altering the offerings according to them. From the study it is clear that, culture is a strong impediment encapsulating the consumer buying behavior. Moreover, color choices and preferences have a significant impact on the kind of products and services chosen by the consumers. In order to ensure a comfortable sail over the tide of cultural impediments, the suggested marketing strategies are envisioned below:

Win – win policy

It is important to respect the culture of the people and pay due considerations in safeguarding them and seldom harm them with the products/service sold by the corporation. Organizations should ensure that the products are sold and persuasion is attempted, but not at the cost of deferring with the cultural aspects. It is wise to swim with the stream not against it. Marketers should aim at formulating strategies which cease to harm culture and hail the product benefits and persuades consumers to buy the product.

Doing the marketing home work:

Marketing is very tricky, even the prosperous companies are also confronted by changing

conditions and challenged by empowered / informed consumers. Due to which corporations are forced to relook into their business models. Marketing sustenance depends on the ability of the firm to do the proper homework. Marketing home work here refers to, understanding the needs and wants of target group of consumers, rendering required product/service more effectively & efficiently than the competitors; delivering a mutual value and maintaining customer relationship in such a way, that benefits both organization and its stake holders. Study has revealed that, customers are having skepticism towards certain colors, which is influenced by religious belief, cultural background, family/peer pressure etc. thus the organization has to scrutinize and dissect the target market requirements very minutely; thereby design products / services accordingly, by giving special consideration towards color choices/preferences.

Forward Integration

Producing and supplying the products in the colors which are not preferred by the consumers, will not serve the organization in any manner; hence it is important to have proper coherent integration with the distribution channel members. The forward integration will enable the marketers to know the colors which consumers are hesitating to buy. By this the company can ensure the production and distribution of the products will not happen in the colors hesitated by consumers.

CMR - Continuous Marketing Research

Companies at the greatest risk are those, which fail to transform their offerings as per the changes of the consumer's preferences and requirements. Thus it is very important for organizations to have a Hawkeye on the market. Thus continuous market research will enable the organization to have a gauge of the changing conditions, and aid the company to react quickly and adapt to it.

Consumer engagement

Engaging the consumers will enhance the probability of nullifying the negative impacts of the culture and color choice. Engagement is a strategy that directly engages consumers invites and encourages consumers to participate in the evolution of a brand. Consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand. Consumer Engagement is the ultimate point in which a brand and a consumer connect in order to offer a true experience related to the brand's core values. It is a long term connection that must be enhanced over time.

Performing A to B shift

With persistent marketing efforts marketers must aim at reducing the negative effects of the color choices on the brands sold by them. Marketing efforts should make the consumers to make a paradigm shift and form a favourable attitude towards the products and the colors offered by the organization.

Conclusion

Companies at the greatest risk are those who fail to understand the consumer's likes and dislikes in detail; and continuously alter their value offerings. Hence it is inevitable for the organizations to perform miniature microscopic scan of the target consumers, their likes, dislikes, and accordingly shape the products and offer to the customers. This will enable the consumers to derive their value triad. Color an important facet influencing product acceptance among the consumers. Therefore marketers have to get thorough understanding of cultural factors influencing consumers; color choices and preferences and design products accordingly; ensure positive value delivery to the consumers.

Scope for Further Research

The study was based on survey results only, future efforts should concentrate on the acquisition of longitudinal data so as to provide

a reliable confirmation of the relationships identified in the current study.

References

- Abrahams, B. (1997). It's all in the mind. *Marketing*, 27, 31-33.
- Bayley, G., & Nancarrow, C. (1998). Impulsive purchasing: a qualitative exploration of the phenomenon. *Qualitative Market Research*, 1(2), 99-114.
- Canabal, M. E. (2002). Decision making styles of young south Indian consumers: an exploratory study. *College Student Journal*, 26(1), 12-19.
- Central Intelligence Agency (2009). *The world factbook*. Retrieved March 9, 2009, from <http://www.cia.gov/library/publications/the-world-factbook/rankorder/2151rank.html>
- Dawar, N., & Parker, P. (1994). Marketing universals: consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of Marketing*, 58(2), 81-95.
- Dollinger, M. J., & Danis, W. (1998). Preferred decision-making styles: a cross-cultural comparison. *Psychological Reports*, 82(3), 755-762.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993). *Consumer behavior*. Fort Worth, TX, USA: The Dryden Press.
- Fan, J. X., & Xiao, J. J. (1998). Consumer decision-making styles of young-adult Chinese. *The Journal of Consumer Affairs*, 32(2), 275-293.
- Furnham, A., & Okamura, R. (1999). Your money or your life: behavioral and emotional predictors of money. *Human Relations*, 52(9), 1157-1177.
- Furnham, A., Kirkcaldy, B., & Lynn, R. (1994). National attitudes to competitiveness, money and work among young people: first, second

- and third world differences. *Human Relations*, 47(1), 119-132.
- Hirschman, E. C. (1981). American Jewish ethnicity: its relationship to some selected aspects of consumer behavior. *Journal of Marketing*, 45(3), 102-110.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92-101.
- Ho, D. Y. F. (1994). Cognitive socialization in confucian heritage cultures. In P. M. Greenfield & R.R. Cocking (Eds.), *Cross-cultural roots of minority child development* (Chap. 14, pp. 285-314). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Hofstede, G. (1984). *Culture's consequences: international differences in work-related values*. Beverly Hills: Sage.
- Hofstede, G. (1991). *Cultures and organizations: software of the mind*. London: McGraw-Hill.
- Hofstede, G. (2001). *Culture's consequences: comparing values behaviors, institutions, and organizations across nations*. London: Sage.
- Jain, A. K., & Joy, A. (1997). Money matters: an exploratory study of the socio-cultural context of consumption, saving and investment patterns. *Journal of Economic Psychology*, 18(6), 649-675.
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163-176.
- Kagitcibasi, C. (1997). Individualism and collectivism. In J. W. Berry, M. H. Segall, & C. Kagitcibasi, C. (Eds.), *The handbook of cross-cultural psychology: Vol. 4. Social behavior and applications* (2nd ed., pp. 1-49). Boston: Allyn and Bacon.
- Kim, H. S., & Droplet, A. (2003). Choice and self-expression: a cultural analysis of variety seeking. *Journal of Personality and Social Psychology*, 85(2), 373-382.
- Lastovicka, J. L. (1982). On the validation of lifestyle traits: a review and illustration. *Journal of Marketing Research*, 19(1), 126-138.
- Leek, S., & Kun, D. (2006). Consumer confusion in the Chinese personal computer market. *Journal of Product & Brand Management*, 15(3), 184-193.
- Leo, C., Bennet, R., & Hartel, C. (2005). Cross-cultural differences in consumer decision-making styles. *Cross Cultural Management*, 12(3), 32-61.
- Lowe, A. C. T., & Corkindale, D. R. (1998). Differences in cultural values and their effects on responses to marketing stimuli: a cross-cultural study between Australians and Chinese from the People's Republic of China. *European Journal of Marketing*, 32(9/10), 943-867.
- Lynn, M., Zinkhan, G. M., & Harris, J. (1993). Consumer tipping: a cross-country study. *Journal of Consumer Research*, 20(3), 478-488.
- Lysonski, S., Durvasula, S., & Zotos, Y. (1996). Consumer decision-making styles a multi-country investigation. *European Journal of Marketing*, 30(12), 10-21.
- Manrai, L. A., Lascu, D. N., Manrai, A. K., & Babb, H. W. (2001). A cross-cultural comparison of style in Eastern Europe emerging markets. *International Marketing Review*, 18(3), 270-285.
- Mitchell, V. W., & Bates, L. (1998). UK consumer decision making style. *Journal of Marketing Management*, 14(1), 199-225.
- Mitchell, V. W., & Papavassiliou, V. (1999). Marketing causes and implications of consumer

- confusion. *Journal of Product & Brand Management*, 8(4), 319-339.
- Montemayor, E. F. (1996). Congruence between pay policy and competitive strategy in high performance firms. *Journal of Management*, 22(6), 889-908.
- Mowen, J. C. (1995). *Consumer behavior* (4th ed.). Englewood Cliffs: Prentice Hall.
- Palumbo, F., & Herbig, P. (2000). The multicultural context of brand loyalty. *European Journal of Innovation Management*, 3(3), 116-125.
- Robinson, C. (1995). Asian culture: the marketing consequences. *Journal of the Market Research Society*, 38(1), 55-63.
- Rogers, E. M. (1983). *Diffusion of innovations* (3rd ed.). New York: The Free Press.
- Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189-199.
- Roth, M. S. (1995). The effects of culture and socioeconomics on the performance of global brand image strategies. *Journal of Marketing Research*, 32(2), 163-175.
- Schwartz, S. H. (1994). Beyond individualism/collectivism: new cultural dimensions of values. In U. Kim, H. C. Triandis, Ç. Kâğıtçibasi, S. C. Choi, & G. Yoon (Eds.), *Individualism and collectivism: theory, method, and applications* (Chap. 7, pp. 85-119). Thousand Oaks, CA: Sage Publications.
- Smith, P. B., & Schwartz, S. H. (1997). Values. In J. W. Berry, M. H. Segall, & C. Kagitçibasi (Eds.), *Handbook of cross-cultural psychology: Vol. 3. Social behavior and applications* (2nd ed., pp. 77-118). Boston: Allyn & Bacon.
- Sproles, G., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 24(1), 134-147.
- Tai, S. H. C. (2005). Shopping styles of working Chinese females. *Journal of Retailing and Consumer Services*, 12(3), 191-203.
- Terpstra, V., & David, K. (1991). *The cultural environment of international business*. Cincinnati: South-Western Publishing.
- Triandis, H. C. (1995). *Individualism and collectivism*. Boulder: Westview.
- Usunier, J. C. (1996). *International marketing: a cultural approach* (2nd ed.). Hempstead: Prentice-Hall.
- Venkatraman, M. P., & Price, L. L. (1990). Differentiating between cognitive and sensory innovativeness: concepts, measurement, and implications. *Journal of Business Research*, 20(4), 293-315.
- Westbrook, R. A., & Black, W. C. (1985). A motivation-based shopping typology. *Journal of Retailing*, 61(1), 78-101.
- Zhu, M., Quan, R., & Xuan, K. (2006). The impact of Sino-western cultural differences on IT products consumption. *Journal of Technology Management in China*, 1(2), 159-173.
- Zhou, Z., & Nakamoto, K. (2001). Price perceptions: a cross-national study between American and Chinese young consumers. *Advances in Consumer Research*, 28(1), 161-168.