



Cross-Cultural Behavior and Product Localization

Adapting to Diverse Markets for Global Success

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Abstract

This proposal outlines a research project that seeks to explore how cross-cultural behavior and product localization can be used to improve a company's global marketing and sales performance. The primary research objectives are to understand the impact of cross-cultural behavior on product localization, identify how localization can be used to increase customer satisfaction and determine how companies can effectively localize their products for global markets. In addition, cultural variations in color psychology, mental models and reading orientation must be taken into account by designers. To achieve successful implementation, companies engaging in cross-cultural commerce must concentrate on how adaptable organizational strategies are with regard to language hurdles, cultural variations, and communication styles. Language and culture may have a big influence on what customers need, want, and decide to buy when it comes to consumer behavior. In order to provide goods and services that satisfy the requirements and values of target consumers, businesses must consider the language and cultural context of those customers while marketing and promoting their products. Unquestionably, culture affects consumer behavior since it changes Perceptions (De Mooij & Hofstede, 2011). Cross-cultural conduct and product localization are significant from a social standpoint since they assist businesses in understanding the cultural variations present in various markets. Businesses may enhance their client relationships and boost the success rate of their products by customizing their offerings and marketing approaches to suit particular cultural requirements. Economic progress and growth may result from this. From an industrial standpoint, effective international commerce depends on cross-cultural behavior and product localization. Multinational Corporations must understand cross-cultural management and product localization as globalization grows in order to successfully modify their offerings and promotional tactics for various cultural settings. This may result in fruitful international cooperation and product innovation.

Keywords/tags (subjects)

Cross-culture marketing, localization, globalization, cultural variations, consumer behavior, product development, global markets, marketing strategies, cultural differences, customer satisfaction, and language barriers.

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1 Introduction

In our complex world, lots of things influence who we are, and culture is one of the big ones. Culture is all about the group of people we belong to and the things as group experience together that shape perspective towards the world and express ourselves. With the advancement in technology, the world especially business world has become increasingly dynamic and competitive that is things are changing faster and there's more rivalry between companies than ever before. Cultural differences enhance another layer of complexity to this dynamic and competitive business landscape. With globalization and advances in technology and transportation, companies now have to compete not just locally, but on a global scale and to remain in top of the game and to maintain boosted level of competition requires businesses to be more innovative, agile, and responsive. Production localization refers to adaptation of products or services to fit in with what people in specific region or country want and expect, this make sure companies product matches the language, location, and culture of the place where company is selling and one of the prominent solutions for businesses to better compete with local companies and other international brands in different parts of the world.

1.1 Background

Globalization, often labelled as a compound phenomenon, that brings significant influence on the global stage, shaping economies and societies (Guttal, 2007). Lasserre (2007) explains three key stages of this phenomenon: export, multinational, and global, each representing linking with international markets. As businesses increasingly position themselves toward global markets, the business adopts to the global strategy. This era observed an unprecedented flow in globalization, marked by strong economic integration and the spread of cross-border economic activities. Multinational corporations are leveraging this global landscape to market their products and services to diverse cultural demographics. Existing studies pinpoint the rising importance of cultural considerations in promotion plans, particularly in light of the widespread adoption of the technology and the diverse cultural backgrounds of consumers. Still, there is a need for more in-depth research to examine how businesses can effectively direct these cultural complications to develop successful comprehensive marketing campaigns.

Culture covers many elements which influence individuals' values and preferences, forming behavior in consumer's purchasing decisions and consumption patterns (Czinkota et al., 2004). Within this context, the rush in international trade has driven a corresponding increase in cross-cultural

challenges, leading to organization to work on well-organized planning of diverse cultural landscapes (Retnowati, 2015). Operating within a global and multilingual business environment presents new challenges, particularly concerning language, translation, and technical adaptations. On other hand, localization seeks to align global brands with the symbolic meanings, values, opinions, and standards inherent to local cultures (Alden et al., 1999). It is a one of the approaches aimed at refining a sense of cultural value and local identity for the brand, thus enhancing its acceptance among local consumers.

As of January 2024, the global internet user base reached to a total of 5.35 billion users, representing over 66% of the world's population (Forbes, 2024). This widespread adoption of the internet has led to a various range of cultural backgrounds among consumers engaging in online activities. For business house, this phenomenon holds significant suggestions. While it offers extraordinary access to customers, the effectiveness of marketing strategies may vary significantly across different cultural contexts. Failure to account for cross-cultural differences in product development efforts can result in misunderstandings, interpersonal tensions, and communication breakdowns, potentially leading to significant reputational damage (Kusawat and Teerakapibal, 2022). Also, cultural factors play a decisive role in determining attitudes and behaviors towards digital marketing, particularly in contexts where technological infrastructure is inadequate (Boustani and Sayegh 2023).

The process of localization involves integrating cultural elements such as principles, practices, pictures, and symbols into business/product promotion strategies modified to specific local contexts. Local responsiveness, cost reduction, restricting from different customer tastes and preferences, presents a challenging complication to continuous global operations within a dynamic global landscape.

1.2 Motivation for the research

This thesis explore how cross-cultural behavior and product localization can be used to improve a company's global marketing and sales performance. The main research objectives is to understand the impact of cross-cultural behavior on product localization, identify how localization can be used to increase customer satisfaction and determine how companies can effectively localize their products for global markets. In addition, cultural variations in color psychology, mental models, and reading orientation must be taken into account by designers. To achieve successful implementation,

companies engaging in cross-cultural commerce must concentrate on how adaptable organizational strategies are with regard to language hurdles, cultural variations, and communication styles.

Language and culture may have an immense influence on what clients need, want, and decision of making a purchase as part of consumer behavior. In order to provide, goods and services that content the requirements and values of target consumers, businesses must consider the language and cultural context of those customer's while marketing and promoting their products.

Unquestionably, culture affects consumer behavior since it changes perceptions (De Mooij and Hofstede, 2011). Cross-cultural conduct and product localization are significant from a social standpoint since they assist businesses in comprehending the cultural variations present in various markets. Businesses may enhance their client relationships and boost the success rate of their products by customizing their offerings and marketing approaches to suit particular cultural requirements. Economic progress and growth may result from this. From an industrial standpoint, effective international commerce depends on cross-cultural behavior and product localization. Multinational corporations must comprehend cross-cultural management and product localization as globalization grows in order to successfully modify their offerings and promotional tactics for various cultural settings. This may result in fruitful international cooperation and product innovation.

1.2.1 Personal Motive

Throughout journey in team management and production management, author come to realize the immense value of cross-cultural behavior and localization. By understanding different cultural perspectives, communication styles, and values, it is believed business can build stronger terms that thrive on embrace diversity.

As a graduate student pursuing a master's degree, the research aims to address a gap in understanding cross-cultural behavior and localization. By providing valuable insights into these areas, the study pursues to contribute significantly to the domain of cross-cultural research. This research opens doors for future career opportunities in manufacturing or management roles, equipped with a deep understanding of how to motivate and engage with the local community effectively.

1.3 Research Problem, Objectives and Question

Before expanding into foreign markets, organization requires an in-depth understanding of cultural dynamics, as cultural issues greatly influence consumer behavior and market dynamics (Kotabe and

Helsen, 2008). The interaction between culture and markets is noticeable in the global economy, emphasizing business houses to acknowledge and adapt to cultural influences (Cleveland and Laroche, 2006). Markets are fundamentally formed by cultural values and norms, directly affecting consumers' consumption patterns (Rugimbana and Nwankow, 2003).

Lasserre (2007) outlines six key aspects that deeply influenced by cultural differences, spanning marketing strategies, customer communications, partnerships, negotiations, human resources, and team dynamics. The culture showcase both direct and indirect messages to consumers, emphasizing for marketers to understand cultural differences to effectively accommodate consumer needs and preferences (Gillespie et al., 2007).

Kotabe and Helsen (2008) suggest that cultural forces have a significant influence on a company's marketing mix, possibly restricting product and service offerings due to changing past and standardization situations across globe. Understanding local culture is decisive for multinational companies (MNCs) in search of entering international markets, as culture shapes consumer behavior and create distinct market opportunities (Terpstra and Russow, 2000). The diversity of cultural values across different organizational contexts further underscores the need for organization to modify their strategies accordingly (Kim et al., 2002). However, cultural differences bring a significant challenge for organizations entering new markets, developing and designing a product to align with local preferences and market demands.

1.3.1 Research Objectives

The general objective of the study is to examine the cross-culture behavior and localization in product development phase adopted by the multinational companies. The specific objectives are as follows:

1. To examine current level of perception toward cultural differences and consumer buying behavior towards localized products.
2. To assess cultural differences impact on consumer preferences in relation to localized products.

This study aims to get answer to the following research questions:

1. What is the current level of perception regarding cultural differences, and consumer buying behavior towards localized products?

2. How do cultural differences influence consumer behavior in the context of product localization for multinational companies?

2 Literature review

2.1 Theoretical Review

2.1.1 Cross Culture

According to the Cambridge Dictionary (2024), cross-culture refers to “in a way that involves two or more different cultures and their ideas and customs”. Culture plays a crucial role in determining individuals' perceptions, evaluations, and decision-making processes (Abbasi et al., 2020). Kroeber (1985) recognized an immense collection of definitions of culture, come to over 160 differences. Despite this variation, there exists a consensus among scholars that the fundamental characteristics of culture remain largely constant across different conceptualizations.

Culture includes a broad range of factors including language, economy, belief, rules, social institutions, class structures, principles, status dynamics, attitudes, behaviors, customs, material artifacts, aesthetics, and educational systems. These essentials collectively shape the values held by management team within organizations. Culture encompasses opinions, values, purposes, personalities, and the shared interpretations of crucial events within a community (Javidan and Dastmalchian, 2009). These cultural fundamentals are transmitted across generations through shared experiences within groups. As individuals from different cultural backgrounds often show different thinking and behavioral patterns, their perceptions and evaluations of services can differ significantly (Jia, 2020). Therefore, adopting a cross-cultural approach allows a in-depth understanding of the influence of national culture and cultural differences on individuals' perspectives and behaviors.

Cross-cultural solutions consist various elements such as language, communication style, imagery, and cultural values which are integrated in single form. Cross-cultural marketing involves a considerate investigation of how different workings of a marketing campaign are influenced by culture, and then adjusting them to effectively resonate with the target audience. Challenges arise in determining whether to standardize or adapt cultural content in marketing when appealing with individuals from diverse cultural backgrounds. The essential goal of marketing is to influence individuals that a product is custom-made to meet their needs, offering benefits such as lifestyle enhancement, status elevation, convenience, or financial gain upon purchase. However, when extending marketing campaigns to international markets, differences in values and perceptions about status development or convenience arise, execution of the original campaign maybe unsuccessful. Therefore, successful cross-cultural marketing campaigns require a deep understanding of the target culture, with creative implementations cautiously in view of cultural differences (Retnowati, 2015).

2.1.2 Hofstede's Five Dimension of National Culture

Geert Hofstede's Cultural Dimensions theoretical framework, developed through the assessment of values among over 100,000 IBM employees across 50 countries, present one of the most significant contributions to the advancement of cross-cultural studies.

The values revealed by prominent countries were categorized into four distinct clusters which aids recognizing differences in values among different national cultures can affect how people behave in the workplace, later on these four became the Hofstede dimensions of national culture:

- Power Distance
- Masculinity versus Femininity
- Individualism versus Collectivism
- Uncertainty Avoidance
- Long-term Orientation versus short-term Orientation

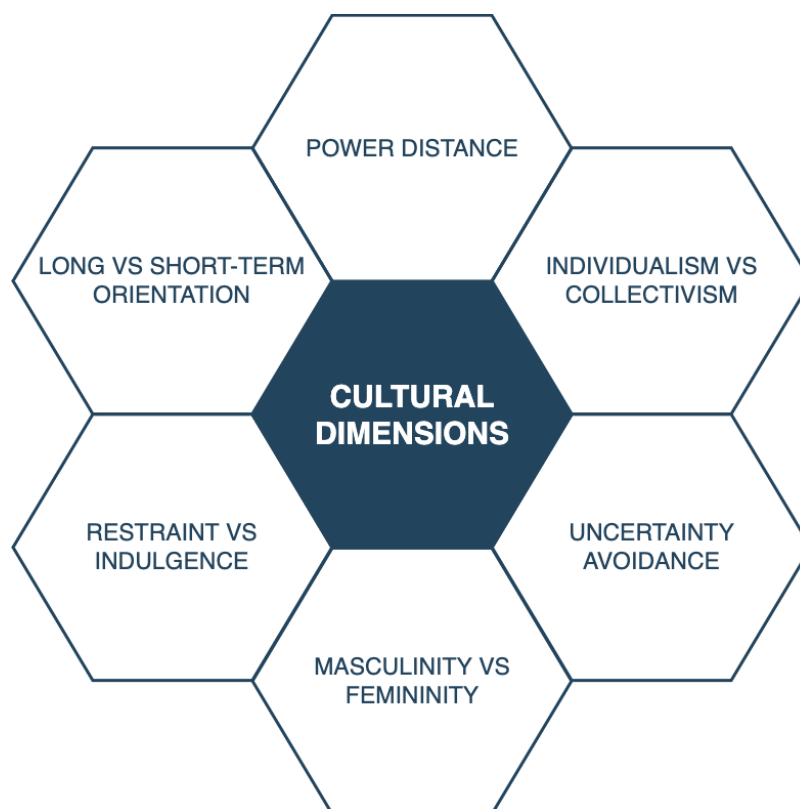


Figure 1 Hofstede's Five Dimension of National Culture
Source: (Think Insights, 2024)

A fifth Dimension, 'Long-Term versus Short-term Orientation' was further added in 1991 based on research by Michael Bond who led global study amongst students with a survey instrument that was established jointly with Chinese employees and managers.

2.1.3 Power Distance

In various cultures, there exists a spectrum of acceptance towards hierarchical structures and authority, leading to differences in power distance. For instance, some cultures exhibit a higher acceptance of authority, while others tend to be more egalitarian. This contrast can impact decision-making authority and communication dynamics within workplace settings (Hofstede, 2011).

2.1.4 Collectivism vs. Individualism

Cultural orientations also vary regarding collectivism and individualism. Some cultures prioritize collective goals, emphasizing group harmony and family connections, while others emphasize individual achievement and autonomy. These cultural values influence team dynamics and decision-making processes (Hofstede, 2011).

2.1.5 Uncertainty Avoidance

Cultural attitudes towards uncertainty avoidance differ as well. Some cultures prefer structured and formalized procedures to mitigate uncertainty, while others adopt a more relaxed approach to rules and procedures. These variations can influence organizational practices and responses to uncertainty (Hofstede, 2011).

2.1.6 Long-Term vs. Short-Term Orientation

Cultural orientations towards long-term versus short-term goals also vary. Some cultures prioritize tradition and future planning, while others focus on immediate results and goals. These orientations affect strategic planning and organizational behavior (Hofstede, 2011).

Many scholars argue that surveys may not be reliable tools for assessing cultural differences. Certain variables might be more relevant to one culture than others (Schwartz, 1999). Additionally, culture is not neatly confined within national borders; it is fragmented across various groups (McSweeney, 2000). Therefore, using nations as the primary unit of analysis may not be valid.

Critics have also pointed out that Hofstede's research findings, particularly regarding masculinity and uncertainty avoidance, possibly changed by the time period in which the surveys were

conducted (Newman, 1996; Sondergaard, 1994). Besides that, Hofstede's focus on a single company raises concerns about the generalizability of his findings to broader cultural contexts. Although Hofstede acknowledged this limitation and introduced the fifth dimension for Chinese culture, some argue that the responses may have been influenced by the respondents' loyalty to the company and their personal interests. For example, IBM did not include the fifth dimension in its survey, possibly due to a lack of interest in this aspect (Shaiq et al., 2011).

These cultural dimensions have implications for business interactions across different cultural contexts. For example, higher power distance cultures may exhibit more hierarchical decision-making processes, while lower power distance cultures may favor participatory approaches (Chen et al., 2023; Sun, 2022). Similarly, collectivist cultures may prioritize consensus-building, leading to slower decision-making, whereas individualistic cultures may prioritize efficiency, resulting in quicker decisions (Zafar et al., 2023; Perdana et al., 2022). These cultural differences influence daily business interactions and require sensitivity and adaptation for effective communication and collaboration.

2.1.7 Trompenaars Cultural Dimensions

In the 1990s by Fons Trompenaars and Charles Hampden-Turner Newman developed the 7D model which is highly valued framework for understanding cultural differences. Initially presented in book "Riding the Waves of Culture: Understanding Diversity in Global Business" (1993), authored by Trompenaars and Hampden-Turner, the model advanced through a complete survey of over 40,000 managers across 40 nations. The first five dimensions focus on human relationships, visible through interpersonal interactions, while the last two dimensions explore attitudes towards time and the environment.

The 7D of Culture Model, also known as the Trompenaars Cultural Dimensions Model, describes cultural differences through seven key dimensions.

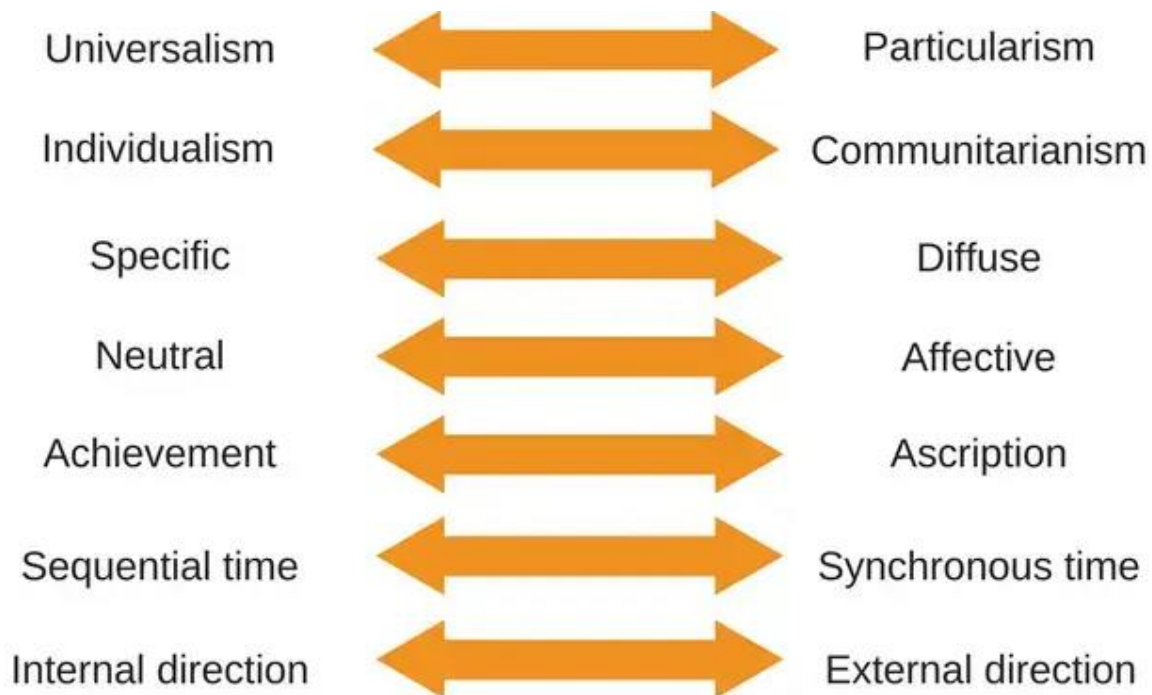


Figure 2 Trompenaars Cultural Dimensions

2.1.8 Universalism versus particularism

This dimension focuses around the importance of principles versus interpersonal connections. Brands following consistency prioritize uniformity across all situations, regardless of individual ties. Examples include global brands like McDonald's and Coca-Cola. On the other hand, brands recommending customization prioritize relationships over regulations, allowing flexibility for close connections or important people. This approach can be observed in local brands like café chains or family-owned businesses.

2.1.9 Individualism versus communitarianism

This dimension explores whether brands prioritize individual actions or combined efforts. Brands promoting individuality characteristic success to personal selections, enabling rapid decision-making without wide discussions. Notable examples encompass tech giants like Apple and Tesla. On the contrary, brands promoting association highlight collective contributions, nurturing teamwork over individual achievements. This philosophy is prevalent in cooperative ventures or community-driven initiatives.

2.1.10 Specific versus diffuse

This dimension discovers into the presence of feelings within brand interactions. Brands representing detachment show reserved emotional displays, prioritizing rationality and limitation in communication. Examples include luxury brands like Rolex and Chanel. On the other hand, brands expressing emotion hold emotional openness, encouraging authentic expression even within professional settings. This approach can be observed in lifestyle brands or consumer-centric services.

2.1.11 Neutral versus emotional

This dimension observes the boundary between personal and professional scopes within brand descriptions. Brands following to segregation uphold clear differentiations between personal and professional domains, ranking efficiency and directness in communication. Examples include corporate entities like IBM and Accenture. Equally, brands recommending integration impression the lines between personal and professional areas, valuing relationship-building along with task completion. This character can be seen in family-owned businesses or community-driven enterprises.

2.1.12 Achievement versus ascription

This dimension observes the achievement of position within brand frameworks. Brands embracing meritocracy discuss status based on merit and proficiency, identifying achievements and contributions regardless of background. Examples include tech startups and entrepreneurial ventures. Contrarywise, brands endorsing status confer status based on social standing, education, or seniority, valuing loyalty and organizational alignment over individual expertise. This viewpoint overcomes in legacy brands or traditional institutions.

2.1.13 Sequential time versus synchronous time

This dimension evaluates time-based orientations within brand operations. Brands following to sequential time order linear development, highlighting structured timelines and punctuality. Examples consist of fast-paced industries like tech and finance. Brands agreement simultaneous time perceive time as runny and compatible, valuing adaptability and flexibility over strict schedules. This attitude overcomes in creative industries or collaborative endeavors.

2.1.14 Internal direction versus outer direction

This dimension examines into the perception of control within brand contexts. Brands expressing internal control declare agency over their environments, ranking confidence and independence in search of objectives. Examples consist of disruptive startups and industry entrepreneurs. On the other hand, brands expressing external control recognize environmental factors, prioritizing adaptability and collaboration in navigating challenges. This approach is seen in legacy brands or culturally deep-rooted enterprises.

Table 1 Summary of the further explained differences

Dimension	Characteristics	Strategies
Universalism	People prioritize laws, rules, values, and obligations, valuing fairness based on these principles over personal relationships.	- Connect work tasks with individuals' values and beliefs. - Provide clear instructions, processes, and procedures. - Maintain promises and consistency. - Allow time for decision-making. - Use an objective decision-making process and provide explanations.
Particularism	Individuals believe that circumstances and relationships dictate the rules they live by, leading to flexible responses based on the situation and the people involved.	- Empower individuals to make their own decisions. - Respect others' needs in decision-making. - Remain flexible in decision-making approaches. - Invest time in building relationships. - Highlight important rules while considering contextual sensitivity.
Individualism	People prioritize personal freedom and achievement, believing in making individual decisions and self-care.	- Recognize and reward individual performance. - Encourage autonomy and initiative. - Link individuals' requirements with those of the group. - Allow creativity and learning from mistakes.
Communitarianism	Individuals view the group as more important than the individual,	- Recognize and reward group performance. - Avoid praising individuals

	fostering assistance and protection in exchange for devotion.	publicly. - Include others in decision-making. - Avoid partiality.
Specific	People separate work and personal lives, believing that relationships minimally impact work objectives but still value good relationships.	- Be direct and focus on objectives. - Provide clear instructions and processes. - Consent individuals to have distinct work and home lives.
Diffuse	Individuals see overlap between work and personal life, valuing good relationships as vital to business objectives and spending time with colleagues outside of work.	- Prioritize relationship-building. - Gather information about colleagues and organizations. - Be open to discussing business in social settings. - Accept invitations to social functions.
Neutral	People make efforts to control emotions, valuing reason over feelings and often concealing thoughts and emotions.	- Manage emotions effectively. - Avoid conveying negative emotions through body language. - Maintain focus in meetings. - Pay attention to non-verbal cues for hidden emotions.
Emotional	Individuals seek ways to express emotions, welcoming emotional expression and communication in the workplace.	- Open up to build trust. - Use emotion to communicate objectives. - Manage conflict before it becomes private. - Use constructive body language and maintain a optimistic attitude.
Achievement	Individuals value performance and believe that worth is determined by actions and accomplishments.	- Reward and recognize performance appropriately. - Use titles relevantly. - Lead by example.
Ascription	Individuals believe that worth is based on status, titles, and positions, defining behavior accordingly.	- Use titles to clarify status. - Show respect to authority figures. - Avoid challenging authority publicly.
Sequential Time	Individuals prefer procedures to occur in order, emphasizing punctuality and sticking to schedules.	- Focus on one activity at a time. - Be punctual and meet deadlines. - Set clear deadlines and stick to them. - Emphasize punctuality and time management for achieving objectives.

Synchronous Time	Individuals see past, present, and future as intertwined, often working on multiple projects concurrently and viewing plans as flexible.	- Be flexible in work approach. - Allow flexibility in tasks and projects. - Emphasize punctuality and deadlines where necessary.
Internal Direction	Individuals believe they can control their environment to achieve goals, focusing on self-development and taking initiative.	- Support individuals' skill development and autonomy. - Set clear, agreed-upon objectives. - Encourage constructive conflict resolution.
Outer Direction	Individuals believe their environment controls them, directing actions towards others and avoiding conflict, seeking reassurance for job performance.	- Provide necessary resources for effective work. - Offer guidance and regular feedback. - Reassure individuals about performance. - Manage conflict promptly and discreetly. - Boost confidence.

Source: (Mind Tools, 2024)

2.1.15 Edward T. Hall Cultural Dimensions

Edward T. Hall, a renowned anthropologist, contributed significantly to the understanding of cultures and intercultural communications through his research. He outlined three primary categories essential in analyzing and interpreting cultural differences in communication: context, space, and time (Edward T. Hall 1990).

2.1.16 Context

The difference between high-context and low-context cultures, refer to the manner in which messages are carried. In high-context cultures, predominant in regions such as Latin America, Asia, and Africa, the contextual background of the message holds significant implication. Indirect communication is common, with individuals expecting recipients to distinguish implied characteristics of the message. While senders accurately craft messages, receivers are tasked with decoding them within the contextual framework. Such communication often lacks the explicitness typical of low-context cultures, where verbal openness is valued. In high-context settings, nonverbal cues, including body language, holds significant meaning, sometimes outstanding verbal communication in importance. On the other hand, in low-context cultures like the United States and many Northern European nations, communication tends to be explicit and direct. Listing individual needs is major, with well-

known adages such as "Say what you mean" and "Don't beat around the bush" symbolizing this approach. The guiding principle is to minimize uncertainty and hesitation by conveying messages concisely and directly.

Interactions between individuals from high-context and low-context cultures can be confusing. In business settings, individuals from low-context cultures often focus only on verbal content, ignoring nonverbal cues. Thus, they may oversee critical indicators that could offer insights into the fundamental issue.

Table 2 Difference in Context

Factor	High-context culture	Low-context culture
Overtness of messages	Many concealed and contained messages, with use of metaphor and reading between the lines.	Many open and clear messages that are simple and clear.
Point of control and acknowledgement for failure	Internal locus of control and individual acceptance for failure	External locus of control and accountable others for failure
Use of non-verbal communication	Significant nonverbal communication	Extra focus on vocal communication rather than body language
Appearance of reaction	Held in reserve, inward reactions	Noticeable, peripheral, outward reaction

Consistency and separation of groups	Strong division between ingroup and outgroup. Solid sense of family.	Flexible and exposed alliance forms, fluctuating as needed
Individual bonds	Long-term individuals bonds with association to family and community	Delicate bonds between people with little sense of faithfulness.
Level of obligation to relations	High commitment to enduring relationships. Connection more vital than task.	Little pledge to relationship. Job more important than relationships.
Flexibility of time	Time is open and flexible. Procedure is more important than creation.	Time is extremely organized. Creation is more significant than process.

Source: (Kimmel, 2024)

2.1.17 Space

Space, as elucidated by Edward T. Hall (1990), includes the study of physical closeness and its impact on human interactions, a concept termed proxemics. This field examines the three-dimensional dynamics and distances maintained between individuals during communication. It involves everything from interpersonal distances to regional indicators observed in various settings, including workplaces. Cultural norms order acceptable distances, with deviations possibly causing distress. For instance, individuals from cultures like the United States prefer a significant physical distance during interactions, whereas those from Latin American, Spanish, or Filipino backgrounds, inclined by close interpersonal norms, tend to stand in closer proximity even in formal settings like business meetings. Likewise, in cultures respecting common spaces over personal grounds, individuals not only stand closer but also show a greater willingness to share spaces, whether in workplaces, public transport, or joint projects.

2.1.18 Time

Time, another critical aspect influenced by cultural factors, was identified by Edward T. Hall (1990), as an important dimension of intercultural understanding. In polychronic cultures, characterized by the ability to multitask, individuals engage in multiple activities at the same time. On the other hand, in monochronic cultures such as Northern Europe and North America, where a linear approach to time prevails, individuals focus on one task at a time. Punctuality is extremely valued in monochronic cultures, with scheduled events beginning promptly and following strictly to predefined timelines. Meetings, for instance, are expected to start and end punctually, often with a determined agenda. In contrast, in polychronic cultures, stress is to be found on interpersonal relationships and task completion, with less strictness regarding time restrictions. Flexibility in scheduling and a relaxed approach to schedules are characteristic, with individuals attending to multiple tasks alongside. Lateness is often tolerated, with meetings extending outside scheduled times to confirm all agenda items are addressed. Work in polychronic cultures is perceived as an integral part of communal interactions, ranking complete engagement over strict observance to timeframes.

Individuals adapted to monochronic norms may find the flexibility of polychronic cultures challenging to navigate, while those raised in polychronic environments may struggle the structured constraints imposed by monochronic scheduling, preferring a more fluid approach focused on task completion and interpersonal dynamics.

2.1.19 Lewis Model

Emerging in the 1990s the Lewis Model, gained global acclamation since its initiation in Richard Lewis's influential work "When Cultures Collide" (1996), which made the important US Book of the Month Award in 1997. Drawing from his extensive experiences on all sides of visits to 135 countries and professional engagements in over 20 of them, Lewis differentiated that human behavior could be categorized into three distinct typologies: Linear-active, Multi-active, and Reactive. Lewis theorized that preceding cross-cultural analyses, overloaded with numerous dimensions, risked complicating clarity and conciseness for those in search of understanding. In addition, author highlighted the oversight of the powerful Asian mindset, encompassing half of humanity, within the predominant focus on contrasts like north/south and mono-chronic/poly-chronic. Introducing the Reactive behavioral category, Lewis crafted a fundamentally tripartite model, outlining the following key characteristics:

The Linear-active cohort is readily identifiable, encompassing the English-speaking realm, including Britain, North America, New Zealand, Australia as well as Northern Europe, comprising Germanic nations and Scandinavia. Reactive faction spans most importantly Asian nations, excluding the Indian subcontinent, which exhibits a mix profile.

Multi-actives exhibit a more dispersed distribution across Southern Europe, sub-Saharan Africa, Arab, Mediterranean nations, South America, and Middle Eastern cultures, India, Pakistan, and most Slavic regions. Despite their vast geographical and cultural diversity, these societies share common behavioral traits, such as emotional expressiveness, verbosity, rhetorical skills, dramatic flair, persuasive abilities, expressive body language, religious or creedal significance, familial bonds, tendencies towards low-trust environments, unpunctuality, variable work ethics, volatility, limited planning, capacity for empathy, collectivism, relational focus, situational truth, aversion to bureaucratic structures, tactile communication, sociability, nepotism, excitability, adaptability, historical consciousness, and discomfort with strict regimentation.

It is worth observing that while each category possesses distinct characteristics, individuals may display behavioral traits from multiple categories, with dominance determined by context. For instance, professionals such as engineers and accountants often lean towards Linear behavior, while salespeople tend to display multi-active tendencies, and professionals like lawyers and doctors may align more closely with reactive traits.

The Lewis Model draws upon data composed together from 50,000 executives appearing residential courses and over 150,000 online surveys spanning 68 nationalities. This inclusive dataset enables a tripartite comparison of behavioral tendencies across different countries. The examples of the characteristic of main nationalities of the Western world are as follows:

Americans: Action-oriented, adept at implementation, excel in simplifying complex matters, prioritize quick returns, think in broad, large-scale terms, unafraid of risks, inclined towards investment, entrepreneurial, pragmatic, proficient in sales and marketing planning, diligent budget managers, exude energy and enthusiasm.

British: Calm and composed, skilled diplomats, adept at playing mediator roles, demonstrate creative problem-solving abilities, prioritize conciliation to avoid conflicts, adopt a long-term perspective, proficient administrators, excel in leading meetings and teams, value fairness and equity.

French: Logical visionaries, brimming with innovative ideas, adept at leading teams with intelligence, favor conceptual and holistic project approaches.

Dutch: Energetic and proactive, acutely aware of business opportunities, operate efficiently and swiftly, adept at identifying weaknesses, skilled organizers, value time efficiency, possess an international outlook, democratic in decision-making, persistent in problem-solving.

Spaniards: Warm and dynamic, visionary, emphasize ideas and ideals, persuasive communicators, adept at conflict resolution through mediation, demonstrate loyalty when valued, willing to work long hours when necessary.

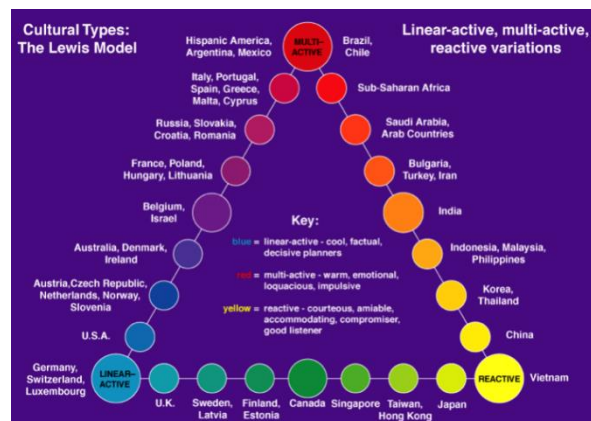


Figure 2 Lewis Model

Germans: Meticulous attention to technical details, proficient in long-term planning, possess broad competencies, adhere rigorously to plans and deadlines, adept at identifying and preempting future challenges.

Swedes: Logical and pragmatic, possess a strong understanding of processes, laws, and regulations, adept at compromise solutions, maintain composure and politeness in conflict situations, excel in planning technical details, value collaboration and consultation.

Italians: Visionary, adept in interpersonal relations, skilled at mediating conflicts and fostering cohesion within teams, flexible and rational, prioritize seemingly insignificant details, adaptable in work schedules according to demands.

The Lewis model is subject to criticism due to its inclination to overgeneralize or stereotype cultures, neglect individual differences and preferences, and ineffectively capture the dynamic and evolving aspects of cultures and communication. It often fails to consider other significant factors such as power dynamics, gender, age, education, and religious beliefs. While the Lewis model can serve as an initial framework for cross-cultural communication, it should not be regarded as definitive.

Organizations are encouraged to approach cultural interactions with openness, curiosity, and respect for diverse perspectives and experiences (Nelson, 2023).

On the other hand, in an increasingly globalized world, the Lewis Model provides a valuable framework for understanding and bridging cultural differences, thus facilitating successful cross-cultural communication and collaboration. Its utility extends across various contexts, including international business negotiations, team formation, and leadership enhancement (Saeed. 2023).

2.1.20 Convergence and Divergence of Cultural Model

Hofstede's seminal work on cultural dimensions, first introduced in his 1980 book "Culture's Consequences," emphasizes on dimensions such as masculinity vs. femininity, power distance, uncertainty avoidance, individualism vs. collectivism, and long-term orientation (Hofstede, 1980). In contrast, Trompenaars and Hampden-Turner expanded upon Hofstede's work with their cultural dimensions model, which introduces additional dimensions such as achievement vs. ascription, universalism vs. particularism, specific vs. diffuse, and sequential vs. synchronous time (Trompenaars and Hampden-Turner, 1997).

Edward T. Hall (1990) emphasized the importance of context, space, and time in intercultural communication. Edward T. Hall cultural dimensions framework, outlined in his works like "Beyond Culture" and "The Silent Language," sheds light on how cultural contexts shape communication patterns and behaviors. Lewis Model, proposed by Richard D. Lewis in "When Cultures Collide," introduces communication styles based on cultural profiles: linear-active, multi-active, and reactive (Lewis, 1996). Despite their unique perspectives, these frameworks share commonalities and disagreements.

These models collectively contribute to knowledge of cultural differences and their inferences for global interactions. While Hofstede's dimensions provide a comprehensive overview of cultural values, Trompenaars' dimensions offer an understanding of cultural orientations. Edward T. Hall 's focus on context, space, and time complements these models by highlighting the situational aspects of communication. The Lewis Model further enriches understanding by illustrating how communication styles vary across cultures.

2.1.21 Product Localization

Product localization includes acclimatizing or modifying a product or service to suit the linguistic, culture, or regional aspect of a target market. While translation is a component of localization, it encompasses a broader process. To effectively resonate with a new audience and gain their trust, a localized product should reflect local customs and preferences. This comprises combining local address and date formats, using appropriate currency and units of measure, selecting suitable colors and illustrations, among other considerations (Merryweather, 2023).

Many multinational corporations, such as McDonald's, Netflix, and Wal-Mart, have achieved market dominance in new territories by embracing product localization strategies. Rather than offering a standardized product, these companies modify their offerings to meet the inimitable demands of local markets (Vishwanath and Rigby, 2006). Product localization is crucial for businesses as it ensures alignment with customer preferences and cultural nuances. By adapting products and services to local tastes, businesses can diversify and expand their presence in new markets (Thuri, 2022).

Localization factors involve the many considerations involved in defining the location of a production unit within a specific geographical area. This term refers to the strategic decision-making process concerning the optimal location for all production aspects essential to deliver goods or services. Both internal and external factors impact localization decisions, with manufacturing companies evaluating various production factors based on their particular decision-making context prior to establishing operations (Džupka, 2009).

In the realm of global marketing, localization is a key concept alongside translation, internationalization, globalization, and standardization. It encompasses various aspects beyond translation, including adapting corporate identities to align with local advertising needs and perceptions of products and markets (Declercq, 2012).

2.2 Empirical Review

Cultural background significantly influences consumers' concerns towards brand/service selection subsequently affects their moral judgment and their perceptions regarding the quality of service provided (Ranjbaran et al., 2022). Cultural differences further emphasize the commanding for companies to adjust products for foreign markets. Johnson and Arunthanes (1995), advocate that cultural differences significantly impact product adaptation, particularly in consumer goods. The

decision to employ localization strategy centers on the specific conditions of target markets and to effectively expand into foreign markets, scholars recommend companies should strike a balance between standardization and localization, adopting a "think globally but act locally" approach (Kotler et al., 2008).

Another aspect of the spatial dilemma refers to the interrelation of economic activities. A useful framework for understanding this intricate issue involves the concept of economic organization based on the division of labor. Instead of focusing solely on firms as the unit of analysis, examination of physical units of production are essential in understanding output and trade. An establishment represents a location where transactions involving a specific set of tasks or activities are consolidated under one roof. Hence, a large-scale business establishment represents a substantial collection of internalized transactions (Storper, 1997).

Modern economic endeavors also involve a sophisticated external division of labor among establishments, firms, and industries, necessitating transactions to facilitate interactions. In advanced economies, approximately two-thirds of transactions occur at this intermediate level. This intra- and inter-industry input-output framework exhibits a geographical dimension. Industries characterized by an uneven or complex upstream division of labor require a higher volume of transactions between firms to reach a final product. In certain scenarios, it proves efficient for establishments to cluster in close geographical proximity despite the associated elevated transport costs. The foundation for firms depends on spatial closeness to other entities encompasses both tangible transactional efficiencies (facilitating inter-firm transactions) and intangible "soft" externalities. These soft factors include local knowledge spillovers among firms and reliance on human relations, norms, and customs to facilitate coordination amid uncertainty or complexity (Feldman, 1993; Audretsch and Vivarelli, 1994; Storper, 1997).

The choice of location holds significant strategic importance for enterprises and represents one of the initial challenges encountered throughout their life cycle. Localization decisions exert a substantial impact on the overall functioning and performance of the company. As Buček (2010) highlights, while it may appear that firms prioritize cost-saving measures in seeking the optimal location for input factors, a considerable portion of the business sector directs its attention towards areas conducive to output realization, namely, markets.

The decision regarding whether to pursue adaptation or standardization in new product development becomes essential, impacting sales performance and consumer preferences (Boztepe, 2007). Standardization involves offering the same products across domestic and international markets, mostly aimed at cost reduction (Kotabe and Helsen, 2008). On a different view, localization involves adapting products to accommodate cross-border differences, including the unique needs and demands of various marketplaces. While standardization prioritizes cost efficiency through mass production, it may overlook customer preferences, whereas localization prioritizes customer satisfaction through personalized product adaptations.

Some scholars advocate for standardization, suggesting that developments in communication and technology are standardizing world markets (Ozsomer and Simonin, 2004; Czinkota et al., 2004). The comparable cultures and similar consumer demands across the world facilitate the sale of identical products and services globally (Kotler et al., 2008; Zou and Cavusgil, 2002). Many companies choose for product localization in foreign markets. For instance, HSBC positions itself as a global bank but conducts business custom-made to local preferences (Kotler et al., 2008). Researchers usually state the necessity of product localization for global expansion. Keegan and Green (2008) reinforced for product adaptation in response to varying market conditions, emphasizing its benefits in market share, price realization, and competitive positioning (Gupta and Govindarajan, 2004).

2.3 Research Gap

While existing research emphasizes the importance of cultural adaptation in product localization strategies, there is a gap in research on the specific cultural dimensions and preferences that influence consumer behavior and buying decisions across different markets. For example, while studies have emphasized the need for localized marketing content, there is inadequate research that explores into the cultural factors that shape consumer perceptions of product features, packaging design, pricing strategies, and promotional messages in specific cultural contexts. This gap could be addressed with the help of empirical research to examine the cultural dimensions such as Hofstede's cultural dimensions or other frameworks impact on consumer preferences and behavior in relation to localized products. This research on cultural differences can enhance businesses product localization efforts and improve to meet the needs and expectations of various consumer segments.

2.4 Conceptual Framework

A conceptual framework aids as a basis that considers most suitable for explaining the characteristic development of the relationship between variable under study (Camp, 2001). It integrates key concepts, empirical research, and significant theories to advance and organize the understanding theorized by the researcher (Peshkin, 1993).

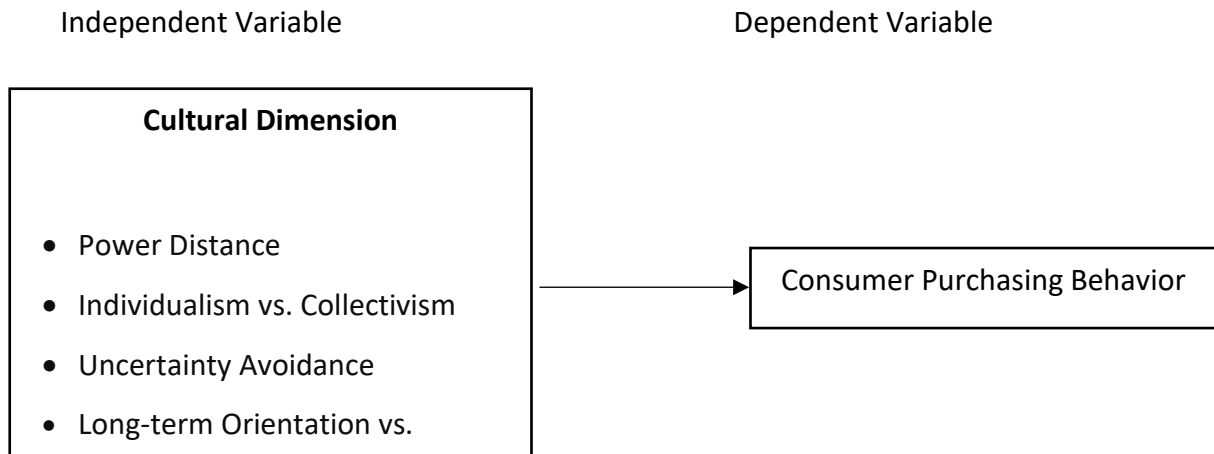


Figure 4 Conceptual Framework
Source: (Author, 2024)

2.4.1 Cultural Dimension

For this research, the independent variables represent the actions and choices made by consumers when considering and purchasing localized products in different cultural contexts, as well as the strategies adopted by companies to adapt products to specific cultural contexts.

Geert Hofstede's cultural dimensions theory is used to understand and analyze the differences and similarities between cultures and how they influence behavior, values, and social norms.

2.4.2 Individualism vs. Collectivism

In individualistic cultures, products that highlight personal expression, independence, and uniqueness tend to resonate well with consumers. Brands often focus on stress the individual benefits and features of their products, catering to the consumer's desire for personalization. In collectivistic cultures, products that promote social cohesion, family values, and group harmony are more appealing. Brands may highlight how their products contribute to social connections or are endorsed by respected community members (Benetollo, 2019).

2.4.3 Power Distance

Power Distance states to the degree to which consumers within a society accept and follow to hierarchical structures and unequal distribution of power associated with certain brands or products. A high-power distance score advocates that consumers are comfortable with and expect clear distinctions in authority and status within the brand's ecosystem. They may perceive the brand as having a strict hierarchical structure, where decisions are made mostly by top-level management, and lower-level consumers accept without questioning authority. On different note, a low power distance score specifies that consumers prefer a more democratic approach, where power and decision-making are shared and dispersed among various stakeholders. In such contexts, consumers may expect brands to engage in more collaborative decision-making processes and value input from all levels of stakeholders (Hofstede, Catholijn, Jonker and Verwaart, 2008).

2.4.4 Uncertainty Avoidance

High uncertainty avoidance culture following consumers may prefer products that offer stability, reliability, and clear instructions. Brands may emphasize product warranties, quality assurance, and customer support services to alleviate consumer concerns about uncertainty. In cultures with small uncertainty avoidance, consumers may be more open to novel or innovative products. Brands may focus on the unique features or benefits of their products to appeal to adventurous consumers (Merkin, 2006).

2.4.5 Long-term Orientation vs. Short-term Orientation

In cultures with a long-term orientation, consumers may prioritize products that offer lasting value, durability, and sustainability. Brands may emphasize the longevity or eco-friendliness of their products to appeal to these consumers. In cultures with a short-term orientation, consumers may prioritize products that offer immediate gratification or instant results. Brands may focus on convenience, speed, and immediate benefits in their product offerings (Hofstede and Minkov, 2010).

2.4.6 Consumer Purchasing Behavior

The consumer purchasing behavior variable represents dependent variable which in this study signify the actions and choices made by consumers when considering and purchasing localized products in different cultural contexts, as well as the strategies adopted by companies to adapt products to specific cultural contexts (Noris, SanMiguel, and Cantoni, 2020).

3 Methodology

3.1 Research approach

The research used a mixed approach to examine the impact of cultural differences on consumer behavior and the product localization strategies implemented by multinational companies. This approach simplified the collection of data to measure variables and establish statistical relationships between cultural aspects and consumer preferences. Through this method, the study pointed out empirical suggestion how cultural diversity formed consumer choices and influence the success of product localization initiatives in context of multinational companies.

3.2 Data collection

The main data for the study was primary data which were gathered via structured questionnaire surveys aimed at consumers. in selected target markets i.e., fast food and fashion domain. The survey questionnaire instrument was used to get the information on cultural perceptions, consumer preferences, purchasing behavior, and attitudes toward localized products. The samples for the research were based on convenient sampling method.

3.3 Data analysis

The quantitative research design was used to meet objective of the study using descriptive statistics, regression analysis, and inferential statistics. Descriptive statistics was used to review demographic characteristics and cross-cultural behavior of the sample population. Correlation analysis and hypothesis testing, were applied to examine the relationships between cross-cultural variables and consumer behavior. Regression analysis was used to distinguish significant predictors of consumer behavior, considering cross-cultural factors as independent variables.

Primary data analysis was referred to the initial examination and interpretation of data gathered specifically for a research investigation. All the responses with close ended questions were tabulated in the table format. Quantitative data were analyzed using software package SPSS 26.0 for descriptive analysis of the data collected from the questionnaire. A mean, and standard deviations for all the respective responses to the statements posed to the employees were derived. And the logically interpreted outcomes were presented in tables, charts, graphs.

Correlation refers to the statistical association amongst two or more variables. It quantifies the relationship between variations in one variable and corresponding changes in another variable. Correlation can help identify the presence and strength of a relationship between variables, but it does not imply causation.

There are various types of correlation measures, including Spearman's rank correlation coefficient, Kendall's rank correlation coefficient, and Pearson correlation coefficient. For this study, Pearson correlation coefficient was taken into consideration.

Table 3 correlation coefficient

Range of Correlation Coefficient Values	Level of Correlation	Range of Correlation Coefficient Values	Level of Correlation
0.00 to 0.19	Very Weak Positive	-0.19 to -0.01	Very Weak Negative
0.20 to 0.39	Weak Positive	-0.39 to -0.20	Weak Negative
0.40 to 0.59	Moderate Positive	-0.59 to -0.40	Moderate Negative
0.60 to 0.79	Strong Positive	-0.79 to -0.60	Strong Negative
0.80 to 1.00	Very Strong Positive	-1.00 to -0.8	Very Strong Negative

Source: (Ozkur & Duman, 2019)

It is important to consider the magnitude and symbol of the correlation coefficient when interpreting the strength and nature of the relationship between the variables being analyzed.

Skewness and kurtosis serve as indicators to assess whether data adhere to normality assumptions (Kline, 2005).

Descriptive statistics were used to analyze both skewness and kurtosis. Skewness values are considered to be acceptable when it falls within the range of -3 to +3, while kurtosis values are considered appropriate within the range of -10 to +10 (Brown, 2006).

4 Result and Analysis

Based on the response from the 83 respondents, the result for the objectives were analyzed and presented.

4.1 Descriptive Analysis

4.1.1 Individualism vs. Collectivism

The five items were used to measure the individualism and collectivism, the first dimension the five cultural dimensions undertaken for the study.

Figure 5 Purchasing Decisions

I feel comfortable making purchasing decisions without seeking input or approval from others.

83 responses

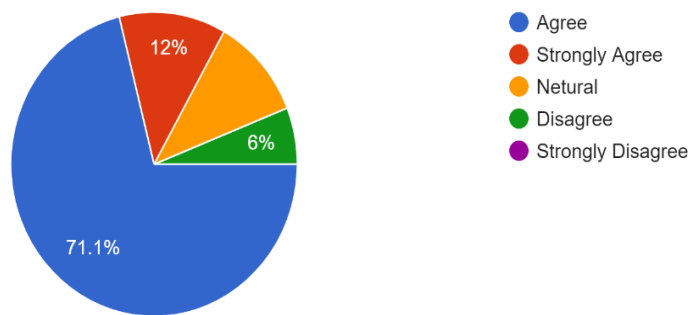


Figure 6 Personal Satisfaction and Fulfilment

Personal satisfaction and fulfillment are more important to me than adhering to group preferences when selecting products or brands.

83 responses

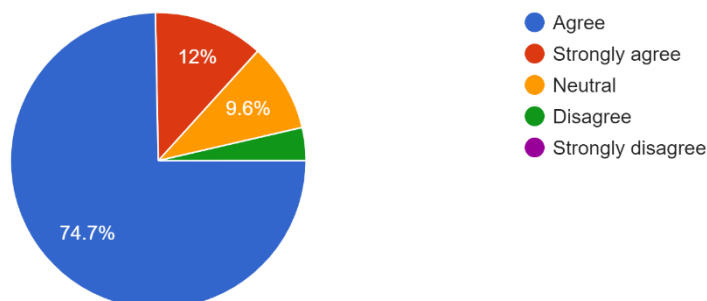


Figure 7 Products or Brands

I am more likely to choose products or brands that align with my individual goals and values, even if they differ from societal norms.

83 responses

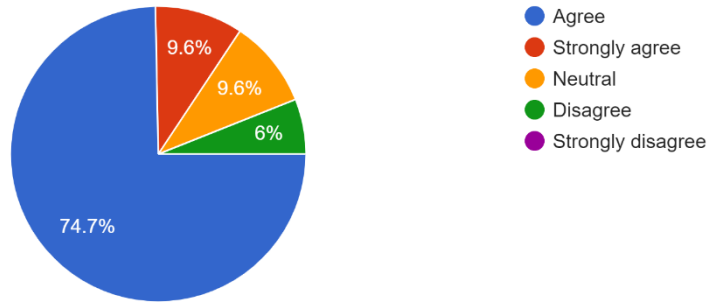


Figure 8 Personal Preferences

I prefer products or brands that cater to my personal preferences rather than collective tastes.

83 responses

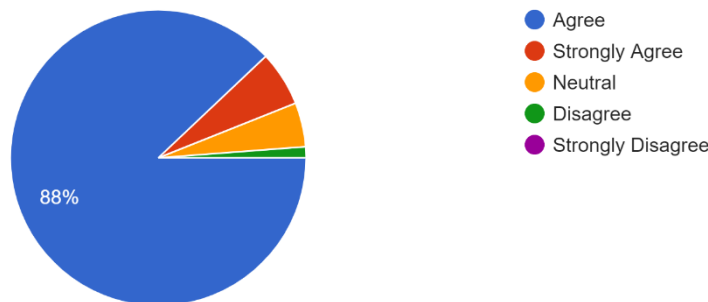
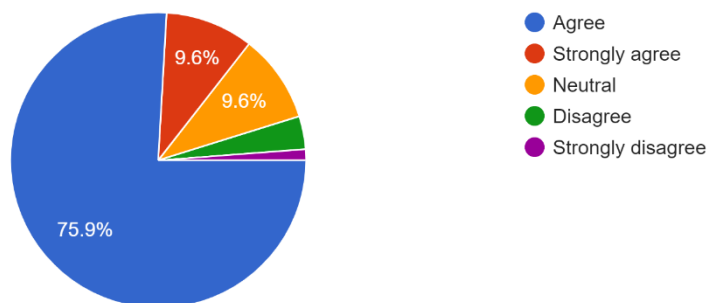


Figure 9 Personality and Individuality

I am likely to choose products or brands that reflect my unique personality and individuality.

83 responses



The results of the survey show a strong leaning towards individualism among the respondents, as evidenced by their agreement with all five statements related to the cultural dimension of individualism versus collectivism. Around 80% of the 83 respondents agreed with each statement supporting a constant trend. Firstly, the preference for products or brands catering to personal preferences over collective tastes emphasizes on individual choice and autonomy in consumer decision-making. Likewise, the readiness to choose products aligned with individual goals and values, even if deviating from societal norms, reflects a prioritization of personal identity and principles over conformity to group expectations. Also, the comfort expressed in making purchasing decisions separately suggests an independent approach to consumption, where individuals trust their own judgment rather than looking for external validation or approval. In addition, the statement that personal satisfaction and fulfillment offset loyalty to group preferences indicates a prioritization of individual well-being and happiness in consumer choices. Lastly, the inclination towards products reflecting unique personality and individuality highlight a desire for self-expression and difference in consumption patterns.

Table 4 Descriptive Statistics of Individualism vs. Collectivism

Statement	Mean	Std. Deviation
I prefer products or brands that cater to my personal preferences rather than collective tastes.	3.99	.398
I am more likely to choose products or brands that align with my individual goals and values, even if they differ from societal norms.	3.88	.651
I feel comfortable making purchasing decisions without seeking input or approval from others.	3.89	.681
Personal satisfaction and fulfillment are more important to me than adhering to group preferences when selecting products or brands.	3.95	.603
I am likely to choose products or brands that reflect my unique personality and individuality.	3.89	.663

Table 4 presents descriptive statistics regarding individualism versus collectivism based on Likert scale responses. The data show a trend towards individualistic consumer behavior among participants. The high mean scores advocate a strong prioritization to personal preferences, values, and goals over collective considerations. This is apparent from the consistently high mean scores across statements, signifying a preference for products and brands that cater to individual tastes and align with personal values, even if they deviate from societal norms.

The relatively low standard deviations show a certain degree of consensus among respondents in their perception to individualistic attitudes. While there is some variability in responses, particularly in terms of the extent to which individuals adhere to these beliefs, the overall pattern shows a major preference for autonomy and independence in consumer decision-making.

4.1.2 Power Distance

The power distance, second cultural dimension was measured with the help of 5 items in the Likert scale statement ranging from strongly disagree to strongly agree. The response of 83 respondents is as below:

Figure 10 Purchase Products or Brands

I am more likely to purchase products or brands endorsed by authoritative figures or institutions.

83 responses

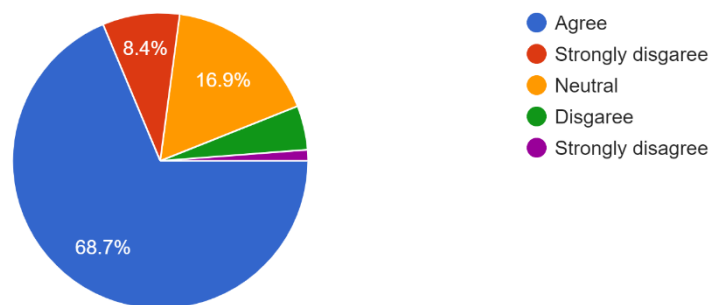


Figure 11 Authoritative and Reputable Sources

I am more likely to trust and purchase products or brands from authoritative and reputable sources.

83 responses

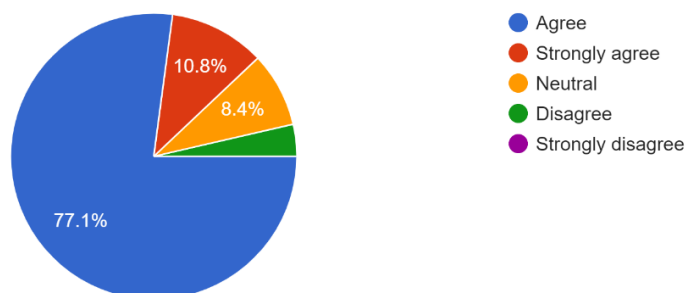


Figure 12 Products or Brands Associated

Having products or brands associated with established and respected figures influences my purchasing decisions.

83 responses

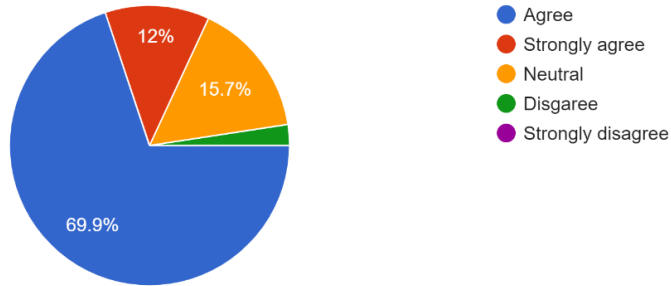


Figure 13 Traditional Hierarchical Structures and Authority

I value products or brands that reflect traditional hierarchical structures and authority.

83 responses

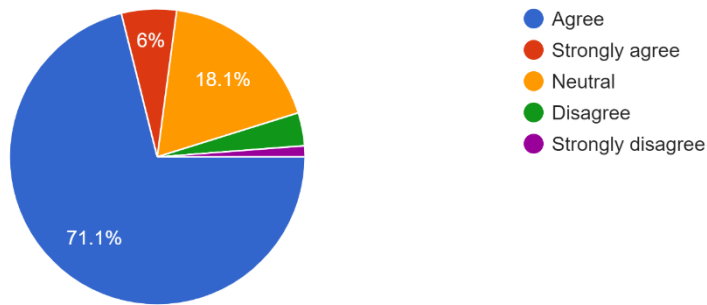
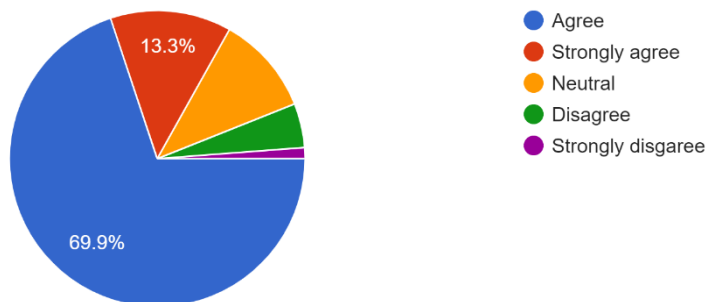


Figure 14 Demonstrate Authority and Expertise

Products or brands that demonstrate authority and expertise in their field are more appealing to me.

83 responses



The survey results, when analyzed within both the domains of fast food and fashion, shows insights into consumer behavior influenced by the cultural dimension of power distance. Across both industries, approximately 70% of respondents stated a tendency to trust and purchase products from authoritative and reputable sources, with a significant proportion around 10-15% strongly agreeing. The preference for authority and credibility suggests that consumers may favor well-known chains with established reputations for quality and reliability. Endorsements from respected public figures or institutions could hold substantial power over consumer choices, aligning with the broader cultural orientation towards high power distance. Also, the appeal of fast-food products that demonstrate authority and expertise may lead consumers to prefer brands known for their consistency and expertise in delivering satisfying meals. The survey findings also imply a preference for authoritative sources and prestigious endorsements among consumers. With around 70% indicating trust in fashion and fast-food products endorsed by authoritative figures or institutions, consumers may gravitate towards brands with a prestigious reputation and a history of excellence.

Table 5 Descriptive Statistics of Power Distance

Statement	Mean	Std. Deviation
I am more likely to trust and purchase products or brands from authoritative and reputable sources.	3.95	.582
Having products or brands associated with established and respected figures influences my purchasing decisions.	3.92	.609
I value products or brands that reflect traditional hierarchical structures and authority.	3.77	.669
I am more likely to purchase products or brands endorsed by authoritative figures or institutions.	3.45	.966
Products or brands that demonstrate authority and expertise in their field are more appealing to me.	3.89	.733

Table 5 provides descriptive statistics concerning power distance. The consumer response shows they prefer for brands with a strong reputation and established authority. The respondents agreed with statements about trusting well-regarded figures and institutions. This explains to a higher probability of purchasing products endorsed by these entities. However, the data also suggests

some variation in opinion, indicating that individual preferences can influence the extent to which a brand's authority sways buying decisions.

4.1.3 Uncertainty Avoidance

The next cultural factor, uncertainty avoidance was measured four items with the use of Likert scale statements. The result based on the 83 respondents for this cultural factor is as follows.

Figure 15 Clear Guidelines and Instructions

I prefer products or brands that offer clear guidelines and instructions for use.
83 responses

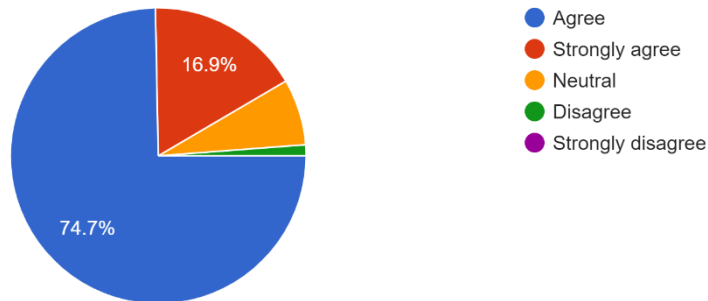


Figure 16 Clear Features and Benefits

I prefer purchasing products or brands with certain or clear features or benefits.
83 responses

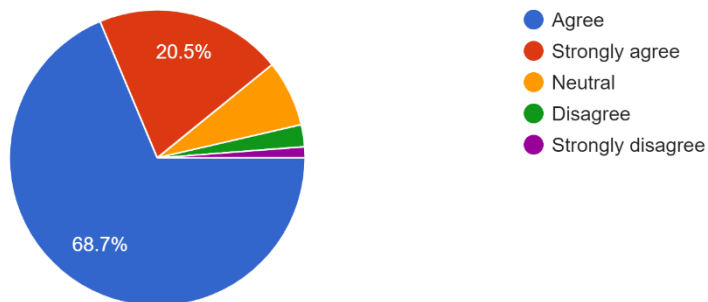


Figure 17 Stability and Security

I prioritize products or brands that offer stability and security in uncertain situations.

83 responses

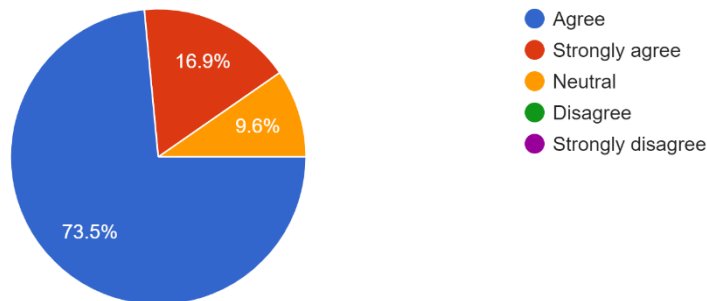
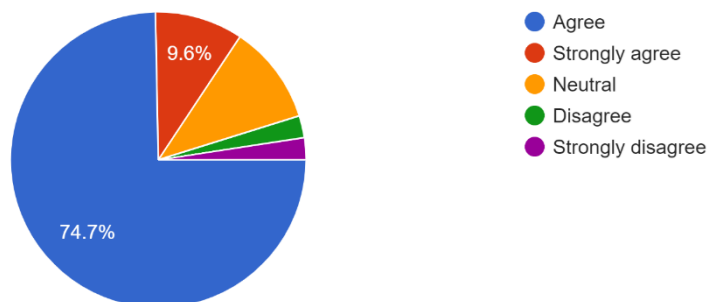


Figure 18 Established and Predictable

Having products or brands with established and predictable outcomes is important to me.

83 responses



The survey results show a strong inclination towards high uncertainty avoidance among the respondents, with approximately 68-75% agreeing and 10-20% strongly agreeing with each of the four statements related to the cultural dimension of uncertainty avoidance.

The preference for products or brands offering clear guidelines and instructions for use advocates a longing for clarity and predictability in consumer choices, reflecting an unwillingness to engage with unclear or uncertain situations.

The response towards purchasing products with certain or clear features and benefits highlight a preference for reliability and assurance in consumption, where consumer seek to minimize uncertainty and risk. Also, the prioritization of products offering constancy and security in uncertain situations shows a need for reassurance and predictability, particularly in environments considered to be instable. As well, the importance placed on products with established and predictable outcomes further stresses a desire for stability and certainty in consumer decision-making processes.

Table 6 Descriptive Statistics of Uncertainty Avoidance

Statement	Mean	Std. Deviation
I prefer products or brands that offer clear guidelines and instructions for use.	4.07	.536
I prefer purchasing products or brands with certain or clear features or benefits.	4.05	.697
I prioritize products or brands that offer stability and security in uncertain situations.	4.07	.513
Having products or brands with established and predictable outcomes is important to me.	3.87	.712
I prefer products or brands that offer clear guidelines and instructions for use.	4.07	.536

Table 6 presents descriptive statistics related to uncertainty avoidance, focusing on respondents' preferences regarding clarity, certainty, and stability in consumer choices. The consistently high scores across all statements direct respondent's desire for clarity and control. The data shows consumer chooses strong preference for familiar and dependable options. The respondents prefer products with well-defined features, clear instructions, and predictable benefits.

The relatively low standard deviations indorse a degree of consensus among respondents in appreciating clarity and certainty in their consumer choices. While individual preferences may vary to some extent, the overall pattern advocates a shared emphasis on products or brands that provide stability and security in uncertain situations.

4.1.4 Short-term Versus Long-Term Orientation

The last cultural dimension short-term versus long-term orientation was measured using five Likert scale items, the result based on the 83 respondents for this cultural factor is as follows.

Figure 19 Clear Guidelines Benefits and Outcomes

I prefer products or brands that focus on long-term benefits and outcomes rather than immediate gratification.

83 responses

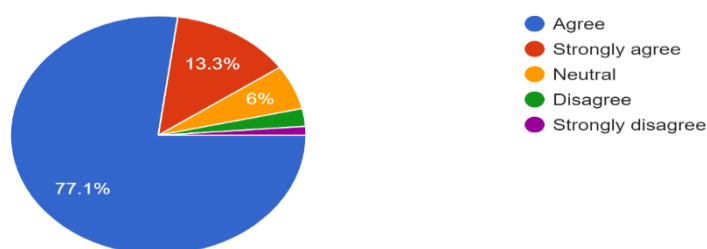


Figure 20 Sustainability and Future Planning

Having products or brands that prioritize sustainability and future planning is important to me than that offer quick results and instant benefits.

83 responses

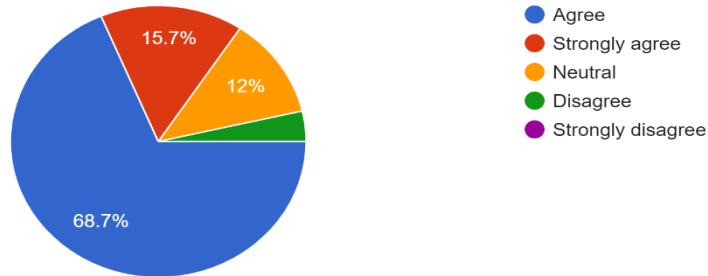


Figure 21 Long-Term Value and Durability

I am willing to invest in products or brands that offer long-term value and durability.

83 responses

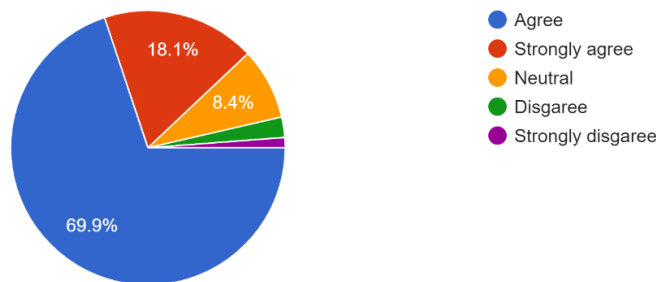


Figure 22 Long Term Vision and Commitment

I prioritize products or brands with a long-term vision and commitment to quality than products or brands that offer immediate rewards and experiences.

83 responses

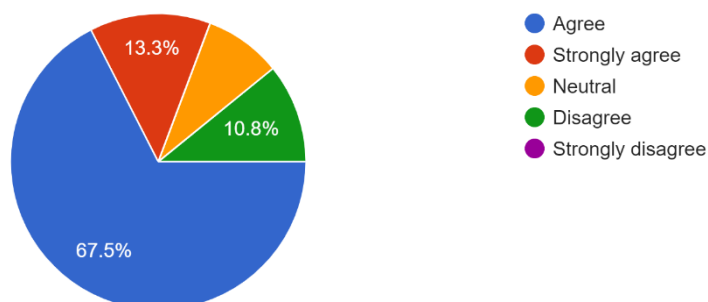
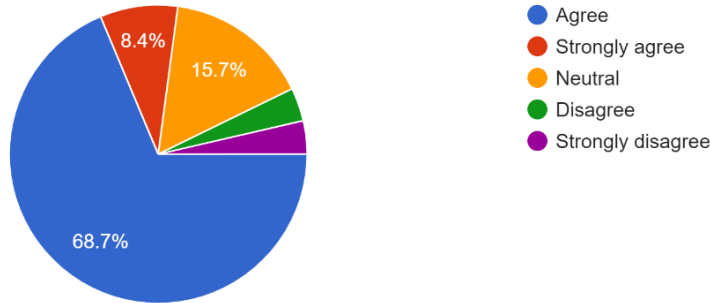


Figure 23 Support Long Term Goals and Aspirations

Having products or brands that support long-term goals and aspirations is important to me than to cater my immediate needs.

83 responses



The survey within the domains of fast food and fashion regarding the cultural dimension of short-term versus long-term orientation, shows convincing perceptions into consumer behavior. Across both industries, around 70% of respondents stated agreement with statements favoring long-term benefits and outcomes over immediate satisfaction. Especially, the agreement (77%) with the preference for products or brands focusing on long-term benefits shows a common perception towards long-term satisfaction and future planning in consumer choices. This preference is particularly appropriate in the context of fast food, where consumers may more and more go for the healthier options or sustainable practices over immediate consideration. In the same way, in the fashion industry, the importance on sustainability, durability, and long-term value suggests a growing consciousness among consumers regarding ethical and environmental considerations in their purchasing decisions. Likewise, the prioritization of products with a long-term vision and commitment to quality emphasizes a desire for stable satisfaction and investment in products that offer lasting value.

Table 7 Descriptive Statistics of Long-term vs Short-term Orientation

Statement	Mean	Std. Deviation
I prefer products or brands that focus on long-term benefits and outcomes rather than immediate gratification.	3.99	.634
Having products or brands that prioritize sustainability and future planning is important to me than that offer quick results and instant benefits.	3.96	.652
I am willing to invest in products or brands that offer long-term value and durability.	4.01	.690

I prioritize products or brands with a long-term vision and commitment to quality than products or brands that offer immediate rewards and experiences.	3.83	.794
Having products or brands that support long-term goals and aspirations is important to me than to cater my immediate needs.	3.75	.809

Table 7 provides descriptive statistics relating to long-term versus short-term orientation in consumer preferences. The data shows a dominant perception in the direction of valuing long-term considerations among respondents in their consumer decision-making. The constantly high mean scores across statements specify a preference for products or brands that stress sustainability, future planning, and durability, reflecting a desire for long-lasting value rather than brief benefits.

The result also shows some deviations in the responses, even though the average scores were moderate to high signify that while most people support valuing long-term benefits, there were still some differences in how strongly each respondent felt about it.

The four distinct dimensions were undertaken in this study to measure the cross-culture factors and the perceptions of the consumer through 83 respondents were analyzed using Likert scale questionnaire. The table 8 presents a comprehensive examination of four distinct constructs: individualism power distance, uncertainty avoidance, and long-term vs. short-term orientation. These constructs are crucial in understanding consumer behavior and preferences within diverse cultural contexts.

Table 8 Descriptive Analysis of Cultural Dimensions

	Individualism versus Collectivism	Power Distance	Uncertainty Avoidance	Long-term vs. Short term Orientation
Mean	3.9	3.80	4.02	3.91
Std. Deviation	.335	.386	.416	.451
Skewness	-.143	-1.62	-.652	-.613
Kurtosis	2.79	2.08	2.89	1.92

The construct individualism with the mean score of 3.9205 directs a dominant perception of respondents towards prioritizing personal autonomy and preferences. The relatively low standard deviation of 0.33487 indicates a degree of consensus among respondents, although there is a slight leftward skew, indicating some disagreement in attitudes towards individualistic tendencies to collectivism. On the other hand, power distance, with a mean score of 3.8, shows a moderate

acceptance of ordered authority and influence. The higher skewness shows a noteworthy concentration in the direction of lower scores, representing a tendency towards democratic views. In terms of uncertainty avoidance, the mean score of 4.02 signifies a strong preference for stability and predictability in consumer choices. Despite an insignificant leftward skew, the distribution advocates a general agreement towards avoiding uncertainty. Finally, long-term versus short-term orientation, with a mean score of 3.91, explains a moderate to high preference for stable benefits over instant satisfaction. While there is some variability in responses, the overall trend backs respondent's perception towards long-term planning and sustainability.

4.1.5 Analysis of Consumer Buying Behavior

The dependent variable, consumer buying behavior, was assessed through five-point Likert scale items with six statement assessing the perceptions of respondents regarding the influence of localization on their buying decisions. The table 4.6 presents the mean scores and standard deviations for each statement.

Table 9 Descriptive Statistics of Consumer Buying Behavior

Statement	Mean	Std. Deviation
I am more likely to purchase a product or brand if it is localized to meet my cultural preferences.	3.88	.550
I am willing to pay a premium for products or brands that are tailored to suit my cultural needs.	3.88	.651
The localization of a product or brand enhances my overall satisfaction with the purchase experience.	3.81	.706
A localized product or brand resonates more with my values and preferences.	3.81	.614
I am more likely to recommend a product or brand to others if it is localized to meet my cultural preferences.	3.69	.731
I am more likely to recommend a product or brand to others if it is localized to meet my cultural preferences.	3.90	.637

The data shows a positive perception of respondent to the impact of localization on consumer buying behavior. The mean scores, ranging from 3.69 to 3.90, specify a moderate to high level of agreement with statements stressing the importance of cultural localization in product or brand selection. Specifically, respondents express a willingness to purchase and recommend products personalized to meet their cultural preferences, emphasizing the significance of cultural traits in shaping

consumer choices. The standard deviations show some variability in responses, signifying that while there is a general tendency towards valuing cultural localization, individual perceptions may vary in terms of the extent to which they prioritize this factor in their buying behavior.

4.2 Inferential Analysis

The inferential statistical tests such as correlation and regression are conducted to determine the significance of the observed differences and relationships. These inferential analyses would provide valuable insights into the significance and strength of the relationships between cultural dimension perceptions and consumer buying behavior.

The table 9 illustrates the relationships between consumer buying behavior and four cultural dimensions: individualism versus collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation.

4.2.1 Correlation Analysis

Table 10 Correlation Analysis

	Consumer Buying Behavior	Individualism versus Collectivism	Power Distance	Uncertainty Avoidance	Long-term vs. Short term Orientation
Consumer Buying Behavior	1	.498**	.456**	.398**	.583**
Individualism versus Collectivism	.498**	1	.453**	.399**	.565**
Power Distance	.456**	.453**	1	.069	.182
Uncertainty Avoidance	.398**	.399**	.069	1	.554**
Long-term vs. Short term Orien- tation	.583**	.565**	.182	.554**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Consumer Buying Behavior shows strong positive correlations with individualism versus collectivism ($r = 0.498$), power distance ($r = 0.456$), and long-term vs. short-term orientation ($r = 0.583$). These correlations support a meaningful association between consumer buying behavior and these

cultural dimensions, signifying that individuals with higher consumer buying behavior tend to show more individualistic tendencies, resist hierarchical authority, and prioritize long-term outcomes in their decision-making. The correlation between individualism versus collectivism and power distance ($r = 0.453$) is also strong, indicating a significant relationship between these cultural dimensions. As well, individualism versus collectivism and long-term vs. short-term orientation display a strong positive correlation ($r = 0.565$), signifying a connection between individualistic tendencies and a preference for long-term outcomes.

Power distance and uncertainty avoidance exhibit weaker correlations with other variables. Power distance shows moderate positive correlations with consumer buying behavior ($r = 0.456$) and individualism versus collectivism ($r = 0.453$), demonstrating a moderate relationship with these dimensions. However, its correlation with uncertainty avoidance and long-term vs. short-term orientation is weak positive correlation. Uncertainty avoidance displays moderate positive correlations with consumer buying behavior ($r = 0.398$) and long-term vs. short-term orientation ($r = 0.554$), signifying a moderate association between these variables. Its relationship with individualism versus collectivism and power distance is also moderate, signifying a significant connection with these cultural dimensions.

Long-term versus short-term orientation displays strong positive correlations with all other variables. Its associations with consumer buying behavior ($r = 0.583$) and individualism versus collectivism ($r = 0.565$) are particularly strong, signifying a strong relationship between a preference for long-term outcomes and consumer behavior influenced by distinctive preferences.

4.2.2 Regression Analysis

Regression analysis here shows the relationships between consumer buying behavior and cultural dimensions such as individualism versus collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation. By using regression analysis in this context, the study aims to understand how variations in cultural dimensions influence consumer behavior.

Table 11 Regression Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.452	.29373

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.184	4	1.546	17.919	.000 ^b
	Residual	6.730	78	.086		
	Total	12.914	82			

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.316	.461		.685	.495
	Inv	.065	.132	.055	.494	.622
	PD	.355	.095	.346	3.729	.000
	UA	.112	.095	.117	1.178	.242
	LSO	.373	.097	.424	3.851	.000

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Individualism Vs. Collectivism, Power Distance, Uncertainty Avoidance, And Long-Term Vs. Short-Term Orientation

The table 11 shows the results of a regression analysis aimed at understanding the relationship between cultural dimensions individualism vs. collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation and consumer buying behavior.

Pearson correlation coefficient indicates a moderate positive relationship between the predictors and the dependent variable, with an adjusted R Square of 0.452, suggesting that about 45.2% of the variance in consumer buying behavior can be explained by the cultural dimension's individualism vs. collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation.

The regression model demonstrates statistical significance ($F = 17.919$, $p < .001$), indicating that the cultural dimensions individualism vs. collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation significantly contribute to explaining the variance in consumer buying behavior.

The coefficient for individualism versus collectivism is 0.065, suggesting a weak positive association with consumer buying behavior. However, both the standardized coefficient and the t-value are relatively low, indicating that this relationship is not statistically significant. Moreover, the p-value of 0.622 is much higher than the conventional significance threshold of 0.05 confirming the lack of statistical significance. The coefficient for power distance is 0.355, signifying a positive and statistically significant relationship with consumer buying behavior. This is supported by the standardized

coefficient of 0.346, which confirms the importance of power distance in predicting consumer buying behavior. As well, the t-value of 3.729 is significantly greater than 2, and the p-value of 0.001 is well below 0.05 suggested power distance is significant in consumer behavior.

The coefficient for uncertainty avoidance is 0.112, signifying a positive relationship with consumer buying behavior. However, the standardized coefficient and the t-value are relatively low, and the p-value of 0.242 is higher than 0.05, demonstrating that this relationship is not statistically significant. The coefficient for long-term versus short-term orientation is 0.373, representing a positive and statistically significant relationship with consumer buying behavior. This is reinforced by the substantial standardized coefficient of 0.424 and the high t-value of 3.851, along with the very low p-value of 0.001.

This advocates that individuals from cultures with higher power distance and a preference for long-term products tend to show more consumer buying behavior. However, cultural dimensions individualism vs. collectivism, and uncertainty avoidance do not show statistically significant relationships with consumer buying behavior.

4.3 Discussion

The study findings presented significant perceptions into consumer behavior patterns. Respondents displayed a strong inclination towards individualism, prioritizing personal preferences over collective tastes, and emphasizing individual autonomy and identity in their consumer decision-making. The respondent's perception showed a moderate acceptance of authority and influence, favoring brands associated with established figures and institutions, and presented a preference for clarity, certainty, and stability in their choices, with a strong discontented to uncertainty. Also, consumers perceive a preference for long-term benefits and outcomes, appreciative sustainability, durability, and long-term value in their consumer choices. While cultural dimensions like power distance and long-term vs. short-term orientation showed significant positive relationships with consumer buying behavior, individualism vs. collectivism and uncertainty avoidance did not show statistically significant relationships.

The findings from the previous literature and the present study shows quite a lot of resemblances and variances in understanding the influence of cultural background on consumer behavior and the strategic implications for businesses. Both the literature and the study highlight the significant

influence of cultural background on consumers' preferences, choices, and perceptions regarding brands and services. Ranjbaran et al. (2022) emphasize how cultural differences shape consumers' concerns, moral judgments, and perceptions of service quality, while this study demonstrates how cultural dimensions such as individualism vs. collectivism, power distance, uncertainty avoidance, and long-term vs. short-term orientation influence consumer buying behavior. Johnson and Arunthanes (1995) emphasize the impact of cultural differences on product adaptation, likewise this study shows that consumers value products or brands that are tailored to suit their cultural preferences, signifying the necessity for a localization strategy.

In contrast to the emphasis on consumer behavior and localization strategies in the present study, Storper (1997) discusses the concept of economic organization, highlighting the examination of physical units of production and transactions involved in consolidating specific tasks in one basket. Lastly, Buček (2010) emphasizes the importance of prioritizing areas conducive to output realization, particularly markets, in localization decisions, this contrasts with the consumer-centric focus of the present study.

5 Conclusion

The analysis conducted in this study offers valued observations into the current perception of cultural differences and its impact on consumer buying behavior towards localized products. Through the examination of survey responses and statistical analyses, the study added a complete understanding of how consumers perceive cultural differences and the extent to which it impacts their buying decisions. The findings show a significant correlation between cultural dimensions, such as individualism versus collectivism, power distance, uncertainty avoidance, and long-term versus short-term orientation, and consumer buying behavior. Specifically, consumers with higher levels of consumer buying behavior tend to show more individualistic tendencies, resist hierarchical authority, and prioritize long-term orientations in their decision-making. Likewise, the preference for products or brands tailored to cultural preferences emphasizes the importance of localization strategies in meeting consumer demands in various cultural contexts.

The study also showcases the impact of cultural differences on consumer preferences concerning localized products. The analysis stresses the importance of understanding cultural differences in developing marketing strategies and product offerings custom-made to specific cultural

backgrounds. The findings emphasize the need for companies to create a balance between standardization and localization, adopting a "think globally but act locally" approach to effectively cater to diverse consumer preferences. By identifying and accepting cultural differences, companies can enhance their competitive advantage and better meet the needs and preferences of their target consumers.

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Appendix

Questionnaire for Survey

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Individualism					
I prefer products or brands that cater to my personal preferences rather than collective tastes.		Yes			
I am more likely to choose products or brands that align with my individual goals and values, even if they differ from societal norms.			Yes		
I feel comfortable making purchasing decisions without seeking input or approval from others.	Yes				
Personal satisfaction and fulfillment are more important to me than adhering to group preferences when selecting products or brands.		Yes			
I am likely to choose products or brands that reflect my unique personality and individuality.				Yes	
Power Distance					
I am more likely to trust and purchase products or brands from authoritative and reputable sources.	Yes				
Having products or brands associated with established and respected figures influences my purchasing decisions.	Yes				

I value products or brands that reflect traditional hierarchical structures and authority.			Yes		
I am more likely to purchase products or brands endorsed by authoritative figures or institutions.		Yes			
Products or brands that demonstrate authority and expertise in their field are more appealing to me.					Yes
Uncertainty Avoidance					
I prefer products or brands that offer clear guidelines and instructions for use.			Yes		
I prefer purchasing products or brands with certain or clear features or benefits.		Yes			
I prioritize products or brands that offer stability and security in uncertain situations.				Yes	
Having products or brands with established and predictable outcomes is important to me.					Yes
Short-term Vs. Long Term- Orientation					
I prefer products or brands that focus on long-term benefits and outcomes rather than immediate gratification.		Yes			
Having products or brands that prioritize sustainability and future planning is important to me than that offer quick results and instant benefits.				Yes	

I am willing to invest in products or brands that offer long-term value and durability.				Yes	
I prioritize products or brands with a long-term vision and commitment to quality than products or brands that offer immediate rewards and experiences.			Yes		
Having products or brands that support long-term goals and aspirations is important to me than to cater my immediate needs.		Yes			

Consumer Purchasing Behavior

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am more likely to purchase a product or brand if it is localized to meet my cultural preferences.			Yes		
I am more likely to purchase a product or brand if it is localized to meet my cultural preferences.			Yes		
I am willing to pay a premium for products or brands that are tailored to suit my cultural needs.				Yes	
The localization of a product or brand enhances my overall satisfaction with the purchase experience.			Yes		
A localized product or brand resonates more with my values and preferences.			Yes		
I am more likely to recommend a product or brand to others if it is localized to meet my cultural preferences.				Yes	

I feel a sense of loyalty towards products or brands that demonstrate an understanding of my local culture.				Yes	
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