

Impact of Cultural Elements on Brand Preferences An Explorative Research

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Abstract

Building a brand and creating a professional image requires a thorough understanding of culture. Different civilizations have unique passions, convictions, values, and traditions. Culture-specific expectations and boundaries exist. Products and services reflect culture, and they frequently express the symbolic cultural meaning associated with them. A marketer has an advantage over rivals by being aware of the culture and family structure and consumption patterns. Cultural variables have a big impact on people's decisions to purchase and consume. The research aimed to verify whether there is an impact of cultural elements on brand preference and whether their profile factors differentiate the impact of culture on brand preference. The research reveals that the influence of culture on brand choice is consistent across age groups, family sizes, family types, jobs, and respondents' religious affiliations. Regarding how culture influences brand choice, male and female responses differ significantly. The languages that they speak have an impact on how much culture impacts brand preferences.

Keywords: Culture, Brand, Preference, Cultural Elements.

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1. Introduction

The most significant environmental influence on consumer behavior is culture, which is determined by societal values and ideas. A certain region's people's habits or behaviors over time have come together to form a culture. This pattern may be seen in their intelligence, beliefs, artistic creations, morality, laws, and traditions. In other words, it may be summed up as the state of life of a community at a specific period of time. Geert Hofstede, Gert Hofstede, and Michael Minkov (2010) refer to culture as the "software of the mind" and contend that it directs how people think and act, serving as a tool for problem-solving. According to Hawkins and Mathersbaugh (2010), culture is a complicated system that incorporates all of the skills and routines that people develop due to growing up in a certain community. This includes knowledge, belief, art, law, morals, and customs. Similarly, Warner and Joynt (2002) stated that culture is a set of shared values that work as the social glue to keep a society together. However, cultures differ both within and within nations. Hence, culture, in other words, is described as the collection of learned ideas, values, and conventions that help to govern the consumer behavior of members of a certain community. Consumer behavior is guided by beliefs and values; traditions are uncommon and acceptable ways of acting. Products and services reflect culture, and their symbolic cultural significance is frequently conveyed. Instead of acquiring value from items, consumers purchase them to express themselves through a symbol. The significance of culture in creating brands has been covered in several investigations. The goal of marketers is to ride the cultural tides rather than fight them. Consumers' values, which they pick up from society, are one way that culture affects their purchasing decisions. Cultural values are persistent convictions that a certain course of action or ultimate state of being is individually or socially preferable. The values, ideas, and customs of a culture are perpetuated as long as they result in happiness. If a tradition is no longer acceptable in a particular society due to its associated value or if it is not adequately serving human needs, it must be modified. Culture gradually changes to fit societal demands. Many marketers and advertisers believe that advertising reflects societal values and wants, and hence the claims and/or appeals contained in advertisements represent the behavior or goals of potential customers. Consumer preferences for a certain brand are represented by brand preferences (Overby and Lee, 2006). It refers to the behavioral habits that demonstrate how much customers prefer one brand over another (Hellier et al., 2003). In terms of expressing customer opinion of brands, brand preference is close to reality. In the marketplace, buyers frequently have to choose between multiple possibilities. The environment of India is diverse, with distinct hues for each region and locality. Since this is the fundamental foundation of a person's identity or origin and is deeply ingrained in human behavior, which is clearly visible in people's eating habits, fashion sense, and morals or beliefs, it becomes significant in terms of emotional values. Therefore, in order to reinforce the foundation upon which they want to construct the pyramid of their brand and its preference, an

organization must shape itself in accordance with the effect of the environment. The premise of Hofstede's (1980) cultural framework is that people from other cultures have different preferences, beliefs, values, and practices. Many studies have categorized universal core values and values that exist amongst cultures as a consequence of regional cultural variances (Burton, 2009). Boundaries and expectations vary according to culture. These restrictions dictate what actions are acceptable and unacceptable within and between cultures and act as various control mechanisms. It's possible that something that is acceptable in one culture wouldn't be in another. Cultural understanding is necessary for branding and building a commercial image. Companies must avoid assuming the common values and attitudes of individuals and groups within certain countries in order to successfully build a branding identity and image connection for each country or specialized culture (Nandan 2005). Each nation's conduct and values are shaped by these universal attitudes and actions. Understanding how to include the consumer is necessary for marketing a product across these many cultures (Engeseth 2006), but the cultural norms, lingo, and symbols of each nation offer a unique framework for predicting customer behavior both inside and between nations. Singapore Airlines used the friendliness of their nation and turned it into a profitable corporate brand value on their flights.

In a nutshell, culture, which is established by society's values and beliefs, has the greatest effect on consumer behavior. Consumer values, which they learn from society, are one way culture influences their purchase decisions. Products and services reflect culture, and the symbolic cultural meaning of these products and services is frequently expressed. Understanding culture is essential for branding and developing a business image. Different cultures have distinct interests, beliefs, values, and customs. Boundaries and expectations differ by culture.

2 REVIEW OF LITERATURE

The following is a review of the literature on how culture affects consumer brand preferences:

Four studies by Donnel AB and Aaker, JL (2006) show that cultural variations in persuasion emerge when information is processed superficially and impulsively, but these differences disappear when intuitions are supported by more deliberate processing. Promotion-focused information is more persuasive to North Americans, but prevention-focused information is more persuasive to Chinese people, only when messages are delivered with immediate, automatic responses. When processing is deliberate, these default judgments are corrected. These findings support the assumption that culture does not always and consistently influence consumer opinions. The proportion of a person's judgments that are based on cultural information as opposed to more personal knowledge is a crucial component in deciding whether culture-based impacts are prominent or disappear.

The study by Chang, Pao-Long. and Chieng, Mimg-Hua (2006) uses an experience lens to provide a framework for consumer-brand interaction. In this paper, the authors provide the results of cross-cultural comparison research that they carried out on a sample of actual customers at coffee chain outlets in Shanghai, China. and Taipei, Taiwan. The results show that brand association, brand personality, brand attitude, and brand image all play a role in how an individual's and a group's experiences influence a company's relationship with its customers.

Eng TY, and Kim EJ (2006) state that a company's long-term survival and profitability depend on the loyalty of its online consumers. By incorporating knowledge from earlier research on consumer loyalty in European contexts and Hofstede's cultural aspects, this study explores how Confucian culture affects loyalty in South Korea. The key findings demonstrate that in Confucian society, high power distance is positively correlated with attachment, but this relationship is tempered by marketing practices that encourage lock-in. This highlights the significance of recommendation and community involvement and shows the significant effect of collectivism in Confucian society.

Abdin J, (2008) states that global marketing is significantly impacted by culture. Before introducing a product to the market, a marketer must thoroughly research the local culture. The ability to communicate effectively can be hindered by a few significant obstacles. The attempt can be useless due to Self-Reference Criteria (SRC) and ethnocentrism. As a result, a marketer operating in a global setting needs to adapt his entire way of thinking to the way of life of the population.

Krueger and Nandan (2008) opined that extraordinary globalization has allowed organizations enormous opportunities to impact markets beyond their own nation and region. This globalization has been made conceivable by progressing, huge advances in worldwide exchange, and worldwide correspondence. The capability of marking in an organization's overall methodology is canvassed in this exposition. The authors have picked a couple of occasions from the Chinese and Indian settings to underline the meaning of culture in a worldwide promotion and feature significant social and marketing difficulties that fruitful global organizations should consider.

Steve J, et al (2008) observe that marketing decisions on product, pricing, promotion, and location are influenced by culture (the 4 Ps). Marketing executives must exercise caution while assuming the validity of the Anglo cluster, which equates to the cultures of the United States (U.S.) and Canada. We must acknowledge that national cultures are changing in the United States, Canada, and Mexico, as well as in the majority of other countries throughout the world.

David K, Mathias N and, Erik S (2008) state in their study that an organization that expands into a foreign market must learn how to cope with the unique culture of that market. Language, religion, traditions, and other aspects of a nation's culture are all included. This dissertation seeks to learn more about the difficulties that Swedish businesses face while doing business in developing nations.

Foscht T., et al (2008) aim to investigate how cultural variations influence brand perception. The research was conducted in six nations among various engagement groups. Hofstede's cultural dimensions and Aaker's brand personality characteristics are used in the study. It demonstrates that, despite similar positioning, a brand is seen differently in different cultures.

Zhou L, and Wong A (2008) find that in the worldwide brand literature, purchasing motivations that are essential to the consumer experience are frequently ignored. This paper focuses on perceived status, perceived quality, and perceived value as the three main reasons why people make purchases. It investigates their relative influence on young Chinese consumers' propensity to buy international brands. The findings show that consumers with varying levels of social conformity inclinations and consumers of visible and unobtrusive items have quite diverse purchase motivations.

Data for Yoo B's (2009) study were gathered from American and South Korean college students. It was discovered that personal collectivism has a substantial impact on brand equity and loyalty among Americans and Koreans. In both the US and South Korean samples, people with strong collectivism showed greater brand loyalty than those with low collectivism. These results showed that, regardless of the country's culture, collectivist audiences valued brands higher.

The purpose of this research by Mulyanegara R.C., and Tsarenko Y. (2009) is to investigate and compare the predictive power of personality and values in determining consumer brand choices. The study chose a quantitative method, with 251 undergraduate students serving as study participants. It implies that values are better predictors of brand preferences and have both direct and indirect effects on brand preferences via the mediating role of prestige sensitivity.

Park H.J., Rabolt N.J. (2010) state that cultural value has been discovered as a component that influences the brand image and is widely acknowledged as one of the key notions in understanding consumer consumption value. The disparities in brand image, cultural value, and consumer value between the United States and South Korea were postulated in this study. The findings offer insights into standardized brand image tactics and indicate some implementable techniques that might be useful in both nations.

Gammoh B.S, Koh A.C, and Okoroafo S.C. (2011) report that global consumer culture positioning (GCCP) provides brand managers competing in the global marketplace with particular strategic positioning guidance. The purpose of this study is to determine if the adoption of such positioning methods in print marketing stimuli influences customer assessments of a fictitious brand. The results suggest that participants' level of conviction in global citizenship has a moderating influence on the success of the GCCP strategy.

This study by Yongjun S, Sejung MC, and Jhih-Syuan L (2012) investigates the impact of situational cues on consumer brand appraisal; more crucially, this link is investigated across the cultures of the United States and Korea. According to the research, consumers favour companies with personality attributes that are compatible with social circumstances. Furthermore, as expected, this brand-situation congruence, in which brand preference improves when social situational indicators are congruent vs. incongruent with the brand personality, is greater among Korean individuals compared to American ones.

Herstein, R., et al (2012) disclose that in four Union of the Mediterranean member nations, the research examined the relationship between three personality qualities and two characteristics of consumers who purchase private-label brands (their propensity to do so and the significance they place on the "brand dimensions"). Differences across cultures were discovered. Retail planners can benefit from the study's useful new marketing knowledge.

Reham Shawky Ebrahim (2013) says that brand preferences highlight the attributes that a brand has in order to enhance its position and expand its market share. Experiential marketing broadens the position of a brand by transforming it from a set of characteristics to an experience. The goal of this research is to create a model that specifies how brand knowledge and brand experiences influence brand choices. Brand experience and expertise are important factors in deciding brand choices. The findings support the notion that brand experience plays a role in mitigating the impact of generic brand features and appearance on brand choice. The program offers three practical degrees in the creation of technology product brands and the acquisition of client preferences.

Marcel Schnalke and Roger B. Mason (2014) researched to investigate the impact of national culture on marketing communications between South African and German enterprises. The study's findings highlighted the emergence of new obstacles for multinational corporations functioning on a global scale. In light of the research findings, recommendations for increasing international communication between South African and German enterprises are presented.

According to Saha SK, et al (2014), the cross-cultural marketing mix issues from countries in Asia and the Asia-Pacific region, including Australia, China (PRC), Bangladesh, Japan, Pakistan, and India, are highlighted in

the research. When designing goods, creating promotions, and putting distribution networks in place in foreign markets, international marketers need to take a number of important cultural factors into account. Values, beliefs, ways of thinking, symbols, customs, religion, and language are some of these components. This will need considering a variety of elements in global marketplaces, such as the cultural origins, religious beliefs, shopping preferences, and levels of individual discretionary income of consumers.

Namita Bhandari (2014) states that for businesses that conduct business abroad, the idea of "one size fits all" is no longer applicable. By doing this, a global corporation runs the danger of failing to understand the cultural subtleties of its target market. Cultural differences must be taken into account while revising the marketing strategy and efforts. In-depth knowledge of a market's customs, values, and traditions might be an astonishing competitive advantage for any multinational.

Frauke MT, Alex N and Martin L (2014) express that the elements that affect the young, wealthy Chinese consumer's brand loyalty are examined in this article. The relative impact of perceived value, perceived quality, and trust on their attitudinal loyalty is examined. The results demonstrate that collectives are substantially more brand loyal than individualists, particularly when quality and trust are at low levels.

Yakup Durmaz (2014) examines how cultural influences affect consumer purchasing behavior. 1400 participants from various regions of Turkey participated in a survey. The software package evaluates and interprets the results-based information. Knowing the family structure and its consumption traits gives a marketer a significant edge.

The author Căpățînă, G. (2014) of this study attempts to investigate how cultural factors influence marketing strategies for new product releases. This research advances science by providing in-depth explanations of changes that occurred in marketing efforts in the context of cultural diversity. Conclusions: It is anticipated that the success of new items will be accurately predicted by a marketing plan for the worldwide market.

The research paper of Samaha, S. A., Beck, J. T., and Palmatier, R. W. (2014) disclose that international connections are becoming increasingly important for company performance, but it is unclear whether or how relationship marketing (RM) should be used across cultures. The authors use Hofstede's cultural dimensions to undertake a comprehensive study of 47,864 associations across 170 research, 36 nations, and six continents. Outside of the United States, RM is far more successful, with relationships enhancing corporate performance by 55% in Brazil, Russia, India, and China.

Basic, Z., Kostic-Stankovic, M and Cvijovic, J. (2015) observe that each customer belongs to a certain group that has its own history, beliefs, cultures, lifestyles, value systems, etc. Failure to recognize and value these distinctions might have a direct impact on how successful a firm is. For the purpose of developing marketing strategies, an interdisciplinary theoretical and methodological framework for the investigation of cultural differences is put forward.

Fahimeh C, Molan SB and Kashanifar SS (2016) reveal from their research that every culture instils its people with a set of moral principles. The ideals that consumers prioritize as a result of culture's development influence their purchasing behavior. Marketers must ride the cultural tides rather than fight them because values are enduring and efforts to change them are futile.

Yi Chang Yang (2016) discovers in the study looked at the links between cultural aspects and evaluative criteria that consumers have and utilize when evaluating and purchasing luxury fashion goods. According to the findings, Taiwanese consumers place a higher value on experiencing demands than on social and cultural considerations. The individualist vs collectivist cultural dimension has frequently been used to differentiate Asian civilizations from Western cultures.

Mun Mun G, Arindam G, and Moumita G (2016) find that customers in India are extremely sensitive and picky, giving the country's business environment a seductive appearance. More and more Indian firms are providing consumers with high-quality goods at reasonable pricing. Only by becoming aware of regional conditions and culture can global companies succeed. The fusion and blending of cultural fiber for the flourishing of brands in target markets are demonstrated in this article with relevant examples and clear ideas.

Akpan SJ (2016) researched the impact of cultural influences on the consumption of pork in Nigeria. The amount of pork bought and consumed is also influenced by age and wealth. The results show that cultural factors have a major impact on people's decisions to buy and eat pork. The study suggests that these aspects be discovered and researched rather than being taken for granted.

Pei-Chiang Wu and Ya-Hui Kuo (2019) researched to study how private brands and national brands boost customers' willingness to spend by developing brand equity and how a consumer's culture affects their choice of and readiness to pay for private brands as well as national brands. It employs, in particular, Hofstede's four cultural dimensions: individuality vs. collectivism; power distance; uncertainty avoidance; and masculinity vs. femininity. Based on previous research and theory, this study concludes that national brands are favored over private brands in all four of Hofstede's cultural dimensions.

Sharon Shavitt, and Aaron J. Barnes (2020) find that the steps consumers go through to build relationships with companies or have enjoyable shopping experiences are highlighted by the consumer journey metaphor. In

many non-Western civilizations, there is a collectivistic impulse to live up to social standards and expectations, which leads to these behaviors. The data indicating cross-cultural differences in responses to pricing, advertisements, store displays, merchant reputations, and other crucial aspects of the retail context will be examined in this paper.

Vivek, S and, Karuna M (2020) observe in a market survey and was discovered that several implicit factors connected to culture had an impact on buyers' decisions about which brand to buy. Cultural factors are equally important in brand selection. The creation of a theoretical structural equation model has been attempted (SEM).

2.1 SUMMARY OF THE REVIEW

A marketer operating in a global setting needs to adapt his entire way of thinking to the way of life of the population he serves. Language, religion, customs, and other components of a country's culture are important to study. Knowing the family structure and its consumption traits gives a marketer a significant edge over competitors. Global firms can only prosper by learning about regional circumstances and cultures. People's choices to buy and eat pork are significantly influenced by cultural factors. Consumers favor companies with personality attributes that are compatible with social circumstances. People with high collectivism were more devoted to brands than those with low collectivism. Consumers in four of the five Mediterranean European Union member countries are more likely to buy private-label products based on personality rather than brand qualities.

2.2 RESEARCH QUESTIONS & RESEARCH OBJECTIVES

In order to conduct the thorough examination of the topic, the following research questions are posed:

- What is the concept of culture and types and values or elements of culture?
- What is the concept of brand and brand preference?
- How does cultural elements do impact brand preference?
- How the consumers perceive the impact of culture on their brand preference?

3. THEORETICAL MODELS

The different theoretical models studied by the various researchers are summarised as follows:

3.1 Model by Cigdem Unurlu and Selda Uca (2017)

The aim of the study is to discover the cultural traits of travellers who have been in five-star hotels in Istanbul and to ascertain how these traits affect the personalization of the hotel brand and how its performance is perceived. The findings of this study indicate that culture has a direct impact on the personality and effectiveness of brands. However, culture has a comparatively bigger impact on brand performance. Additionally, although culture does not directly affect brand loyalty, brand personality and performance have an impact on it as depicted in Figure 1.

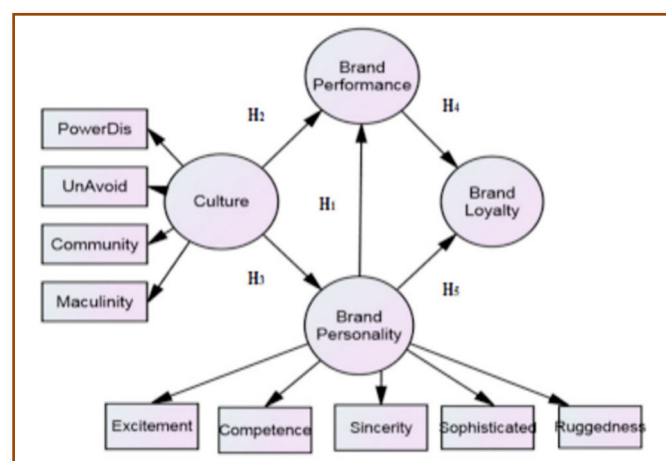


Figure 1. Conceptual Model:
Source: Cigdem Unurlu and Selda Uca (2017)

3.2 Model by Berbel-Pineda JM, et al (2018)

The purpose of this research is to determine how particular characteristics connect to customer purchase intentions. It will aid small and medium-sized businesses in better understanding this goal. The originality of the study is to provide a system for learning about the preferences and behavioural patterns of overseas customers without the necessity for expensive research in their home nations. The importance of a place of origin, culinary culture, and

product type to the buying intentions of foreign visitors has been identified using structural equation modelling which is depicted in Figure 2.

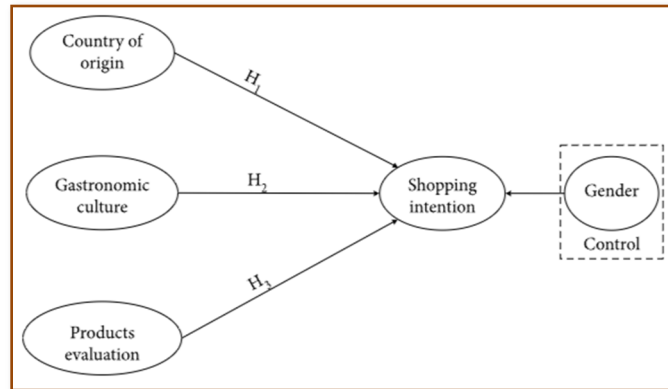


Figure 2. Conceptual Model
 Source: Berbel-Pineda JM, et al (2018)

3.3 Model by Fahimeh C, Molan SB and Kashanifar SS (2016)

Since customers are mostly affected by their own perceptions of themselves, the self-congruity idea is crucial to fashion marketing. This study looks at how each value on the list of values (LOV) and cultural values as a whole affect brand choice. The model makes use of the brand personality characteristics developed by Aaker, Kahle's list of values, and each item of the LOV on brand preferences that is assessed using the brand personality scale which is depicted in Figure 3.

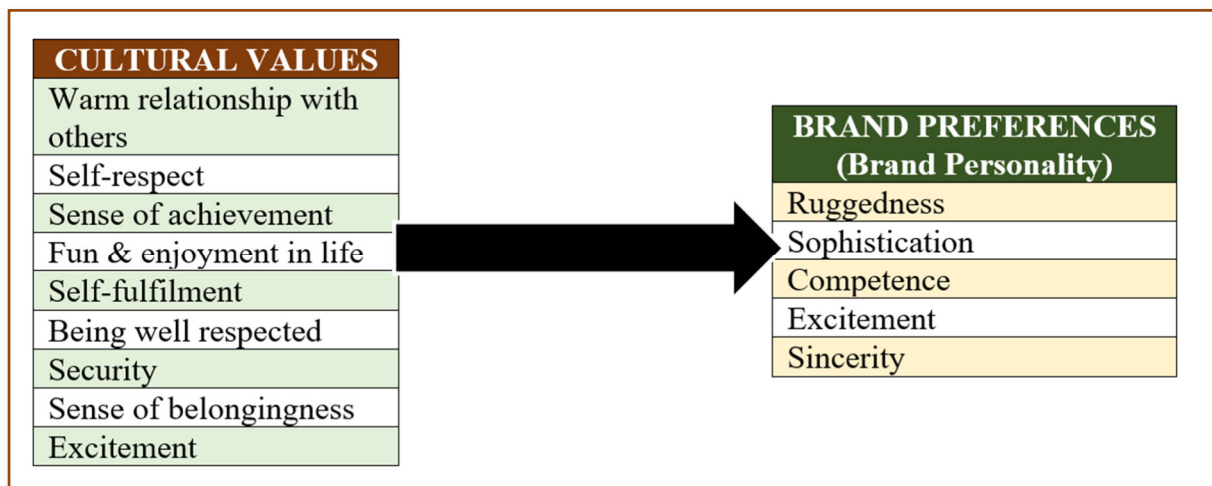


Figure 3, Conceptual model by Fahimeh C, Molan SB and Kashanifar SS (2016)

3.4 Proposed model for the research

Figure 4 shows the suggested model in detail. The researcher is interested in determining whether cultural influences have a substantial effect on brand selection and whether this impact varies depending on demographic parameters.

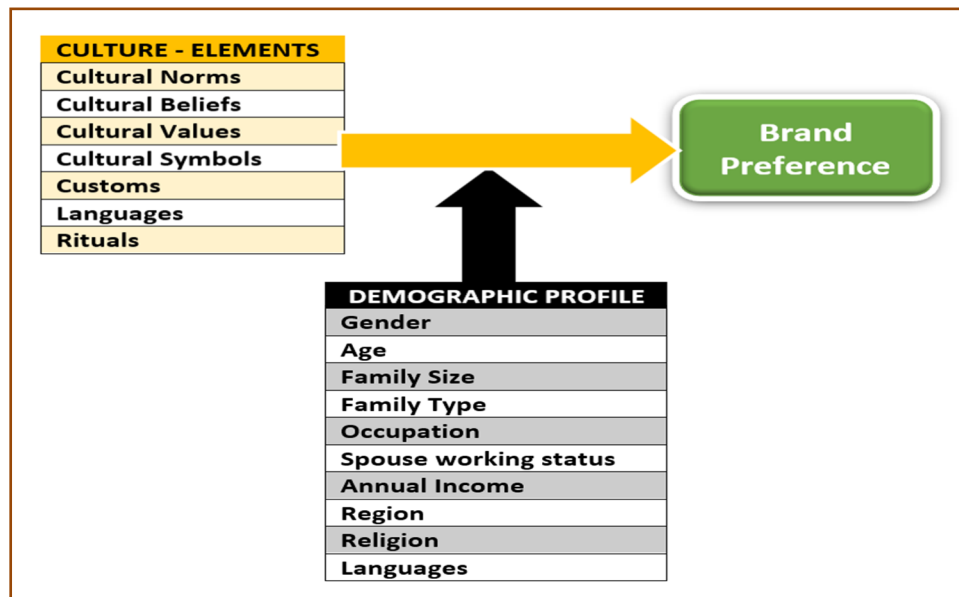


Figure 4. Conceptual Model Proposed by the author

4. RESEARCH METHODOLOGY

The framework of the proposed research is presented as follows:

4.1 Data type, sources and classification

Both primary and secondary data used for the research. Primary data is used to study impact of culture on brand preference. Secondary data is used for the review of literature. To collect primary data, a questionnaire is prepared in two parts; the first part includes questions related to the demographic profile such as gender (male/female), age in years (<20, 20-29,30-39, 40-59, 60 & above), family size (single/couple/couple with 1 child/couple with more than 1 child), familytype (nucleus family /joint family /single), occupation (student/unemployed/private/govt/farmer/business), whether spouse also working (yes/no/single), family annual income (<5Lac, 5-10 Lac/10-20 Lac, more than 20 Lac), region (rural/semiurban/urban), religion (Hindu/Islam/Christian), languages speak. The second part include Likert's 4-ponit-scaled 21 statements named in the alphabetical order from A to U.

The statements used listed in Table 1.

Table 1. Statements to study Impact of Culture on Brand Preference		Code
Contribution of Cultural Norms to brand preference		
Cultural norms specify certain behaviours in specific situation.		A
Cultural norms prohibit certain behaviours in specific situation.		B
Violation of cultural norms results in sanctions or penalties.		C
My cultural norms shape my buying preference.		D
Contribution of Cultural Beliefs to Brand preference		
Culture influences belief systems.		E
Belief systems influence consumption preference.		F
Belief systems affect buying preference.		G
Contribution of Cultural Values to Brand preference		
Cultural values affirm what is desirable.		H
Cultural values give rise to norms & associated sanctions which in turn influence buying and brand preference.		I
Contribution of Cultural Symbols to Brand preference		
Different cultures attach different meanings to colours, animals, shapes, numbers and music.		J
Inability to recognize the meaning assigned to a symbol can affect the marketing of such product.		K
Our cultural symbols affect my Brand preference.		L
Contribution of Customs to Brand preference		
The customs of a people affect the way things are done.		M
Traditional worshippers are fully influenced by their customs.		N
Hindus/Christians/Muslims are more influenced by their religious beliefs than their customs.		O

Table 1. Statements to study Impact of Culture on Brand Preference		Code
Contribution of Cultural Languages to Brand preference		
There is a direct positive relationship between culture and language.		P
Persuasive marketing communications can influence consumer buying behaviour.		Q
Language barrier is one obvious problem that marketers who wish to go into foreign, markets must contend with.		R
Contribution of Ritual to Brand preference		
A ritual is a set of symbolic behaviours which occur in fixed sequence.		S
Gift - giving is an example of ritual.		T
The rituals of my culture affect my buying preference and use of certain products.		U
<i>Source: Akpan SJ (2016)</i>		

4.2 Data collection and sample size

The questionnaire was developed and inserted in the Google form and the URL is <https://forms.gle/6NV3NYQvKqH825Z99>. This shared with different groups of people (around 605 persons) by WhatsApp and email from 16th September 2022 requesting them to fill and submit electronically. On 19th September 2022, there were 122 responses with a response rate ($122 \times 100 / 605$) of 20.17 percent. Therefore, sample size for this research is 122.

4.3 Reliability

The measure of reliability is computed for the collected data collected in the 4-point Likert's scale with the use of Cronbach's Alpha for all the 21 (A to U) statements and Cronbach's Alpha if item deleted also computed with the use of IBM SPSS software version 26 and displayed in Table 2 and Table 3 respectively.

Table 2. Reliability Statistics	
Cronbach's Alpha	0.895
N of Items(statements)	21
<i>Source: the author</i>	

As the Cronbach's Alpha for all the 21 statements is 0.895 (greater than 0.7) implying that there is internal consistency in the responses. Further, if item (statement) is deleted Cronbach's Alpha values are depicted in Table 3.

Table 3. Item-Total Statistics				
Item (Statement)	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A	62.18	92.166	.406	.893
B	62.22	91.777	.401	.893
C	62.84	88.744	.448	.893
D	62.49	86.566	.596	.888
E	62.25	89.794	.487	.891
F	62.36	88.960	.599	.888
G	62.42	88.890	.560	.889
H	62.66	89.600	.491	.891
I	62.57	87.372	.610	.888
J	62.36	89.356	.517	.890
K	62.44	90.315	.447	.892
L	62.70	87.701	.480	.892
M	62.43	88.843	.544	.889
N	62.36	89.307	.513	.890
O	62.43	88.661	.534	.890
P	62.39	89.164	.501	.891
Q	62.42	89.055	.584	.889
R	62.32	91.955	.390	.893
S	62.57	87.668	.579	.888
T	62.52	89.293	.479	.891
U	62.54	89.027	.520	.890
<i>Source: the author</i>				

It is found that Cronbach's Alpha value will be lesser than 0.895, if any of the items are deleted. This demands

for the use of all the 21 (A to U) statements or items for the research.

4.4 Data Normality Test

For the sample of 122, Kolmogorov-Smirnov test and Shapiro-Wilk test applied whether the data is normally distributed and the result is displayed in Table 4. Statement-wise the Sig values are displayed for each of the tests. Sig values for all the statements are less than 0.05 for both the tests. This implies that the data is skewed or not normally distributed. Therefore, for the analysis of such data only non-parametric tests are to be performed.

Dependent Variables (items/statements)	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
A	.307	122	.000	.756	122	.000
B	.305	122	.000	.769	122	.000
C	.233	122	.000	.870	122	.000
D	.244	122	.000	.811	122	.000
E	.284	122	.000	.749	122	.000
F	.247	122	.000	.799	122	.000
G	.242	122	.000	.816	122	.000
H	.278	122	.000	.845	122	.000
I	.267	122	.000	.835	122	.000
J	.254	122	.000	.804	122	.000
K	.264	122	.000	.810	122	.000
L	.245	122	.000	.840	122	.000
M	.244	122	.000	.818	122	.000
N	.251	122	.000	.798	122	.000
O	.238	122	.000	.816	122	.000
P	.249	122	.000	.802	122	.000
Q	.270	122	.000	.802	122	.000
R	.259	122	.000	.797	122	.000
S	.254	122	.000	.840	122	.000
T	.228	122	.000	.836	122	.000
U	.288	122	.000	.818	122	.000

a. Lilliefors Significance Correction; Source: the author

4.5 Research hypotheses

The following are the hypotheses formulated:

- 4.5.1 The contribution of **cultural norms** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the different regions (villages/towns/cities), and among the respondents who speak different languages.
- 4.5.2 The contribution of **cultural beliefs** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the different regions (villages/towns/cities), and among the respondents who speak different languages.
- 4.5.3 The Contribution of **cultural values** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the different regions (villages/towns/cities), and among the respondents who speak different languages.
- 4.5.4 The contribution of **cultural symbols** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the different regions (villages/towns/cities), and among the respondents who speak different languages.
- 4.5.5 The contribution of **customs** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the

- 4.5.6 different regions (villages/towns/cities), and among the respondents who speak different languages. The contribution of **ritual** to brand preference is the same between male and female respondents, among different age groups, varied family sizes, family types, among the different occupations, among the respondents whose spouses are working or not, different levels of income, among the different regions (villages/towns/cities), and among the respondents who speak different languages.

4.6 Statistical tools

The Shapiro-Wilk and Kolmogorov-Smirnov tests are used to determine if the data is consistently and normally distributed. Mann-Whitney U test and Kruskal-Wallis's test are applied to test the research hypotheses listed as the data is not normally distributed. Descriptive statistics in terms of mean, standard deviation, and coefficient of variation are used to check the respondents' inclination on the impact of culture on brand preference.

4.7 Limitations and assumptions of the study

The following are the limitations and assumptions of the research:

For all the tests of hypotheses 5% level of significance is assumed. Out of 605 contacts, 122 responded for the questionnaire.

5. RESEARCH RESULTS

The research results are presented as follows:

5.1 Impact of culture on brand preference

The descriptive statistics in terms of mean, standard deviation, and coefficient of variation (in percentage) are presented in Table 5. The statements (items) are arranged in the descending order of mean value. Statement A (Cultural norms specify certain behaviours in specific situations) received the highest score of 3.39, while statement C (Violation of cultural norms results in sanctions or penalties) received the lowest score of 2.73. Out of 21 statements, 18 statements have scored more than the grand average value of 3.123, and all these statements are depicted in green, while the remaining three statements (H, L, and C) have mean scores of less than 3.00. This implies that most of the respondents are of the opinion that there is an impact of cultural values on brand preference. Further, the coefficient of variation (in percentage) is computed and displayed against the respective mean values. This value ranges from 19.91% to 35.57%. However, the coefficient of variation values of the statements in the green shade are less than those in the pink shade. This, further, implies that the respondents who were in the agree and strongly agree zones are more consistent in their opinions.

S. No.	Statements (items)	N	Score Sum	Mean	Std. Deviation	Coefficient of Variation (%)
A	Cultural norms specify certain behaviours in specific situation.	122	414	3.39	0.675	19.91
B	Cultural norms prohibit certain behaviours in specific situation.	122	409	3.35	0.726	21.67
E	Culture influences belief systems.	122	405	3.32	0.806	24.28
R	Language barrier is one obvious problem that marketers who wish to go into foreign, markets must contend with.	122	397	3.25	0.722	22.22
F	Culture influences belief systems.	122	392	3.21	0.741	23.08
J	Different cultures attach different meanings to colours, animals, shapes, numbers and music.	122	392	3.21	0.805	25.08
N	Traditional worshippers are fully influenced by their customs.	122	392	3.21	0.815	25.39
P	There is a direct positive relationship between culture and language.	122	389	3.19	0.846	26.52
G	Belief systems affect buying preference.	122	385	3.16	0.793	25.09
Q	Persuasive marketing communications can influence consumer buying preference.	122	385	3.16	0.75	23.73
M	The customs of a people affect the way things are done.	122	383	3.14	0.816	25.99

S. No.	Statements (items)	N	Score Sum	Mean	Std. Deviation	Coefficient of Variation (%)
O	Hindus/Christians/Muslims are more influenced by their religious beliefs than their customs.	122	383	3.14	0.846	26.94
K	Inability to recognize the meaning assigned to a symbol can affect the marketing of such product.	122	382	3.13	0.813	25.97
D	My cultural norms shape my buying preference.	122	376	3.08	0.941	30.55
T	Gift-giving is an example of ritual.	122	373	3.06	0.865	28.27
U	The rituals of my culture affect my buying preference and use of certain products.	122	370	3.03	0.833	27.49
I	Cultural values give rise to norms & associated sanctions which in turn influence buying and brand preference.	122	367	3.01	0.858	28.50
S	A ritual is a set of symbolic behaviours which occur in fixed sequence.	122	366	3.00	0.872	29.07
H	Cultural values affirm what is desirable.	122	356	2.92	0.819	28.05
L	Our cultural symbols affect my Brand preference.	122	351	2.88	1.017	35.31
C	Violation of cultural norms results in sanctions or penalties.	122	333	2.73	0.971	35.57
Total/Grand Average		2562	8000	3.123	0.825	26.43

Source: the author

5.2. The difference in the impact of culture on brand preference and profile factors

To verify whether the profile factors of the respondents do influence the impact of culture on brand preference, tests of hypotheses are carried out by the use of non-parametric statistical tools such as the Mann-Whitney U test and Kruskal-Wallis's test. The results are listed in Table 6.

S. No	Impact of Culture on Brand Preference	Gender (Mann-Whitney U Test)	Age: (Kruskal-Wallis Test)	Family Size (Kruskal-Wallis)	Family Type (Kruskal-Wallis)	Occupation (Kruskal-Wallis)	Spouse working y/n (Kruskal-Wallis Test)	Annual Income (Kruskal-Wallis)	Region (Kruskal-Wallis Test)	Religion (Kruskal-Wallis)	Languages speak (Kruskal-Wallis)
Contribution of Cultural Norms to brand preference											
A	Cultural norms specify certain behaviours in specific situation.	0.148	0.704	0.806	0.405	0.843	0.704	0.396	0.831	0.334	0.264
B	Cultural norms prohibit certain behaviours in specific situation.	0.373	0.993	0.857	0.872	0.734	0.759	0.449	0.472	0.187	0.813
C	Violation of cultural norms results in sanctions or penalties	0.612	0.166	0.463	0.147	0.429	*0.004	0.589	0.053	0.131	0.664
D	My cultural norms shape my buying preference	0.938	0.314	0.601	0.403	0.704	0.106	0.078	0.284	0.312	0.126

Table 6. Impact of Culture on Brand Preference – Profile Factors – Test Results

S. No	Impact of Culture on Brand Preference	Gender (Mann-Whitney U Test)	Age: (Kruskal-Wallis Test)	Family Size (Kruskal-Wallis)	Family Type (Kruskal-Wallis)	Occupation (Kruskal-Wallis)	Spouse working y/n (Kruskal-Wallis Test)	Annual Income (Kruskal-Wallis)	Region (Kruskal-Wallis Test)	Religion (Kruskal-Wallis)	Languages speak (Kruskal-Wallis)
Contribution of Cultural Beliefs to Brand preference											
E	Culture influences belief systems	0.485	0.637	0.851	0.226	0.822	*0.027	0.752	0.266	0.257	0.317
F	Belief systems influence consumption preference	0.657	0.742	0.193	0.287	0.914	0.445	0.944	0.256	0.077	0.33
G	Belief systems affect buying preference	0.761	0.311	0.375	0.798	0.322	0.799	0.366	0.476	0.428	0.405
Contribution of Cultural Values to Brand preference											
H	Cultural values affirm what is desirable	0.376	0.269	0.375	0.086	0.612	0.461	0.778	*0.003	0.085	0.132
I	Cultural values give rise to norms & associated sanctions which in turn influence buying and brand preference	0.067	0.689	0.429	*0.039	0.891	0.131	0.22	0.07	0.439	0.394
Contribution of Cultural Symbols to Brand preference											
J	Different cultures attach different meanings to colours, animals, shapes, numbers and music.	0.132	0.82	0.249	*0.03	0.533	0.804	0.768	0.165	0.073	0.826
K	Inability to recognize the meaning assigned to a symbol can affect the marketing of such product	*0.01	0.457	0.422	0.103	0.302	0.716	0.49	0.175	0.591	0.43
L	Our cultural symbols affect my Brand preference.	0.12	0.501	0.798	0.061	0.462	0.593	0.542	0.104	0.856	0.535
Contribution of Customs to Brand preference											
M	The customs of a people affect the way things are done	0.415	0.41	0.191	0.489	0.204	0.42	0.169	0.335	0.789	0.411
N	Traditional worshippers are fully influenced by their customs	0.67	0.646	0.842	0.089	0.595	0.246	0.342	0.677	0.647	0.409
O	Hindus/Christians/Muslims are more influenced by their religious beliefs than their customs	0.647	0.482	0.157	0.781	0.788	0.117	0.359	0.528	0.833	0.407

Table 6. Impact of Culture on Brand Preference – Profile Factors – Test Results

S. No	Impact of Culture on Brand Preference	Gender (Mann-Whitney U Test)	Age: (Kruskal-Wallis Test)	Family Size (Kruskal-Wallis)	Family Type (Kruskal-Wallis)	Occupation (Kruskal-Wallis)	Spouse working y/n (Kruskal-Wallis Test)	Annual Income (Kruskal-Wallis)	Region (Kruskal-Wallis Test)	Religion (Kruskal-Wallis)	Languages speak (Kruskal-Wallis)
Contribution of Cultural Languages to Brand preference											
P	There is a direct positive relationship between culture and language	0.425	0.047	0.203	0.614	0.444	*0.022	0.216	0.249	0.578	0.225
Q	Persuasive marketing communications can influence consumer buying behaviour	0.257	0.496	0.829	0.081	0.844	0.796	0.7	0.607	0.877	0.41
R	Language barrier is one obvious problem that marketers who wish to go into foreign, markets must contend with.	0.139	0.671	0.881	0.444	0.94	0.263	0.383	0.963	0.861	0.793
Contribution of Ritual to Brand preference											
S	A ritual is a set of symbolic behaviours which occur in fixed sequence	0.579	0.144	0.443	0.477	0.829	0.167	0.637	0.363	0.97	0.302
T	Gift - giving is an example of ritual.	0.598	0.413	0.943	0.293	0.265	0.65	0.976	0.145	0.167	0.433
U	The rituals of my culture affect my buying preference and use of certain products	0.775	0.548	0.642	0.724	0.314	0.326	0.969	*0.027	0.21	*0.008

Source: the author

5.2.1 Impact of gender

It is disclosed that the impact of culture on brand preference differs significantly between male and female respondents with respect to statement K (Inability to recognize the meaning assigned to a symbol can affect the marketing of such a product), which implies that brand preference can be affected due to inability to recognize the meaning assigned to a symbol. For the rest of the statements, it is found that the impact of culture on brand preference is the same.

Figure 5 shows the graphical format for more awareness about the distinction in the influence of culture on brand selection between male and female respondents.

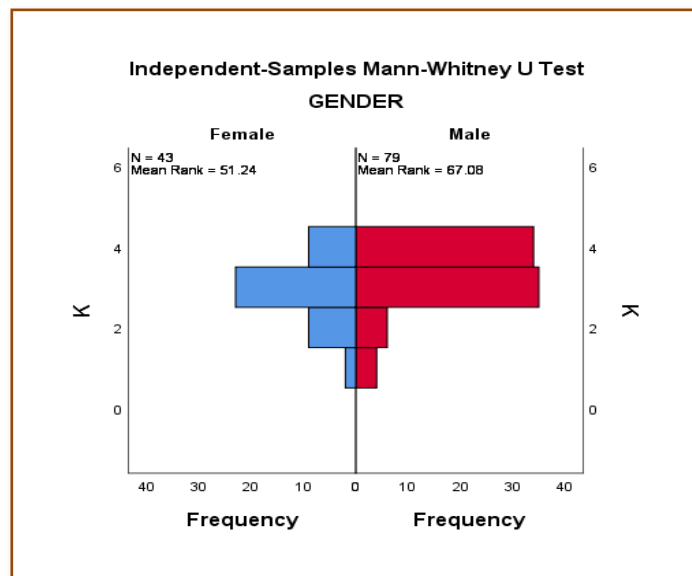


Figure 5. Difference between males & females w.r.t. statement K

5.2.2 Impact of age

It is disclosed that the impact of culture on brand preference does not differ significantly among the different age groups of respondents. This implies that the impact of culture on brand preference is the same among all groups of age.

5.2.3 Impact of family size

It has been revealed that there are no appreciable differences in the influence of culture on brand selection throughout the range of respondent family sizes. This suggests that families of all sizes experience the same effects of culture on brand selection.

5.2.4 Impact of family type

In relation to statements "I" (Cultural values give birth to norms and related sanctions which in turn influence buying and brand choice) and "J" (Different cultures attach different meanings to colours, animals, shapes, numbers and music). It is revealed that the influence of culture on brand preference varies greatly among the various family types the respondents belong to. It is discovered that regardless of the kind of family, the influence of culture on brand selection is the same for the remaining assertions.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Single-Joint Family	32.269	20.06	1.609	0.108	0.323
Single-Neucleous Family	42.796	19.298	2.218	0.027	0.08
Joint Family-Neucleous Family	10.526	7.298	1.442	0.149	0.448

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Source: the author

According to pairwise comparisons of family types for the claim "I" (Cultural values give rise to norms and associated penalties that in turn impact buying and brand choice), it can be shown in Table 7 that respondents from the Neucleous family are very different from respondents of a single type. However, the adjusted (by the Bonferroni correction) the Sig Value (0.08) is more than 0.05, hence there is no difference in the impact of culture on brand choice with respect to the statement “I”.

Similarly, with respect to the statement of “J” (Different cultures attach different meanings to colours, animals, shapes, numbers and music) is analysed pairwise and depicted in Table 8.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Single-Joint Family	28.449	19.943	1.427	0.154	0.461
Single-Neucleous Family	41.022	19.185	2.138	0.033	0.098
Joint Family-Neucleous Family	12.573	7.256	1.733	0.083	0.249
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

The respondents from the Neucleous family are very different from respondents of a single type as their sig value (0.033) is less than 0.05. However, the adjusted (by the Bonferroni correction) Sig Value (0.098) is more than 0.05, hence there is no difference in the impact of culture on brand choice with respect to the statement "J". This implies that the impact of culture is the same irrespective of the type of family the respondents belong to.

Overall, it is acknowledged that the influence of the family type on the culture's impact on brand selection is nil.

5.2.5 Impact of occupation

According to the results, there are no discernible distinctions in the way that culture influences brand choice across the respondents' whole spectrum of occupations. This implies that respondents of all occupations are subject to the same cultural influences on brand preference.

5.2.6 Impact of the status of spouses

Regarding the assertions "C" (violation of cultural norms results in fines or punishments), "E" (culture influences belief systems), and "P" (there is a direct positive relationship between culture and language), it is shown that the effect of culture on brand selection differs substantially among those who are unmarried, those whose spouse works, and those who are not. It is found that the impact of culture on brand choice is the same for all remaining statements, regardless of the kind of status the respondents and their spouses have.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Yes-Unmarried	-20.618	8.118	-2.540	0.011	0.033
Yes-No	-31.352	9.431	-3.324	0.001	0.003
Unmarried-No	10.733	7.459	1.439	0.150	0.450
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

According to pairwise comparisons of "is your spouse working?" for the claim "C" (violation of cultural norms results in fines or punishments), it is shown in Table 9 that respondents who are unmarried are very different from respondents whose spouses are working, as the sig value (0.011) is less than 0.05. Further, the adjusted (by the Bonferroni correction) Sig value (0.033) is also less than 0.05, hence there is a significant difference in the impact of culture on brand choice with respect to the statement "C". Similarly, the respondents whose spouse is working do differ majorly from the respondents whose spouse is not working, as the sig value (0.001) is less than 0.05 and the adjusted (by the Bonferroni correction) sig value (0.003) is also less than 0.05. Hence, there is a significant difference in the impact of culture on brand choice with respect to the statement "C" between the groups of respondents whose spouse is working and those whose spouse is not.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Yes-Unmarried	-16.832	7.704	-2.185	0.029	0.087
Yes-No	-23.390	8.951	-2.613	0.009	0.027
Unmarried-No	6.558	7.079	0.926	0.354	1.000
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

In Table 10, it is demonstrated that respondents who are single are highly different from respondents whose spouses are employed, as the sig value (0.029) is less than 0.05, according to pairwise comparisons of "is your spouse working?" for the claim "E" (culture impacts belief systems). Additionally, the corrected (by the Bonferroni correction) sig value (0.087) is higher than 0.05; as a result, there is no discernible difference in the influence of culture on brand preference with respect to the statement "E." Similarly, the sig value (0.009) is less than 0.05 and

the modified (using the Bonferroni adjustment) sig value (0.027) is likewise less than 0.05, indicating a significant difference between respondents whose spouses are employed and those whose spouses are not. As a result, the groups of respondents with working spouses and those without working spouses significantly differ in how culture influences brand choice with regard to the statement "E."

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Yes-No	-11.715	9.156	-1.280	0.201	0.602
Yes-Unmarried	-21.214	7.881	-2.692	0.007	0.021
No-Unmarried	-9.499	7.241	-1.312	0.190	0.569
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

According to pairwise comparisons of "Is your spouse working?" for the claim "P" (there is a direct positive relationship between culture and language), Table 11 shows that respondents who are single are significantly different from respondents whose spouses are employed since the sig value (0.007) is below 0.05. As a consequence, there is a proven perceptible difference in the effect of culture on brand choice with respect to the statement "P" across the groups, and the adjusted (by the Bonferroni adjustment) sig value (0.021) is also less than 0.05. The remaining pairs do not significantly differ from one another.

In a nutshell, it is acknowledged that the influence of spouses' employment level is shown to have a partial impact on the influence of culture on brand selection.

5.2.7 Impact of family annual income

The data reveals that there are no discernible variations in how culture influences brand selection over the respondents' whole spectrum of yearly family income. This shows that respondents across all income categories are impacted by cultural variables that influence their brand choices with little difference.

5.2.8 Impact of region

Regarding the claims "H" (cultural values validate what is desirable) and "U" (my culture's rituals influence my choice for buying and using particular items), it is demonstrated that the influence of culture on brand selection varies significantly depending on where a person is from (villages, towns, or cities). Regardless of the location where the respondents are from, it is discovered that the influence of culture on brand preference is the same for all remaining assertions.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Semi-urban (Towns)-Urban (Cities)	-8.682	7.385	-1.176	0.240	0.719
Semi-urban (Towns)-Rural (Villages)	23.760	6.945	3.421	0.001	0.002
Urban (Cities)-Rural (Villages)	15.078	7.637	1.974	0.048	0.145
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

For the claim "H" (cultural values affirm what is desired), pairwise comparisons of areas (rural/semiurban/urban) reveal that respondents from towns are substantially different from respondents from villages since the sig value (0.001) is below 0.05. The modified (by the Bonferroni correction) sig value (0.002) is likewise less than 0.05, indicating that there is a proven detectable difference in the influence of culture on brand choice with regard to the statement "H" across the groups. Similar to this, respondents from cities vary significantly from those from villages; while the sig value is 0.048, just below the threshold for significance, the modified sig value for cities is 0.145, beyond the threshold for significance following Bonferroni correction. As a result, statement H does not distinguish between the two groups in terms of the influence of culture on brand distinction.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Semi-urban (Towns)-Urban (Cities)	-7.390	7.332	-1.008	0.313	0.940
Semi-urban (Towns)-Rural (Villages)	18.477	6.895	2.680	0.007	0.022
Urban (Cities)-Rural (Villages)	11.086	7.582	1.462	0.144	0.431
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.					
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.					
<i>Source: the author</i>					

As per Table 13, pairwise comparisons of the areas (rural/semiurban/urban) show that respondents from towns are significantly different from respondents from villages for the claim "U" (the rituals of my culture affect my buying preference and use of certain products). This is because the sig value (0.007) is below 0.05. There is a confirmed and noticeable difference in the impact of culture on brand choice with regard to the statement "U" across the groups, as shown by the modified (by the Bonferroni adjustment) sig value (0.022), which is also less than 0.05.

This suggests that the respondents' region (rural, semi-urban, and urban) influences the effect of culture on brand selection to some extent.

5.2.9 Impact of religion

The research shows that there are no noticeable differences in how culture affects respondents' brand preferences in relation to their religions (Hindu, Islam, and Christian). This demonstrates that cultural factors have similar effects on respondents' brand preferences regardless of their faith.

5.2.10 Impact of languages

Regarding claim "U," which states that "my culture's rituals affect my decisions for purchasing and utilising certain things," it is shown that the impact of culture on brand choice differs greatly based on the respondents' use of languages. It is found that the impact of culture on brand selection is the same for all remaining statements, regardless of the languages the respondents employ.

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
International - English-National -Hindi	33.350	18.483	1.804	0.071	1.000
International - English-Regional (Telugu/Tamil/Kannada/Urdu/Others)	39.056	12.180	3.207	0.001	0.020
International - English-Regional and International	-45.639	13.776	-3.313	0.001	0.014
International - English-Regional and National	-46.000	19.854	-2.317	0.021	0.308
International - English-Regional, National & International	-50.230	13.170	-3.814	0.000	0.002
National -Hindi-Regional (Telugu/Tamil/Kannada/Urdu/Others)	5.706	15.073	0.379	0.705	1.000
National -Hindi-Regional and International	-12.289	16.390	-0.750	0.453	1.000
National -Hindi-Regional and National	-12.650	21.749	-0.582	0.561	1.000
National -Hindi-Regional, National & International	-16.880	15.883	-1.063	0.288	1.000
Regional (Telugu/Tamil/Kannada/Urdu/Others)-Regional and International	-6.582	8.680	-0.758	0.448	1.000
Regional (Telugu/Tamil/Kannada/Urdu/Others)-Regional and National	-6.944	16.725	-0.415	0.678	1.000
Regional (Telugu/Tamil/Kannada/Urdu/Others)-Regional, National & International	-11.174	7.681	-1.455	0.146	1.000
Regional and International-Regional and National	0.361	17.922	0.020	0.984	1.000
Regional and International-Regional, National & International	4.591	10.022	0.458	0.647	1.000
Regional and National-Regional, National & International	4.230	17.459	0.242	0.809	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Source: the author

According to Table 14, pairwise comparisons of the respondents' languages show that those who only speak English differ from those who speak regional languages. The sig value is 0.001 before Bonferroni correction and is 0.020 after correction, both of which are less than 0.05, indicating that there is a discernible difference between the groups with respect to the statement "U."

According to pairwise comparisons of the respondents' languages, those who only speak English differ from those who speak both English and regional languages. The sig value is 0.001 before Bonferroni correction and is 0.014 after correction, both of which are less than 0.05, indicating that there is a discernible difference between the groups with respect to the statement "U."

The influence of culture on brand is significantly different between respondents who speak only English and those who speak regional and national languages with regard to the statement "U," as its sig value is 0.021 but after Bonferroni correction, the sig value is 0.308 which is larger than 0.05. As a result, there is no discernible

difference in the impact between the two groups.

Given that the sig values before and after correction are 0.000 and 0.002, respectively, and both are less than 0.05, it is clear that there is a significant difference between respondents who speak English and those who speak all three languages (English, Hindi, and regional languages) in terms of the impact of culture on brand. This suggests that the degree to which culture affects brand selection depends in part on languages.

5.2.11 Summary of findings

Most survey participants think that cultural values affect consumers' brand preferences. There are no discernible variations in the effect of culture on brand selection across age groups, family sizes, family kinds, occupations, family income, and respondents' religions (Hindu, Islam, and Christian). Regarding the statement "Inability to recognize the meaning attributed to a symbol might affect the marketing of such a product," there are considerable differences between male and female respondents regarding how culture affects brand choice. In terms of the statements "violation of cultural norms results in fines or punishments", "culture influences belief systems", and "there is a direct positive relationship between culture and language" there is a considerable difference between the groups of respondents whose spouses are employed and those whose spouses are not used. According to the statements "cultural values validate what is wanted" and "my culture's rituals impact my decision for buying and utilizing certain things," there is a proven discernible difference in the influence of culture on the brand choice between respondents from villages and towns. The extent to which culture influences brand choices are influenced by the languages they speak.

6. IMPLICATIONS

A person's conduct may be mapped out using their culture. It has a significant impact on how persuadable and influential individuals are to seek and support a certain brand. The cultural fusion of the particular region must thus be ingrained within organizations in order for them to maintain their momentum and reach the intended end users. A new brand positioning strategy called as global consumer culture positioning (GCCP) has been in vogue to assist managers seeking for a realistic answer to boost their brand equity in the competitive worldwide market. The GCCP method is suggested by Gammoh B.S, Koh A.C, and Okoroafo S.C(2011) as having the most customer acceptability and appeal. Therefore, one of the most crucial concerns for marketing managers is the impact of culture on brand positioning and preference in international markets. To begin out on the right foot and reduce risks, a company should try to understand its target market, examine its customers' demands, and take into account any flaws in the products that are currently on the market. As it relates to the ethnicity and morality of those who live there, the merging of cultures serves as a mitigating pointer. The development of the Indian market in terms of globalization is the best illustration. To strengthen their hold in the period of fierce competition in both rural and urban areas, many worldwide companies adapted themselves to the cultural combinations.

7. CONCLUSION

Regardless of respondents' age groups, family sizes, family kinds, occupations, or faiths, culture has no discernible impact on the brands they choose. The way that culture affects brand selection varies significantly across male and female respondents. The degree to which culture affects brand preferences depends on the languages that each group speaks. Therefore, companies need to reflect the unique cultural fusion of the area. The new brand positioning strategy known as global consumer culture positioning (GCCP) has become more well-liked. The GCCP method was proposed by Gammoh B.S., Koh A.C., and Okoroafo S.C.

8. SCOPE FOR FUTURE RESEARCH

Cultural differences and their effects on brand choices in SAARC countries; how cultural factors affect consumer brand choices in BRICS countries; and the effects of cultural factors on brand choices among staff at information technology firms could be some of the future research areas for the research community.

9. DECLARATION OF CONFLICTING INTERESTS

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