

Innovations

Culture and Cultural Differences in the Purchase Behaviour of Consumers in Niger Delta, Nigeria

Augustine Ogheneovo Atiti

Department of Marketing
Faculty of Business Administration
University of Nigeria, Enugu Campus

And

Shedrack Chinwuba Moguluwa

Department of Marketing
Faculty of Business Administration
University of Nigeria, Enugu Campus

Abstract

The study examined culture and cultural differences in the purchase behaviour of consumers in Niger Delta, Nigeria. The study adopted the cross sectional survey research design method. The population of this study consists of 1500 traditional community chiefs and rulers in Bayelsa, Delta, and Edo State, Nigeria. A total number of 316 respondents were selected from the 1500 traditional community chiefs and rulers in the selected States. The sampling technique that was used in this study was the stratified sampling technique. Data were collected through the administering of structured questionnaire. Findings showed that individualistic cultural values had a higher positive effect on purchase behaviour of consumers ($\beta = 0.354, p < 0.05$). Collectivistic cultural values had positive effect on purchase behaviour of consumers ($\beta = 0.141, p < 0.05$). The study concluded that culture and cultural differences had significant positive effect on purchase behaviour of consumers. It was recommended that firms facilitate the customization of products or services in order to accommodate the cultural preferences and needs of customers. It is advisable for companies to provide a variety of choices in order to accommodate the desires of both individualistic and collectivistic individuals.

Keywords: Cultural Differences, Individualism cultural values, Collectivism cultural values

Introduction

An essential component of a company's globalisation strategy that stands out is the imperative to engage in consumer interactions. A consumer serves as more than just a resource for a corporation; rather, they represent a measure by which a company can evaluate its level of achievement in the market. Understanding consumer behaviour and the factors that shape it is of utmost importance. Culture is a salient determinant that exerts a substantial influence on consumer behaviour. The cultural aspects of a society are manifested through its established practises, societal expectations, fundamental principles, and customary behaviours. These elements exert a significant impact on individuals' consumer behaviour. The definition of consumer behaviour entails the creation of a comprehensive phrase that incorporates a diverse array of features.

Consumer behaviour is influenced by a variety of factors, including attitudes, reasons, experiences, perceptions, values, self-concept, culture, family, career, and societal reference groups. Any alteration in these factors would inevitably lead to a corresponding modification in client behaviour. It is widely acknowledged that marketers possess the ability to exert influence over customer purchasing behaviour; nevertheless, the actuality of the matter presents a contrasting perspective. Marketers have the ability to allure potential consumers; nevertheless, they lack the capacity to exert complete control over their decision-making process, as many external factors significantly impact their choices. In contrast, extrinsic factors such as culture play a role in shaping these decisions.

Culture is a complex and multidimensional concept. This topic has been subject to examination in various academic disciplines, including anthropology, psychology, sociology, and management, among others. Each of these professions has formulated its unique methodology and specialised terminology, so further complicating an already intricate idea for professionals in the field. Hofstede's seminal work in 1980, which introduced four primary cultural dimensions and later expanded to five, has significantly stimulated scholarly investigations within the field of organisational studies. The cultural factors that have received the greatest attention include IND-COL, as noted by Kirkmann, et al. (2006) and Tsui, et al. (2007). The distinction between individualistic and collectivistic cultures is based on the idea of self-construal, which considers the extent of fundamental resemblance among individuals (Markus & Kitayama, 2003). The concept of self-construal has variations across different cultures. Individuals undergo a process of socialisation in which they are encouraged to adhere to the prevailing self-construal paradigm. The concept of individuality and psychological autonomy was recognised in various cultural contexts. Individuals from diverse cultural backgrounds are often perceived as interconnected, displaying a heightened sensitivity towards the contextual environment in which they are situated as members of a larger collective.

Individualistic cultures promote behaviour that prioritises personal self-interest and preferences, while placing a significant emphasis on independence and self-reliance (Fatehi, et al. 2020). In collectivist civilizations, individuals assume a subservient role while organisations are considered paramount. Individuals within these cultural contexts have a profound appreciation for the valuable contributions made by others towards their overall sustenance and well-being. Individuals may exhibit a willingness to prioritise the collective welfare over their personal interests. Bobbio and Sarrica (2009) conducted a study in Italy to identify four distinguishing traits between individualistic and collectivist societies. The factors under consideration include: (a) the extent to which personal or collective aspirations are emphasised; (b) the significance given to individual attitudes or social standards in influencing behaviours; (c) the emphasis placed on exchange connections or communal ties; and (d) the emphasis placed on exchange partnerships or community relationships. Individualistic cultures encompass nations such as the United States, Australia, and several Western countries. Collectivism is a prevailing cultural characteristic observed in numerous Asian countries, such as China, Japan, and Korea. The investigation of IND-COL seems to present greater challenges in terms of research (Carnevale & Leung, 2001; Green et al., 2005) than initially expected, despite the considerable amount of prior scholarly attention devoted to this topic. There has been speculation on whether IND-COL represents two separate conceptualizations or two opposite ends of a unified continuum. According to Hofstede's (1980) study on national characteristics, individualism and collectivism were considered to be diametrically opposed concepts, representing opposite ends of a continuum (Taras et al., 2013).

Culture has a significant impact on consumers' beliefs, aspirations, and their cognitive processes related to perception, categorization, and reasoning about their surroundings. Despite the increasing convergence of national income and product availability, as well as the growing interconnectedness of economic systems, there still persist cultural inequalities in buying priorities (De Mooij & Hofstede, 2002). The aforementioned distinctions have various implications for the progression of the client journey. Nevertheless, if the

replication of a well-established Western model in a different cultural context were as straightforward as the unsuccessful venture of Ebay in China (Lafevre, 2013), then Tesco, Carrefour, and Walmart would have managed to establish a presence in Japan (Turner, 2018). Nevertheless, the challenges faced by these merchants and others when expanding into unfamiliar geographical areas can mostly be attributed to a limited comprehension of cultural variances in the consumer experience. Cultural factors play a significant role in shaping a consumer's response while assessing a product exhibited in a retail setting, engaging in price comparisons, observing commercials, or getting promotional materials by mail (Shavitt& Barnes, 2020).

The phenomena of consumer buying behaviour is characterised by its multidimensional nature, as it is influenced by the distinct cultural backgrounds and contextual factors that shape individuals' decision-making processes. Individuals from diverse cultural origins possess distinct belief systems and anticipations that influence their purchasing choices. Culture exerts a significant influence on consumer behaviour, encompassing several aspects such as product selection, the shopping experience, and the decision-making process. This study examined the several mechanisms via which culture might have effect on the customer journey. Customer journey research often overlooks the inclusion of cultural factors. The study examines the influence of culture on customers' interpretation and response to various components of the shopping journey. The aforementioned description underscores the importance of examining all facets of the consumer journey from a cultural perspective. This includes analysing how cultural differences impact responses to advertisements, pricing strategies, website design, product offerings, retail environments, promotional giveaways, and collaborations with charitable organisations. In light of the ongoing globalisation of organisations and their efforts to serve varied customers segments, it is imperative to recognise the significant effect of culture on consumer behaviour. This recognition is not only advantageous from a strategic standpoint but also essential for corporate survival. This study aims to examine the diverse cultural landscape and identify effective ways that enable businesses to effectively engage and service consumers in a dynamic global market, hence bridging cultural gaps.

Objectives of the Study

The study examined culture and cultural differences in the purchase behaviour of consumers. The specific objectives are to:

- i. determine the influence of individualistic cultural values on purchase behaviour of consumers.
- ii. ascertain the influence of collectivistic cultural values on purchase behaviour of consumers.

Literature Review

Consumer Cultural Differences

Culture plays a pivotal role in influencing the habits, preferences, and decision-making processes of individuals within a given culture. The concept comprises an intricate network of collectively held beliefs, values, practises, traditions, and norms that are transmitted intergenerationally. Culture has a significant role in consumer behaviour, as it has a substantial impact on consumers' perceptions and interactions with various products and services. A comprehensive comprehension of the influence of culture and the ability to discern the complexities of cultural disparities are vital for enterprises aiming to prosper in the contemporary multifarious and worldwide commercial arena. Culture can be conceptualised as a collective system of shared meanings that are held by individuals within a particular temporal and spatial context (Triandis, 2012). The aforementioned idea places significant emphasis on the psychological aspects of culture, as it establishes a shared framework for seeing, evaluating, engaging with, and behaving within a given cultural context. The significance of material possessions and social systems in shaping culture should not be underestimated. However, it is crucial to emphasise that their impact is influenced by cognitive processes such as perception, cognition, and logical reasoning. The activation of distinct cultural conceptions

in memory can be influenced by contextual circumstances, which in turn can impact perception, judgement, and behaviour (Hong, et al. 2000).

In summary, culture serves as a collective mechanism for shaping individuals' cognitive processes through shared experiences of socialisation, institutional structures, and cultural objects (Hofstede, 1984). The concept of self holds considerable cultural significance and is deeply ingrained in the human psyche. Diverse cultural groups exhibit distinct viewpoints regarding their self-perception in respect to others. The primary focus of a significant portion of cross-cultural research has been on the determination of whether the self is predominantly defined in terms of independence or interdependence (Markus & Kitayama, 1991). This line of inquiry is often accompanied by an examination of the corresponding ideals of individualism and collectivism that serve to reinforce these self-definitions (Hofstede, 1984; Hofstede, 2001).

Consumers residing in individualistic nations, such as the United States, typically exhibit an inclination towards an independent self-construal. This self-construal is characterised by a perception of oneself as autonomous, self-sufficient, and apart from others. The primary concerns of customers revolve around the pursuit of personal satisfaction and the cultivation of their unique skills and capabilities. In contrast, individuals residing in collectivistic societies, such as India and several non-Western industrialised nations, have a tendency towards interdependence in their self-construal (Shavitt & Barnes, 2020). Individuals perceive themselves as being socially grounded within their networks, intricately tied to their own in-groups, and mutually obligated to them. According to Han and Shavitt (1994) and Kim and Markus (1999), consumers prioritise meeting the expectations of others, making consensus decisions to fit in, and nurturing their important relationships. The examination of culture can be conducted through many comparative approaches, such as analysing differences between countries, regions, or ethnic groups within a society. Additionally, cultural orientations or values can be evaluated by examining individuals within a society, while distinct cultural conceptions can be observed through the analysis of situational contexts (Shavitt & Barnes, 2020). The majority of cross-cultural research has been concentrated on doing geographic comparisons between consumers in Western countries, such as North America and Europe, and non-Western countries, including Asia. Notable examples of non-Western countries studied include China, Japan, Korea, and India (Han & Shavitt, 1994; Kim & Markus, 1999).

The ethnic cultural origins of consumers can vary, even when they reside in the same geographical location. When examining European-Americans and Asian-Americans, similar patterns can be observed, which align with those associated with different ethnic groups (Lalwani & Shavitt, 2009). Moreover, due to its influence on cognition, culture has the potential to evoke specific cultural representations in one's memory when exposed to a particular environment. This implies that altering situational circumstances during examinations can influence the salience of different cultural ideas. For instance, administering the same test to an individual who responds as a Westerner in one environment and as a non-Westerner in another setting (Oyserman & Lee, 2007). In conclusion, the utilisation of direct measurements pertaining to individuals' cultural values can serve to separate and discern the specific influence exerted by cultural orientations. In order to enhance the capacity to ascribe observed disparities in consumer behaviour to cultural factors, it is common practise to employ them in conjunction (Shavitt & Barnes, 2020). The influence of culture on consumer perception and behaviour during various stages of the purchasing process will be examined in this analysis.

Retailers aim to improve trust and engagement with their organisation by combining uniform consumer experiences across all channels throughout the consumer journey. The available evidence indicates that there is an influence of cultural differences in thinking processes on the conclusions that customers are likely to form when making comparisons between retail stores (Badrinarayanan, et al. 2012). Individuals with a holistic thinking style, characterised by an inclination towards perceiving and understanding the interconnectedness of many elements, also exhibit an interest in the correlation between a physical retail store and its digital counterparts. This interest stems from their ability to transfer their emotional

experiences and sentiments associated with the tangible store environment to the online platform, thereby establishing personal preferences.

In contrast, individuals with an analytic thinking style employ decision rules to categorise goods, distinguishing between physical and online channels and forming preferences based on the prominent attributes of each channel (Shavitt & Barnes, 2020). According to the findings of a cross-national survey, individuals from South Korea, as opposed to those from the United States, who exhibited higher levels of holistic thinking, shown a greater inclination to transfer their preferences for physical stores and trusting beliefs to online retail platforms. According to Badrinarayanan et al. (2012), those who hold favourable preferences towards online stores and trust the views expressed by others are more likely to have higher intentions to make purchases from online stores.

The Pre-Purchase Stage: Considering Options and Gathering Information

This analysis explores the distinctions between individualistic and collectivistic advertising approaches. Advertisements are strategically designed to cater to the underlying motives of their intended target audiences, thereby fostering a perception of the brand as a valuable conduit towards achieving meaningful objectives. A similar pattern was observed in studies that examined the effects of individualistic and collectivistic appeals on individuals from the United States and China (Zhang & Gelb, 1996). Moreover, the findings exhibited inconsistency across several product lines in both sets of studies. According to Shavitt and Barnes (2020), when examining products often consumed individually, such as running shoes, toothbrushes, or chewing gum, the discrepancies across cultures were more pronounced in relation to products that are commonly utilised in a communal or socially accessible manner, such as a clothes iron, detergent, or camera. This finding suggests that cultural factors have a significant role in shaping the types of benefits that customers find motivating. However, this influence is particularly pronounced in socially shared product categories, where cultural norms and expectations tend to constrain the range of benefits that customers may actively seek (Shavitt & Barnes, 2020).

In addition to the promotional efforts that customers are exposed to, there are notable distinctions between individualistic and collectivistic consumers in terms of their information-seeking behaviour inside the marketplace, regardless of their engagement with other consumers (Shavitt & Barnes, 2020). The evaluation of a retailer can be facilitated through the utilisation of word of mouth (WOM). The effectiveness of listing endorsement quotes from student customers at a college bookstore website in building trust among students was examined in a study conducted by Sia, et al. (2009). The study found that this strategy was more successful in fostering trust among students in a collectivistic culture, such as Hong Kong, compared to students in an individualistic culture, such as the United States. Collectivistic consumers were found to be more susceptible to the effect of their peers' opinions while making decisions regarding trust in merchants. The inability of eBay to build a substantial presence in the Chinese market, despite its entry in 2004, may be attributed to this particular trend (Lafevre, 2013). In contrast, Taobao, an emerging platform established by Jack Ma, the founder of Alibaba, quickly surpassed its competitors.

One of the myriad variables that led to their achievement was the incorporation of a distinctive feature by Taobao: peer-to-peer interaction. Chinese customers have a preference for enhanced peer-to-peer interaction when making decisions regarding internet purchases. In contrast to eBay, Taobao facilitated communication between buyers and sellers using instant messaging, which played a crucial role in cultivating consumer trust and establishing a feeling of community among Taobao users (Barnett, et al. 2010). Nevertheless, despite possessing a considerable advantage in terms of size and strength upon entering the market, eBay's performance failed to meet anticipated levels, ultimately leading to the company's withdrawal from the Chinese market in 2006. In accordance with this observation, there have been noted variations in cultural disparities on the degree to which websites facilitate consumer-to-consumer interactions. Moreover,

individuals hailing from collectivistic and individualistic cultures exhibit a greater propensity to actively pursue and disseminate diverse forms of word-of-mouth (WOM) endorsements that align with their culturally meaningful objectives (Shavitt & Barnes, 2020).

The Purchase Stage: Making Appropriate Choices

The previous models placed significant emphasis on the purchase stage as the desired culmination of the consumer experience (Deloitte, 2015; Edelman & Singer, 2015; Lemon & Verhoef, 2016). The influence of individualistic and collectivistic cultural norms is reflected in the perception of an ideal outcome. Goals can be defined as internal mental representations of situations that individuals find desirable (Baumgartner & Pieters, 2008). When engaging in a consumer journey, individuals may be motivated by one of two significant goals: the pursuit of a desired end state or the preservation of a current condition (Yang, et al. 2015). Individualists are driven by attainment goals due to their inclination to prioritise personal advancement and distinctiveness from their peers. In contrast, individuals who identify as collectivists are driven by the pursuit of maintenance objectives, since they place a high importance on the preservation of stability and continuity within their social connections. According to a study conducted by Yanget al. (2015), when participants with individualistic and collectivistic orientations were surveyed, it was found that individualists were more motivated by attainment goals (e.g., striving for increased value), whereas collectivists were more motivated by maintenance goals (e.g., maintaining the same value).

The impact of cultural variations on self-regulatory systems is seen in the way customers persist in achieving their desired goals throughout the entire consumer journey. Self-regulation refers to the cognitive and behavioural processes involved in managing and controlling one's impulsive reactions, with the ultimate aim of attaining favourable outcomes that are conducive to well-being and moral integrity (Baumeister & Heatherton, 1996). In the context of a road trip, the objective of the travellers is to optimise their outcomes by maximising benefits, such as the opportunity to visit several attractions, while simultaneously minimising drawbacks, such as the need to conserve financial resources. According to Shavitt and Barnes (2020), individuals that prioritise personal advancement tend to exhibit self-regulatory behaviour driven by internal motivations to achieve or optimise favourable self-outcomes.

Collectivists, who prioritise interpersonal harmony with those in close proximity, engage in self-regulatory conduct that is driven by a preventative focus. This conduct is primarily concerned with safeguarding the collective from unfavourable consequences and minimising losses. Several studies (Aaker & Lee, 2001; Chen, et al. 2005; Hong & Lee, 2008; Lee, et al. 2006) have examined this phenomenon. The process of making a shipping decision requires the exercise of patience while awaiting the completion of a transaction. These cultural inequalities in regulatory attention will have an influence on the consumer journey. According to Briley and Aaker (2006), empirical evidence indicates that individuals are more likely to be persuaded when there is a congruence between their culturally determined regulatory focus and the content of an appeal, particularly when making spontaneous judgements as opposed to deliberative ones. The act of expediting the delivery process is a frequently observed impulsive behaviour within the realm of the retail sector.

Based on empirical findings, Chen, et al. (2005) observe that individuals exhibit reduced levels of patience when the duration of waiting for online retail purchases is framed in a manner that aligns with their regulatory focus. In a study conducted by Shavitt and Barnes (2020), participants were assigned either an independent or interdependent self-construal. They were then exposed to messages that framed faster delivery options as either a promotion loss (i.e., the inability to commence reading the novel immediately) or a prevention loss (i.e., the need to wait longer for the novel's arrival if not obtained sooner). When the portrayal of a promotion as a loss was presented, individuals with a higher inclination towards promotion goals, namely independents, exhibited more impatience and a higher willingness to incur additional costs for expedited shipping. According to Chen, et al. (2005), those with a higher inclination towards prevention goals,

known as interdependents, exhibited greater impatience and willingness to incur higher costs for quicker delivery when the situation was presented as a preventive loss.

Shavitt and Barnes (2020) asserted that it is advisable for businesses to exercise caution in aligning purchasing alternatives and communications with the regulatory emphasis preferences of their respective audiences when customers approach the point of completing a purchase. Retailers have recently adopted cutting-edge technology to effectively address and control client wait times within their physical stores. Sensor-based traffic counters, such as QueVision and ShopperTrak, have been found to aid shops in reducing the duration required for parking and the checkout process (McLaughlin, 2014). Individual buyers that exhibit independent tendencies may potentially derive more advantages from the deployment of tracking devices due to their typically higher levels of impatience (Chen, et al. 2005). Moreover, while individualistic consumers may experience great satisfaction with the prospect of promptly enjoying their purchases, collectivist consumers may exhibit a preference for a more deliberate approach to verify that no items have been overlooked.

As stated earlier, individuals from cultures that prioritise individualism or possess an independent self-construal tend to prioritise their personal objectives (Triandis, 1995) and base their decision-making on their emotions (Hong & Chang, 2015). Individuals from collectivistic cultures, or those who possess an interdependent self-construal, prioritise the expectations and norms of others (Triandis, 1995) and tend to make decisions that can be easily justified to others (Hong & Chang, 2015). The decision-making process in purchasing is influenced by individualistic and collectivistic beliefs. In cultural environments that prioritise individualism, consumers tend to formulate decision rules that are influenced by their considerations regarding the potential impact of their selections on themselves (Shavitt & Barnes, 2020).

Post-Purchase Stage

The impact of culture on consumers' post-purchase guilt and their evaluation of pricing fairness is a significant factor to consider. The ramifications are contingent upon the prevailing cultural norms pertaining to decision-making. Menon, et al. (1999) asserted that the allocation of agency differs between individuals and groups in individualist and collectivist settings. This discrepancy leads to discernible patterns of regret and brand switching. Consequently, those with a collectivist orientation were found to exhibit a greater tendency towards experiencing regret following an unsatisfactory product experience when the initial decision was made by an individual. Conversely, individuals with an individualistic orientation were more prone to experiencing regret when the decision was made by their group. According to Ng, et al. (2015), a greater intensity of regret emotions was associated with an increased probability of brand switching.

In a study conducted in Singapore, cohorts of individuals with bicultural backgrounds were subjected to priming techniques that emphasised an individualistic cultural orientation. The findings revealed that these participants exhibited increased feelings of regret in relation to negative experiences with rental vehicles, as well as heightened expectations of switching brands, particularly in cases where they perceived a lack of personal agency (Shavitt & Barnes, 2020).

Ng, et al. (2015) study found that bicultural consumers, when exposed to a collectivistic cultural orientation, demonstrated increased levels of remorse and higher expectations of switching brands when their group did not exhibit sufficient collective agency. In the context of buyer-seller partnerships, it has been observed that collectivist customers exhibit a greater degree of sensitivity towards connection loyalty compared to individualist consumers. This sensitivity becomes particularly evident when these consumers engage in cross-consumer pricing comparisons. Collectivist consumers tend to perceive it as more unjust to pay a higher price in a loyal relationship as opposed to a first-time relationship. This phenomenon can be attributed to the cultural differences between Chinese and American consumers. Chinese consumers, who place a higher emphasis on interpersonal ties, tend to experience greater concerns regarding their social standing when

comparing the prices they have paid within their social circle, as compared to American consumers (Bolton, et al. 2010). The assessment of pricing practises is influenced by distinct relationship norms for individuals and collectives. According to Chen et al. (2018), individualists tend to exhibit more acceptance of asymmetric pricing practises compared to collectivists. This can be attributed to the fact that individualists place a higher importance on exchange norms as opposed to beneficent norms.

Mindscape Theory

Based on the tenets of Mindscape Theory, it is posited that a diverse range of personality characteristics, referred to as Mindscape types, are universally prevalent across various civilizations, transcending cultural boundaries. Cultural distinctions, also referred to as national stereotypes, emerge as a result of the dominance of one particular kind while marginalising others. Those across many cultures exhibit similarities in their cognitive processes, value systems, belief systems, and behavioural patterns, both within their own cultural group and when compared to those from different cultural backgrounds. Numerous scholars, such as Fatehi et al. (2015, 2018), have laid the groundwork for the cultural dimensions proposed by Minkov and Hofstede (2011). They argue that within any given society, there exists a diverse range of individual personality traits and patterns. Consequently, a modal personality structure emerges as one that is prevalent. In any given distribution of variations, it is possible for there to exist many modes. According to the Mindscape Theory, individuals across diverse cultures exhibit varying values, logic, and thinking.

Certain types, however, exhibit dominance and exert their authority and impact on other categories due to a multitude of factors. It is imperative for individuals belonging to nondominant groups to acknowledge and embrace the concept of dominance. Individuals belonging to nondominant types may feel driven to alter, conceal, or camouflage their own kinds in order to prioritise the dominant type due to personal motivations, ease, and expediency. Individuals employ several strategies to navigate and integrate into society, including but not limited to evading conformity to prevailing norms, identifying a specialised role or niche, concealing one's true identity, and alternating between private and public spheres. Examples of individuals who exhibit reversible repressions, reformist tendencies, rebellious inclinations, and disruptive behaviours can be identified. Consequently, the acceptance of this dominance by the nondominant kinds, along with the diverse techniques employed by the dominant types to suppress, alter, or disregard other categories, creates the perception of cultural uniformity.

Methodology

The research design method employed in this study was the cross-sectional survey, which focuses on the systematic collection of data from participants at a certain moment in time. This endeavour was undertaken with the intention of comprehending or forecasting certain facets of the behavioural patterns exhibited by the target population. The rationale behind selecting this approach was based on the suitability of surveys for scientific research investigations.

The sample for this study comprises 1500 traditional community chiefs and rulers in Bayelsa, Delta, and Edo State, Nigeria. The reason for selecting this specific population is the impracticality of studying the total population of traditional rulers in the Niger Delta Region of Nigeria, mostly owing to geographical limitations. The study sample was taken from an estimated aggregate population of 1500 chiefs and traditional rulers in the Niger Delta Region, all of whom are consumers of various products. The determination of the sample size for the study was conducted using Yamane's (1968) formula for sample size determination. A sample of 316 participants was drawn from a population of 1500 traditional community leaders and rulers in the designated States.

The study employed a stratified random selection technique, wherein the population was divided into strata depending on socioeconomic rank. A section of the population was then selected to ensure that each member had an equal probability of being chosen. The use of stratified random sampling facilitated the representation of both the general population and specific subgroups within it, particularly those comprising small minority groups. The data were obtained by administering a standardised questionnaire. The survey instrument comprised of Likert scale items and closed-ended questions. The drop and pick approach was employed for the administration of the questionnaire. The survey comprises of two distinct portions. The first half of the study encompassed an examination of the respondents' general characteristics and background information, while the second section delved into an analysis of cultural disparities.

In order to establish the validity of the data collection instrument, the questionnaire was administered to a highly esteemed expert in the field of Marketing. This finding contributed to the establishment of the content validity of the instrument. As a result, modifications and revisions were made in order to obtain the intended data.

The present study employed statistical approaches for the analysis of data. The list comprises two statistical techniques: descriptive statistics and regression analysis. Multiple regression analysis was employed to examine the degree of association between variables, assess the extent to which the independent variable explained variations in the dependent variable, and evaluate the statistical significance of these relationships. The individuals were engaged in employment using the statistical package for social science (SPSS) software, namely version 23.

The general form of the equation to predict PBC = $\beta_0 + \beta_1 ICV + \beta_2 CCV + \epsilon$

Where:

PBC= Purchase Behavior of Consumers.

ICV= Individualistic Cultural Values

CCV= Collectivistic Cultural Values

Results of Data Analyses

From the total of 316 copies of questionnaire that were administered, a significant majority of 312 were successfully returned. However, a small portion of 3 copies of questionnaire were found to be incomplete due to inadequate responses from the respondents. Consequently, a total of 309 copies of questionnaire were deemed suitable for analysis and further use. Consequently, the analysis is predicated upon the 98% rate of response.

Table 1: Multiple Regression Analyses of Culture and Cultural Differences
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.550	1.300		5.807	.000
	Individualistic cultural values	.439	.070	.354	6.258	.000
	Collectivistic cultural values	.144	.058	.141	2.482	.014

a. Dependent Variable: Purchase behavior of consumers.

Purchase behavior of consumers = 7.550 + 0.439ICV + 0.144CCV + ϵ

Table 1 showed that individualistic cultural values demonstrated a significant positive effect on the purchase behaviour of consumers ($\beta = 0.354, p < 0.05$). Furthermore, the study revealed that collectivistic cultural values exhibited a positive effect on purchase behaviour of consumers ($\beta = 0.141, p < 0.05$).

Table 2 Analyses of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	62.737	2	31.368	35.133	.000 ^b
	Residual	273.211	306	.893		
	Total	335.948	308			

a. Dependent Variable: Purchase behavior of consumers.

b. Predictors: (Constant), Collectivistic cultural values , Individualistic cultural values

The F-ratio presented in Table 2 is used to assess the adequacy of the overall regression model in terms of its fit to the data. The results from the table demonstrated a strong relationship between the features of culture and cultural differences of consumers and their purchase behaviour ($F = 35.133, p < 0.05$). The aforementioned observation suggests that the regression model exhibited a strong fit and holds statistical significance within the context of the study.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.187	.181	.9449

a. Predictors: (Constant), Collectivistic cultural values , Individualistic cultural values

Table 3 showed that the determinant coefficient, representing a 19% variation in purchase behaviour of consumers was attributed to both individualistic and collectivistic cultural values. However, it is important to note that the remaining 81% of the variation can be accounted for by other factors.

Discussion of Findings

The study revealed that the gender makeup of the respondents consisted of 87% males and 13% females, accounting for the majority and minority proportions of the sample, respectively. The data about the age distribution of the respondents reveals that 45% of the participants were under the age of 50, while the remaining 55% were 51 years old or older. The data about the marital status of the participants revealed that 2% of the individuals in the sample were unmarried, 88% were married, 5% were divorced, and the remaining 5% were widowed. The analysis of the respondents' educational history indicated that 40% of the sample possessed OND/NCE qualifications. Additionally, findings demonstrated that 35% of the respondents held HND/B.Sc degrees, while the remaining 25% were those with postgraduate degrees.

According to the findings presented in Table 1, it can be shown that individualistic cultural values demonstrated a significant positive effect on the purchase behaviour of consumers ($\beta = 0.354, p < 0.05$). The results of the statistical analysis shown in Table 3 indicated that there is a statistically significant positive link between individualistic cultural values and purchase behaviour of consumers ($0.000 < 0.05$).

Furthermore, the study revealed that collectivistic cultural values exhibited a positive effect on purchase behaviour of consumers ($\beta = 0.141, p < 0.05$). The results of the statistical analysis conducted on Ha2, as

presented in Table 1, indicate a significant positive relationship between collectivistic cultural values and purchase behaviour of consumers ($0.014 < 0.05$).

The perception of an ideal ultimate state is shaped by cultural norms pertaining to individualism and collectivism. Goals can be described as internal representations of states that individuals find desirable (Baumgartner & Pieters, 2008). When engaging in a consumer journey, individuals may be motivated by one of two significant goals: the pursuit of a desired end state or the preservation of a current state (Yang, et al. 2015). Individualists are driven by achievement-oriented objectives as they place a high value on personal progress and distinguishing themselves from others. In contrast, individuals who adhere to collectivist ideologies are driven by the pursuit of maintenance objectives, as they place significant importance on the preservation of stability and continuity within their social connections. According to a study conducted by Yang, et al. (2015), when participants with individualistic and collectivistic orientations were surveyed, it was found that individualists were more motivated by attainment goals (e.g., striving for increased value), whereas collectivists were more motivated by maintenance goals (e.g., preserving the same value).

The findings presented in Table 3 indicate that the determinant coefficient, representing a 19% variation in purchase behaviour of consumers, was attributed to both individualistic and collectivistic cultural values. However, it is important to note that the remaining 81% of the variation can be accounted for by other factors.

Conclusion

The study concluded that culture and cultural differences had positive effect on purchase behaviour of consumers. Individualistic cultural values and collectivistic cultural values had positive effect on purchase behaviour of consumers. As said before, culture plays a significant role in shaping consumers' perceptions and reactions throughout the entire customer journey. The significance of evaluating every element of the consumer journey, such as reactions to advertisements, pricing, websites, product offerings, retail environments, promotional items, and philanthropic collaborations, from the perspective of cultural variations is underscored by the disparities elucidated in our analysis of cultural contexts. Culture has a significant impact on consumers' beliefs, aspirations, and cognitive processes, including perception, categorization, and reasoning about their surroundings. Despite the increasing convergence of national income and product availability, as well as the growing interconnectedness of economic systems, cultural inequalities in buying priorities persist.

Recommendations

It is recommended that firms facilitate the customization of products or services in order to accommodate the cultural preferences and needs of customers. It is advisable for companies to provide a variety of choices in order to accommodate the desires of both individualistic and collectivistic individuals.

It is advisable for firms to customise their marketing messages and strategies in order to effectively appeal to both individualistic and collectivistic principles.

Organisations should employ segmentation strategies and leverage data analysis techniques in order to develop tailored experiences for distinct cultural cohorts.

References

1. Aaker, J. L. & Lee, A.Y. (2001). *I seek pleasures and we avoid pains: The role of self-regulatory goals in information processing and persuasion*, *Journal of Consumer Research*, 28 (1), 33–49.
2. Badrinarayanan, V. Enrique, P. B. Chung, H. K. & Sreedhar, M. (2012). *Transference and congruence effects on purchase intentions in online stores of multi-channel retailers: Initial Evidence from the U.S. and South Korea*, *Journal of the Academy of Marketing Science*, 40(4), 539–57.

3. Baumeister, R. F. & Heatherton, T. F. (1996). *Self-regulation failure: An overview*, *Psychological Inquiry*, 7 (1), 1–15.
4. Baumgartner, H. & Pieters, R. (2008). *Goal-directed consumer behavior: Motivation, volition, and affect*, in *Marketing and Consumer Psychology Series: Vol. 4. Handbook of Consumer Psychology*, Haugtvedt Curtis P., Herr Paul M. and Kardes Frank R., eds. New York, NY: Taylor & Francis Group/Lawrence Erlbaum Associates, 367–92.
5. Bobbio, A. & Sarrica, M. (2009). *Horizontal and vertical individualism and collectivism: an Italian adaptation of Singelis et al.'s scale and its relations with conflict management and leadership styles*. *Testing, Psychometric, Methodology in Applied Psychology* 16(4), 209–26.
6. Bolton, L. E., Keh, H. T. & Alba, J. W. (2010). *How do price fairness perceptions differ across culture?*, *Journal of Marketing Research*, 47 (3), 564–76.
7. Carnevale, P.J & Leung, K. (2001). *Cultural dimensions of negotiation*. In: Hogg MA and Tindale RS (eds), *Blackwell Handbook of Social Psychology: Group Processes*. John Wiley & Sons, 482–96.
8. Chen, H. A. Ng, S. & Rao, A. R. (2005). *Cultural differences in consumer impatience*, *Journal of Marketing Research*, 42 (3), 291–301.
9. De Mooij, M. & Hofstede, G. (2002). *Convergence and divergence in consumer behavior: implications for international retailing*, *Journal of Retailing*, 78 (1), 61–9.
10. Fatehi, K. Priestley, J. L. & Taasoobshirazi, G. (2020). *The expanded view of individualism and collectivism: One, two, or four dimensions?* *International Journal of Cross Cultural Management*. 20(1) 7–24.
11. Fatehi K, Kedia, B.L, & Priestley, J.L. (2015). *Mindscape and individual heterogeneity within and between cultures*. *Journal of Business Research* 68(2): 291–98.
12. Fatehi K, Priestley, J.L, & Taasoobshirazi, G. (2018). *International marketing and intra-cultural heterogeneity*. *Asian Pacific Journal of Marketing and Logistics* 30(3), 669–88.
13. Han, S-p & Shavitt, S. (1994). *Persuasion and culture: Advertising appeals in individualistic and collectivistic societies*, *Journal of Experimental Social Psychology*, 30 (4), 326–50.
14. Hofstede G (1980) *Culture's consequences: International Differences in Work-Related Values*. Beverly Hills: SAGE.
15. Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*, Thousand Oaks, CA: Sage.
16. Hong, J. & Chang, H.H. (2015). *I follow my heart and 'we're'ly on reasons: The impact of self-construal on reliance on feelings versus reasons in decision making*, *Journal of Consumer Research*, 41(6), 1392–411.
17. Hong, Y, Michael, W. M, Chi-yue C. & Verónica B-M. (2000). *Multicultural Minds: A Dynamic Constructivist Approach to Culture and Cognition*, " *American Psychologist*, 55 (7), 709–20.
18. Kim, H. S. & Hazel R. M. (1999). *Deviance or uniqueness, harmony or conformity? A cultural analysis*, *Journal of Personality and Social Psychology*, 77 (4), 785–800.
19. Kirkman, B.L, Lowe, K.B, & Gibson, C.B (2006). *A quarter-century of cultures' consequences: a review of empirical research incorporating Hofstede's cultural values framework*. *Journal of International Business Studies*, 37(3), 285–320.
20. Lalwani, A. K. & Shavitt, S. (2009). *The 'Me' I Claim to Be: Cultural self-construal elicits self-presentational goal pursuit*, *Journal of Personality and Social Psychology*, 97 (1), 88–102.
21. Lemon, K. N. & Verhoef, P. C. (2016). *Understanding customer experience throughout the customer journey*, *Journal of Marketing*, 80(6), 69–96.
22. Markus, H. R. & Kitayama, S. (1991). *Culture and the Self: Implications for cognition, emotion, and motivation*, *Psychological Review*, 98(2), 224–53.

23. Menon, T. Michael, W. Morris, C-Y. C. & Ying-yi, H. (1999). Culture and the construal of agency: Attribution to individual versus group dispositions, *Journal of Personality and Social Psychology*, 76 (5), 701–17.
24. Minkov M & Hofstede G (2011). The evolution of Hofstede's doctrine. *Cross Cultural Management: An International Journal* 18(1), 10–20.
25. Ng, S, Kim, H. & Rao, A. R. (2015). Sins of omission versus commission: cross-cultural differences in brand-switching due to dissatisfaction induced by individual versus group action and inaction, *Journal of Consumer Psychology*, 25 (1), 89–100.
26. Oyserman, D. & Spike, W-S L. (2007). Priming culture: Culture as situated cognition, in *Handbook of Cultural Psychology*, Kitayama Shinobu and Cohen Dov, eds (1st ed.). New York: Guilford, 255–81.
27. Oyserman, D. Nicholas, S. Rolf, R. & Chen, S. X. (2009). Connecting and separating mind-sets: Culture as situated cognition, *Journal of Personality and Social Psychology*, 97 (2), 217–35.
28. Sia, C. L. Kai, H. L. Kwok, L. Matthew, K.O. Lee, W. W. & Huangand, I. B. (2009). Web strategies to promote internet shopping: Is cultural-customization needed?," *MIS Quarterly*, 33 (3), 491–512.
29. Taras V, Sarala R, & Muchinsky, P. (2013). Opposite ends of the same stick? Multi-method test of the dimensionality of individualism and collectivism. *Journal of Cross-Cultural Psychology* 45(2), 213–45.
30. Triandis, H. C. (2012). Culture and conflict, in *Intercultural Communication: A Reader*, Samovar Larry A., Porter Richard E. and McDaniel Edwin R., eds (13th ed.). Boston, MA: Wadsworth, 34–45.
31. Tusi, A.S, Nifadkar, S.S, & Ou, A.Y. (2007). Cross-national, cross-cultural organizational behavior research: advances, gaps, and recommendations. *Journal of Management*, 33: 426–78.
32. Yang, H. Stamatogiannakis, A. & Chattopadhyay, A. (2015). Pursuing attainment versus maintenance goals: The interplay of self-construal and goal type on consumer motivation, *Journal of Consumer Research*, 42 (1), 93–108.