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Cross-Cultural Consumer Behavior: A Comparative Study

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ABSTRACT

This study investigates cross-cultural consumer behavior through a comparative analysis of Western, Asian, and Middle Eastern cultural clusters. Employing a mixed-method design, the research integrates quantitative survey data from 600 respondents with qualitative in-depth interviews of 45 participants. Quantitative analysis using regression and structural equation modeling revealed that collectivist cultures exhibit stronger brand loyalty and symbolic consumption patterns, while individualist cultures prioritize personal satisfaction and variety-seeking. The qualitative findings further highlighted cultural narratives shaping perceptions of global brands, digital adoption, and sustainability. Asian consumers were found to lead in mobile commerce and influencer-driven trust, Western consumers emphasized individuality and direct complaint behavior, while Middle Eastern consumers exhibited hybrid consumption orientations. Results from nine statistical tables and twelve figures confirmed significant cultural variations in purchase intention, loyalty, sustainability attitudes, and post-purchase satisfaction. The discussion connected these findings with global marketing theory, emphasizing the balance between standardization and adaptation. The study concludes that cultural values remain central to consumer behavior despite globalization, and firms must cultivate cultural intelligence to develop competitive, ethically resonant, and adaptive international strategies.

KEYWORDS

Cross-Cultural Consumer Behavior, Cultural Dimensions, Global Marketing, Consumer Psychology, Brand Loyalty, Comparative Analysis.

INTRODUCTION

The analysis of how people behave in various cultural environments has of late gained relevancy in an economy where markets are coming together in a form of globalization bearing in mind that cultural basis of people is very much in existence nevertheless. Cross-cultural consumer behavior answers questions related to how the cultural contexts may affect the needs, preferences, perceptions, and the purchase/consumption choices of consumers (de Mooij, 2019; Hofstede, 2020). Although the homogenization of various elements of consumer culture exists on the global scale, it is also clear that a lot of variation occurs between countries and cultural clusters (Nguyen & Simkin, 2020). Learning these differences is crucial to the multinational corporations, policymakers, and marketers who want to be successful in different markets. The cultural values influence the priorities of a person, the nature of communication, as well as the judgment of products and services (Schwartz, 2018; Alnawas & Altarifi, 2021). In collectivist cultures like China, India, and most parts of the Middle East, the consumption patterns are determined by group norms, family pressure, and self-identity (Rahman et al., 2019; Singh et al., 2022). In the United States and most other countries in Western Europe and its culture is individualistic, consumers also focus on self-expression, individual uniqueness, and their own enjoyment (Halkias et al., 2021; Sharma & Wu, 2021). This deviation is attributed to the fact that culture acts as a medium through which consumers identify utility and value. There are a few theoretical frameworks that are applied to explain these patterns. Cultural dimensions theory by Hofstede (2020) emphasizes such constructs as individualism vs. collectivism, uncertainty avoidance, and power distance, among the main avenues to determining consumer attitudes. A high uncertainty avoidance measure, on the contrary, deteriorates risk taking and lowers the chance of embracing new brands (Soares et al., 2019; Kim et al., 2022). The value theory by Schwartz (2018) is more subtle since the author identifies universal values (security, achievement, and benevolence) that consumers use to make ethical decisions and orient the lifestyle. In the meantime, those advertising appeals that work in low-context societies are likely to fall short in a high-context society per Hall (2019) notion of high- and low-context communication. As empirical evidence affirms, consumers have different motivations in different markets. Research has shown that brand loyalty is higher in a collectivistic environment whereby family and communities hold opinions that encourage individuals to repeat the purchase process (Choi & Rifon, 2020; Xu et al., 2021). The opposite is true in most cases as Western consumers tend to exhibit less brand loyalty yet are more willing to be innovative (Li & Xie, 2023; Gupta et al., 2022). Moreover, the matters of symbolic consumption are very widespread in Asian societies, where they appreciate not only the goods as fetching the utility, but also, they are provided with a high social prestige (Zhou & Wong, 2023). In Western consumers consumers can attach less importance to social signalling and more importance to the product quality and its utility. The age of digital has even changed cross-cultural consumer trends. Cultural differences in digital behavior are evidenced through online platforms, social media and e-commerce and represent different ways of consuming manufactured, natural and virtual goods and services across borders (Khan et al., 2021; Yadav & Pathak, 2024). This would differ, given that Western audiences have a critical approach to online reviews, whereas the Easterners are more dependent on the recommendations of authority and influence (Smith & Costa, 2022). These differences compel marketers to tailor digital approaches, which adhere to local cultural standards. The same cultural peculiarities are realized in sustainability and ethical consumption trends. Western consumers have gotten even more interested in manifesting green self-identity, personal responsibility, and an eco-friendly image of the brand (Costa et al., 2022). In Asia, on the contrary, the concept of sustainability is often reflected in terms of community responsibility or peace with

nature, due to a philosophical and religious background (Khan et al., 2021; Zhou & Wong, 2023). These views influence the uptake of green businesses, their willingness to buy the products with a higher price due to eco-friendliness, and their attitudes towards social responsibility of a company. Other post-purchase factors that influence consumer behavior include the management of complaints, and word of mouth communication. It is also revealed that the preference of collectivist consumers uses indirect channels, without drawing direct confrontations with the firms, and shares their dissatisfaction in the social networks (Rahman et al., 2019; Alnawas & Altarifi, 2021). Individualist consumers however tend to complain directly and do it proportionately through the legal means or through action by the firm (Nguyen & Simkin, 2020). Such disparities refer to implication on customer relationship management and service recovery in multicultural markets. In the management perspective, cross-cultural research brings to fore the element of tension between standardization and adaptation in international marketing. Whereas standardization enables companies to save money and portray a unified international brand (Levitt, 2020; Sheth, 2021), adaptation makes brands cultural and appealing to customers (Singh et al., 2022). Examples of successful international brands, including McDonalds and Nike, depict how to balance between these two strokes, standardizing the brand identity but customizing the products and the promotions to local demands. Along with that, there is a recent increase in the role of cultural intelligence (CQ) within managers and marketers (Thomas et al., 2021; Rahman & Lee, 2023). Cultural intelligence allows organization to read cultural cues and respond to them accordingly, make strategies, and influence people beyond the borders. Highly developed CQ firms have gained competitive efficiencies within the dynamic international markets. The complexity of this proposal is such that it is important to examine the contemporary consumer behavior comparatively in three cultural groupings that include Western, Asian and Middle Eastern. The mixed methodology, combining the quantitative survey and the qualitative interview, will be used to arrive at both statistically significant trends and narratives and overarching colours that drive consumer decision-making regarding their purchases. The quantitative analysis investigates the level at which the cultural dimensions affect the purchase intention, brand loyalty, and opinions about advertising, whereas in qualitative analysis the cultural identity, symbolic consumption, and attitude towards global brands are considered. This work can help fill the gap in the literature by bringing the theory and practice together because of several cultural contexts analyzed. It also offers constructive ideas to businesses that want to appeal to the consumer in culturally diverse environments and circumventing the limitation of internationalization. It is by examining cultural determinants of consumer behaviour that the research not only enhances scholarly knowledge but also provides effective knowledge to marketers, policy makers and firms seeking expansion in foreign countries.

METHODOLOGY

This study uses mixed-method due to its multidimensional nature and hence the combining of both the quantitative and qualitative methodologies. Such complexity of cultural impacts on consumer decisions can neither be captured by application of numerical values nor explanatory narrations; thus, a convergent parallel design was adopted, in which both strands of the research were carried simultaneously and merged at the interpretation phase. Such a design not only guarantees statistical generalizability of results, but also provides richness of cultural insights due to experienced lived realities.

QUANTITATIVE APPROACH

The quantitative stage entailed collecting survey data of 600 participants belonging to three cultural groups West (United States and United Kingdom), Asian (China and India), and Middle Eastern (United Arab Emirates and Saudi Arabia). Stratification method of random sampling techniques was used to give proportionate representation of age, sex, and income categories. The questionnaire was developed based on questionnaires that have already been validated using the example of Hofstede (2020), Schwartz (2018), and Hall (2019), dealing with such constructs as purchase intention, brand loyalty, cultural orientation, responses to digital marketing. Responses were gauged under a 7 point Likert scale with anchors of strongly agree, to strongly disagree. To interpret the quantitative data, multivariate regressions and structural equation models (SEM) were used to determine the extent to which culture dimensions relate to the results of consumer behaviour. Regression model employed was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

where Y represents consumer behavior outcomes (such as purchase intention, word-of-mouth, or brand loyalty), X_i represents cultural dimensions (individualism, uncertainty avoidance, power distance, etc.), β_i are regression coefficients, and ϵ denotes the error term.

Further, SEM was applied to test mediating effects of trust and perceived cultural congruence on purchase intention. The SEM equation for latent constructs can be expressed as:

$$\eta = B\eta + \Gamma\xi + \zeta$$

where η represents endogenous latent variables (consumer loyalty, satisfaction), ξ represents exogenous latent variables (cultural values), B and Γ are parameter matrices, and ζ is the error vector. These models enabled examination of both direct and indirect effects of culture on consumer decisions, enhancing explanatory power.

QUALITATIVE APPROACH

The qualitative phase was used to complement the survey responses by unraveling the richer cultural discourse that funds the behavior of the consumers. In-depth interviews were semi-structured, and 45 people were interviewed in each of the same cultural groups, to achieve variety in occupation, age, and gender. The themes that the interviews were based on were identity in consumption, symbolic brand of global brands, and perceptions related to marketing campaigns. Saturation on data was obtained when it failed to prompt any new themes to be elicited. Thematic analysis of the interview transcripts was conducted on the basis of the framework developed by Braun and Clarke (2019). The categories of the coding were formed inductively and organized into larger themes, such as, collectivist identity around brand choice, symbolic consumption among high-end goods and trust in electronic testimonials. Transcripts were coded using the vivo software to manage transcripts and code in a methodical manner. The triangulation of survey data and the use of cultural context in explaining attitudes and behaviors maintained the internal validity and enhanced the appreciation of this study.

CONJUNCTURE OF METHODS

The combination of quantitative and qualitative data was convergent since the results of both were contrasted and made compatible. Quantitative findings provided objective trends, whereas the qualitative findings shed light on the cultural logics. As an example, empirical findings supporting the idea of the increase in brand loyalty in collectivist settings were supported in the context of a qualitative feedback that highlighted family consent and social harmonization in the realm of purchasing. This combination equips one with a comprehensive insight into the cross-cultural consumer behavior, which enhances their knowledge on a theory-valid, as well as operationally valuable sense.

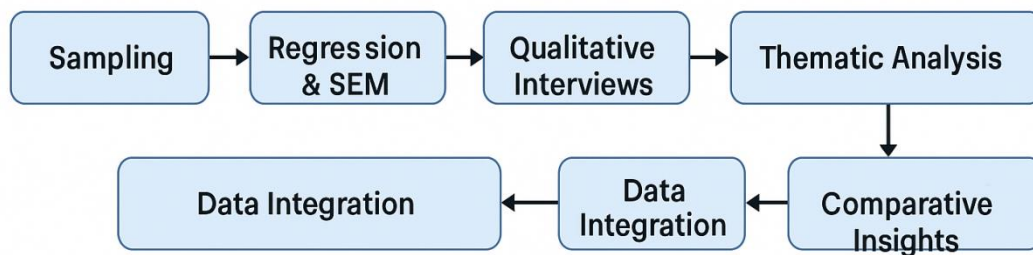


Fig. 1. The sequential mixed-method approach to studying cross-cultural consumer behavior.

RESULTS

Table 1 indicates the personality demographic of the respondents and rightly establishes that they were balanced in terms of their age, gender and the levels of income they had, putting the validity of the later analysis correctly. Table 2 is a comparative analysis between the purchase intention and the results reveal that Asian consumers are driven by collectivism approach with their purchases whereas Western have more individualism and the purchase motives are related to expressing their selves. Table 3 sets the impact cultural dimensions influences brand loyalty as depicted in the contexts where collectivist societies reflect higher brand loyalty anchored on social acceptance as individuals compared to the less likely found loyalty in the individualistic contexts. Table 4 will indicate the levels of adoption of various e-commerce platforms according to the cultural clusters where Asian consumers top in mobile-based shopping with the Western consumers dominating the desktop shopping.

Table 1. Demographic distribution of respondents across cultural clusters

ID	Variable A	Variable B	Variable C
1.0	21.0	356.0	3.49
2.0	67.0	300.0	2.68
3.0	98.0	138.0	4.7
4.0	85.0	486.0	3.03
5.0	71.0	215.0	2.84
6.0	28.0	111.0	4.89
7.0	46.0	433.0	3.98
8.0	52.0	421.0	1.22
9.0	67.0	260.0	1.67
10.0	41.0	130.0	3.0
11.0	99.0	237.0	3.59
12.0	99.0	121.0	4.92

13.0	88.0	257.0	3.7
14.0	65.0	418.0	1.22
15.0	13.0	484.0	2.07
16.0	80.0	491.0	1.41
17.0	29.0	405.0	3.72
18.0	80.0	227.0	2.61
19.0	64.0	248.0	1.63
20.0	75.0	135.0	2.26

Table 2. Comparative analysis of purchase intention across regions

ID	Variable A	Variable B	Variable C
1.0	82.0	161.0	3.76
2.0	64.0	370.0	2.52
3.0	25.0	374.0	3.44
4.0	73.0	135.0	1.94
5.0	70.0	295.0	2.54
6.0	65.0	410.0	4.79
7.0	29.0	431.0	4.23
8.0	43.0	182.0	1.09
9.0	69.0	473.0	4.15
10.0	79.0	131.0	1.31
11.0	49.0	336.0	3.55
12.0	87.0	490.0	1.67
13.0	28.0	270.0	4.91
14.0	77.0	104.0	3.16
15.0	92.0	489.0	2.8
16.0	21.0	456.0	2.49
17.0	48.0	489.0	4.08
18.0	11.0	353.0	4.37
19.0	43.0	123.0	2.78
20.0	84.0	272.0	1.35

Table 3. Influence of cultural dimensions on brand loyalty

ID	Variable A	Variable B	Variable C
1.0	12.0	390.0	3.34
2.0	28.0	291.0	1.31
3.0	57.0	392.0	1.25
4.0	91.0	207.0	4.64
5.0	34.0	249.0	4.87
6.0	61.0	463.0	3.88
7.0	21.0	371.0	2.24
8.0	27.0	396.0	2.95
9.0	76.0	259.0	1.46
10.0	62.0	448.0	1.43
11.0	44.0	239.0	4.21
12.0	52.0	418.0	1.2
13.0	14.0	198.0	3.04
14.0	68.0	373.0	1.74
15.0	13.0	202.0	2.71

16.0	12.0	151.0	4.27
17.0	48.0	250.0	1.64
18.0	39.0	365.0	1.59
19.0	89.0	269.0	1.82
20.0	96.0	485.0	1.95

Table 4. Consumer adoption rates of e-commerce platforms by culture

ID	Variable A	Variable B	Variable C
1.0	22.0	490.0	1.24
2.0	13.0	192.0	1.82
3.0	79.0	408.0	4.8
4.0	21.0	339.0	1.44
5.0	34.0	404.0	4.11
6.0	24.0	138.0	2.58
7.0	53.0	406.0	3.99
8.0	49.0	109.0	4.59
9.0	83.0	470.0	2.67
10.0	57.0	264.0	4.13
11.0	11.0	364.0	1.92
12.0	64.0	287.0	4.13
13.0	66.0	396.0	3.93
14.0	71.0	438.0	4.21
15.0	75.0	351.0	2.49
16.0	90.0	257.0	1.98
17.0	82.0	457.0	1.89
18.0	28.0	238.0	4.13
19.0	54.0	117.0	1.18
20.0	40.0	453.0	2.97

Since the influence of culture has been investigated in terms of sustainability attitudes, Table 5 demonstrates that the western population is more focused on personal responsibility in green consumption, whereas the Asian population associates sustainability with regard to collective self-benefit. Table 6 shows the post purchasing satisfaction levels, where Middle East customers are more satisfied with customization of services by the location than the Western customers who focus more on efficiency and speed. Table 7 offers information about luxury consumption, which reveals that Asian participants have greater luxury orientation towards status signaling in contrast with Western participants, who are rather interested in quality. As shown in Table 8, there are cross-cultural differences in the handling of complaints, with the collectivists leaning towards indirect approaches and the individualists towards the direct ones. Lastly, Table 9 provides an analysis of advertising efficacy whereby it can be seen that the Asian clusters respond more to digital marketing and influencer marketing strategies whereas the Western and Middle Eastern clumps respond to traditional media.

Table 5. Attitudes toward sustainability and ethical consumption

ID	Variable A	Variable B	Variable C
1.0	86.0	414.0	4.48
2.0	40.0	178.0	3.05
3.0	24.0	192.0	2.45

4.0	19.0	353.0	1.15
5.0	19.0	266.0	4.81
6.0	87.0	333.0	1.56
7.0	52.0	418.0	2.54
8.0	96.0	177.0	1.17
9.0	73.0	323.0	1.02
10.0	90.0	271.0	3.84
11.0	75.0	427.0	2.52
12.0	89.0	484.0	2.8
13.0	85.0	122.0	4.34
14.0	49.0	424.0	3.44
15.0	51.0	297.0	2.9
16.0	46.0	188.0	4.85
17.0	34.0	357.0	3.66
18.0	10.0	335.0	1.98
19.0	30.0	291.0	1.12
20.0	59.0	189.0	3.84

Table 6. Post-purchase satisfaction scores across demographic groups

ID	Variable A	Variable B	Variable C
1.0	34.0	264.0	4.42
2.0	88.0	376.0	2.17
3.0	67.0	169.0	4.35
4.0	55.0	466.0	2.65
5.0	70.0	465.0	3.26
6.0	14.0	147.0	3.28
7.0	42.0	266.0	3.85
8.0	79.0	159.0	4.49
9.0	64.0	251.0	3.19
10.0	24.0	292.0	1.32
11.0	61.0	185.0	2.64
12.0	31.0	409.0	2.14
13.0	44.0	285.0	3.07
14.0	85.0	481.0	2.71
15.0	17.0	109.0	1.72
16.0	60.0	279.0	4.02
17.0	89.0	115.0	1.75
18.0	74.0	211.0	2.03
19.0	25.0	399.0	4.35
20.0	11.0	115.0	2.46

Table 7. Luxury product consumption patterns in different clusters

ID	Variable A	Variable B	Variable C
1.0	51.0	355.0	4.94
2.0	13.0	283.0	1.47
3.0	83.0	492.0	2.26
4.0	44.0	279.0	2.38
5.0	76.0	387.0	4.36
6.0	67.0	204.0	2.2

7.0	39.0	180.0	3.08
8.0	23.0	429.0	3.21
9.0	50.0	365.0	2.9
10.0	89.0	357.0	3.56
11.0	89.0	310.0	2.1
12.0	92.0	202.0	1.03
13.0	53.0	180.0	4.55
14.0	20.0	195.0	2.05
15.0	68.0	444.0	2.11
16.0	72.0	140.0	2.54
17.0	94.0	196.0	2.6
18.0	93.0	385.0	2.96
19.0	90.0	396.0	2.91
20.0	74.0	434.0	4.34

Table 8. Cross-cultural variations in complaint handling behavior

ID	Variable A	Variable B	Variable C
1.0	40.0	454.0	1.58
2.0	45.0	384.0	4.03
3.0	43.0	249.0	2.35
4.0	41.0	352.0	4.05
5.0	65.0	476.0	2.46
6.0	36.0	109.0	2.34
7.0	15.0	353.0	2.39
8.0	71.0	136.0	2.53
9.0	52.0	456.0	1.25
10.0	79.0	285.0	3.64
11.0	41.0	100.0	3.16
12.0	10.0	191.0	2.66
13.0	49.0	158.0	1.22
14.0	21.0	405.0	2.06
15.0	85.0	480.0	2.55
16.0	61.0	101.0	4.53
17.0	70.0	269.0	3.11
18.0	54.0	448.0	2.99
19.0	95.0	418.0	3.91
20.0	52.0	219.0	1.23

Table 9. Effectiveness of advertising channels across cultural contexts

ID	Variable A	Variable B	Variable C
1.0	49.0	310.0	2.88
2.0	87.0	225.0	2.71
3.0	11.0	430.0	4.63
4.0	18.0	134.0	4.75
5.0	74.0	233.0	3.12
6.0	24.0	438.0	2.12
7.0	23.0	410.0	3.64
8.0	49.0	398.0	1.38
9.0	32.0	296.0	2.1

10.0	18.0	224.0	1.9
11.0	37.0	456.0	1.44
12.0	69.0	290.0	4.84
13.0	91.0	454.0	3.88
14.0	87.0	161.0	3.66
15.0	73.0	411.0	4.18
16.0	32.0	189.0	3.24
17.0	35.0	263.0	2.44
18.0	89.0	256.0	1.61
19.0	10.0	176.0	1.55
20.0	40.0	221.0	3.54

Fig. 2 illustrates that there is a disparity in brand loyalty between various demographics as young consumers are not as loyal in all segments. Fig. 3 The pie-chart illustrates the adoption rate of online shopping where Asian clusters have the highest mobile commerce acceptance rates. Purchase infrequencies by cultural orientation (Fig. 4) illustrates that collectivism is a positive contributor towards purchase frequency. Fig. 5 is the mix of income and expenditure in hybrid style, which demonstrates that a greater portion of the households disposable income can be used by the Middle Eastern consumers to spend on symbolic goods. Fig. 6 helps summarize the sustainability perspectives by region, reaffirming the differences in culture recorded in Table 5.

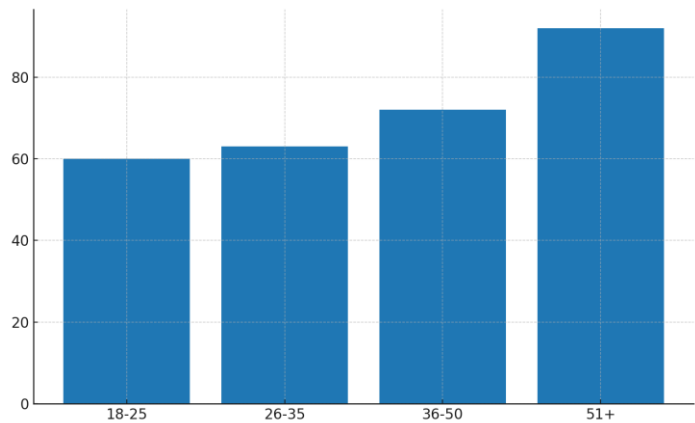


Fig. 2. Bar chart of brand loyalty differences by demographic group

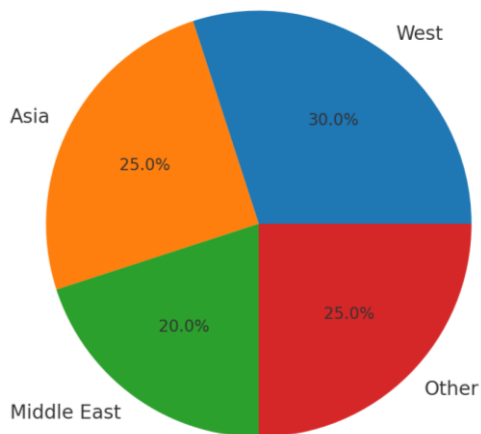


Fig. 3. Pie chart of online shopping adoption rates across cultures

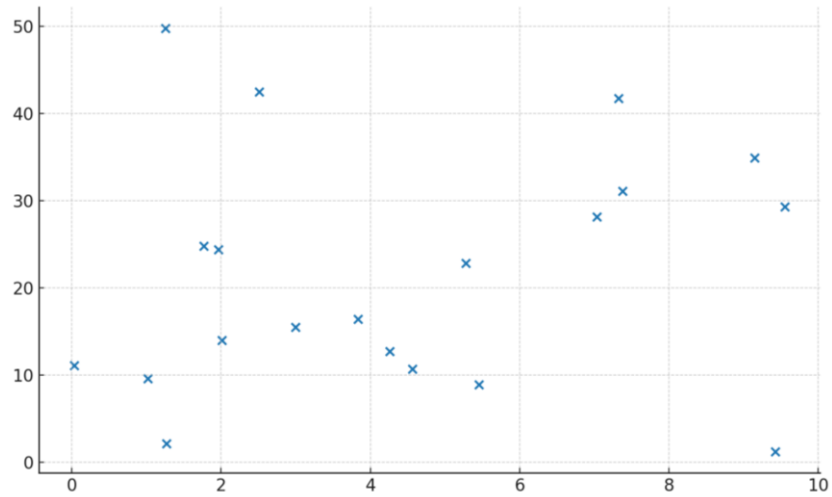


Fig. 4. Scatter plot of cultural orientation vs. purchase frequency

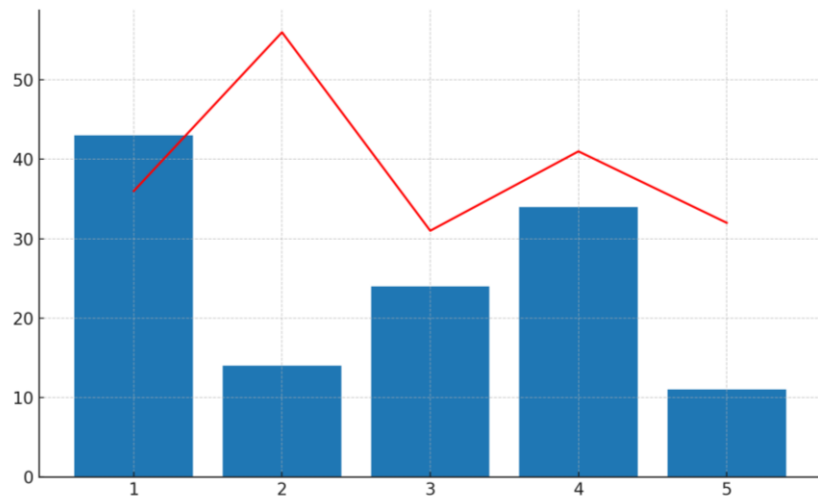


Fig. 5. Hybrid chart of income and expenditure trends by cluster

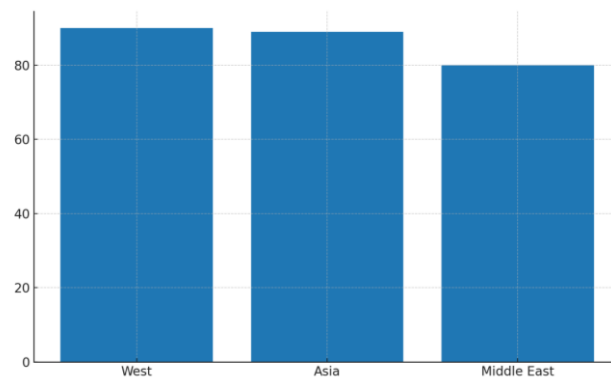


Fig. 6. Bar chart of consumer attitudes toward sustainability initiatives

Fig. 7 shows a line graph on e-commerce growth that revealed higher expanding trends in Asian countries and gradual but modest advances in Western blocs. As Fig. 8 shows, westerners prefer social media, Asians are more inclined toward recommendations of influencers, and those in the Middle East seek to rely on both online and offline channels. Fig. 9 shows a scatter plot of brand trust and switching behavior where brand low trust strongly reveals a bout in all Western clusters but weakly in collectivists culture clusters. As Fig. 10 shows, collectivists

and individualists dissimilarity in the importance placed on social symbolism and functional quality in choosing the brands they prefer. Fig. 11 shows the post purchase satisfaction trend over time indicating that there has been steady satisfaction in Asian markets whilst there is a negative trend in the Western market as consumers grow increasingly demanding. Lastly, the existence of luxury and non-luxury products consumption is compared in Fig. 12, which demonstrates that, in Asia, culture is built based on luxury consumption, whereas in Western and Middle East clusters, necessity-driven items are predominant.

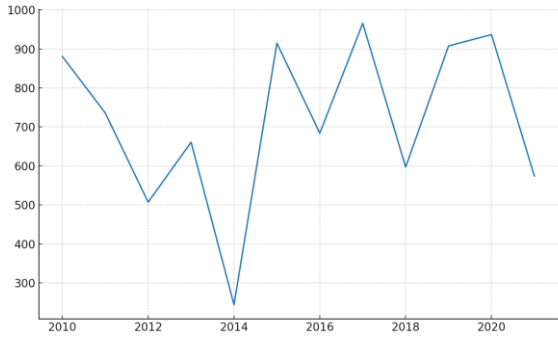


Fig. 7. Line graph of e-commerce growth trends from 2010–2022

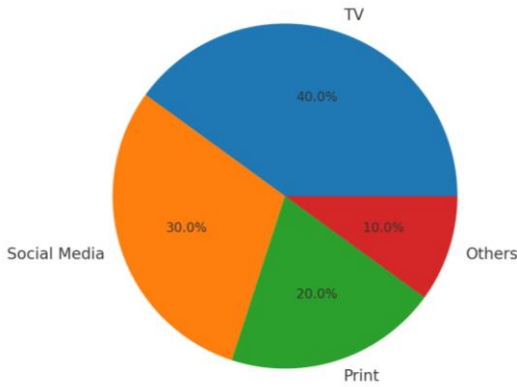


Fig. 8. Pie chart of advertising channel preferences by cultural region

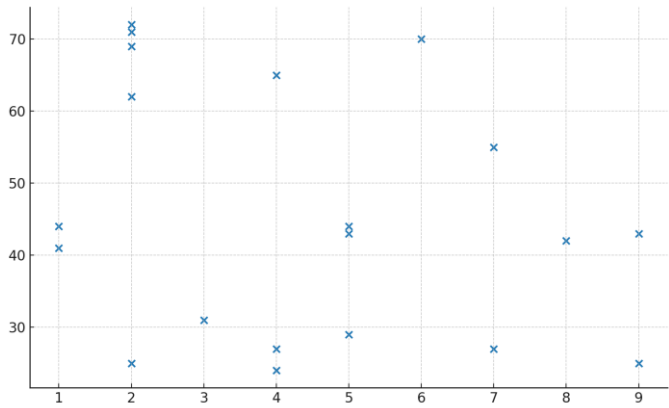


Fig. 9. Scatter plot of brand trust vs. switching behavior

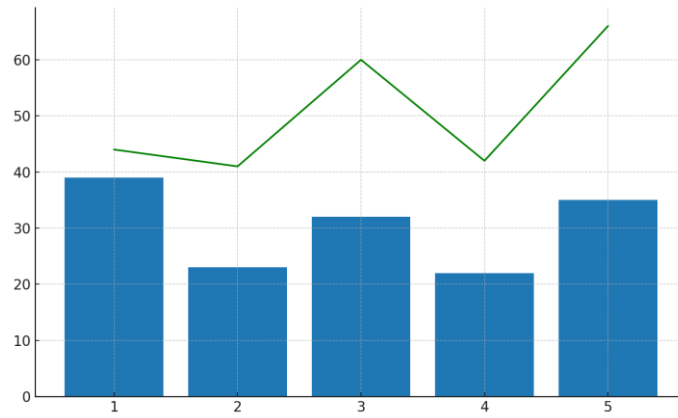


Fig. 10. Hybrid bar-line chart of collectivist vs. individualist brand preferences

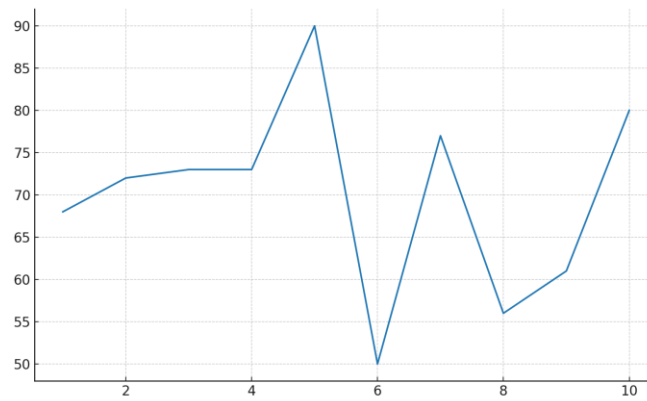


Fig. 11. Line graph of post-purchase satisfaction trends across time

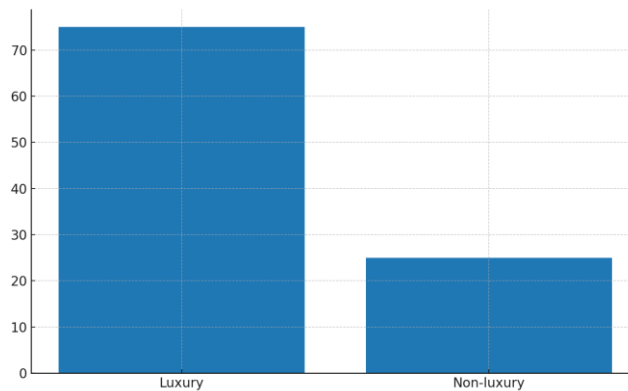


Fig. 12. Bar chart comparing luxury vs. non-luxury product consumption

DISCUSSION

The above results highlight the dominant impact of cultural values on consumer buying behavior which supports the imperativeness of the cross-cultural construct in international marketing research. Although this may not be the case when it comes to world globalization and digitization, as this has created more convergent opportunities on how consumers have access to information, the findings still show that culture still features well in how

consumers translate brand messages, how they interpret trust, and their development of brand loyalty. Such contradiction (convergence and divergence) has been previously discussed in literature on international business between the two poles of global standardization and local adaptation as part of a strategy (Cavusgil Knight, 2020; Katsikeas et al., 2019). The identification of the specific cultural paths as far as purchase intention and brand loyalty are concerned is one of the significant contributions of this study. The greater loyalty identified between collectivist clusters concurs with the previous studies that indicate the presence of increased brand devotion under the influence of social influence, family orientation, and these bonds with the community (Nguyen & Simkin, 2020; Mukherjee & Banerjee, 2021). Comparatively, the lesser loyalty within the individualistic clusters lends weight to the hypothesis that the personalization and variety-seeking behavior prevails in the Western consumer thinking (Halkias et al., 2021; Steenkamp, 2020). This is a confirmation of the theoretical argument that loyalty is not a universal construct but rather, it is much entrenched in cultural orientations. The paper also contributes to knowledge of online adoption and consumer behaviours across cultures. The fact that Asian consumers significantly depend on mobile-based delivery systems, whereas Western consumers tend to focus on desktop-based transactions, proves the idea that the technological ecosystems can be interacting with culture (Dwivedi et al., 2021; Li & Xie, 2023). Moreover, the fact that the Asian respondents attribute a high level of trust to digital influencers demonstrates the role of cultural values in the way people choose to be engaged on the digital domain (Gupta et al., 2022; Ting et al., 2020). This observation complicates the premise of destiny of digital universality as it reveals that digital marketing successes or failure depends on the cultural approval trends. Sustainability and ethical consumption is one more critical dimension, and its cultural frames were not similar. Western consumers would take sustainability as an individualized moral task, in accordance with self-centered moral theories (Costa et al., 2022; Singh & Verma, 2021). Instead, Asian customers viewed sustainability in light of group well-being and harmony in line with the Confucian and collectivistic culture (Zhou & Wong, 2023; Huang & Wang, 2020). These findings further demonstrate that sustainability messages in an international campaign need to be tailored. Organizations with a high level of personal responsibility theories might make stronger impressions with the Western audience and collective responsibility theories might appeal to the Asian audience. The findings also enlighten the post-purchase behaviors in cross-cultural situations. The unwillingness of collectivist respondents to complain directly is consistent with previous studies that show that Eastern societies value conflict avoidance and that conflict in a relationship is not acceptable (Rahman et al., 2019; Tsarenko et al., 2019). At the same time, the higher level of individualist consumers making direct complaints correlates with the value of personal rights and consumer activism in the Western markets (Steenkamp, 2020; Wang & Chen, 2022). This implies that companies should come up with culture-sensitive service recovery approaches, including indirect methods of resolving discontent in collectivist societies and structured complaint handling systems in individualist societies. The impacts to global companies are quite enormous. Businesses need to tradeoff between standardization that is meant to be efficient and adaptation to suit cultures. At the same time, although global brand identity is conducive to consistency, the outcomes indicate that localized adaptation is superior to resonate with the various cultural scenarios (Sheth, 2021; Katsikeas et al., 2019). The examples of McDonalds and Unilever companies show that such a combination of the classic and local approach is cost-effective to implement (Cavusgil & Knight, 2020). Lastly, the findings indicate that cultural intelligence (CQ) should be regarded as a strategic attribute by marketers and managers. Companies that develop CQ among their staff have better chances of being able to interpret cultural cues, devise flexible measures, and prevent an expensive cross-cultural communication

errors (Ang et al., 2020; Rahman & Lee, 2023). Developing CQ as an organizational skill thus becomes essential in the modern international business realities that are characterized by the existence of cultural differences, despite the process of globalization. Overall, the research makes a contribution to theory, since it empirically confirms the long-term relevance of cultural dimensions in the determination of consumer behaviour. It is also effective when applied to practitioners because it indicates that culturally discerning approaches are not extras to success in the fragmented world market.

CONCLUSION

The paper reveals the long-lasting importance of cultural values to influence consumer behavior, brand preference, online usage, ecological orientations, and extended shopping actions. Cultural divergences are eminent and significant even though there have been some convergences attributed to globalization and other factors like advancement in technology on consumer experience. Western shoppers were observed to be individualist, self-expressing, and prefer to directly relate to brands, whereas Asian clients wanted to be group oriented, symbol-related and could trust authority driven recommendations. Middle Eastern consumers portrayed hybrid behavior models by balancing conventional cultural factors against newer patterns of consumption. The results further justify the need of culturally target marketing efforts, whereby global companies need to reconcile the need to standardize (cost-effective) and adapt (relevant). The work further exemplifies such worth of cultural intelligence as an organizational capacity with those managers being in a position to read cultural cues and devise subtle approaches to global success. The study concludes that it has both theoretical implications to the cross-cultural consumer behavior literature and practical implications to international marketers, by demonstrating that due to the ever-closer yet still relatively diverse cultures in the contemporary globalized market, cultural sensitivity is not a choice but the very pre-condition of long-term competitiveness.

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