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**The effect of cultural differences on consumer buying behaviour in
London in retail sector: A case study of Tesco**

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I acknowledge that the above named student has regularly attended the planned meetings and actively engaged in the dissertation supervision process. They have provided regular timely draft chapters of dissertation and followed given guidance.

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Abstract

The entire research is about the effects of culture on the consumer buying behaviour in the retail sector in London. The case study is taken from Tesco, simply because it is one of the most well known supermarket in the whole of United Kingdom. In the research both primary and secondary data is used. Throughout the whole research it is highlighted that there are various factors involving cultural effects, which are personal, social, psychological and cultural factors. To find out the effects and what people thinks about cultural effect, research was also carried out with the general population of thirty people using the internet, emails and social networking site. A pilot study was also carried out with few sample participants to check if the questions being asked are relevant. After carrying out the surveys it was seen that there are mixed reactions with people, some get more affected by cultural aspects and some don't, and also choices of people also changes from time to time.

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Chapter 1

Topic: The effect of cultural differences on consumer buying behaviour in London in retail sector: A case study of Tesco

INTRODUCTION

Consumers are the foundation of the success of companies. Culture influences buying behaviour of people, which also affects the pattern, through which companies like Tesco purchases products according to the needs and demands of their recipients. Even if the required products are made available, it is highly unlikely that that customer will buy that product from them. The whole psychological process involving from attracting customers to diverting their attention to buy a certain product is highly complex (Jansson and Catherine, 2010).

Before introducing a product in the market, a marketer should have the experience of that specific environment before they actually enters the market, in order to maintain good relations with their clients, and to have a healthy growth with their future promotion and circulation (Dahir et al 2014, p. 56).

Regardless, of culture and different ethnicity, customer satisfaction is an emotional feeling which is determined by the performance of product and its quality (Kotler and Keller 2009, pp.378-414) and therefore, it is significant for a marketer to realise the values and beliefs of that society and its effects on customers.

Purpose of Research

London is such a multicultural city and there are many individuals from various different backgrounds from around the world. Although they all live together, eat similar kind of food, wear similar clothes and do similar activities but a vast majority of them have different customs, different religions and different attitudes towards life. Therefore, if a marketer trades in London, it is like trading internationally and one has to understand the complexity of cultural before introducing their products in the market.

On the other hand, according to Yakup et al (2011), cultural expects represents different opportunities for a large company like Tesco to make a profit. The main purpose of this research is to investigate the impact of culture on consumer purchasing behaviour in London in retail sector and to find out what techniques are required by a marketer to present their products directly to their potential customers and also to understand elements involved in different cultural preferences such as customs, habits and heritage. This research will also highlight the ways one can examine and analyse consumer behaviour, which are vital in marketing.

Statement of Problem

The process of consumption is an initial action, which should be contented for entire lifetime. In recent years, human consumption has been no more than a process that just includes the need of customers and it has become an evolving process according to the wishes of consumers (Kaur 2014, p.52). In modern marketing, it is required to recognise the audience of both costumer loyalty and costumers focus. Thus, in terms of marketing, consumer behaviour, intentions, perceptions, attitude, experience must be measured as individual elements.

Consumer buying behaviour is much affected by the social and cultural features which can not be controlled by the dealers but an effective research of this might help the marketers to understand the consumer behaviour and they can make strategies for marketing accordingly (Sethi and Chawla, 2014).

In response to this problem, the concept of culture, cultural differences, personal, social and psychological factors, marketing communications, consumer decision-making and the effects of cultural differences on consumer buying behaviour has to be investigated.

Research Questions

Following are the questions this research will answer:

1. How does culture affect businesses in the retail sector in London?
2. What is the relationship between culture and consumer buying behaviour in retail sector in London?
3. What is the impact of cultural differences on consumer buying behaviour in London in retail sector - Tesco?

Research Aims and Objectives

Researcher of this research will investigate the effects of cultural differences on consumer buying behaviour especially in London. Hence, the objectives of this research are as follows:

1. To determine the influences of culture on businesses operating in London.
2. To understand the relationship between culture and consumer buying behaviour in retail sector in London.
3. To study the effect of cultural factors on purchase behaviour of consumers in London in retail sector – Tesco.

Research Background

According to the research carried out by Jessica and Pon (2013), over the last twenty-five years there has been a vast increase in the global expansion with the number of people working and living outside their home countries. That has especially been the case with Europe, since they opened up their borders in the year 1992 for other countries which are members of European Union to come and work, which effects can specially be seen in the city of London, which is the most culturally diverse city in the world, where people from different origins can be seen living and working together.

The literature in various factors shows that there can be different incidents that can either influence new settlers in different regions of the country especially in the city of London to either adapt or neglect the cultural differences of the society.

Boman (2011) pointed out that there is not enough research done in the area, which concentrates on the cultural effects on consumer buying behaviour focusing on its effects in the city like London. Taking into account that a large number of various cultures representing different nationalities, religions, beliefs, age and gender live here.

Such factors that can be seen in general food or clothes shopping, carried out by different people from different backgrounds in supermarkets like Tesco. If they could find the products they are looking for easily and conveniently during their normal shopping or if they could increase their consumer buying behaviour by accepting local products different from their culture and include them in their general food or clothes shopping and accept cultural differences.

Rationale for the Chosen Topic

Nowadays it is quite difficult for a marketer to market their product to their potential new customers in already complicated existing markets. Due to the outcome of this factor, there will be a significant attempt to recognise the factors involving the effects of culture in consumer buying behaviour in the local market, in this case it will be in the city of London. There are many companies in London, which try to target new consumers but are unable to survive in this competitive market (Punch, 2013). This study will be beneficial for firms like Tesco, which will help understand customers' needs and wants.

On the other hand, it cannot be more emphasised that why there is a need to study customer-buying behaviour. First of all, consumer-buying behaviour can affect a massive effect on every individual's daily life. Therefore the most important reason to study this topic is to develop a basic sense to find out what role it plays in our daily life because the majority of time is mainly spent in markets and shopping in different environments. Secondly, consumer behaviour

can also have a massive effect on decision making as well. Which can help firms to figure out what product to introduce depending on the requirements of their customers.

As culture is a very interesting topic and it can have a massive influence in the market. Therefore it is important for managers managing firms to understand its effects. This can also lead to many advantages such as before entering the market one can find out to predict what will be the outcome once a new product is introduced.

Structure of the Dissertation

The structure of this dissertation is divided into five chapters, which are as follows:

1. Introduction
2. Literature Review
3. Methodology
4. Data Presentation and Analysis
5. Conclusion/Findings/Recommendation

Each chapter in this dissertation has its own importance that starts from introduction, to literature review, then methodology, after that data presentation and analysis and at the end conclusion, findings and recommendation. Each chapter starts one after the other and creates a link between each other.

First Chapter, Introduction gives the highlights of the research of what it is all about and what can the reader expect from this research. It is a very important chapter because it also highlights research purpose, statement of problem, research questions, research aims and objectives, research background and rationale for the chosen topic.

Second Chapter, Literature review which has a very high significance because it gives an overview of the research carried out on a similar topic in the past by other expert writers and opinions are given by the researcher of this study about how relevant they are now.

Third Chapter, Methodology shows what research methods are being adopted by the researcher to carry out this research. It also highlights the type of data being used in the research.

Fourth Chapter, Data Presentation and Analysis simply gives the outcome of the data collected by the responses received after conducting surveys with different individuals using survey monkey website.

Fifth Chapter, Conclusion, Findings and Recommendation show what is done in the entire research in a nutshell. Findings highlights how successful were the entire research and whether the research questions were answered, it also shows the significance of the entire research. Recommendation highlights if there is a room for further research.

Chapter 2

LITERATURE REVIEW

Introduction

The study of consumer culture and consumer buying behaviour is highly important for the dealers to predict and understand buying behaviour of consumers in market. The analysis of consumer purchasing behaviour can not be focused on what people buy, meanwhile this study also examine why they buy this product, when and where and the way they buy it and also how they use or order it (Yang et al, 2011).

According to Ahmad (2011), there are many and various factors have an influence on impulse buying behaviour of the consumers such as product placement, effective price strategy, promotion and window merchandising while Durmaz and Jablonski (2012) declared that culture and cultural factors has a big impact on consumer behaviour. It could be said that marketers and their strategies have influence on consumer purchasing behaviour, however they have not been enough to be effective on buying process in market. As Bashir et al (2013) pointed out that there are various backgrounds in the world and according to this, people have different attitudes, feelings and decision on the product when they purchase it. The view adopted here is that marketer should take into account every step of the consumption process which is before consumption, during consumption and after consumption.

The purpose of this examination paper is to investigate cultural factors that affect consumer buying behaviour and give some recommendations according to the feedback analysis of Tesco regarding this assignment on a survey.

Consumers and Consumer Buying Behaviour

A consumer is anyone that makes a decision and purchase on products from a store or a company. Customer satisfaction, customer loyalty, the relationship between consumer and marketer are the essential factors that provide an effective marketing in international business. Customer satisfaction is the overall measurement of the experience of customers after purchasing goods and using services. As Ramesh (2009) considered that customer has three different roles in marketing as an user, a payer and a buyer.

According to Rajagopal (2011), the knowledge of consumer buying behaviour leads to understand how costumers think, feel and select goods and how costumer are influenced by the group of references and their surroundings. When two different purchasers buy the same product, the cause of needing a product, the way of paying and using this product and emotional connections might be different (Chang et al, 2011). There is an agreement here is it is very significant if marketers try to understand customer needs and different behaviours which require an extensive study of their internal and external environment.

The process of buying behaviour has different steps such as consumer decision-making, purchasing and product using (Jonsson, 2010). It can be clearly said that consumer buying behaviour is straight connected to product and services consumption, which are generated by the decision-making process before and after. Consumer satisfaction is an emotional reaction by the expectancy of product, the performance and the quality of product, which is coming from the purchase and service result.

Researcher of this study points out that consumer buying behaviour has significant impact on customer satisfaction and costumer loyalty. Because of these, marketer who is willing to provide a good relationship with costumers and gain an effective growth should analyse the factors that have influence on consumer buying behaviour.

Factors Affecting Consumer Buying Behaviour

People consume and buy a lot of things according to their wants, needs, purchasing power such as consumable products, durable, specialty and industrial items. When individuals buy their needs in market, they make a decision differently, because the buying behaviour of consumers has been affected by some factors such as personal, social, psychological and cultural factors in different categories. Many researches show that these four essential factors play a vital role in consumer buying behaviour. In this part, the impact of these factors on consumer buying behaviour was studied, but the effect of cultural factors was focused on more than other factors as this is the main subject in this research.

Psychological Factors: The impact of psychological factors on the consumer buying behaviour has been much more important in recent years. In this part, psychological factors affecting consumer-buying decision were investigated in general concept.

Successful businesses can understand how different factors affect consumer buying behaviour to efficiently market their products and services. The psychological aspects that influence the decision of an individual to make a purchase were considered into the motivation of people, perceptions, learning and beliefs (Callwood, 2013).

Motivation: People need motivation to be satisfied with their life and they can be motivated to purchase a good for convenience or for prestige. If marketers know what they can do for costumers to create motivation, they might be able to develop some marketing tactics to affect the motivation of consumers (Smoke, 2009). For instance, in Maslow's Theory of Motivation, psychological needs are the basic needs such as food, water and sleep. There are also safety, social, esteem and self-actualization needs in Maslow's hierarchy of needs. Individuals need to feel safe in their environment, they want to be accepted and loved by others and have a good communication with other and also they are willing to be involved in groups.

Perception: Perception is how people understand about the world according to their senses. Consumers appraise their needs, wants and expectations before they choose and organize their products (Connolly, 2010). An industry's marketplace perception is extremely significant, because it is a reason why some big brands work hardly to provide a general positive perception.

Learning: People change their individual behaviour according their experience that they got in life. In other words, people know how to maintain balance by learning and interpreting new knowledge because of past experience. It is an extremely important theory for marketers to establish a demand for a good by associating it with using cues, because consumers tend to buy products from similar brands because of their loyalty (Lamb, 2010).

Beliefs and attitudes: People have specific attitudes and beliefs that have influence on consumer buying behaviour regarding religion, politics, dress, music and food. If a consumer has favourable attitude towards a product, then there will be a positive impact on the buying behaviour.

Consumers are attitude object as a person, a object or an advertisement and people might have difficulty to change their attitudes due to their natural sensitivity. There are three different kinds of models in an attitude such as mental, emotional and Conative models. Mental model consists of consumer's beliefs and thoughts, emotional model explains consumer's feelings and emotions and Conative model includes costumer's acts and social goals.

Personal Factors: Personal characteristics have a big impact on consumer purchasing behaviour. Personal factors affecting buying decision comprise of customer's age, economic state, the personality of consumers life style and values (Kotler and Keller, 2009). Especially, one of these factors, which are called value, has an important affect on consumer buying behaviour.

Values: Individuals buy their needs and wants according to their belief that can assist them to reach their main target. Some people want to purchase a product to be able to look younger and they prefer that kind of products rather than the one making them look old. The members of a society have different values and these values are shared between members as a guide in different states. Moreover, there is an important determinant that is called belief system that control people's behaviour and attitudes. The significant point for belief system is to classify individual's choice in long term.

According to Priest et al (2013), consumer-buying decision is influenced by people's interest and inspiration while Jegan and Sudalaiyandi (2012) believed that people use products and services

to get new experiences and improve their knowledge. As a result of these, the researcher's view is that people choose product and services, which are based on their values.

Social Factors: Social factors can be examined into several specific parts such as consumer's family; social role and status are the factors that have impact on consumer buying behaviour. Reference group affects people's attitude and behaviour and Noel (2009) declared that reference groups benefit to assist of comparing people's behaviour.

Groups: Groups have a direct impact to an individual who is in membership group. A reference group also affects people. Reference groups have influence on the attitudes of people and self-concept, bare a person to new behaviours and lifestyles and also create gravities to follow that might affect the individual's product and brand choice (Gianie, 2013).

Family: Family is the most significant organisation of consumer buying which has been researched extensively in society. Children are a strong factor that may have effect on family decision for everything such as restaurants, cars. For instance, an Asian respects the elders and considers their family as their priority according to their culture.

Roles and Status: People usually respect what the members of their society think when they make a decision on something. People are expected to act according to other individuals around them. Consumers usually select products, which are appropriate to their roles and status, so that these factors have influence on people's behaviour.

Cultural Factors Affecting Consumer Buying Behaviour

Culture is the main element of a society that discriminates it from other cultural groups. The fundamental components of every culture are the ethics, language, folklores, customs, rituals, laws, and the artifacts, or products that are transmitted from one generation to the next (Lamb, Hair and Daniel, 2011).

According to Kotler and Keller (2009), there are three aspects that affect consumer buying behaviour which are social, private and cultural. There are many and various aspects that have influence on consumer purchasing process included social, psychological, cultural factors and

the characteristics of the buyer. Cultural factors that have influence on the buying behaviour of consumers are physical, social and educational. These factors consist of values and ideologies of the reference groups or a particular community. Moreover, every individual has own culture and the way people live, dance and eat, believe, dress and sing is completely different from each other. For instance, cultural factors bring a lot of rules and ethics to society about what to eat, when to eat and where to eat. Therefore, there is an agreement here is culture and its factors that affect consumer-buying decision have to be studied in-depth to establish a balance between consumer and company needs.

Ahmad (2011) examined the influence of consumer style and unhealthy eating habit and he found that one of the factors that play a vital role on consumer buying behaviour is impulsive consumer style. He also mentioned that there are different personality traits affecting consumer-buying decision. This work disagrees with the research here, because it is true that personality features are really important and effective to make a decision, but traits could be generated and affected by value and beliefs of the society.

Cultural Outlook

The way one behaves towards a product can play an important role on consumer buying behaviour. As one author defines, cultural outlook as a substance of behaviour. For them cultural outlook is something towards which a consumer displays a strong connection, or something they can relate to (Kotler and Keller, 2009). Therefore, in many instance, it can be a challenge to change the attitude of consumers towards a specific product due to the involvement of sensitivity.

On the other hand, according to Singh et al (2011), cultural outlook is mainly based on two factors, which are beliefs and emotions. Belief is the feeling of trust towards that specific thing or product and emotion is the feeling, which attaches them towards it. Because of these two factors consumers can also pay a higher price than normal to get that specific product if it fulfils their requirements and needs. All of this can only be achieved once consumers experience that product and culture can play a vital role in this by influencing consumers to buy it, if the receiving end of those consumers culturally accepts it.

Deciding Factors

Culture consists of three factors such as cognitive elements and beliefs, ethics and standards, signals and symbols. As Jonsson (2010) declared, cognitive elements and beliefs included the knowledge of bodily and communal words and spiritual dogmas. Ethics and standards give information about the way people behave and signals and symbols comprise of languages and conversation techniques.

Deciding factors include needs and wants, language and symbols, acculturation, religion, technology and material culture. These are the most important factors for any business in-order to be successful in the market they are operating in. As Ali et al (2013), highlights in their research that deciding factor of consumer starts the minute they decide to choose a product which they think will fulfil their needs and wants. But according to Sami et al (2013), the process of fulfilment of needs is divided in four steps, first step is to understand and realise the problem for which that product or substance can help. Second step is need of information given to or required by the consumers. Third step is the actual process which influences the purchase of that product and the last step is the reaction received by the sellers once that product has been sold. All four steps play a vital role to make that product successful or unsuccessful.

What ever the case is, as the author of this study, the researcher thinks that either way, a consumer has to cautiously go through each step, in-order to convince themselves about the product they are going to purchase will fulfil their needs and at the same time retailers like Tesco has a massive responsibility to fulfil their customers needs and wants because of the diverse culture present in the city of London.

Marketing Communication

Customer relationship is extremely important for a company to have knowledge about their customer's feelings and opinions on the products and services of this company. At this point, marketing communication is a vital process to have great communication with customers. Marketers should create messages according to different kind of backgrounds and then they should evaluate and presented these messages to stakeholder groups to be able to have an

effective marketing communication. The researcher's view at this point is that the purpose of communication system is to affect consumers and their buying decision towards a product and services. Marketers and customer relationship managers due to cultural differences must take using language in communication into account. Furthermore, advertisement is an effective tool for communication with customers.

In advertising, there are some cultural factors that should be considered by dealers such as religion and life style. The reason why businesses consider these factors in advertising is that some adverts are accepted in some countries whereas other areas do not accept them by evaluating the suitability according to their culture, value and religion. Moreover, working with some famous and well known figures in advertising can be effective to influence consumers to purchase a product and to affect their buying behaviour on this product in some sectors such as cosmetic and textile. There shows that an effective advertising could be established by taking into account, cultural factors and consumers could be encouraged and persuaded to buy goods that they have never tried before.

Consumer Decision-Making

Consumer decision-making is a wide process in marketing which is really important for consumer buying behaviour. Consumer decision-making process begins with identifying needs and wants and choosing a product. It is very important for marketers to realise how consumers make a decision on products. This process consists of five steps, which are the recognition of problem, research information, alternative evaluating, the actual buying decision and post-purchase buying behaviour. A dealer should considerably take into account on all these stages to analyse consumer decision-making process effectively and to understand how consumers make a buying decision on a product (DeMooji and Hofstede, 2011).

Buying Factors influenced by Social Aspects

In today's world where competition between companies is fiercer and they are highly affected by the economic crises every now and then, hence consumers are becoming more and more

important in order to be a winner in the market. This is also influenced due to globalisation, which influences people to live in different parts of the world, adopting different aspects of lives different from the one they are used to living (Yakup and Jablonsk, 2012). According to Lantos (2011, p.144), due to globalisation, there is a sudden change in the demands and needs of the consumers who are considered to be a major part of global modern marketing. Therefore, following points are highlighted which can be influenced by social factors as shown below in the table:

Consumption of a Consumer	It is the process in which a service provided by a company to their customers are used by their customer completely, it is also important that service provided needs to completely satisfy that particular customer and the service needs to be fully used in a given amount of time.
Relation of consumer and customer	The relation between both consumer and customer has high importance. Consumers are the people, which consume a service provided or produced by a company. A customer is simply a person, a company or any entity, which purchases goods or services from the consumer.
Concept of Consumer Behaviour	Concept of consumer behaviour is simple, it simply show why, how, what, does, does not, when, where a customer is influenced to buy a product. This involves social behaviour of consumers.

(Ali et al, 2013)

Whereas, Hye and Siddiqui (2010), in their research highlights that although all three social factors highlighted above are important but they also points out that social behaviour can happen individually by personal choice and it can also be influenced in a group, which can involve friends or family recommendations. They also give importance to the fact that consumer behaviour involves both the use of a product and at the same time, its disposal as well. A product, which is used (used regularly) by a consumer, has a high importance to their marketer because then it shows how can it be best positioned in the market, and also being socially accepted by their consumers.

On the other hand, Malik et al (2013) highlights that consumer behaviour influenced by social factors also involves services and tangible products. This leads to the impact in which consumer behaviour reflecting a certain society has a high relevance. A good example of this can be an aggressive marketing of fried chicken, which if consumed in high quantity can lead to bad health known by every one, but due to its aggressive marketing, it may be accepted by a certain population of society, which can have an effect on health of people at a national level and can also lead to the downfall of economy.

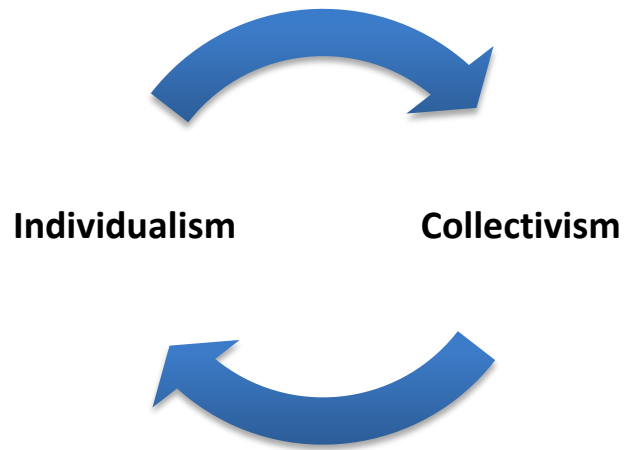
Sub-Culture and its effects on consumer buying behaviour

According to Mucahit et al (2011), sub-culture can have a vital effect on consumer-buying behaviour. Individual behaviour of people with similar values and customs forming a group to share similar opinions is called sub-culture. Geographical location of people, their values of lives, and their religion are the essential ingredients required to form sub-culture. People who live close to each other can also have different preference. These kinds of individuals have different values and norms than other members of a specific sub-culture. Therefore, Sun and Wu (2012) argues that segmentation of this sub-culture is a very important variable and it is vital to understand the characteristics of sub-culture to understand consumer buying behaviour and in creating marketing mix.

Culture and its effects on social class

Williams (2012) points out that social class is present in every culture of every region and every part of the world. He also highlights that although it is seen that groups are formed in similar social class between different individuals, which can affect buying behaviour by influencing each other following similar trends. Whereas, Shih et al (2014) highlights that social class is not completely influenced by culture. It is mainly influenced by other factors, which involves similar level of education, their life style, ways of communication, and each member of this can be an individual having different views and opinions, which could also have an effect consumer buying behaviour.

Consumer behaviour impacting Collectivism and Individualism



(Sirkec 2013, p.30)

Figure 1.1. Consumer behaviour impacting Collectivism and Individualism

Figure 1.1 above shows the dimensions of individualism and collectivism is used to explain the relationship between different individuals. As name explains, individualism is normally used to highlight the social pattern that gives an idea how individuals look at themselves. These individuals normally gets motivated by themselves, they tend to choose their own way of thinking and understanding ways of life, caring less for what or how others can effect their life's. Whereas on the other hand, Collectivism in contrast to individualism, people who lead their lives collectively, they consider themselves as a part of a group. They are highly affected by the actions of others and others can also easily influence them. Hence people in this never act or work on their own and all the decision are made collectively (Seock, 2011). Nevertheless, there is no culture, which can depend completely on individualism or collectivism.

As Koschate (2012), highlighted in his research that there is always a specific level of either collectivism or individualism present in different cultures of different countries and at the same time, it is present in individuals. According to Berry (2011), there is a possibility that some cultures may have more collectivism and some may have more individualism. All these factors influences consumer buying behaviour, this helps in creating better variations and strategies which helps companies, mainly supermarkets to target their new and potentials customers. This can also help in retaining existing customers. Therefore the author of this study points out that culture does play an important role in effecting consumer buying behaviour as pointed out by the

expert author, regardless of its being either individualism or collectivism. Multi-national companies or companies which has customers from different origins or parts of world should focus on the values and norms of those people from that specific origins.

Schwartz's Cultural Values

As the author of this study, it was seen at first that Schwartz's cultural was relevant and could be used and while researching it was found that the entire research conducted by Schwartz's (1999) is focused on the initial group set based on basic cultural value of human beings, but while researching it in-depth it was highlighted that the research was carried out around fifteen years ago and most of the data collected then is not relevant today. This research also neglected the facts, actions conducted by an individual is complex and sometimes hard to understand and it also creates conflicts in cultural values which in terms for a marketer can effect buying behaviour in a positive or negative way depending on the situation at that particular point in time (Roosmand, 2011), however if taken from psychological point of view, its finding are viewed as valid and sufficient (Nayeem, 2013).

In response to the expert authors (Schwartz, Roosmand and Nayeem), the researcher of this study would highlight that while marketing a product, marketing communication must be developed so that all major and minor group of people can be involved at both domestic and global level and this can be achievable by focusing on customer satisfaction in mind so that once the marketer introduce product in the market, then there is less hesitation encountered by the receiving end of the customer, regardless of there culture background, this method will affect less, buying behaviour of consumer.

Global and local brands and its effects

Due to globalisation, as seen everywhere, there are many people from different parts of the world, from different cultures living together which are considered to be a very powerful drivers of consumer buying behaviour and culture being an important part of it. Brand is considered to be something, which is highly influenced by culture because people of a specific culture can

accept some brands but it may not be accepted by the others and vice versa (Balabanis and Diamantopoulos, 2011). Brands can be either a global brand or a local brand. Global brand has more correspondence towards the behaviour of people, which is mainly due to its popularity and enhanced awareness, as compared to local brands. Global brands have more demand as compared to local brands normally due to the fact that it being endorsed by famous figures and its large availability. According to Priest (2013), it is completely impossible to measure the influence of global brands in the buying decisions of customers.

On the other hand, as Wood (2010) highlighted in his research that people consider those kinds of products, which are more related to their culture. People also expect multi-national companies to respect their culture and values. For example, Chinese people prefer those products more and tend to only use those products, which values their culture, therefore, keeping this in mind, global companies focus more on the quality and availability of the products that they offer to their customers so that it does not effect buying behaviour and increase profits.

Conclusion

This chapter highlights the theoretical gaps in the market caused by culture, which effects consumer-buying behaviour. There are various expert authors whose work is used in this chapter which points out the consumer buying behaviour is one of the most important factor for any marketers who are trying to introduce a new product in the market or entering the market newly altogether.

Major gap encountered in this chapter is mainly influenced by culture, which influences the needs and wants of a consumer. As, the research is being carried out in London, and it is one of the most multicultural cities in the world and diversity between people living in the city can be seen throughout. Therefore, as pointed out in the study done by expert authors, it shows that marketers should focus on the roles played in society, culture, subculture and social groups and one needs to understand their importance on consumer buying behaviour.

Therefore, the author of this research study recommends that it is hard for marketers to identify and control all factors that affect buying decision. However each factor has a vital role on consumer behaviour and all the gaps highlighted in previous studies are beneficial to understand

what consumer's needs and demands are from marketer. Marketers could change a consumer's decision towards a service by showing that they give thoughtful consideration on their consumer's needs wants and interest, according to their culture and life style. Hence a definitional charity of the word 'culture' and 'consumer buying behaviour' in London is put forward.

Chapter 3

RESEARCH METHODOLOGY

Research Philosophy

Research philosophy is the period, which assists the growth of knowledge (Boone and Kurz, 2010). Research philosophy is an extremely significant part of the methodology of research to collect data. A research philosophy investigates and helps in recognising the data what should be collected, analysed and used. Furthermore, research philosophy associates a researcher to advance their research information and knowledge. The philosophy of research can be demarcated as the research background growth, research knowledge and its nature. There are three essential approaches for research philosophy such as epistemology, ontology and axiology mentioned below:

Epistemology: Epistemology is the research in which knowledge is not present. It is the theory of knowledge. It is a belief, which can be justified. For example a thought process, which is not real but in future becoming a reality and is valid. This process is not knowledge but what is added to this thought process is knowledge.

Ontology: Things, which are actually present in reality, things that exists, ontology deals with that. It is the though process in which world operates.

Axiology: Axiology is the study of the way the entire research is carried out, it is the study of ethics. The way entire research carried out by the researcher in this study shows whether it will be credible or not. This research highlights what is being done, all the decisions made and also helps in concluding the study.

(Boone and Kurz 2010, pp.23-27)

The research philosophy used in this dissertation will be axiology. It is simply because it deals with ethics which highlights the social conduct and influences positivity. By using this study in the research, the researcher will make sure the due credit is given to the author where their research is mentioned and research is ethically correct.

Research Design

Khan (2011) highlights that research design is simply a plan, which one follows to conduct research. It makes sure that the researcher is not bias and has a general view of opinion. Every research carried out is different and that is the reason why many times there are some weaknesses and strengths in every research. There are various kinds of research designs present, some of the common ones are as follows:

Experimental Field Studies: This study deals with moderate amount of internal and external validity. That is the reason why there is a chance of occurrence of many errors in this. This study is done in a real life setting and participants are selected from general population.

Experimental Laboratory Studies: This study deals with high external and internal validity. This study, is not carried out in real life settings, it is carried in laboratory settings. Therefore the entire situation is created according to the needs and wants of the researcher. Therefore the variables can be controlled accordingly.

Descriptive Field Studies: This study deals with low internal and high external validity. But most of the time the external validity is high in this study, simply because all the participants are taken from the general population and the data which is collected does not effects the population in any way or form.

(Khan 2011, pp. 44-48)

This research will use the descriptive field study, because it is more relevant to the study and majority of the participants will be taken from the general population.

Research Approaches

There are two types of approaches, normally used in research, which are as follows:

1. Inductive Approach.
2. Deductive Approach.

Inductive approach is used in qualitative research. The whole purpose of this research is that, the data collected by researcher is completely processed, turned into information and then used in the research. Data collected in this approach is normally gathered by doing observations, but the draw back of it is that the research can be completely useless at the end, once completed (Kumar 2010, p.41).

Whereas, a deductive approach, is used in quantitative research. This approach method is recommended by a lot of authors because at the end, if required by the study, a hypothesis can be created; from the research already present and data then can easily be tested (Lake 2010, p. 61).

In this research study, deductive approach will be used because it is highly recommended by many expert authors and the researcher of this study will be looking at many theories and studies which are already been carried out in the past, hence lowering the risk involved in getting irrelevant data.

Research Methods

There are two types of research methods:

1. Qualitative Research
2. Quantitative Research

A Qualitative research is mainly concerned with the feelings and emotions of people, and its effects on decision making on an individual. The easiest way of using this research method is to conduct one to one interviews with the people working in the organisation of choice. The interviews are normally conducted face to or on the telephone (Majumdar 2010, p.17).

On the other hand, in Quantitative research, the values used are more logical, which gives researcher the impression of what their participants actually thinks of something specific and due to this, it is easier to reach conclusion. This research makes it easier to process large data in fewer amounts of time and therefore it is less time consuming. It is used where small surveys are carried out and answered are normally gathered on the scale of 1 to 5. It can be conducted online, on the telephone or even face-to-face (Taloo 2012, p.14). This research method is more relevant to this study and therefore will be used by the researcher of this study.

Data Collection Methods

There are two types of data:

1. Primary Data.
2. Secondary Data.

Primary data is the data, which is collected, and that data is not present in any research before, e.g., collecting data through census is primary data. It is quite costly to gather primary data, but once all the data is processed, the information gained by it is very useful and accurate (Tyagi and Kumar 2011, p. 12).

Secondary data is the information, which exists already written or published by expert authors in the past. It is easier and cost effective to gather and process secondary data because the information is already available, but the major drawback in it is that the information can quickly be outdated (Chaubey et al, 2011).

Majority of authors use both primary and secondary data in their research to get their research questions answered and that is the reason why both of these data collection methods will be used in this research.

Methods

There are various kinds of data collection methods, but the most common types are as follows:

Interviews	Questionnaires
Telephone	Web based
On computer	Social media
Face-to-face	On paper

(Agyeman, 2013)

In this study, the researcher will conduct surveys using the Internet. Emails will be sent out carrying a link to complete surveys, because in London every one has access to email and it is the most convenient way of contacting people.

Sampling Methods

It is completely impossible to receive and investigate data from the entire population and that is the reason why sampling methods are used. There are two types of sampling methods, which are as follows:

Sampling Methods	
Probability Method	Non-probability Method
Systematic Sampling	Judgemental Sampling
Simple Random Sampling	Quota Sampling
Stratified Sampling	Snowball Sampling
Cluster Sampling	Convenience Sampling
Multistage Sampling	Self reflection sampling

(Kimiloglu et al, 2010)

Probability and Non-probability methods

Probability sampling is easy and at the same time can be a very complex method to use. There are fewer errors encountered while going through this method and at the same time there is a less chance of participants of being bias. This is mainly because the participants are hand picked by the researcher (King and Jessen, 2010).

Whereas on the other hand Non-probability method is the most popular method used in mainly all kind of researches because in many circumstances probability method is impossible to use. This method is used when the researcher is not aware about the participants being selected for research (Sauer and Hoyer, 2010).

Judgemental Sampling and Sample size

In this research, both primary and secondary data will be used and non-probability sampling method will be used because the whole sample size is not more than 30-40 people and participants are unknown. Sampling method will be focused through judgemental sampling method because participants will be selected entirely by researchers judgement. Therefore, Judgemental sampling will be used.

Data Analysis

The entire research will be conducted with around 30-40 people, which will contain both genders from the age group of 18-75. All the participants used in the research would be based in London. The entire survey will be carried out using survey monkey website, simply because once all the data is gathered, all of it is analysed automatically which is less time consuming.

Scaling Methods

The most common method used while conducting surveys is Likert scaling method. It is simply a response selected by participants on the level of 1 to 5, which can range from disagree to highly agree. There are normally five kind of responses used and it is less stressful for participants because it does not takes time to answer the question (Schiffman 2010, p.24).

Ethical Issues

The researcher of this study is required to gather all the necessary data to answer all the research questions and to finish the study, but all of this will be done keeping in mind that non of the participants are effected by it in any way and all the participants will be taken from general population.

Limitation

The only limitation, which can be encountered in this study is that, the participants answering surveys can be a little bias because all the participants will be taken from London and the entire research is based in London and their lifestyles are totally different then people living else where in the country.

Chapter 4

Research Findings and Analysis

Introduction

This chapter highlights the results achieved by guiding primary research using surveys from a group selected from general population. The findings that found from the quantitative research is intensely examined and connected.

The research carried out by the researcher is to find out the effect of different cultural factors on consumer buying behaviour in London. Thus, the gathering of data is real data accumulated from participants who took part in the questionnaire. Questionnaire was chosen for this study by the researcher as data collection method to obtain objective data. There are around 40 to 50 individuals were asked to participate in this survey. Questionnaire and links were sent out on social networking website like face book and e-mail addresses of participants in which 30 members answered. The results were checked and analysed on the bar charts and tables. In these 30 participants, 16 participants responded questionnaire through their e-mail and 14 participants replied questions on social media website which is called facebook. Participants were the researcher's classmates and individuals that available on face book, because people in face book live in different areas of London and which was convenient for the researcher because the whole research is based in London only. This technique was also less time consuming.

The survey monkey website was used in this study to analyse the data, because it is very efficient and convenient to prepare and send surveys to members and at the same time once the researcher collected all data with survey monkey website, it automatically evaluates the results. Moreover, survey has been prepared with the 'funnel' method, which means from general to special. The reason why researcher used this method is that participants would not like to be interested in survey and answer questions if special questions were asked to them at first part.

There were 10 questions prepared in this questionnaire to collect the relevant data according to research objectives. Furthermore, before these 10 questions were analysed, there were also 10 participants who assisted the researcher to modify mistakes and recommendations as highlighted by members were considered. In the survey, 10 different types of thinking were prepared and given to participants and these participants had 5 options to response questions and to select 1

option out 5 options which are strongly agree, agree, neither disagree or nor agree, disagree and strongly disagree.

Data Collection

The data was collected with secondary data in literature review. Secondary data was gathered from a lot of books, journals and that were taken by researcher in library and online. Survey questions are pointed out to accumulate primary data. Researcher has selected all participants by using sampling method, in which judgemental sampling was used. The reason why researcher used this method is that participants chosen had the knowledge that is required for this study to understand the research nature being working on and would respond questions properly.

Judgemental sampling method was highly efficient and made easier, because the researcher was able to contact with participants by taking their e-mail addresses and to reach them on face book whose e-mail address were not able to contact. According to this, the rate of response was very high and responses were collected in few days as shown in the figure below:

Day and Date	Number of Responses
Sunday (02/11/14)	5
Monday (03/11/14)	1
Tuesday (04/11/14)	8
Wednesday (05/11/14)	8
Thursday (06/11/14)	8
Total	30

Table 1 Number of responses, day and dates

Result Analysis of Survey Questions

Survey questions analysis was started by analysing general questions such as the ethnicity and gender of participants. Researcher especially selected the question, which is about ethnicity,, because research topic is based on cultural differences and their effects on the buying behaviour

of consumers. Therefore, it was extremely significant to gain all responses of survey from participants have different backgrounds.

Researcher, to have a profile of members, used the first two questions. The essential target of this study is to observe whether the participants actually are eligible for this aim of the research.

Question 1

The first question establishes the response rate of each gender.

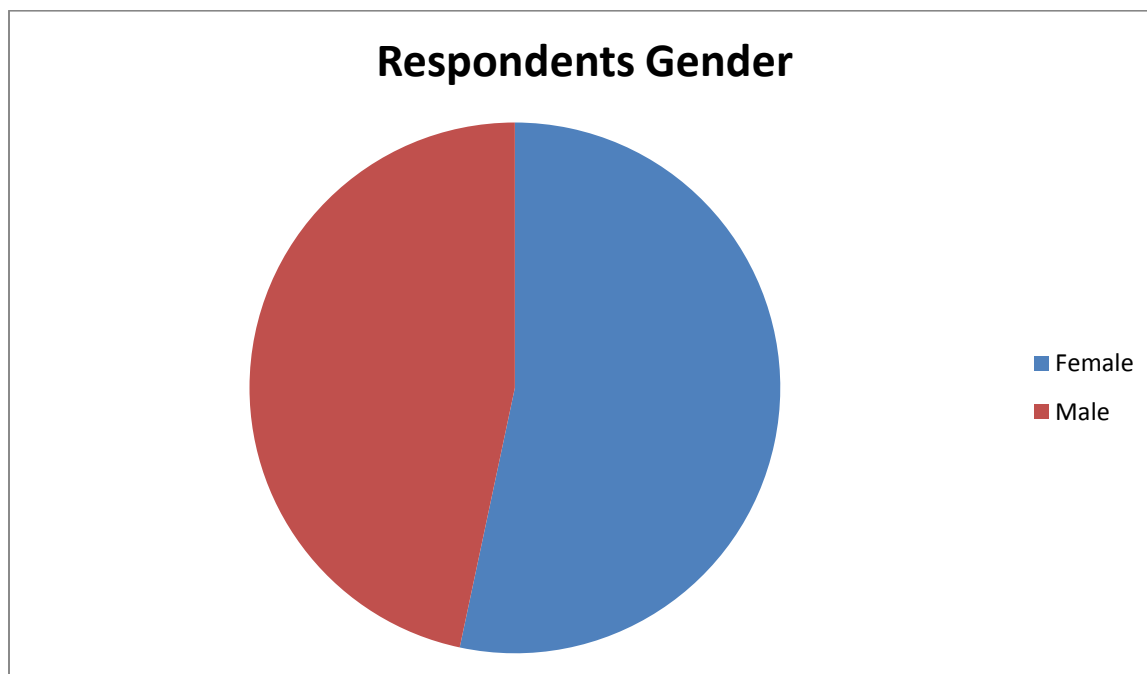


Figure 1.1: The gender of respondents

Pie chart above demonstrates that female was the majority of participants in this questionnaire. According to the analysis, there were 30 participants responded this question. Table 2, below shows the response rate of each gender.

Answer Choices	Responses	
Female	52.67 %	16
Male	47.33 %	14
Total		30

Table 2 Response rate of each gender

By analysing the results, 16 female participants and 14 male participants answered this question.

Question 2

The second question establishes the ethnicity of respondents

Answer Choices	Responses	
American Indian or Alaskan Native	0.00 %	0
Asian or Pacific Islander	11.00 %	4
Black or African American	4.33 %	2
Hispanic or Latino	12.33 %	3
White / Caucasian	25.67 %	7
Prefer not to answer	22.33 %	6
Other (please specify)	24.33 %	8
Total respondents :	100 %	30

Table 3 Ethnicity of respondents

According to the result of the table 3, among 30 participants, there were 24 respondents answered this question and other 6 members preferred not to answer this question. It can be clearly seen that, participants involved in this survey have different ethnicities from each other. In this case, the result of this question has been very beneficial to understand which people from which background are happy or not happy with the service of the retail company Tesco. Furthermore, it can be easier to understand the needs and wants of consumers by analysing the result of this question.

Question 3

The third question establishes the religious beliefs of respondents

Answer Choices	Responses	
Christian	30.00%	9
Muslim	40.00%	12
Buddhist		
Hindu	30.00%	9
Jew		
Atheist		
Other		
Please specify		
Total	100%	30

Table 4 Religious beliefs of respondents

This shows that the religion of the average Tesco costumers in London is between 7 different religions; therefore the costumers are mostly from Muslim community.

The researcher in this research especially chose this question, because the religion is the most significant decision-making factor that has an effect on consumer buying behaviour.

Question 4

I will shop in Tesco's, even if it does not stock products of my home country.

	1.Strongly Disagree	2.Disagree	3.Neither Disagree of Nor agree	4.Agree	5.Strongly Agree	Total	Average Rating
4. I will shop in Tesco's, even if it does not stock products of my home country	26.67 % 8	26.67 % 8	16.67 % 5	16.67% 5	13.33 % 4	30	3.03

Table 5 Choices of consumers

The purpose with this question is to understand if the consumers consider their religion when they make a decision and buy a product in Tesco. Members were asked if they purchase a good like meat, they look at its suitability to their religion and ideology. Once the data was checked, it should be taken into attention that all 30 participants answered this question. According to this table 4.1 result, 8 participants (26.67%) strongly disagree with this idea, another 8 participants (26.67%) disagree, 5 participants (16.67%) neither disagree or nor agree, another 5 participants (16.67%) agree and 4 participants (13.33%) strongly agree with this question.

Religion is one of the most significant factors of a culture that widely influences on beliefs, values and attitudes of individuals (Shaheen and Mansori, 2012). This question is based on people who really follow their ideology and religion for their eating habit such as Muslim community who only eat Halal food. To take an example, Tesco usually has pork as a meat product, which is ignored by Muslim people to eat. According to the table 5, it is clear that the large number of clients would like to buy products, which is suitable for their religion.

Question 5

Tesco considers my cultural background prior to designing and advertising their products.

As Saeed et al (2013) examined that brand image does not have a strong effect on purchasing behaviour, however brand attachment has a reasonable positive influence on consumer buying decision and environmental impacts. Some elements related to packaging and designing are needed to be considered at this point such as packaging colour, packaging material, wrapper design and innovation. For instance, orange colour is religious colour for Protestants in Ireland and black colour is bad luck in Thailand. According to this, each colour has various meaning for each country, so that each different consumer would have different feeling and make different decision on product.

The aim with this question was to examine the success of Tesco on packaging and designing according to different cultures and values as results as shown below:

	1.Strongly Disagree	2.Disagree	3.Neither Disagree/ Nor Agree	4.Agree	5.Strongly Agree	Total	Average Rating
5. Tesco considers my cultural background to packaging and designing their products.	13.33 % 4	29.99 % 9	19.99 % 6	25.67 % 8	10.00 % 3	30	3.03

Table 6 Consideration of cultural background

After analysing the data in the above table 6, it can be seen that nine respondents disagree, whilst three respondents strongly agree and six respondents neither agree nor disagree that Tesco considers my cultural background to packaging and designing their products.

According to table 6, Tesco marketers should take into account of this point, as participants did not seem very happy and pleased according to the result of this question.

Question 6

Tesco always adheres translation on the packaging on their products origin.

	1.Strongly disagree	2.Disagree	3.Neither disagree / Nor Agree	4.Agree	5.Strongly Agree	Total	Average Rating
Tesco always adheres translation on the packaging on their products origin.	9.99 % 3	5.67 % 2	30.00 % 9	33.33 % 10	19.99 % 6	30	3.43

Table 7 Translation on packaging

The purpose of this question was to identify the rate of importance, of language on consumer buying behaviour. After the results were analysed, all 30 participants answered this question. The highest number and percentage of respondents stated at fourth option which is 'agree', accounting by 10 and 33.33% in turn and the lowest number of participants choose 'disagree', standing at 2.

Language is one of the most important elements in society groups and it has an extensive effect on the buying behaviour of consumers (Yakup, 2014). Most products in different sectors have a usage guide in their package and these guides could be in different languages. To take an example, in cosmetic sector, products such as shampoo, body cream and mask have usage guide on the packaging. Such behaviour leads not to understand how products should be used, so that consumers could not be willing to purchase these kinds of products.

According to the average rating of this question, it can be said that Tesco management got success about this business, but it should consider on that point more to gain more costumers.

Question 7

If the product is fashionable, I tend to buy it even if it is not suitable by my cultural background.

	1.Strongly disagree	2.Disagree	3.Neither disagree/nor agree	4.Agree	5.Strongly Agree	Total	Average Rating
7.If the product is fashionable, I tend to buy it even if it is not suitable by my cultural background.	26.67% 8	30.00% 9	20.00% 6	16.67% 5	6.67% 2	30	2.90

Table 8 Product choices

The main purpose of this question is to examine if they participants consider fashion or cultural background while they are doing shopping in the supermarket. The results shows that most participants are willing to buy the product that suits their cultural background as most of them choose the second option, which is ‘disagree’.

Table 8 above, shows that the majority of respondents disagree, considering fashion more than culture. Furthermore, the percentage of participants who strongly agree with this idea is 6.67%, which is really low, and also 6 participants selected third option, which is ‘neither disagree nor agree’. That means that there are a few people who consider and follow fashionable changes, however the general view of this table demonstrates that cultural background has a strong effect on consumer buying behaviour more than fashion.

Question 8

Tesco's consideration towards customers, from different backgrounds matters.

	1.Strongly disagree	2.Disagree	3.Neither disagree/nor agree	4.Agree	5.Strongly agree	Total	Average rating
8. Tesco's consideration towards customers from different background matters.	4.00 % 1	14.00 % 4	39.99 % 12	24.00 % 7	19.99 % 6	30	3.43

Table 9 Customer focus

The aim of this question was to identify the behaviour of Tesco employees towards their costumers. Once the data was examined, it came into the researchers consideration that all 30 members responded this question. According to results of this research, it could be found out that the highest number and percentage of participants neither disagree nor agree with this question, standing at 12 and 40% in turn. Furthermore, 1 participant strongly disagree, 4 participants disagree, 7 participants agree and other 6 participants strongly agree with this discussion.

It is true that marketer's behaviour towards their costumers has an extensive effect on their buying behaviour. An international company should know how to have an effective costumer relationship. The view of the researcher here is that the first way to become a successful marketer is to be impartial. For instance, when a costumer tend to buy a product in a market, the attitude of employee considered with this costumer could be effective on costumer's buying behaviour and decision.

According to the table above, most participants agree that Tesco marketers respect consumers cultural backgrounds and they believe that they are very kind to all different nationalities.

Question 9

Tesco's offers special offers on Christmas and every other festival, even if they are foreign culture celebrations.

There are special cultural celebrations on specific days of the year in some cultures. One of them is Christmas, which is really important for some religious groups and celebrated by the large number of people around the world. It takes two weeks and most companies and schools are closed at that time. Furthermore, most markets and shops have special offers and promotions on products for their customers. At this point, the researcher examined the success of Tesco with this question.

	1.Strongly disagree	2.Disagree	3.Neither disagree/nor agree	4.Agree	5.Strongly agree	Total	Average Rating
9. Tesco's offers special offers on Christmas and every other festival, even if they are foreign culture celebrations.	3.33 % 1	10.00 % 3	16.67 % 5	40.00 % 12	30.00 % 9	30	3.45

Table 10 Festive offers

The researcher main purpose with this question is to study on the performance of Tesco on cultural specific days such as Christmas. After analysing the data, it came into researcher's attention that all 30 members of this survey responded this question. The number of participants who agreed with this discussion was considerably higher than the number of participants who disagreed with this idea, standing at 12 and 3 respectively. Furthermore, 5 participants neither disagree nor agree, 9 participants are only agree and 1 participant strongly disagree with this thesis.

According to the table 10 above, it could be clearly seen that 12 participants of this survey agreed with this thesis and 9 participants strongly agreed with this thesis. As a result of this, it can be understandable that most people believe Tesco should consider on working efficiently on these days for participants who do not believe they offers sales promotions on that days.

Question 10

As compared to other supermarkets, Tesco always have products available for other ethnics groups in London.

	1.Strongly Disagree	2.Disagree	3.Neither Disagree/ Nor Agree	4.Agree	5.Strongly Agree	Total	Average Rating
10. As compared to other supermarkets, Tesco always have products available for other etinics groups in London.	10.00 % 3	13.33 % 4	20.00 % 6	26.67 % 8	30.00 % 9	30	3.43

Table 11 Products availability

The main purpose of this last question was to compare Tesco with other supermarkets according to their performance regards to selling different kind of products, which appeal to every society. After the data was analysed, it was observed that all 30 participants answered this question. Majority of the applicants strongly agreed with it, 9 out 30 participants would find available goods in Tesco, which suit their norms and values, compared to other supermarkets, while, 4 disagreed and 3 strongly disagreed. Moreover, average rating of this question was 3.43. This shows that Tesco was preferred by most participants to purchase products compared to other markets such as Sainsbury's, but still it need to work hard on this project to be able to change other participant's mind that disagreed with it.

CONCLUSION

After studying on this primary research, different result had been achieved and the objective of this study has also been achieved. The results of this study demonstrates that how Tesco consider consumers needs and wants and the buying behaviour of Tesco costumers according to its management.

The consequences collected from survey questionnaires shows that consumers tend to buy products suitable and appeal to their cultural backgrounds. Researcher especially chose questions prepared and it was a big attention to prepare them related to cultural factors and differences. According to overall results, costumers believe that Tesco is a company, which consider the norms, values of people with their employees and products and services.

There are a lot of international markets in competitive environment. One of them is Tesco. According to results observed from this study, Tesco should take into account all responses to identify new strategies and improve its management by considering different cultures and factors. After all of these done by Tesco, it will be able to affect their consumers buying behaviour. The most significant aspect found out in the research is customer experience. Lastly, costumers must have a good experience with a retailer to be loyal to a brand or a retailer.

Chapter 5

Conclusion, Recommendations, Limitations and Further Research

The main purpose to conduct this study was to find out the effect of cultural differences on consumer buying behaviour in retail sector in London. During the research, Tesco marketing communication and the attitude of employees was examined to control their consideration on consumer buying behaviour. The primary research investigated by the researcher shows the consequences finding out the objectives declared in chapter one of this study.

This chapter will include the findings achieved from the researches and concentrate on the objectives established by the researcher before demonstrating the recommendations, moreover the limitations will be focused on and the conditions will be studied for the further research.

Conclusion

After studying on literature review, researcher has pointed out that customers of a supermarket are not interested in other retailers to do shopping if they have available products for all different backgrounds in one market, which provides the products that suit costumers culture and life style and which offers some sales promotion on special cultural days such as Christmas, Eid, Dewali etc.

Literature review of this dissertation showed that there are various factors that have an effect on consumer buying behaviour. There are personal, social, psychological and cultural aspects that affect the consumer decision on products that should be considered in the international companies. In this study, cultural factors and its effects on consumer buying behaviour was highlighted considerably because of focusing on the topic of this dissertation. Cultural factors such as religion, values, beliefs and ethics, language, life style, family, society groups were examined considerably to be able to show their effects on consumers. Furthermore, researcher in literature review highlighted marketing communication and consumer decision-making process.

During this research, the researcher of this study would like to investigate that the information collected from this dissertation is determined in this part and combined this information to

understand how cultural factors help a well-known company such as Tesco to identify the marketing strategies. Gathering information from different sources shows how significant culture and cultural effects on consumer buying behaviour are. Responses collected from the participants also show that cultural suitability of products is more important than being fashionable. Most of the individuals in London have different background, so that London has been a multinational city. Therefore, culture and cultural factors could be extremely important for companies located in this city.

On the other hand, this study also demonstrated that after responses achieved from the participants the cultural factors are not the only reason, they buy products at Tesco. The relationship with costumers and the attitude of employees to costumers also play a major role in costumer satisfaction and loyalty, which are important factors that affect consumer buying behaviour. While the survey was conducted and primary data was gathered, respondents showed that there is a mixed reaction to where they shop when they do not find what they are looking for. They could prefer to shop in another supermarkets like Sainsbury's. There is a big competition between Tesco and Sainsbury's which are the biggest competitors to work internationally, therefore the mixed responses obtained by the defendants confirms that these respondents are willing to shop wherever they get better quality.

The whole idea of this chapter is to accomplish the impacts of cultural aspects on consumer buying behaviour and companies' consideration on this point. Research objectives of this study have been solved by the literature review and the primary research.

Research Objectives and Research Questions

Results completed from the data examined and from secondary data has been connected with the research objectives to response the questions of research declared earlier in chapter one of this study. Research objectives and questions were answered and summarized in this section according to previous research in literature review of the research.

First Objective

To determine the influences of culture on businesses operating in London.

The researcher of this study in literature review shows that culture plays a major role on companies in London, as London is a multicultural city of United Kingdom. There are some important factors like costumer satisfaction, customer loyalty, customer relationships that establish an effective marketing in international business. Culture has a massive influence on the all management process of companies such as marketing management, customer relationship management, promotion, price, packaging and production.

Answering research question One

How does culture affect businesses in the retail sector in London?

The first objective above answers the first question of research studied in chapter one. The research of this study mentioned in literature review shows that culture plays a major role in all management process of companies. Many companies operating process is affected by culture according to the research mentioned in literature review. Culture has an impact on the business marketing and selling strategy in retail sector in London. It has a great role in the different process of marketing such as place, promotion, place and packaging. Cultural factors mentioned in literature review such as language, rituals, education, beliefs and attitudes are extremely have influence on businesses in Retail Company, which is Tesco in London. For instance, people from different background have different eating habits, so that Tesco provides different kind of product such as selling Helal food for Muslims.

Second Objective

To understand the relationship between culture and consumer buying behaviour in retail sector in London.

After analysing the responses of survey collected by the participants demonstrates that there is a big effect of culture on consumer buying behaviour and consumer tend to purchase a product, which is suitable for its cultural background. The survey results of this research shows that costumers consider their culture in the decision-making process of purchasing, so that supermarkets like Tesco should take into consideration consumers culture on their products and services.

Answering research questions Two

What is the relationship between culture and consumer buying behaviour in retail sector in London?

The second objective above answers the second question of research mentioned in chapter one. Culture is the most effective factor on the consumer buying behaviour in retail sector in London. It has an impact on people's thinking, behaviour and communication. Furthermore, culture plays a different role on consumer buying behaviour according to different sectors such as textile, cosmetic, food. Consumers tend to purchase a product by taking into consideration their culture. If a product is not acceptable in their cultures, they will not be willing to buy this product.

Third Objective

To study the effect of cultural factors on purchase behaviour of consumers in London in retail sector – Tesco.

Answers gathered by various defendants demonstrates that cultural factors have a massive impact on the purchasing behaviour of consumers in London in retail company Tesco, because many respondents agreed to the fact that they prefer to buy a good with considering their life style, religion and values. There are a lot of cultural factors that affect consumer buying behaviour such as norms and values, behaviour and attitudes, language and communication, family and education. These factors should be considered on all process of marketing and sale to be able to have an effective customer loyalty and also a massive profit for a company.

Answering research questions Three

What is the impact of cultural differences on consumer buying behaviour in London in retail sector - Tesco?

Third objective above responds the third research question stated in chapter one, that in the study it came into researchers attention that all consumers from different religion or background make a different decision on products from each other. According to researches, people have different religion, life style, values, beliefs, norms, dress code, education, attitude and behaviour due to their background. These factors lead to different buying behaviour in London in retail sector. For instance, a French and a Turkish person would give a different reaction on breakfast products as French people usually have just a croissant and orange juice on breakfast while Turkish's have a lot of goods for breakfast.

Recommendations

Every chapter in this research study contains equal importance, but according to the author of this study, recommendations section has the highest importance because after getting results, one can recommend what a major retailer like Tesco can improve in and recognise their weakness. At the same time based on the research and findings received in the previous chapter, Tesco can improve their consumer buying behaviour, affected by culture by following the recommendation given below:

- Culture is seen to be the most influential part of making a connection with customers, because it is seen by many retailers that dominance of culture completely affects sales of products. Therefore, retailers like Tesco should introduce products to their store according to the culture dominant areas to have an effective sale.
- Cultural festivals should also be kept in mind, this could have a vast influence at consumers buying behaviour because it will give an impression to their existing and potential new customers that value and importance is given to them.
- Staff working in Tesco's in different parts of London could be hired according to the people living in that area, or majority of staff working in that store could be the people living locally so that they better understand the needs and wants of customers and they can make suggestions about products and stock availability.

Limitations and Further Research

There were many limitations encountered whilst finishing this research study. The main limitation was the time and funds available to conduct this research. Money available to the researcher was not sponsored by anyone to carry out research. Our own self arranged all the money used therefore the research was only carried out in the city of London. If there were more funds available then this research could be extended and conducted through out the country.

Time was also the biggest limitation as there was only a specific amount of time to carry out surveys. Researcher did everything possible to carry out all the surveys in a timely manner. All survey questionnaires were distributed using the Internet by emailing participants all the questions. A lot of time was wasted doing this because although questions were sent out in timely manner but participants responded late, which delayed the whole research study.

As mentioned above, this research was only conducted in the city of London, mainly due to the lack of funds and time. In future this research can be carried out all over the country to judge what people actually thinks about a product and how culture effects buying behaviour of people, because by doing so one can have a better idea of culture and its effects.

Entire research is mainly focused on how culture affects consumer-buying behaviour in London. In future other factors can also be included and studied, such as price and availability of products in store locally and nationally. It can also be studied that how other products, which do not belong to any cultural aspect, can still be accepted around different locations around the country.

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