

# The Influence of Cultural Factors on Consumer Buying Behaviour and an Application in Turkey

Dr. Yakup Durmaz<sup>1</sup> and Dr. Yakup Durmaz<sup>2</sup>

<sup>1</sup> Hasan Kalyoncu Aoniversitesi

Received: 14 December 2013 Accepted: 4 January 2014 Published: 15 January 2014

6

## Abstract

Nowadays, consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families. Family is a social group and it can be considered the cornerstone of consumers so it has a crucial place in the perception of marketing. Marketeers closely interested in this issue to know the family which changed and renewed in course of time. It provides a tremendous advantage for a marketer to know the family structure and its consumption characteristics (Durmaz and Zengin, 2011: 53). In this study, the effect of cultural factors on consumer buying behaviour is investigated. A survey was conducted on 1400 people from the different parts of Turkey. The information acquired from the results are analyzed and interpreted by the computer packet programs. Turkey has seven regions. From each region two provinces are selected by random sampling method. A face to face survey was conducted on 100 people from each province and in total 1400 people participated in the survey.

20

21 **Index terms**— consumer, consumer behaviour, cultural factors, cultur, subcultur, social class.

## 1 Introduction

23 The customer is the sole reason organizations exists (Cochran, 2006: 1). In the modern world customer becomes much more important for the firms. The markets become bigger and bigger with the firms selling the same products and the competition among them becomes inevitable. For this reason the study of consumer behaviour takes a great place.

27 The marketers try to understand the needs of different consumers and having understood his different behaviours which require an in-depth study of their internal and external environment, they formulate their plans for marketing ??Khan, 2007: 1). How do people buy and use goods and services? How do they react to prices, advertising and store interiors? What underlying mechanisms operate to produce these responses? If marketers have answers to such questions, they can make better managerial decisions. If regulators have answers, they can form better policy. It is the role of consumer behaviour research to provide these answers ??East, Wright and Vanhuele, 2008: 4). In this study the impact of cultural factors on consumer buying behaviour is studied.

35 Author: Hasan Kalyoncu University Faculty of Economics Adminitrative and Social Sciences Deputy Director of the Institute of Social Science e-mails: yakupdu@hotmail.com, yakup.durmaz@hku.edu.tr II.

## 2 Consumer and the C onsumer behaviour

38 Consumer is a person who desires, needs and requires marketing components in their capacity as buyer1. Typically 39 marketers are defined to have the ability to control the behaviours of customers, but actually they have neither 40 power nor information forthat.. Marketer may influence their buying behavior but not control ??Durmaz, Celik and Oruç, 2011: 109).

## 6 C) SOCIAL CLASS

---

42 Consumer behaviour deals with many other issues. For instance (Pariest, Carter and Statt, 2013: 19):  
43 ? How do we get information about products?  
44 ? How do we assess alternative products?  
45 ? Why do different people choose or use different products?  
46 ? How do we decide on value for money?  
47 ? How much risk do we take with what products? ? Who influences our buying decisions and our use of the  
48 product? ? How are brand loyalties formed, and changed? Consumer behaviour might be the following: The  
49 mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing  
50 of products and services so as to satisfy needs and desires ??Wilkie, 1994, Pariest, Carter and ??tatt, 2013: 19)  
51 III.

### 52 3 Cultural Factors Affecting Consumer behaviour

53 Cultural factors have a significant impact on customer behavior. Cultural Factors, culture, subculture and social  
54 class to be examined under three headings (Durmaz and Jablonski, 2012: 56).

#### 55 4 a) Culture

56 Culture is the essential character of a society that distinguishes it from other cultural groups. The underlying  
57 elements of every culture are the values, language, myths, customs, rituals, laws, and the artifacts, or products  
58 that are transmitted from one generation to the next ?? Lamb, Hair and Daniel, 2011: 371).

59 Culture is the most fundamental determinant of a person's wants and behavior. Whereas lower creatures  
60 are governed by instinct, human behavior is largely learned. The child growing up in a society learns a basic  
61 set of values, perceptions, preferences and behaviors through a process of socialization involving the family and  
62 other key institution .Thus a child growing up in America is exposed to the following values: Achievement and  
63 success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort,  
64 humanitarianism, and youthfulness (Pandey and Dixit, 2011: 22). Culture has several important characteristics:  
65 (1) Culture is comprehensive. This means that all parts must fit together in some logical fashion. For example,  
66 bowing and a strong desire to avoid the loss of face are unified in their manifestation of the importance of respect.

67 (2)Culture is learned rather than being something we are born with. We will consider the mechanics of learning  
68 later in the course. (3) Culture is manifested within boundaries of acceptable behavior. For example, in American  
69 society, one cannot show up to class naked, but wearing anything from a suit and tie to shorts and a T-shirt would  
70 usually be acceptable. Failure to behave within the prescribed norms may lead to sanctions, ranging from being  
71 hauled off by the police for indecent exposure to being laughed at by others for wearing a suit at the beach. (4)  
72 Conscious awareness of cultural standards is limited. One American spy was intercepted by the Germans during  
73 World War II simply because of the way he held his knife and fork while eating.( ??)Cultures fall somewhere on  
74 a continuum between static and dynamic depending on how quickly they accept change. For example, American  
75 culture has changed a great deal since the 1950s, while the culture of Saudi Arabia has changed much less (Perner,  
76 2013: 1).

#### 77 5 b) Subculture

78 The other important concept should be examined in terms of marketing management issubculture. Courses on  
79 culture and behavior of individuals with similar values formed smaller groups are called sub-culture ?? Durmaz,  
80 Çelik and Oruç, 2011: 110). Subcultures are relevant units of analysis for market research analysis of subculture  
81 enables the marketing manager to focus on sizable and natural market segment. The marketer must determine  
82 whether the belief, values and customs shared by member of a specific subgroup make them desirable candidates  
83 for special marketing attention ??Tyagi and Kumar, 2004: 89). Four types of subculture can be distinguished  
84 ??Taloo, 2008: 202):

85 Subcultures not only influence buying patterns, but can also influence the way marketing messages are received.  
86 For example, some research suggests that French-speaking Canadians focus on message source or who is presenting  
87 the advertisement, while English speaking Canadians are more concerned with the content of the advertisement  
88 ??Smith, 2003: 83).

#### 89 6 c) Social Class

90 Every society possesses some form of social class which is important to the marketers because the buying behavior  
91 of people in a given social class is similar. In this way marketing activities could be tailored according to different  
92 social classes. Here we should note that social class is not only determined by income but there are various  
93 other factors as well such as: wealth, education, occupation etc. (Shah, 2010: 1) W. Lloyd Warner's research  
94 identified six classes within the social structures of both small and large U.S. cities: the upper-upper, lower-  
95 upper, uppermiddle, and lower-middle classes, followed by the working class and lower class. Class rankings are  
96 determined by occupation, income, education, family background, and residence location (Boone and Kurz, 2010:  
97 146). Engel et al.(1995) cite a large number of studies which illustrate the application of social class in helping  
98 to interpret and predict consumer behaviour social class has been found to be especially useful in predicting  
99 preferences of kind, quality and style of clothing, home furnishings, leisure activities, cars, consumer durables

100 and use of credit cards. Social class has also been shown to be associated with patterns of media usage, language  
101 patterns, source credibility and shopping behaviour ??Baker, Graham and Harker, 1998: 125).

102 IV.

## 103 **7 Application a) Purpose and Scope of Research**

104 The purpose of this study is by shedding light to the managers of founded and will be set up business and  
105 especially to the marketing department, which provides to development of country and which leads that the  
106 consumers are better known by them and better quality goods, services and ideas will be presented In the 1950s,  
107 "contemporary (modern) marketing concept" expresses the consumer-oriented businesses. What, when, where  
108 and at what price and why wants consumers, these questions were asked firstly about forty years ago. In other  
109 words, get to know people has become more important.

110 to the 'funnel' technique, that means from general to special. Assumption of this technique, wenn the special  
111 questions are asked at first place to the surveys, they will be probably avoided.

112 Research data, by sampling the group of Turkey consumers, consist of multiple choice questions for the  
113 questionnaire.

## 114 **8 c) Limiting of ?nvestigation**

115 In the survey, from each region two provinces are selected by random sampling method. A face to face survey  
116 was conducted on 100 people from each province and in total 1400 people participated in the survey. All though  
117 it was aimed over 1400 people, reasons like limited time, financial problems and difficulty of doing research in  
118 another country are the limits of this survey.

## 119 **9 d) Results Analysis and Interpretation**

120 The data obtained were analyzed through computer program package "frequency" and the results were interpreted  
121 according to this method. 1) Where do you generally do your shopping? Table ??: In this question, it's aimed to  
122 learn what kind of retailers consumers prefer. As it is seen in Table ??, 1361 people responded to this question  
123 and 388 ( 28.5 %) of them do their shopping from super markets, 547 ( 40.2 %) people from related store, 159 ( 11.7 %)  
124 people from grocer and greengrocer, 233 ( 17.1%) people from bazaar, 34 ( 2.5 %) people prefer other  
125 places to do their shopping.

126 2) The most important thing for me is approval of my environment or friend on the goods and sevices that I  
127 will take. Where Shopping ?s Done

## 128 **10 Frequency**

129 Where Shopping ?s Done first hand. Questionnaire has been prepared according

130 The purpose of these question is to learn how important the envirament and friends in buying goods and  
131 services of the survey participants. As shown in table and figure ??, for 439 people ( 32%) enviroment and their  
132 friends is the most important criteria in buying goods and services; 190 people ( 13.9%) enviroment and their  
133 friends is certainly the most important criteria; 249 persons (8.2 %) seem not to agreed that and 243 people (%  
134 14.8) seem not to certainly agreed that.

135 According to these results, it can be said that the majority are believe that the most important factor in  
136 buying goods and services are enviroment and friends (about 46%).

137 3) The most important thing for me is suitability to my culture, belief, tradition and custom on the goods  
138 and sevices that I will take.

139 Table ?? : The purpose of this question is to learn if culture, beliefs and traditions are the most important  
140 criteria of the survey participants in buying goods and services. As in table and figure 3 shown, for 524 people ( 38.1 %)  
141 faith, culture and tradition are certainly the most important criteria in buying goods and services; That  
142 for 298 people ( 21.7 %) is the most important criteria when you say; for 263 people (19.1.9%) not; 202 persons  
143 (14.7%) had mentioned certinly not.

144 According to these results that can be said that for the majority of survey respondents (approximately 60%),  
145 belief, culture and tradition are the most important factor.

146 4) The most important thing for me is suitability to my jop on the goods and sevices that I will take. Our  
147 aim is to learn whether the most importanat thing for consumers is suitability for their job. Table and figure ??  
148 shows that 419 (30.3%) people certainly agreed; 317 (23%) people agreed; 242 (17.5 %) people didn't agree and  
149 235 (17 %) people certainly didn't agree.

150 Majority of the respondents believe that suitability to their job is the most important thing.

## 151 **11 5) Your education level?**

152 Table ?? : The aim of this question is to learn ages of respondents. As seen in Table 9 ; 406 (29.5%) people are  
153 between 18-25; 420 (30.5%) people are between 26-35; 352 (25.6%) people are between 36-45; 137 ??10 %) people  
154 are between 46-55 and 57 (4.1% )) people are 55 and above.

## 12 CONCLUSION

---

155 According to this result majority of the respondents are youngs who are between 26-35. We wanted to learn  
156 marital status of respondents with this question. As seen in The aim of this question is to determmine sexes  
157 of respondents. As seen in Table ??1; 781(55.3%) people are male; 590 (40.6 %) people are female, As a result  
158 majority of the respondents are male.

159 V.

## 160 12 Conclusion

161 We can sum up the results of data analysis of interwievs with 100 people from each 2 cities of 7 regions in Turkey.  
1 2



Figure 1: Figure 1 :

162

---

<sup>1</sup>© 2014 Global Journals Inc. (US)

<sup>2</sup>© 2014 Global Journals Inc. (US)The Influence of Cultural Factors on Consumer Buying Behaviour and an Application in Turkey

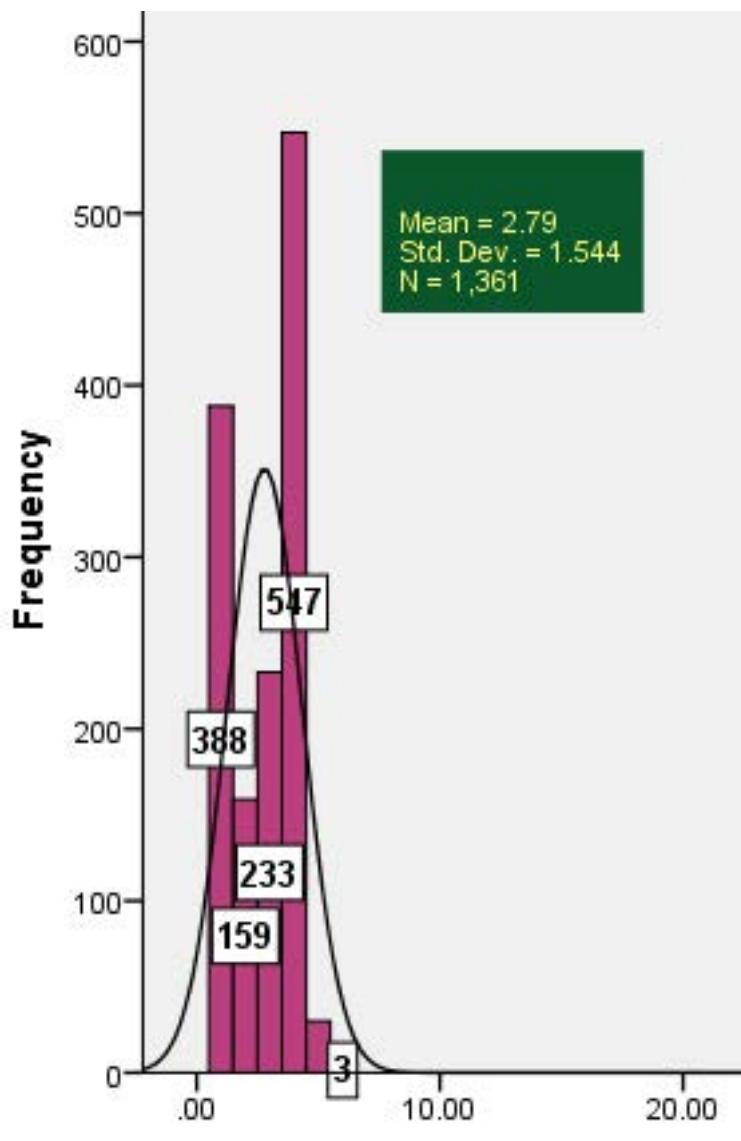


Figure 2: Figure 3

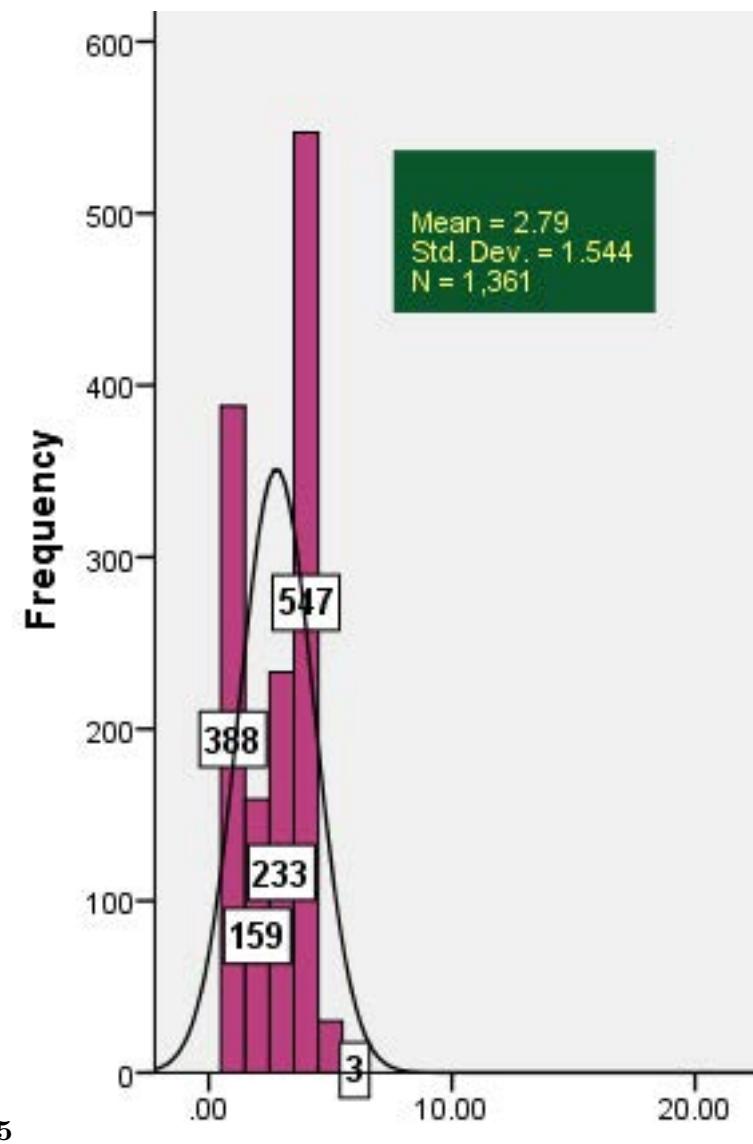


Figure 3: Figure 5 :

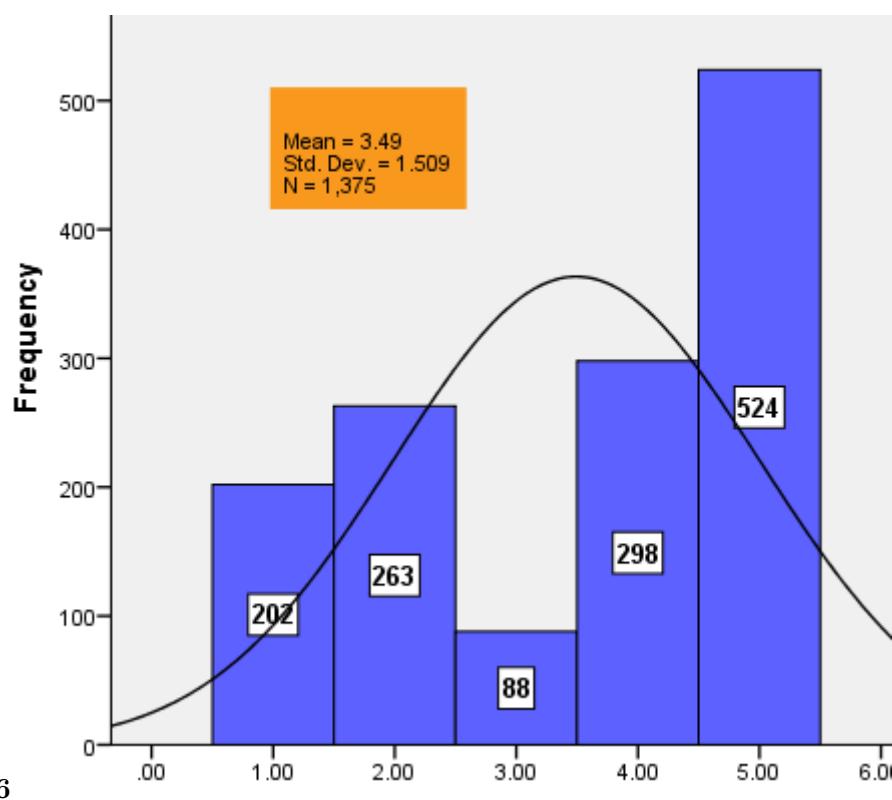


Figure 4: Figure 6

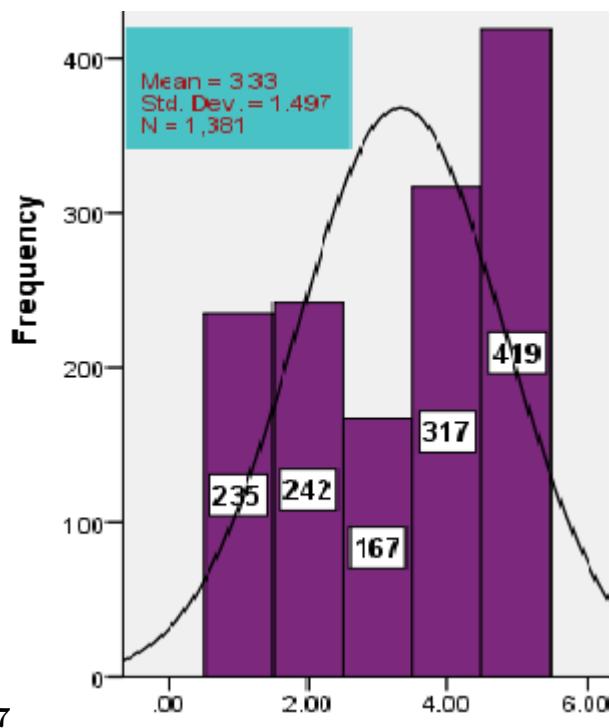
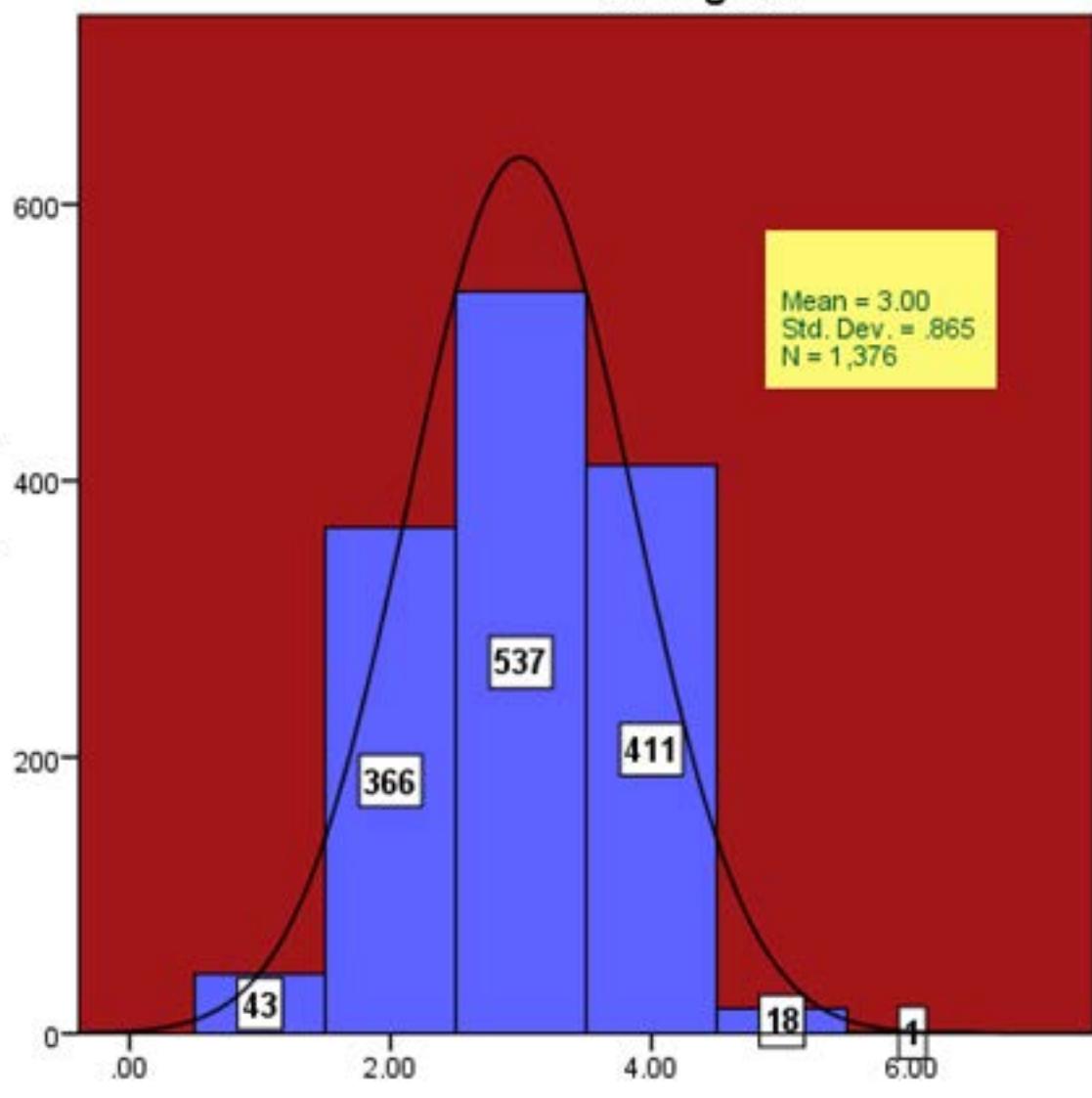


Figure 5: Figure 7 :



27

Figure 6: 2 Global) 7 )

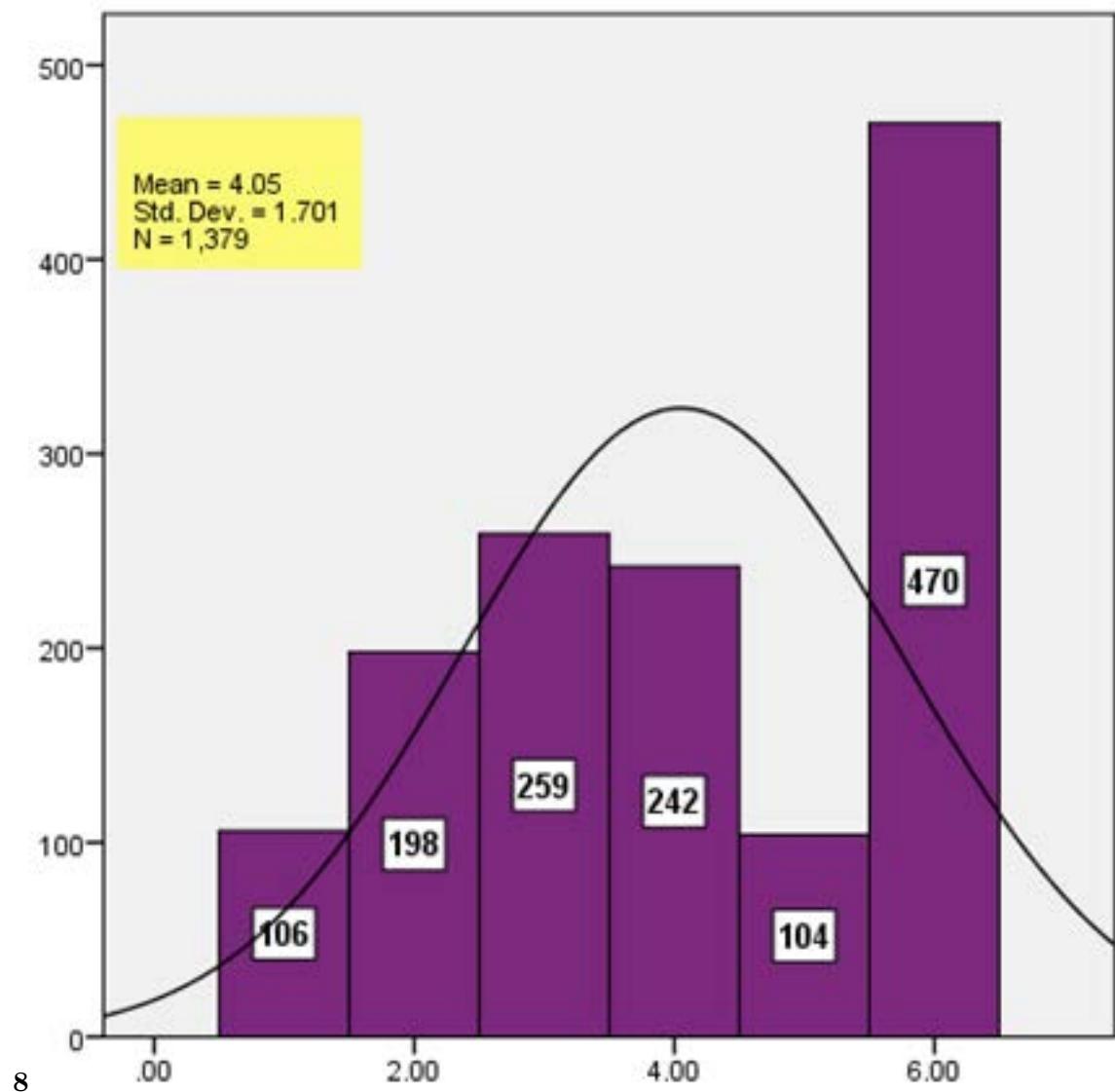


Figure 7: Figure 8 :

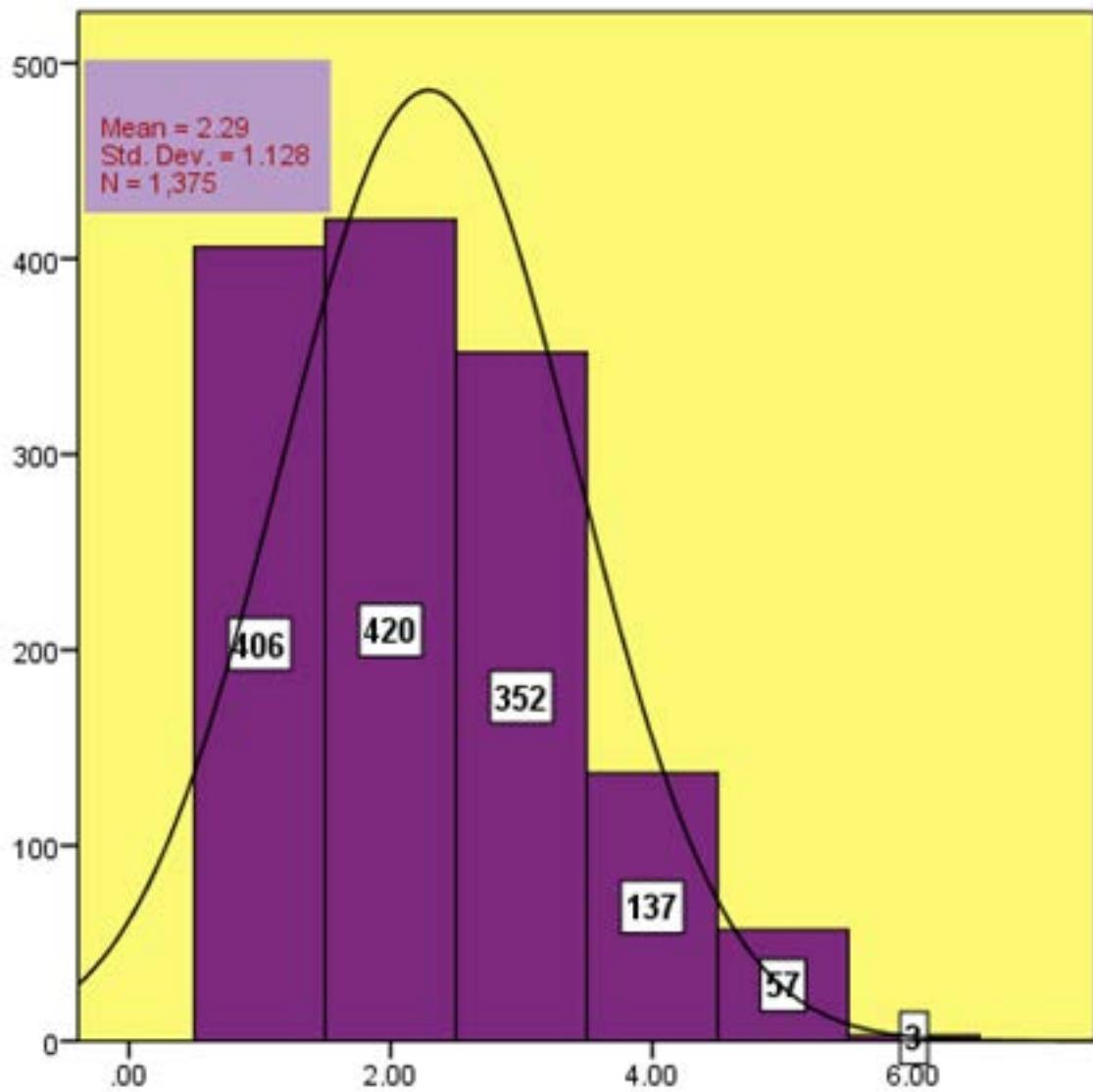


Figure 8: ?

2

	Frequency	Valid Percent
Super market ( and Hyper market).	388	28.5
Grocer and greengrocer.	159	11.7
Bazaar.	233	17.1
Related store.	547	40.2
Other;	34	2.5
Total	1361	100.0
Missing	39	
Total	1400	

[Note: Effect of Environment and FriendsFigure 2 : Effect of Environment and Friends]

Figure 9: Table 2 :

---

4

	Frequency	Valid Percent
Illiterate	43	3.1
Primary school	366	26.6
High school	537	39.0
University	411	29.9
Postgraduate	18	1.3
Total	1375	100.0
Missing	25	
General Total	1400	

Figure 10: Table 4 :

6

Figure 11: Table 6 :

7

Figure 12: Table 7 :

8

Figure 13: Table 8 :

10

	Effect of Age	Effect of Age
	Marital Status	Valid Percent
Single	558	40.6
Married	759	55.3
Widow	56	4.1
Total	1372	100.0
Missing	28	
General Total		Marital Status

Figure 14: Table 10 ;

**9**

	Frequency	Valid Percent
Female	590	40.6
Male	781	55.3
Other	1	4.1
Total	1372	100.0
Missing	28	
General Total	1400	

Figure 15: Table 9 :

163 ? Participants who are between 26-35 age range take the fist place (30.5%), ? Most of the participants are %),  
164 ? More than half of the participants are male (55.3%).

165 [Larsperner ()] , Larsperner . [http://www.Consumerpsychologist.com/cb\\_Culture.html](http://www.Consumerpsychologist.com/cb_Culture.html), 06.01.  
166 2014 *Culturandsub cultur* 2013.

167 [Kr\_Pandey\_Research\_Communication\_Mar\_2011 ()] , Kr\_Pandey\_Research\_Communication\_Mar\_2011 .  
168 06.01. 2014.

169 [Durmaz et al. ()] 'An Empirical Study on the Effect of Family Factor on Consumer Buying Behaviours'. Durmaz ,  
170 Yakup , Zeng N Sevil . <http://www.ccsenet.org/journal/index.php/ass/article/view/12453/8734> *Asian Social Science* 1911- 2017.CANADA. 2011. 7 (10) p. .

172 [Asifo ()] Shah Asifo . <http://www.aipm.com/html/newsletter/archives/000434.php>, 06.01 *Fac-  
tors Affecting Consumer Behavior*, 2010. 2014.

174 [Baker et al. ()] M Baker , P Graham , D Harker , M Harker . *Become a Customer-Focused Organization*, (USA)  
175 1998. 2006. Paton Press LLC. (Marketing Managerial Foundations)

176 [Boone and Kurz ()] L E Boone , D L Kurz . *South-Western Cengage Learning*, 2010. (Contemporary Marke-ting)

177 [Taloo ()] *Business Organisation and Management*, T J Taloo . 2008. New Delhi: Tata McGraw-Hill Publishing  
178 Company Limited.

179 [Lake ()] *Consumer Behavior for Dummies*, L A Lake . 2009. Wiley Publishing, Indianapolis.

180 [East et al. ()] R East , M Wright , M Vanhuele . *Consumer Behaviour: Applications in Marketing*, (London)  
181 2008. 2008. Sage Publications Ltd.

182 [Durmaz ()] 'Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical  
183 Study'. Yakup Durmaz , Jablonski , Sebastian . *Global Journal of Management and Business Research* 2012.  
184 12.

185 [Khan ()] M Khan . *Consumer Behaviour and Advertising Management*, (New Delhi) 2006. (New Age Interna-  
186 tional Limited)

187 [Khan ()] M Khan . *Consumer Behaviour*, (New Delhi) 2007. New Age International Publishers.

188 [Kotler ()] P Kotler . *Marketing Management*, (New Jersey) 2001. Tenth Edition. (Millennium Edition)

189 [Kumar ()] P Kumar . *Marketing of Hospitality and Tourism Services*, (New Delhi) 2010. Tata McGraw Hill.

190 [Lamb et al. ()] C W Lamb , J F Hair , C McDaniel . *Essentials of Marketing*, 2009. South-Western Cengage  
191 Learning.

192 [Lamb et al. ()] C W Lamb , J F Hair , C McDaniel . *MKT Student Edition*, (South Western, Mason) 2011.

193 [Majumdar ()] R Majumdar . *Consumer Behaviour Insights from Indian Market*, (Haryana) 2010. (Asoke K.  
194 Ghosk, PHI Learning Private Limited)

195 [Mullen and Johnson ()] B Mullen , C Johnson . *The Psychology of Consumer Behavior*, 1990. Lawrence Erlbaum  
196 Associates Inc.

197 [Pagoso et al. ()] C M Pagoso , R P D?n?o , G A V?llas?s . *Introductory Microeconomics*, 1994. Philippines  
198 Copyright.

199 [Priest et al. ()] J Priest , S Carter , D Stat . *Consumer Behaviour*, (United Kingdom) 2013. Edinburgh Business  
200 School Press.

201 [Smith ()] P R Smith . *Great Answers to Tough Marketing Questions*, (London) 2003. Kogan Page Limited.

202 [Durmaz and Mücahit ()] 'The Impact of Cultural Factors on the Consumer Buying Behaviors Examined  
203 through An Empirical Study'. Yakup Durmaz , Çelik Mücahit , Oruc , Reyhan . <http://www.ijbssnet.com/journals> *International Journal of Business and Social Science (IJBSS)* 2011. 2 (5) p. 105110.  
204 ( \_2\_No.\_5\_[Special\_Issue\_\_March\_2011]/ 13.pdf)

206 [Kr Pandey Kant Dixit (ed.) ()] [http://www.Vsrdjournals.com/MBA/Issue/2011\\_3\\_March/3\\_Santosh\\_The\\_Influence\\_of\\_Culture\\_on\\_Consumer\\_Behaviour](http://www.Vsrdjournals.com/MBA/Issue/2011_3_March/3_Santosh_The_Influence_of_Culture_on_Consumer_Behaviour),  
207 VSRD-IJBMR, Santosh Kr, Pankaj  
208 Pandey, Kant Dixit (ed.) 2011. 2011. 1 p. .

209 [Tyagi and Kumar ()] C L Tyagi , A Kumar . *Consumer Behaviour*, (New Delhi) 2004. Atlantic Publishers and  
210 Distributors.

211 [Parameswaran ()] *Understanding Consumers*, M G Parameswaran . 2003. Delhi: Tata McGraw Hill Publishing  
212 Company.

213 [Wilkie ()] W L Wilkie . *Consumer Behavior*, (New York) 1994. John Wiley & Sons Inc.