

Towards Understanding Arab Consumer's Response to Foreign Marketing: An Empirical Evidence from Libya

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Abstract : An important question for marketers in the international arena is whether the consumer's responses (i.e., sentiment and behavioral aspects) toward the global marketing programs in developing countries depend on culture. In a study representing a large sample of consumers and four different home appliances country-of-origin global operators in Libya, the author explores the potential role of culture on Arab consumers' responses toward foreign marketing programs. Results indicate that although the foreign companies have a tendency to adopted standardization perspective, this does not impact on consumers' responses in a single cultural context toward marketing. The findings reveal that buying behavior was more a function of individual difference than of national cultural context. Further, the results suggest that for mainstream home appliances, segmenting on the basis of nationality is probably unnecessary and that a standardized approach would likely be successful across an increasingly relevant Arab world; and that continuing perceptions of Arab insularity are likely to be misplaced. Faced with the effectiveness of globally efficient marketing programs, local manufacturers would need to work hard to identify particular niche segments where a culturally-specific appeal might be more successful.

Keywords : arab world, buyer's characteristics, consumer behavior, home appliances, marketing program

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