

The Influence of National Culture on Consumer Buying Behaviour: An Exploratory Study of Nigerian and British Consumers

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Abstract : Despite the considerable body of literature investigating the influence of National Culture (NC) dimensions on consumer behaviour, there is a lack of studies comparing the influence of NC in Africa with Western European countries. This study is intended to fill the vacuum in knowledge by exploring how NC affects consumer buyer behavior in Nigeria and the United Kingdom. The primary data were collected through in depth, semi-structured interviews conducted with three groups of individuals: British students, Nigerian students in the United Kingdom, and Nigerian-based students. This approach and new frontier to analyze culture and consumer behaviour could help understand residual cultural threads of people (that are ingrained in their being) irrespective of exposure to other cultures. The findings of this study show that Nigerian and British consumers differ remarkably in cultural orientations such as symbols, values and psychological standpoints. This ultimately affects the choices made at every stage of the decision building process, and proves beneficial for international retail marketing.

Keywords : national culture, consumer behaviour, international business, Nigeria

Conference Title : ICBEFMS 2016 : International Conference on Business, Economics, Finance and Management Sciences

Conference Location : London, United Kingdom

Conference Dates : August 25-26, 2016