

Increasing Preference for Culturally Incongruent Offerings in Traditional Cultures

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Abstract : Self-construal or an individual's view of him or herself is an important variable by which culture affects the way people think and act. This notion of self-construal is identified with two distinct perspectives on the self. Within the independent construal, the self is seen as different from others, a way of defining the self, prominent in Western societies. The interdependent perspective which is typical for Eastern cultures emphasizes the connectedness of the self to others. The degree of independence-interdependence in one's self-construal is thought to affect behavior, acceptance of social values, and decision making. This paper manipulates self-construal of Qatari consumers and investigates its effects on accepting incongruent changes in culture as a result of adopting market offerings and behavior that may be perceived as inconsistent with their self-construal. The research recommends strategies for policy makers in Qatar for successful advocacy of initiatives of national importance such as reducing diabetes and obesity by applying self-construal theory.

Keywords : cross-cultural, consumer behavior, self-construal, GCC (Gulf Cooperation Council)

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