Chapter 2
Literature Review

CHAPTER 2

LITERATURE REVIEW

In the last chapter, elaborate efforts have been made to explain diverse concepts related to Consumer Behaviour. This particular chapter pertains to the analysis framework for the issue. The survey of the relevant research literature introduced in this chapter does offer adequate understanding of the problem upon which the research is focused and explains the reason why the issue ended up being taken up for research. Furthermore, an overview of associated literature in the concerned field of research results in the selection of major sub-areas for further analysis on the one hand, as well as confirmation/ rejection of the proved / established facts on the other. This particular chapter will also perform these two functions.

2.1 CULTURE AND CONSUMER BEHAVIOR

Culture brings out two kinds of effect- on one side, it brings out the similarities and on the contrary, it brings out the conflicts. Culture affects behavior in many ways and the differences which the culture brings out are of utmost importance to the marketers (Costa & Bamossy, 1995; Aaker & Maheswaran, 1997; Rugimbana & Nwankwo, 2003; Mooij, 2004; Pires & Stanton, 2005; Hewett, Money, & Sharma, 2006; Mooij, 2010). Researchers have accepted the fact that the culture is not the only driver which shapes consumer behaviour (Williamson, 2002) but still, it is the most important factor which influences how the consumers make the purchase decision (Pires & Stanton, 2005), consume and dispose products (Mooij, 2010).

Since the culture affects the behaviour, the effect of culture can be differentiated in how the people answer to research questions (Johnson T., Kulesa, Cho, & Shavitt, 2005; Clarke, 2006). Culture also has a profound impact on the way, a message is communicated by Companies and advertising strategy is planned (Rhodes, Emery, & Lussier, 2003; Nelson, Brunel, Supphellen, & Machanda, 2006; Paek, Nelson, & Vilela, 2011) also on consumers' service quality expectations (Dash, Bruning, & Acharya, 2009) and on diffusion and adoption of innovation (Yaveroglu & Donthu, 2002; Yeniyurt & Townsend, 2003; Singh S. , 2006).

2.2   CULTURE DEFINED

Researchers have defined culture in their own manner. A.L.Kroeber and Clyde Kluckhohn (1952) collected some 150 definitions of culture and produced a landmark study which has become foundation to many other researches based on culture.

According to William (1983), culture has been traced to German word Kultur, which refers to agriculture development. Further, William divided culture into three broad categories. First category has been referred to cultivation of individuals and groups with respect to aesthetic, intellectual and spiritual development. In second category, William defines culture as the way of living of people and their practices. In his third and last category, he related culture to literature, art, music, sculpture, theater and other forms of art. Kluckhohn (1949) defined culture as the way of life of the people including their thinking and believing patterns. Further, Kluckhohn (1949) distinguished between society and culture. According to Kluckhohn, society is a group of people sharing common social space and culture is a group of people sharing common way of life.

Kroeber & Kluckhohn (1952) suggested the following definition of culture:-

> "Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditioning elements of further action" (p.181).

Tylor (1871) defined culture as a complex thing which includes knowledge, laws, customs, art, beliefs and other habits acquired by the man in the society.

Culture can be explained in seven different themes.

- Structure /Pattern
- Function
- Process

- Product

- Refinement

- Power/ideology

- Group membership

2.2.1 Culture as Structure

Structure can be defined as the observable patterns in the culture that can be utilized by the group and acts as guidance in life and can be transmitted to others. Thus, these patterns can be termed as social heritage which are passed from one generation to other. Hence, it can be said that culture is learned. Most others define culture as the way of life but some have narrowed down the definition touching only some components of culture.

2.2.2 Culture as Function

Another way of defining culture is in terms of function. There are many identified functions of culture and most important and frequently articulated function is the Guidance Function. Culture guides the individual or sets the boundaries in which the individual has to operate. "Culture, by functional definition, provides a "design for living" (Lewis, 1966). It helps people to adjust with their environment (Binford, 1968; Harris & Moran, 1987). Apart from guidance function, another function of culture is connecting. Culture help us connect with a group and make us feel that we are part of something which is bigger and more important than individual. Culture also acts as tool for differentiating as different cultural groups can be easily distinguished. Hence, we can say that culture also helps in identity.

2.2.3 Culture as Process

Culture is not any more the existing ideologies, beliefs, faiths, practices but it has become the ongoing process where the members of the group construct the new ideas and pass on. Hence, we can say that culture is dynamic in nature. According to Spindler & Spindler (1990), "We think of culture as a process. It is what happens as

people make sense of their own lives and sense of the behavior of other people whom they have to deal".

2.2.4 Culture as Product

The kind of products used, clothes worn and cuisine also define the culture. "Culture can be seen as product of representation and significance" Baldwin, Faulker, Hecht, & Lindsley (2008).

2.2.5 Culture as Refinement

Some authors have termed culture as a study of perfection while others have termed it as moral development. Culture can also be termed as progress of humans which may include self-discipline, personality, and higher awareness about one's environment. For many others, the distinction between humans and animals is culture. Humans are cultured compared to animals. Highlighting this point, Bauman (1973) contented:

> "Culture constitutes the human experience in the sense that it constantly brings into relief the discord between the ideal and the real, that it makes reality meaningful by exposing its limitations and imperfections, that it invariantly melts and blends knowledge and interest; or, rather, culture is a mode of human praxis in which knowledge and interests are one". (p.172)

2.2.6 Culture as Group Membership

When we talk about values, we distinguish between the individuals but when we talk about culture, we distinguish between groups. Culture has been defined as group membership where the group members share the religion, cuisine, language, beliefs, practices etc.

Winkleman (1993) highlighted this point:

> "The people who share culture, the learned patterns of behavior, are also referred to as a culture. A culture thus refers to a group of people, as well as to the common patterns of behavior which characterize the group and link its members together." (p.86)

2.2.7 Culture as Ideology

In this definition, culture is seen as a group establishing their dominance over the other groups in terms of political, social, artistic, and ideology. This definition talks about culture as the power and neglects other aspects of it.

Researchers like Hofstede, Triandis, House, and Schwatz have developed cultural models so that culture can be used as variable in the research studies. Efforts are on to identify the universal values and other values which are disseminated globally to conduct the cultural researches. To name a few, Harry Triandis, House, Hofstede Yilama Esmer, Inglert, Schwartz have done landmark studies on cultural dimensions. Hofstede has published numerous articles and books exploring the effect of culture on individuals and cross-cultural differences.

2.3 HOFSTEDE CULTURAL DIMENSIONS

Hofstede conducted a landmark study during 1967-1973 on 117,000 IBM employees. Initially, he came up with four cultural dimensions and later added the fifth dimension also. For the purpose of this study, only 4 dimensions have been taken which are explained below.

2.3.1 Power Distance

It is the measure of inequality between the more powerful and less powerful person in the society. Inequality exists in all the cultures but difference lies in the tolerance of the inequality. In high Power Distance countries, people believe that powerful people can show their might and they accept it. People in high Power Distance countries have more need for power, fame, and status.

2.3.2 Uncertainty Avoidance

Uncertainty Avoidance is the measure of degree of tolerance for the uncertainty. Cultures low in Uncertainty Avoidance tends to be strict in rules and social behavior. If things do not happen in the expected manner, frustration is visible. A country low in Uncertainty Avoidance is more comfortable with the uncertainty and is more

willing to take risk and involve themselves in innovativeness and entrepreneurial spirit.

2.3.3 Individualism vs Collectivism

It is the measure of the extent to which the individuals make decisions based on their judgment or the collective opinion counts for them. Cultures high in individualism are concerned only with their achievements, parents, spouse, children and close friends. Whereas, the culture low on individualism is where people identify themselves with a particular group or community and collective achievement is given priority over the personal achievement.

2.3.4 Masculinity vs Femininity

It is the measure of extent to which gender roles are clearly defined in the culture. Culture high on Masculinity is more assertive and competitive in nature. It is success and status oriented whereas, the culture high on Femininity has inclination for modesty, caring and quality of life.

2.4 CULTURE AND LEADERSHIP EFFECTIVENESS: THE GLOBE STUDY

The "Global Leadership and Organizational Behavior Effectiveness", typically known as Globe Study was conducted in 1991 by Robert J. House. The study was conducted on 62 societies with 17300 middle managers from 951 organizations. Globe Study established 9 cultural dimensions to bring the similarities/difference in norms, values, beliefs and practices among societies. The Globe Study takes the base from Hofstede (1980), Schwartz (1994), Inglehart (1997)

The dimensions established by the Globe Study are as following:

1. **Power Distance :** it is the level of extent of inequality accepted by less powerful in the society

2. **Uncertainty Avoidance:** it is the measure of degree of tolerance for the uncertainty.

3. **Humane Orientation:** it is the level to which society emboldens and rewards individuals for being fair and kind

4. **Collectivism-I(Institutional):**it is the level to which the organizations promote collective sharing of resources in the society

5. **Collectivism-II (In-Group):** it is the level to which persons demonstrate their allegiance to their family and organization.

6. **Assertiveness:** it is the level to which extent individuals show aggression in their behavior.

7. **Gender Egalitarianism:** it is the level to which biasness based on gender is minimized

8. **Future Orientation:** it is the level to which persons plan their future.

9. **Performance Orientation:** it is the degree to which group members get rewarded for their performance.

2.5   TROMPENAAR'S CULTURAL DIMENSIONS

Fons Trompenaars and Charles Hampden-Turner, after 10 years of research and collection of the data from 46000 managers across 40 countries came up with 7 dimensions which was published in 1997.The seven dimensions are depicted in the Figure 2.1.
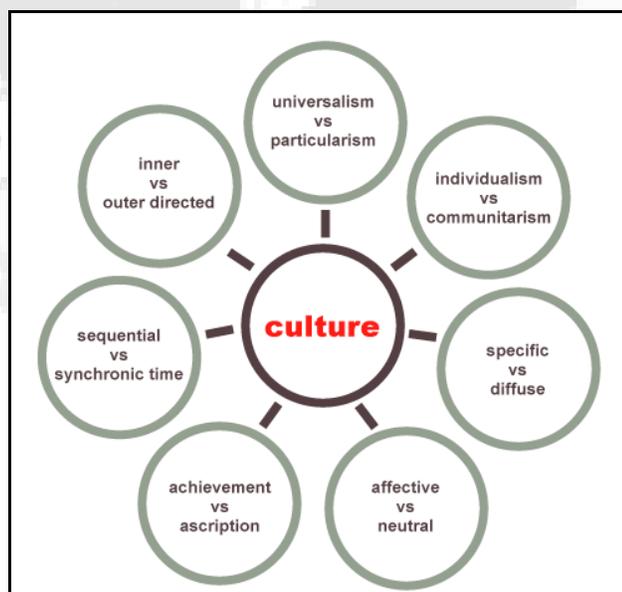
Source: Trompenaars & Turner (1997)

Figure 2.1: Trompenaars Cultural Dimensions

- **Universalism vs Particularism (Rules vs Relationships)**

Universalism: People place more importance on the rules and regulations. Relationship is secondary in comparison to rules.

Particularism: Relationship scores over rules and the response of the people changes according to the situation and involvement of the persons.

- **Individualism vs Communitarianism (Individual vs the Group)**

Individualism: People believe in personal freedom and making their own Communitarianism: Group interest is supposed to be superior to the individual interest and, in return, the group provides security to the individuals.

- **Specific vs Diffuse (How Far People Get Involved)**

Specific: People separate their personal life from professional life as they believe that relationship does not impact their work.

Diffuse: People consider it difficult to keep professional and personal life separate. They believe it is vital to have a healthy relationship with the colleagues in order to achieve work objective.

- **Neutral vs Emotional (How People Express Emotions)**

Neutral: People control their emotions and do not consider it wise to display their emotions in public.

Emotional: People find it ok to display their emotions in public. In these cultures, it is welcome to display emotions.

- **Achievement vs Ascription (How People View Status)**

Achievement: People believe that their worth is decided by what they do and not by their titles, designations etc.

Ascription: People believe that persons should be valued because of their titles, designations and positions etc.

- **Sequential Time vs Synchronous Time (How People Manage Time)**

Sequential: People attach importance to schedules, deadlines, planning, punctuality etc. People from these cultures believe that time is money.

Synchronous time: People often work on more than one project and believe that the plans and commitments should to be flexible.

- **Internal Direction Vs Outer Direction (How People Relate To Their Environment)**

Internal direction: People believe that environment can be controlled to attain their goals.

Outer direction: People believe that environment cannot be controls them and they should adapt to the environment to achieve goals.

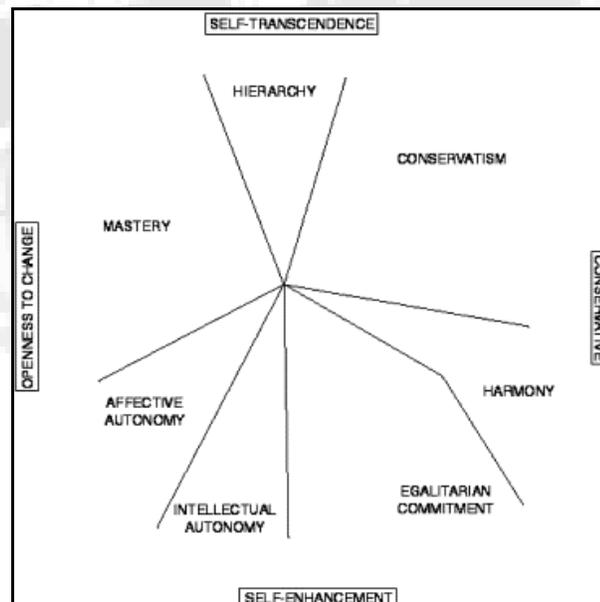## 2.6 SCHWARTZ CULTURAL VALUES

Schwartz collected data from 49 countries and identified 7 types of values on which culture can be compared Schwartz (1999) as depicted in Figure 2.2.

- **Conservatism vs Autonomy**

Conservatism: In this type of culture, a person focusses more on social order, respect for tradition and family security. He is tied to the group which he belongs to.

Autonomy: In this type of culture, the focus is on individual goals rather than the group.

Affective Autonomy: it inspires individuals to obtain constructive experience for themselves.

Source: Schwartz (1999)

Figure 2.2: Schwartz Cultural Values

- **Hierarchy vs Egalitarianism**

Hierarchy: The characteristic trait of this type of culture is unequal distribution of power.

Egalitarianism: In this type of culture, people are voluntarily committed for the welfare of others.

- **Mastery vs Harmony**

Mastery: Traits which matter most in this type of culture are ambition, success, and daring competition.

Harmony: In this type of culture, people are more sensitive about the environment and believe in unity with nature.

2.7   CULTURE AND DECISION MAKING

Johnson, Kulesa, & Shavitt (2005) in their study established relationship between the Hofstede cultural dimensions and response style. According to the Study, extreme response style which is required for precision and clarity is adopted in high Power Distance culture and high masculine cultures. Acquiescence was positively related to individuality and, inversely related to Uncertainty Avoidance and masculinity.

Another study was conducted by Leo & Bennett (2005) between the Australians and Singaporeans identifying the influence of Hofstede dimensions on decision making styles. The Study came up with the following results:

- Even though Singapore scored high on Power Distance, there was no significant difference between the two countries in quality conscious decision making style.

- Australians who score high on Uncertainty Avoidance placed more emphasis on the brands as compared to Singaporeans who have low score on Uncertainty Avoidance as the brands provide familiarity and reduce the risk in purchasing.

- Singapore is more innovative country than Australia, reason being the low Uncertainty Avoidance of Singapore compared to high uncertainty score of Australians.

- There was no significant difference between the Singaporeans and the Australians recreational consciousness. Moreover, recreational consciousness was not attached to any of the Hofstede cultural dimensions.

- Price conscious decision making and impulse buying could not be tested because of the reliability

- Countries which are high on Uncertainty Avoidance face confusion over choice. Result also indicated that Australians get more confused by over choice.

- It was expected that Australians will be more brand loyal as they are high in Uncertainty Avoidance but no significant difference was figured in the two countries regarding brand loyalty.

There are a number of studies which tried to link the service quality expectations with the Hofstede cultural dimensions.

Leng & Botelho (2009) conducted a Study between Brazil, America and Japan measuring the impact of culture on decision making styles. The result of the study is as follows:

- Americans were found to be more quality conscious than Japanese

- Americans were found to be more brand conscious than the Brazilians.

- Americans were found to be more innovative than the Brazilians and Japanese.

- Americans were found to do more hedonistic shopping compared to Brazilians and Japanese.

- There was no difference between the 3 countries related to confusion in decision making.

- Brazilians were found to be more brand loyal as compared to Americans and Japanese

2.8 CULTURE AND SERVICE QUALITY

Donthu & Yoo (1998) argued the possible influence of the culture on service quality expectations. The authors did not investigate the impact of masculinity/Femininity cultural dimensions as it was considered that this particular dimension is not related to service expectations. They came up with the following results:

- High Power Distance consumers have low service responsiveness and reliability expectations.

- It was also proved that high Uncertainty Avoidance consumers expect higher service and give more importance to the tangible attribute of the service.

- Individualistic consumers have high service, empathy and assurance expectations.

Another study by Kueh & Voon (2007) was conducted on the Generation Y consumers of Malaysia analyzing the impact of culture on quality of services and expectations. Following were the results of the study:

- Power Distance was negatively correlated with the service quality as the consumer in high Power Distance believe that it is part of life to encounter with bad service

- Collectivism and masculinity were not correlated with the service quality.

- Uncertainty Avoidance was positively related with service quality.

Jung & Keng Kau (2004) conducted a study comparing three races i.e. Chinese, Malays and Indians in Singapore on the Hofstede cultural dimensions. It was figured out that significant difference existed in the three races for Masculinity orientation. Indians scored less on the masculinity scale among the three thereby meaning that they have dropped the traditional gender roles and have adopted the western idea of equality of sexes. Malays were rated the highest on the masculinity scale. No significant difference was found between the three cultures in Power Distance, Uncertainty Avoidance and Individualism/Collectivism.

Ngai E. W., Heung, Wong, & Chan (2007) reported in their study that Asian guests in hotel tend not to report in case of service failure because of the fear of losing face as compared to non-Asian guests who make it a point to complain in case of service failure.

Mooij & Hofstede (2002) argued that national culture has replaced wealth as the explanatory factor for consumption. Further, they emphasized that different cultural impacts on consumption should be studied, particularly "Uncertainty Avoidance". Cultural dimension is very important while entering new market.

Singh (2006) conducted a study comparing France and Germany investigating the relationship between national culture and adoption of new products, ideas, or behaviour. The findings of the study were as follows:

- Culture low on Power Distance and Uncertainty Avoidance and high on masculinity were found to be more innovative.

- There was no significant difference in imitating between the two countries.

- Normative influence was related to large Power Distance, strong Uncertainty Avoidance and low masculinity cultures.

- In an individualistic society, the individual is more likely to be influenced by the interpersonal communications.

2.9 CULTURE AND MATERIALISM

A study on relations between culture dimensions and materialism was conducted comparing Canada and China by Ogden & Cheng (2011). The result of the study proved that contrary to the belief that the West is more materialistic, here Chinese were found to be more materialistic. Masculinity, Power Distance and Individualism were positively correlated with the materialism whereas Uncertainty Avoidance was not.

Yeniyurt & Townsend (2003) carried out a research seeking the role of culture in the acceptance of the new product in a country. The results were as follows:

- Power Distance was negatively related to new product in the country as high Power Distance avoids new things.

- Individualism was positively correlated with the new product acceptance.

Kau & Jung (2004) in their study on cultural influences on consumer behavior concluded that individual relationship is shown towards inference group, information sharing, and ethnocentrism and opinion leadership. Uncertainty Avoidance is related to innovativeness, brand loyalty, perceived risk and information search. Masculinity was related to male dominance in the family and Power Distance with the opinion seeking

2.10 CULTURE AND COMPLAINT BEHAVIOUR

Ngai E. W., Heung, Wong, & Chan (2007) concluded that Asian guest with high Power Distance, Collectivist orientation and high Uncertainty Avoidance a tend not to make any complaint as compared to non-Asian guests in hotels.

Huang, Huang, & Wu (1996) in their study compared the Japanese and Americans for their complaint behaviour in hotels. They came up with the following conclusion that American customers low on Power Distance make it a point to complain against the unsatisfactory services, whereas, Japanese take no action.

Liu & McClure (2001) in their study concluded that individualist and collectivist culture have different styles of complaint behaviour. Marketers need to address both the groups differently.

Han, Keng, & Richmond (1995) in their study concluded that complainers who turned to public actions were old much better qualified as well as earned high incomes. They had been usually discovered to be more assertive and displayed more self-confidence and individualistic qualities. However, non-complainers had been more traditional and had negative attitudes toward complaining.

2.11 UNCERTAINTY AVOIDANCE

A study by Money & Crotts (2003) was conducted identifying the effect of Uncertainty Avoidance on planning, information search and purchases of

international travel vacations. The result showed that low Uncertainty Avoidance relied more on market sources for information search as compared to high Uncertainty Avoidance but significantly on TV and Radio advertising. Also, medium Uncertainty Avoidance Japanese seek information from travel agencies more as compared to high Uncertainty Avoidance Germans. However, it was found out that risk tolerating people seek information from personal sources as compared to risk adverse culture.

Baker & Carson (2011) concluded that individuals tend to reduce the uncertainty by associating themselves with a dominant group and by following the norms. The author figured out the second approach where the individual adjusts himself according to the dynamic environment to reduce the uncertainty.

A research by Lee, Garbarino, & Lerman (2007) confirmed that people from high Uncertainty Avoidance culture are not very comfortable with the product uncertainty. The Study also stated that the people who are aware or have knowledge about the product will experience less uncertainty.

Moosmayer & Koehn, (2007) concluded that higher Uncertainty Avoidance has positive correlation with incremental value. So the top management needs to think about the radical innovations as they are more significant for the growth of organization.

Shah (2012) conducted a Study and came up with the following results:

- Persons in lower Uncertainty Avoidance cultures will invest more as compared to persons in higher Uncertainty Avoidance cultures

- Persons in higher Uncertainty Avoidance cultures will not relocate easily as they will try not to leave their comfort zone as compared to persons in higher Uncertainty Avoidance who will relocate to a place where better opportunities are available.

- Persons in higher Uncertainty Avoidance cultures will not easily switch job as they will try not to leave their comfort zone as compared to people in higher

Uncertainty Avoidance cultures who will switch job to places where better opportunities are available.

• No significant difference was found to be in the number of lawyers in high Uncertainty Avoidance cultures compared to low Uncertainty Avoidance cultures probably because the methods of doing business are changing and most of the countries are adopting western ways of doing business.

Kumar, Ravichandran, & Nath (2013) in their study about the cultural differences between the North India and the South India came up with the following results:

• Power is more unequally distributed in North India as compared to South India

• North Indian culture is high on Uncertainty Avoidance compared to South India

• South Indian culture is individualist, whereas, North Indian Culture is collectivist.

• South Indians culture is feminist, whereas, North Indian culture is masculine.

Kakkar & Kakkar (2007) in their book on Indian culture detail out, regardless cultural dissimilarities which are characteristic more of previous empires than modern-day nation states, generally there happen to be an underlying integrity within the diversity of India that needs to be acknowledged. Evaluating what comprises a typical Indian identity, the authors analyze thoroughly the predominance of family, community and caste in our daily lives, attitudes to and marriage prejudices.

Hirschman (1983) in his study examined variations in cognitive framework across six consumer cultures- Chinese, English, Greek, Irish, Italian and Jewish. Patterns of cognition characterizing each group were compared for four consumption related constructs: novelty seeking, information transfer, divergent processing ability and consumption motives. It was found that a wide range of inter-group congruence was present. However, consumers in different ethnic cultures were found to have very dissimilar cognitive structures in some cases.

Hoover & Saegert (1978) concluded that marketers need to adjust their strategies according to the risk perceived by different cultures. They also came up with finding that risk is the less important factor in purchase behaviour for Mexicans, when compared with US consumers.

Manrai, Lascu, Manrai, & Babb (2001) proved that younger people are more style conscious as compared to older people, whereas, dress conformance is actually greater among the older people than among the younger people. Also, men are more fashion conscious than women.

2.11.1 Uncertainty Avoidance and Consumer Behavior

Humans lives between the past and the future that is present. Past is a definite thing which has already occurred, present is the current time and future is uncertain. We can only predict about the future and cannot say in concrete terms about it.

Uncertainty leads to anxiety. People try to reduce uncertainty with the help of technology, rules and religion. Technology has helped the people to make life better and more convenient. Rules are the means by which society and organizations reduce the uncertainty. Religion provides solace in case of uncertainty and creates a boundary. (Hofstede G., 2000)

Every individual, community, country and society face uncertainty at one or the other point but their method of dealing with the uncertainty is different. Cultures high in Uncertainty Avoidance try to shun unambiguous situations. People in these cultures, look for clear and predictable outcomes.

Many people believe risk avoidance and Uncertainty Avoidance as one and the same thing. However, there are some technical differences in them. According to Hofstede (2001), "Uncertainty is to risk as anxiety is to fear". Fear and risk are more specific as compared to Uncertainty Avoidance and anxiety.

Significant differences can be seen in the behaviour of consumers of high Uncertainty Avoidance and low Uncertainty Avoidance. Consumers in low Uncertainty Avoidance culture consume more convenient food, read more books and magazines, use internet and try to do household work themselves only. Whereas

consumers in high Uncertainty Avoidance look for purity in food, do not rely too much on technology and depend on specialist for household work. Moreover, consumers in low Uncertainty Avoidance tend to invest in stocks as compared to consumers in high Uncertainty Avoidance who opt for safer options like gems and jewellary.

2.11.2 Uncertainty Avoidance and Societal Norms

In high Uncertainty Avoidance culture, anxiety is released by expression of emotions, whereas, in low Uncertainty Avoidance culture, emotions are supposed to be controlled. Moreover, lower Uncertainty Avoidance cultures are more creative and open to adopt new changes and are comfortable with ambiguity and uncertainty. On the other side, high Uncertainty Avoidance index tends to be conservative and resist change and desire for strong law and order. They desire clear rules, ideas and avoid ambiguity (Hofstede G., 2001).

2.11.3 Uncertainty Avoidance in Family

Children in high Uncertainty Avoidance culture are subject to stronger rules and regulations as parents are more emotional. As a result, life is more stressful as compared to low Uncertainty Avoidance culture where rules are more flexible. Even in language, there are more options in high Uncertainty Avoidance index than in low Uncertainty Avoidance index (Hofstede G., 2001).

2.11.4 Uncertainty Avoidance in School and Education System

In high Uncertainty Avoidance culture, students and teachers look for specific objectives, structures, schedules and time table which should be followed rigorously. They look out for a situation in which they can have one correct answer and teacher should know all the answers. When Uncertainty Avoidance index is weaker, students and teacher do not look for strict schedule or time table and assignments. They prefer open ended situations with broad objectives. Students accept the teacher who says "I do not know" (Hofstede G., 2001).

2.12 INDIVIDUALISM vs COLLECTIVISM

Wang & Xu (2009) in their study on impact of cultural values on consumption came out with the following conclusions:

- The core value of Chinese is collectivism.

- Contemporary students show dissimilarities with the traditional students.

- The core value is still the traditional Chinese value but students are exposed to various cultures and it is the US culture which they are adopting the most.

Nayeem (2012) conducted a study on Australia on decision making style of individualistic and collectivist automobile consumers and came up with the following observations:

- There was no significant difference for decision making styles between the collectivist culture and individualistic culture regarding perfection, high quality consciousness, price consciousness and habitual brand loyalty. In fact, both perfection and price conscious decision making style were highly used by the collectivists as well as individualists.

- The collectivists are more brands conscious because they always seek approval from their reference group. Collectivists are more confused while purchasing as they rely heavily on social network.

Love (2007) concluded that strong correlation existed between the group interest and the social work. She also proved that "collectivists will also experience greater psychological sense of community at work than individualists" (p.308). Collectivist also enjoys greater bond at work.

Tifferet & Herstein (2010) in their study measured the impact of individuality on private brand perceptions and came up with the following result: the individualists are more brand savvy, hence showed less inclination towards private brands. Effect of individualism on manufacturer's identity depends on the culture. Out of the four cultures studied, three cultures showed positive relationship with the manufacturer's identity.

Wu (2011) carried out a study on Chinese Americans identifying the relationship between individuality/collectivism and information search, country image and brand loyalty and came out with the following results: there is a positive relationship between collectivism and information seeking from family members and colleagues. However, no significant relationship is established between collectivism and information seeking from friends.

- There is no relationship between individualistic culture and the information seeking from friends, family or colleagues.

- The result showed that respondents have different perception of the countries on the basis of prestige, innovativeness and workmanship.

Triandis, Bontempo, Villareal, Asai, & Lucca (1988) concluded that American society is very high on individuality.

Lee & Kacen (2008) concluded that consumers from collectivist cultures are more satisfied with their impulse purchase when they are with important persons rather than alone. So, in order to promote impulse buying, retailers should promote events which require entire family for shopping.

Result of the study by Yuna, Verma, Thorndike, Yuc, & Chowdhury (2008) was contrary to the belief that in a collectivist culture like India buying of new foods depends on word of mouth and face to face communication. It was proved by the study that purchase intention of the Indian customers towards new products is not only influenced by the personal factors but also by the cultural norms.

Kacen & Lee (2002) concluded that impulse buying trait is more closely associated with the individualistic consumers. Moreover, impulse purchase was better explained by the cultural regions than the individualistic level of culture.

2.12.1 Individualism vs Collectivism in Society

There are many animal species which tend to be solitary like tigers but there are some which are gregarious. By nature, humans are considered to be gregarious but their degree varies. Family structure has deep and profound impact on individual personality and his values. Different structures which exist in the society are nuclear

families where only husband, wife and the children are considered as the family. This kind of structure is quite common in the metro cities of country like India which scores high on collectivism. Another structure is the extended families where grandparents, uncles, aunts and cousins are also part of the family. Still majority of families in India follow this structure only. Apart from nuclear and extended families, people also live in tribes.

Traditionally, when hunting was the only source of food, families were small. Later on, in the agriculture era, extended and joint families came into existence and when the complexities grew because of modern life, humans again started living in nuclear families (Hofstede G., 2001).

2.12.2 Individualism vs Collectivism in Families

Children learn from the family about the society and how to face it. As said by Hofstede (2000), "families are the mini models of society" (p. 225). Children get influenced by members of family in the collectivist society i.e. grandparents, neighbours, uncles, aunts. Children start considering all these people as a group and consider themselves as a part of the group. This group becomes the source of their identity and protection from hardships of life. Loyalty to the group is the most important thing. In collectivist society, subordination of individual interest over the group interest is very profound and family is considered to be the smallest unit whereas, in an individualist society, individual is the smallest unit.

Collectivist societies create strong bonds and ties with people who are not biological relatives. People in such societies maintain both vertical as well as horizontal relationship. Grandparents, uncles and aunts remain in close contact. Collectivist culture honours the memoirs of the deceased ancestors. In Indian culture, this vertical integration is called *shradh*. People in individualist society do not care much about horizontal as well as vertical integration. Children leave the house of the parents early and do not necessarily maintain contact with them. Elderly people/grandparents are supposed to live on their own and sometimes, they are moved to old age homes where they are taken care of by an especially designated/hired person and not by children (Hofstede G., 2001).

In Collectivist society, children are not supposed to raise their opinions. Decision is taken by the group and if there are conflicts on some particular issue, a meeting is held and consensus is tried to achieve. Children who raise their opinions and concerns are supposed to be of bad character. In Individualist society, children are allowed and encouraged to form opinions as it is considered to be learning for the future or a step towards making them independent.

In Collectivist society, the earning member is supposed to take care of the whole family and his income is shared by the whole family. Obligations in the collectivist society are not only confined to finances but also to rituals. Family functions like marriages and celebration of festivals etc. are not tobe missed. In individualist society, children take up small jobs at early age and spend the money according to their wish (Hofstede G., 2001).

2.12.3 Individualism vs Collectivism in School and Education System

In a collectivist society, it is considered okay to give favour to the students of same caste, religion or origin. Conflicts are generally avoided so that the teacher as well as the students does not lose the face. Generally, student does not speak up even when the teacher asks the question in the class. Student only speaks up when the question is asked to a specific student. This is considered as a respect to the teacher. Teacher stresses upon the students to adopt skill which will make them acceptable in the society. In an individualist society, it is considered immoral to favour anybody on the basis of caste, origin or religion. Healthy discussions are welcome and aggressive behaviour by student is not correlated with academics. Teachers try to provide the skills which are more meaningful or required in the modern society.

2.12.4 Individualism vs Collectivism in Consumer Behaviour

In a collectivist society, people generally live in flats or apartments and stay in groups. People in these societies feel that security come by having a social network with the people who are at good positions in the society. They mainly rely on TV as the source of information as well as the source of entertainment. They read fewer books and spend much less time on internet. People in individualist society are just

the opposite of the collectivist society. They live in detached houses with private garden, generally own a pet, read lot of books, use internet and their lifestyle is self-supporting (Hofstede G., 2001).

2.12.5 Individualism vs Collectivism in Political System

In a collectivist society, economy is based on collective interest. Political power is unbalanced and is exercised by the interest groups. There is a large difference in wealth between the different sectors of the economy. Law is also different for different sections of the society and different religions. In an individualist culture, economy is based on individual interest and political power is exercised by the voters. Political power is more balanced and so is the wealth in different sectors of economy. Law is also uniform for all (Hofstede G., 2001).

2.12.6 Individualism vs Collectivism in Work Organizations

People in collectivist culture are emotionally dependent on organizations and expect that organizations will protect them. The employer hires not an individual but a group member and looks after the interest of the group which may not always coincide with the interest of the employer. In hiring also, preference in given to relatives and closed ones and the persons already employed. The relationship between the employer and the employee is often like family relationship. There is a mutual consent of protection for loyalty. Poor performance is not considered as a yardstick for dismissal as one does not dismiss one's own child. Most of the time, personal relationship prevails over task and company, whereas, people in individualist society are completely different. Family relationship at work is not considered good as they lead to conflict of interest. Many organizations have policy that if two individuals working in a company get married, one of them has to leave the organization. Here relationship between the employee and the employer is not seen as a family relationship but more like a business transaction. Poor performance or better incentives are the accepted reasons for the termination of work relationship. In an individualist society, the norms are Universalist that every customer should be given the same treatment (Hofstede G., 2001).

2.12.7 Individualism vs Collectivism in Religion

In a collectivist society, placing individual interest over collective interest is considered an evil. Modern things, science and technology are treated as magic. People are expected to work within the boundaries set by religion without questioning them.

People are expected to show blind faith in their religion and change of religion is not encouraged. However, in an individualist society, people are not only guided by the religion and often look for practical and scientifically tested answers. People are more rational and express their views (Hofstede G. , 2001).

2.13 POWER DISTANCE

Khatri (2009) concluded that employees from high Power Distance culture rely on their seniors for decision making and most of the time, decisions are unchallenged. Flow of communication is from upward to downward and mostly one way as the employees, most of the time, say yes to the decisions by the seniors. As the decisions are unchallenged, lot of time is saved in decision making in a high Power Distance culture. Moreover, the organizations operating in high Power Distance culture have indifferent attitude towards unethical behavior as the top management is unchallenged.

Zhang, Winterrich, & Mittal (2010) established a relationship between Power Distance and impulse buying and concluded that Power Distance belief had an effect on the control related reaction time but no effect on the controlled unrelated time. The study confirmed that Power Distance belief is associated with the self-control. Cultures which are high in Power Distance are less likely to be engaged in the impulse buying as their response will be controlled.

Yoo, Subba, & Hong (2006) conducted a study on employee empowerment and Power Distance. The result of the study showed that Power Distance does not significantly affect the employee empowerment but collectivist culture has significant impact on employee empowerment. Dash, Bruning, & Acharya (2009) concluded that high Power Distance consumers have low expectations of the service

whereas the low Power Distance consumers expected high service. Moreover, high individualistic culture expects low empathy and assurance than low individualistic culture.

2.13.1 Power Distance and Consumer Behaviour

Inequality may occur in the areas of:

- Prestige: Inequality is created in society by owning prestigious goods/status goods

- Wealth: Wealth is single most important factor which best describes the inequality. Economists all over the world are worried about the inequal distribution of wealth particularly in India where the gap between the rich and the poor is quite wide and getting wider.

- Power: Power is something which can be used to get prestige and wealth in the society which creates inequality.

- Physical and Mental Characteristic: This particular point can be termed as discrimination. It exists in every society in one or the other form. Like in Indian society, white skin colour is preferred. American society has now accepted the Afro-Americans as equals but at one time, they were considered as the second rate citizens. In the same way, taller people are preferred throughout the world.

Inequality is not only restricted to humans but it is visible in animals also. Animals as well as humans follow the order by dominance. Dominance is something which creates the difference or the inequality. By nature, humans are supposed to be dominant species. Although all societies and countries are working to achieve equality but none has been able to do so. Inequality exits in each and every society and country. So, it can be said that all societies are inequal but inequality is more prevalent in some societies.

Mulder (1977) defines power as "the potential to determine or direct (to a certain extent) the behavior of another person or other persons more so than the other way round," and Power Distance as "the degree of inequality in power between a less

powerful Individual (I) and a more powerful Other (O), in which I and O belong to the same (loosely or tightly knit) social system" (p.90).

In high Power Distance cultures, people are less dependent on others and are more self-dependent. They consider inequality as societal order, whereas, in low Power Distance cultures, people are more dependent on the society or elders and consider inequality as a necessary evil which needs to be eliminated.

If we talk from the family point of view, in a high Power Distance culture, children are supposed to be obedient and show respect to elders. Many times, they are not allowed to take decisions even after marriage. Even the decision about marriage is taken by the parents, whereas, in low Power Distance culture, children are treated as equivalent. Parents try that children should learn to take care of themselves as early as possible.

2.14 MASCULINITY vs FEMININITY

Masculinity is actually a set of attributes, characteristics or perhaps roles usually viewed typical of, or proper to, a male. It can have levels of comparison: "more masculine", "most masculine'". .Femininity also known as womanliness or womanhood is a set of features, actions, and roles usually related to female. Femininity is socially created, but made up of both of the socially-defined and biologically-created factors. This makes it unique from the description of the biological female sex as both male and females can express feminine traits. Some cultures are considered to be masculine while some are considered to be feminine based on the trait of the people.

2.14.1 Masculinity vs Femininity in Human Behavior

Different societies treat two different genders in different ways. The biological difference between the two genders has implications on their role in the society. Universally, it has been noticed that females give more importance to social goals, helping others, relationships and they are tender by nature whereas males are more egoistic and are more career and money oriented. Physically, mentally and emotionally, there are many differences among males and females but a major difference is that women bear children and men beget them. It can be said that from the physical point of

view, men are stronger and taller than women. In traditional as well as modern societies, the roles of males and females are predefined and mostly females are supposed to take care of house, children, relationship even if they are working while males are mostly concerned with economic and other physical achievements. In short, men are supposed to be tough and women to be tender. As defined by Hofstede (2001)"Masculinity stands for a society in which gender roles are clearly distinct: Men are supposed to be assertive, tough and focused on material success; women are supposed to be more modest, tender and concerned with the quality of life. Femininity stands for society in which social gender roles overlap: Both men and women are supposed to be modest, tender, and concerned with the quality of life."(p.297).

2.14.1 Masculinity vs Femininity in Society

Societies which score high in Femininity tend to care more for relations. They give more importance to quality of life as compared to money. Since men are also expected to be tender who should take care of the performance and relationship, there is minimal difference between the gender roles. On the contrary, societies which score more on masculinity, give more importance to money and other materialistic things. Different roles are predefined for different genders. Sympathy is with the strong and fast and big things are considered beautiful (Hofstede G. , 2001).

2.14.2 Masculinity vs Femininity in Families

Gender related values and behaviour are programmed by our parents and further by culture and society from the childhood. In masculine cultures, both boys and girls learn to be ambitious and competitive, although the ambition of girls may be aimed first towards their brothers, then husbands and later on, to their sons. In masculine cultures, children admire strong friction heroes like superman and batman whereas, in famine cultures, children sympathize underdog (Hofstede G., 2001).

2.14.3 Masculinity vs Femininity in School and Education System

In feminine cultures, friendliness should be there in teacher and students' relationship with emphasis on students' social adaption rather than performance. Even if the child fails in the examination, it is not considered to be a serious matter.

Teacher gives same treatment to boys and girls and teaches them the same way. Whereas in high masculine cultures, teacher is supposed to be brilliant and know everything. Class performance is very important and failing in examinations is viewed seriously. Teacher teaches different subjects to boys and girls and treats them differently (Hofstede G., 2001).

2.14.4 Masculinity vs Femininity in Consumer Behavior

In feminine culture, homemade products are preferred. People buy less jewellary as they are not into status consumption. They also prefer home country brands over the foreign brands. Members of feminine culture are more interested in stories behind the facts and love reading the fiction books. In masculine culture, status consumption is more frequent; watches are seen as success symbol. Moreover, they have good knowledge about the types of car engine which is missing in the feminine culture. Members of the masculine cultures are more interested in facts and data and read more nonfiction books (Hofstede G., 2001).

2.14.5 Masculinity vs Femininity in Political System

In feminine culture, the approach towards institutions and political establishment is positive. Members of feminine culture participate more in voluntary activities and associations. More women can be seen at political positions and men and women discuss politics equally and frequently. Masculine culture views various institutions and political establishment with negative attitude. People have less confidence in labour unions as they are also viewed as having political backing and they participate less in voluntary activities and associations. Fewer women are elected in political parties and men discuss politics more often than women (Hofstede G. , 2001).

2.14.6 Masculinity vs Femininity in Work Organizations

Both masculine and feminine cultures have different outlook towards work organizations. Quality of work life, solidarity and equality are more important for members of feminine culture and they view work as relationship. They believe that manager is just like another employee and successful manager should have the

characteristic of both males and females. People in feminine culture believe that more women should be there in management and there should be no gap between males and females. Masculine culture stresses on equity, mutual competition, and performance and views work as security.

They believe that mangers are heroes of management and cannot be treated as just another employee and successful managers should have male characteristic, should be decisive, firm, assertive, aggressive, and competitive (Hofstede G. , 2001).

2.14.7 Masculinity vs Femininity in Religion

In feminine culture, religion or religious trends are tender. They worship a God which does not have a tough image. They do not consider religion to be the most important thing in life. Such societies do not allow both men and women to become priest. Their religion focuses on human beings. In masculine cultures, people worship a tough God and religion is the most important thing in life (Hofstede G. , 2001).

2.15 DIVERSITY IN INDIA

India has more cultural and religious diversity than cross-cultural diversity across various nations. So even though India is one nation, it has many sub-nations within its boundaries with diversified cultures and religions across the country.

Approaching an Indian consumer is very difficult for a marketer, either to introduce a new product or to maintain a continuous market share for that product. More than international cross- cultural issues, India is facing problems with regard to marketing of a product. In cross-cultural issues at international level, there may not be much diversity in religion, in language and in the traditional customs. It has been already mentioned that there are 260 languages and many religions in India. Every religion has its own traditional values and customs. In the light of the above complex situation, a study is required to understand the Indian consumers with their diversity in culture, religion, customs, traditions and festivals etc.

An attempt has been made in this study to understand the behaviour of Indian cross-cultural behavior and based on which, the objectives have been framed. Multinational companies entering into the complex Indian market are facing many problems and many of them could not succeed because of the complex diversity of India in many aspects. Each group and each sector has to be approached in its own way to make it as the prospective consumer. The overall attempt of this proposed study is to understand the behavior of Indian consumer under their numerous cultural and religious diversities.

Table 2.1: Major Differences between the North India and the South India

S.no	Items	North India	South India
1	Language	Hindi, Kashmiri, Punjabi, Gujarati, Haryanvi, Marwari, Bhojpuri, Assamesse, Manipuri, Bengali	Telgu, Konkani, Marathi, Kannada, Tamil
2	Food	Wheat Eaters, Tea consumers.	Rice Eaters, Coffee consumers.
3	Major Festivals	Dushera, Diwali, Holi.	Onam, Pongal, Hampi, Dushera.
4	Climate	North India is known for its extreme climate- winter, summer and rainy season. It is generally cooler than South India.	Tropical climate with very little variation between the temperatures in summer and winters.
5	Race	North Indians are described to be Aryans.	South Indians are described to be Dravidians.
6	Geography	North India lies in the Indo-Gangetic plains. To its North are the Himalayas mountain range	South India lies in the Peninsular Deccan Plateau. This region has the Arabian Sea in the west, Bay of Bengal in the east and Indian Ocean in the south.

2.16 HOFSTEDE ONION DIAGRAM

To understand the cultural difference between the North Indians and South Indians, reference is made to Hofstede's Onion Diagram as shown in *Figure 2.3*
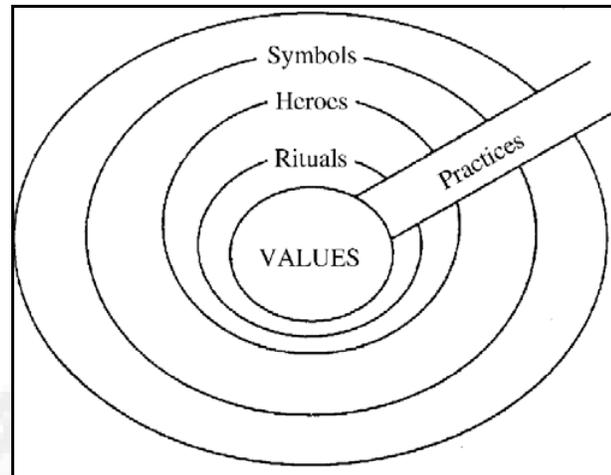
Source: Hofstede (2001)

Figure 2.3: Hofstede Onion Diagram

Core of the onion diagram consists of values. Values are invisible but can be seen in the behavior. Culture has visible as well as invisible aspects. Values together with rituals, heroes and symbols explain the visible and invisible aspects of a culture.

Symbols can be explained as words, gestures, pictures and objects that are specific to one particular culture. However, new symbols are developed and old ones disappear over a period of time. Many times, symbols are passed on /copied from one culture to another.

Heroes are the role models. They may be alive or dead, real or imaginary but they are highly acclaimed in the society. Many times, they shape the behavior of the people. Rituals are the activities which are special to a particular culture. They may be unnecessary but are carried out as a social norm. They also bound the individual to the society.

The three outer layers are termed as practice. As "practice" is the visible part, culture can be easily compared looking at the practices followed in a particular culture. The Core of the Onion diagram or the values can be explained by explaining the national culture

2.17 NATIONAL CULTURE OF INDIA: HOFSTEDE PERSPECTIVE

In this section, national culture of India is explained with the help of Hofstede's cultural dimensions.

2.17.1 Uncertainty Avoidance

India scores 40 compared to world's 65 regarding Uncertainty Avoidance (Hofstede G., 2013) and has medium preference to avoid uncertainty. India is a country which allows imperfection, has high patience and there are many things unplanned. Indians love to adjust the things at the last moment. Rules are often on papers. People innovate ways to bypass the rules and then try to adjust. "It is this attitude that is both the cause of misery as well as the most empowering aspect of the country. There is a saying that "nothing is impossible" in India, so long as one knows how to "adjust" (Hofstede G., 2001).

2.17.2 Power Distance

India scores 77 compared to world's 57 on Power Distance index (Hofstede G. , 2013).This indicates that there is hierarchy, bureaucracy and unequal distribution of wealth and power. Indians rely totally on their superior for the direction and guidance. Directions/instructions go from top to bottom. Every man and women has his/her place in the society and must remain in the boundary. Even the caste system which is still prevalent in India is an example of high Power Distance and inequality.

2.17.3 Individuality vs Collectivism

India score 48 which is not very high as compared to world's 43 regarding Individuality (Hofstede G., 2013). India is a collectivist country where family interest prevails over the individual interest. Loyalty towards the family is considered the greatest thing. Even the adults are required to discuss with family before taking any decision. Similarly, the relation between the employee and the employer is different. Employee is supposed to be loyal to the organization and, in return, employer provides almost familial protection to the employee. Hiring and promotion is often based on relationship.

2.17.4 Masculinity vs Femininity

India scores high of 56 on masculinity which indicates that there is a quite big gap between the values of males and females. High masculinity score is associated with traditions. Although women are getting good education including higer education and jobs and making a mark in every walk of life, yet they still cater to traditional roles in the family. Being high on masculinity, Indians love to flash their assets.

2.18 CULTURES OF NORTH AND SOUTH INDIA

North and South India are geographically separated as two regions. While North India consists mainly of the mountains and the Gangetic plains, the South India consists mainly of rain-forest areas. Both of them represent two regional segments within the country with different cultures.

2.18.1 Symbols

According to Hofstede, a culture is made up of various layers. As it has been verified that culture and consumer behaviour are actually interdependent, Hofstede's "Onion Diagram" can easily be utilized as framework to discover the various layers of the consumers as per their culture and behaviour. Onion diagram is used to explain the visible and invisible layers in the culture. The core is composed of values which are invisible till they are manifested in the behaviour of an individual. The external layer of the onion diagram is the visible parts that can be used to explain visible manifestations of a culture. The external layer of the onion diagram represents symbols, heroes and rituals.

Symbols are words, gestures, pictures and objects which have complicated descriptions. This may be a phrase within a language, dress code, hair style and status symbol. Heroes are individuals, whether living or dead, real or fictional, but possess extremely valued attributes of a culture and, therefore, act as models for behaviour.

Rituals are activities which are performed collectively and are not necessarily relevant to the accomplishment of desired ends. However, culturally, these are regarded socially relevant in view of the individual bonds with the society.

2.18.1.1 Language

Richness of a culture can be predicted by the language of the country. India's cultural diversity also extends to the languages used. Although, there are thousands of languages and dialects used in India (Mohanty, 1994) , Indian constitution in its eight schedule recognizes 22 different languages with Hindi as the official language of the country. People in the North which belong to the Indo-Aryan race use different languages which take the base of Sanskrit Language. Examples of the North Indian languages are Hindi, Assamese, Gujarati, Kashmiri, Bengali, Punjabi, Sindhi and Urdu etc (Banerjee, 2008). People in the South belong to the Dravidian race and use the languages like Marathi, Kanada, Malayalam, Oriya, Tamil and Telgu etc. 41 % of Indian population is Hindi speaking (Census, 2011). Hindi was introduced as a national language to bridge the gap between North India and South India and to create a feeling of national pride. However, a difference in perception still exists and the people in the North Indians believe that national language comes first whereas the people in the South India believe that regional language comes first.

Support for the regional languages is quite strong and cannot be ignored. State borders have also language borders. Therefore, language is an important factor which divides North India from South India

According to Vorting (2008), for a North Indian, the Hindi language most likely would not appeal much to his regional identity as it is spoken in most part of North India but for a Southerner, the distinction between regional and national language is more pronounced. So the symbolic importance of the language is very high.

2.18.1.2 Appearance

There is a difference in the physical features of the North Indians and South Indians. Dravidians make up to the 50 % of the Indian population. There is a difference in the clothing style of North and South Indians. The way *sari* is draped in Northern India is completely different from South India. According to Manoj (2009),"North Indian males wear dhoti (the fabric which they pleat and tuck under the leg, then hitch at the back) and pajamas while their southern counterparts wear only dhoti which they wrap around themselves as skirt."

However, these clothing patterns are more visible in rural areas. Urban counterparts of both North India and South India have adopted western clothing and there is less difference between the two.

2.18.1.3 Status Symbols

Certain products can be used as status enhancers and Indians also use products to enhance their status. This particular aspect can be related to high Power Distance and High Masculinity discussed earlier.

The literacy rate in South India is higher as compared to North India. Education has direct impact on the behavior of an individual and it is also reflected in his purchase behavior. Educated person is supposed to make a wise decision after analyzing the product. Branded products especially foreign brands are gaining popularity in the Indian market. Car and cell phone have become the status products in India. Mostly, it is the Indian youth which aspires for foreign brands (Shridhar, 2006).

2.18.2 Heroes

Most of the Indian heroes come from movies, sports and politics. In a movie, it is not the fictional character but the real actor who is admired by the people. In sports, mostly it is from cricket as cricket is loosely termed as religion in India. Although other sports like chess, badminton, lawn tennis, football, boxing and wrestling are fast catching up with the cricket but the biggest heroes from the sports arena come from cricket only. Politics is bit more diversified because of it nature. India is a spiritual country and some "Godsmen" also come into the picture mainly from Hindu religion and are hailed as heroes.

India's biggest film industry is "Bollywood" which is located in Mumbai in Maharashtra and produces most of the Hindi movies. The biggest stars from the bollywood industry are iconic Amitabh Bachchan, Shahrukh Khan, Salman Khan, Amir Khan, Aishwairya Rai, Kareena Kapoor etc. The South Indian film industry, sometimes loosely called as tollywood, is located in Andhra Pradesh. The biggest stars from the South Indian movie industry are Rajnikant, Chiranjivi, and Mahesh

Babu etc. The gap between the two industries has narrowed down in the recent years as both the industry take inspiration from each other.

In Sports, Sachin Tendulkar is the biggest name. Mahendra Singh Dhoni, the captain of Indian Cricket team, is another big name. Some other big names from cricket are Virendra Sehwag and Harbhajan Singh etc. In recent past, other sports also have been in limelight and their players like Vishwanathan Anand from Chess, Saina Nehwal from Badminton, Sania Mirza from Lawn Tennis, Vijendra Singh from Boxing and Sushil Kumar from Wrestling are treated as heroes. As of now, there is not much difference between the two parts i.e. North and South as far as sport heroes are concerned.

Hinduism is the dominant religion in India and just like India, Hinduism is also very diverse. Hinduism does not believe in one God but there are thousands and crores of gods and goddesses. Specific temples worship particular gods. In Tamil Naidu, 3 temples are dedicated to Mukuran God representing the cultural heritage of Tamil Naidu (Clothey & Ramanujan, 1978). South India has some very famous temples also known for their architecture. All Indians are generally aware about the Gods and Goddesses worshipped all over the country.

Although heroes emerge from certain regions or state, yet they are not confined to one particular region. Rajnikant, a superstar from South, is a well-known figure in the North also. Sports and movie stars are everybody's hero throughout India.

2.18.3 Rituals

Life of an Indian is marked by rites and rituals from birth to death. There are special rites and rituals in every community. There are special ceremonies not only on the occasion of the birth or naming the child but also when the child eats his first grain of rice i.e. *anaprashan* (Chatterjee & Roy, 2002).

2.18.3.1 Religious Rituals

In India, a person's life is highly influenced by the religion (Lindridge, 2005). Although, Indian society is fast adopting the Western world under the influence of

globalization, yet even the most modern Indian is still religious (kakar & Kakar, 2007). Visits to the temples, fasting and other religious activities are still the part of life of many Indians. This is not only applicable to Hindus, but also to others like Muslims, Sikhs, Christians, Buddhists, Jains, Jews and Zoroastrians.

On the religious front, Hinduism does not separate North India from South India. Rather it unites South India with North India. However, the practices of the different religions differ across the country. Many festivals are celebrated across the country irrespective of the caste and religious beliefs. Many Hinduism based functions are celebrated by Christians and Muslims such as *Holi* and *Diwali*. However, these functions are celebrated in a different way in different parts of the country.

2.18.3.2 Marriage Rituals

Wedding is perhaps the most colorful event when friends and relatives are invited, celebrations and feast continue for weeks before the wedding. But many times, bride and groom do not even know each other before the marriage as the marriage is arranged by the parents. There is quite a big difference between a North Indian and South Indian wedding. To make the engagement, official engagement ceremony is organized months before the marriage known as *mangini* in North India and *nischitartham* in South India.There are many pre-marriage ceremonies which are conducted about a week before the marriage in North India namely *haldi, mehndi, tilak, sangeet* etc. In *sangeet*, the bride is introduced to the members of the groom's family. In *tilak*, all the male members of the bride family put vermillion or *kumkum* on the forehead of the groom. *Janavasanam* is celebrated in South India where the groom is paraded in the town on a chariot, now a day in car. Traditionally, the bride wears a *sari* or *lehnga* with lot of jewellary and broom wears *shervani* or *dhoti*. In North India, the bride wears *ghunghat* (viel) to mark respect to the new family members. Groom wears a turban called as *sehra*. The wedding culminates where the groom puts *kumkum* on the forehead of the bride. In South India, this ritual is followed by the toe ring. South Indian wedding also has a tradition where the groom shows *Arundhati Nakshatram* (a subtle star in the Ursa Major constellation) to the bride.

2.19 BRIEF PROFILE OF INDIAN STATES

In order to understand the diversity, the brief profiles of Indian states are given below:

2.19.1 North Indian States

North India has total 22 states. Brief description of the 22 states of North India are given below

- **Arunanchal Pradesh**

Arunachal Pradesh is one of the eight states located in the North Eastern Region (NER) of India. It has an area of 83,743 sq km, making it the largest state of the North Eastern Region. Its borders touch three foreign countries i.e. Bhutan, China and Myanmar. Arunachal Pradesh is home to primal tribes that have a different dialect. Therefore, the language of the state is hugely affected by these types of tribes. The most frequently spoken languages in Arunachal Pradesh are Dafla, Mishri, Adi Gallong, Monpa, Aka, Nocte, Khamti, Nishi, Wancho and Tagin.

- **Assam**

Assam is another state of North Eastern Region with an area of 78437 sq. km. It is surrounded by six other North Eastern states namely, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura and Meghalaya. Geographically, it is the gateway to the North Eastern Region and is linked with the rest of India via a narrow strip of land in West Bengal known as the Siliguri Corridor. The main languages of Assam are 'Assamese' and 'Bodo'.

- **Bihar**

Bihar is one of the biggest states of India both in terms of size and population. It was divided in the year 2000 and a new state known as Jharkhand was born out of the southern part of Bihar. A large population of the state resides in villages and they mainly speak Bihari language. On northern side, Bihar shares border with Nepal.

- **Chhattisgarh**

With a vast area of 135190 sq. km and a human population of 25.5 million, Chhattisgarh is comparatively young state which came into being into 2000. It is surrounded by Madhya Pradesh, Maharashtra, Andhra Pradesh, Orissa, Jharkhand and Uttar Pradesh. Steel production is the main industry here and Chhattisgarhi is the

main language of the state. Hindi is also used by the people with Munda and Dravidian languages.

- **Gujarat**

Gujarat is located on the western side of India on the Kathiawar peninsula. It is one of the highly industrialized and prosperous states in india, having an area of 196,204 sq. km with a sea-coast of 1,600 km. Gujrati is the local language of the state.

- **Haryana**

The state of Haryana was created on 1 November, 1966 by dividing the state of Punjab on the basis of language. It is surrounded by Punjab, Himachal Pradesh Rajasthan and Delhi. The river Yamuna separates it from the state of Uttarakhand and Uttar Pradesh. It is a very fertile state and agriculture is the dominant occupation of the people here. This region has a long glorious history and was part of *Kuru* region in the ancient times. Today, it is a well-developed state and some cities of Haryana are part of the National Capital Region. Haryanvi is the language commonly used in Haryana.

- **Himanchal Pradesh**

Himachal Pradesh is a hilly state of Northern India. It has an area of 55,670 sq. km. and is surrounded by Jammu and Kashmir, Punjab, Haryana, Uttarakhand and the Tibetan Autonomous Region. Being a hilly region, it is not a well-developed state. Urbanization has not taken place here and about 90 % of its population lives in rural areas. People here generally speak *Pahari* language even though Hindi is the official language of the state. Some of the places in the state are favourite tourist destinations.

- **Jharkhand**

The state of Jharkhand was created out of the southern part of Bihar on 15 November, 2000. In addition to Bihar, their other neighbouring states are Uttar Pradesh, Chhattisgarh, Odisha and West Bengal. This state is also comparatively less developed and a large number of tribes resides there. This state is rich in minerals and coal mines but the potential of its development is yet to be realized. It has an

area of 79,710 sq. km. The commercial town of Ranchi is its capital. Hindi, Bengali, Oriya, Urdu and English are the major languages of Jharkhand.

- **Jammu and Kashmir**

Jammu and Kashmir is situated mainly in the Himalayan mountain ranges. Borders of Himachal Pradesh and Punjab meet with those of Jammu and Kashmir. But Jammu and Kashmir also has international borders with China and Pakistan Occupied Kashmir (POK). Ladakh region of this state is comparatively less developed due to the difficult terrain. This is the only state in the country which has two capitals i.e. Srinagar as the summer capital and Jammu as the winter capital. The Kashmir region of the state is said to be one of the most beautiful places in the world and people generally call it as paradise on earth. It attracts a large number of national and international tourists which is the main industry in this region.

- **Madhya Pradesh**

Madhya Pradesh is situated in central India and it is sometimes called as the heart of India due to its geographical location. It is one of the large states with an areas of 308,252 sq. km. Hindi is the main language. The state has large forest area. It is surrounded by Uttar Pradesh, Chhattisgarh, Maharashtra, Gujarat and Rajasthan.

- **Manipur**

Manipur state is situated in North-Eastern India, with the city of Imphal as its capital. A large number of tribes namely Meitei, Pangal (Muslims), Naga Kuki, Zomi and Gorkhali(Nepali) reside in this state and speak various languages of the Tibeto-Burman family. The state is surrounded by Nagaland, Mizoram and Assam. Manipur also shares it border with another country i.e. Burma. The people of the state are generally of short stature and are recognized easily by their distinct physical appearance. The state does not have many industries due to its difficult terrain and its economy is mainly agriculture and forestry based. It covers an area of 22,327 sq. km. The Meitei who reside mainly within the state's valley region form the chief ethnic group in the state, about 60 % of the total population.

- **Meghalaya**

Meghalaya is one of the better developed states of the North Eastern Region having an area of about 300 kilometers in length and about 100 kilometers in breadth. This state shares its borders with another country i.e. Bangladesh. Shillong is the capital city of Meghalaya. English is the official and commonly spoken language of the state. The other major languages in Meghalaya are Khasi and Garo. Its economy is mainly based on agriculture but it also attracts a large number of tourists.

- **Mizoram**

Mizoram was born on 20th February, 1987 as the 23rd state of India with Aizawal as its capital. Its official language is Mizo but English is also commonly used. In addition to Tripura, Assam and Manipur, the state of Mizoram shares its borders with two foreign countries i.e. Bangladesh and Burma. It is a thinly populated state and most of the inhabitants are of tribal origin. The state is comparatively undeveloped and its economy is largely based on agriculture.

- **Nagaland**

Born on 1st December, 1963 as the 16th state of India, Nagaland is situated in the far North Eastern Region of India. In addition to Assam, Arunachal Pradesh and Manipur, it also shares its borders with another country i.e. Myanmar. It is a small state with a population of 1980602 as per the 2011 census. The state is inhabited by large number of tribes who use tribal languages. However, English is also commonly used. Its economy is largely based on agriculture.

- **Delhi**

Delhi is the national capital of India. It is the largest city in the country in terms of population as well as the area. It is also the second most populated city in the world. Being capital city, a large number of important offices of the central government are located in the city. This city attracts persons from almost all parts of the country for the purpose of employment and thus it has developed a cosmopolitan character. Although a Union Territory, its present administrative setup is quite similar to that of a state e.g. it has a Legislative Assembly, a High Court and a Chief Minister. Hindi, English and Punjabi are the commonly used languages in the city.

- **Punjab**

The state of Punjab, situated in the North Western part of country, is mainly inhibited by Sikhs. After partition of the country in 1947, a part of it went with Pakistan. Later on, the state of Himanchal Pradesh and Haryana were created by dividing Punjab. Its capital is Chandigarh which is a Union Territory. It is a home to so many rivers with the result that the land is very fertile and agriculture is the main profession in the state. However, a good number of industries have also come in the state and it has become one of the most developed states in the country. While Hindi and English are used for official communication, Punjabi is most commonly spoken by the residents.

- **Rajasthan**

Located in the western part of India, Rajasthan is the largest state of India. Known for its warriors, the state has a glorious history when it was popularly known as Rajputana. However, it is also the home to Thar Desert and Aravli range. It has agriculture and pastoral economy with some mineral based industries. Rajasthani and Marwari are commonly spoken languages.

- **Sikkim**

The state of Sikkim is a located within the Himalayan mountain ranges in the North Eastern Region. It shares borders with three foreign countries namely Nepal, China and Bhutan. The state of Sikkim has the lowest population in the country i.e. 610,577 as per 2011 census. It is also the second smallest state in the country as far as its area is concerned which is just 7096 sq. km. Nepali is the lingua franca of Sikkim, while Sikkimese and Lepcha are spoken in certain areas. Its economy is mainly based on agriculture. However, it is also a popular tourist destination.

- **Tripura**

The state of Tripura is located in the North-East India. It is a very small state i.e. third smallest state after Goa and Sikkim and has an area of 10,491 sq. km only. In addition to Assam and Mizoram, it also shares its borders with Bangladesh. Its economy is mainly based on agriculture and allied industries. Forestry and mining also contribute to its economy. While English is used for official purposes, Bengali is most commonly spoken language of Tripura.

- **Uttar Pradesh**

The state of Uttar Pradesh is located in Northern India. It also shares its borders with Nepal. It is the most populous state and fifth largest state in the country in terms of land area. This state has seen industrialization in a big way. However, western part of the state is famous for producing good amount of wheat and sugarcane. As most of the state lies in the *doab* region i.e. between two great rivers namely Ganga and Yamuna, it is home to some very ancient cities like Agra, Allahabad and Kashi (Varanasi). These two rivers have also made the plains of Uttar Pradesh very fertile. Because of its large population, its sends largest number of members to Parliament and has given largest number of Prime Ministers to the country. Hindi is the most commonly used language in the state.

- **Uttarakhand**

The state of Uttarakhand (initially known as Uttaranchal) is situated in the Northern part of India. It was created on 9 November, 2000 out of Uttar Pradesh. In addition to Uttar Pradesh and Himanchal Pradesh, it also shares borders with Tibet Autonomous Region of China. Agriculture is the main occupation of the people of Uttarakhand. However, the natural beauty of Himalayas attracts a large number of tourists and tourism is a fast developing as a major industry of a state. Dehradun, the capital city is the largest city of the state. Another city of the state Haridwar is considered as one of the holiest pilgrimages in the country. Hindi is the official language of the state. Other languages used in Uttarakhand include Garhwali and Kumauni (both *pahari* languages), Punjabi, and Nepali.

- **West Bengal**

West Bengal is a state in the Eastern part of India and is country's fourth most populated state, with more than 91 million residents. Spread over 88,750 sq. km., it is surrounded with the countries like Bangladesh, Nepal and Bhutan. After partition of the country in 1947, a large part of the state became part of East Pakistan (now Bangladesh). The state capital is Kolkata which is a cultural city and known for its contribution to the renaissance during the British rule in India. Bengali is most

commonly used which has made a very rich contribution to the body of knowledge. English is also commonly used.

2.19.2 South Indian States

South India has total 8 states. Brief description about South Indian states is given on below.

- **Andhra Pradesh**

The state of Andhra Pradesh is situated on the southeastern coast along the Bay of Bengal. It has a very diverse economy mainly based on agriculture and manufacturing. The state was divided into 2014 itself and the city of Hyderabad still continues to be its capital city even though Hyderabad is part of Telangana after division. Vishakhapatnam is one of the major cities which have developed as an industrial hub. Telgu is the main language of Andhra Pradesh. However, Hindi, Tamil, Kannad and Oriya are also spoken by some people.

- **Goa**

Goa is India's smallest state in terms of area and the 4th smallest in terms of population. Situated in the Konkan region, it touches Arabian Sea on the western cost. Panaji is the capital of Goa, while Vasco da Gama is the largest city. Goa is one of the richest states of the country and attracts largest number of Indiana and foreign tourists. In addition to tourism, minerals and iron ore also contribute to the economy of the state. Konkani is the official language of Goa.

- **Karnataka**

The state of Karnataka is situated in South West India. The capital and biggest city of the state is Bangalore which is an IT hub and is also known as Silicon Valley of India. There are agriculture related activities in the state of Karnataka but it is also known for biotechnology related industries and silk industries. A large number of public sector undertakings are also there. Karnataka has also been pioneer in the privatization of technical education in the country. It is a developed and prosperous state and contributes to the economy of the country in a big way. Kannada is the

most widely spoken and official language of the state, although Hindi and English are also commonly spoken.

- **Kerala**

Kerala is a state in the south-west region of India on the Malabar Coast. It is a highly developed state on many parameters. It has lowest population growth, highest human development index as per the Human Development Report 2011, highest literacy rate, highest life expectancy and a sex ratio where females outnumber males. Agriculture and fisheries are the main occupations of the people of the state, although the economy of the state depends on the emigrants to Arab countries to a large extent. Malayalam is the official and most commonly spoken language of the state. The state capital is Thiruvananthapuram and other major cities include Kochi, Kozhikode, Thrissur, and Kollam.

- **Maharashtra**

The state of Maharashtra is situated in the western region of India. It is the second most populous state after Uttar Pradesh and third largest state in terms of area in India. Mumbai, the capital of the state, is also known as the financial capital of India. Headquarters of large number of banks and financial institutions are located in Mumbai. Bombay Stock Exchange is the oldest stock exchange in Asia. It is also home to the Bollywood industry. In addition to agriculture and industries, international trade also contributes to the economy of the state. Maharashtra is a developed and the richest state in the country. Along with Karnataka it also played a pioneering role in the development of private-technical education. Marathi is the most spoken language of Maharashtra.

- **Odisha**

Odisha is situated on the eastern coastline by the Bay of Bengal. The state is rich in natural resources like coal, iron ore and bauxite. Some of the big steel plants are located in this state. Rice is the main crop raised here. Oriya is the recognized and most commonly used language in the state.

- **Tamil Nadu**

The state of Tamil Nadu is situated in the southern part of the country. It has its capital at Chennai (formerly Madras) which is also the largest city of the state. Agriculture has been the main occupation of the people of this state who mainly grow rice. However, Tamil Nadu is quite rick in natural resources. The state has seen urbanization on a big scale. It has been home to various forms of art and literature. The state has seen expansion of private technical and professional education in a big way in recent years. Tamil is spoken most of the people in Tamil Nadu, although other Indian languages are also commonly heard in some big cities.

- **Telangana**

Telangana is the youngest state which was carved out of Andhra Pradesh on 2nd June, 2014. It is the 29th state of India. Telangana shares its borders with the states of Andhra Pradesh, Maharashtra, Karnataka and Chhattisgarh. Its economy is mainly based on agriculture, although there are good numbers of industries also. Hyderabad is the most important and capital city of this state.

2.20 CONCLUSION

Notwithstanding the limited samples of researches in the field of present study in India and abroad, the following tentative findings can be drawn for working needs of the dissertation:

- Indian investigators are in the initial phase and concern for culture has been emphasized but not much has been said about impact of culture on consumer behaviour. On the other hand, international investigators have done adequate work in this field.

- Almost all the research in this field is general in nature in India and mainly discusses culture as concept.

- Cultural studies in India have only talked about from the view point of dialects, clothing, eating habits, social norms etc. Consumer behaviour aspect has largely been ignored by Indian researchers

- The cultural dimensions proposed by Hofstede have mostly been ignored by Indian counterparts, whereas, the international researchers have mostly taken note of Hofstede cultural dimension in their studies related to culture.

In general, the Indian research literature suffers from a specific and a big gap pertaining to a lack of in-depth studies on impact of culture. This gap justifies the need to investigate the problem stated in the next chapter.