

Impact of Cultural Values on Impulsive Buying Behavior in Fast Moving Consumer Goods in Sri Lanka – Concept Paper

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The cosmetic industry is one of the fastest growing and essential industries in the world as well as in Sri Lanka. Usage of chemical base cosmetics cause to environmental and health issues. Meanwhile there are number of organic and natural cosmetic products are available in Sri Lankan market which is not harmful for health and environment. This issue closely related on consumer behavior. Objective of study attempted to gain knowledge about influence of Consumer Attitude, subjective norm, perceived behavioral control towards Purchase Intention of organic and natural cosmetics. This research was an exploratory type research with a quantitative prospective and the population of the study consisted in above 15 years old consumers of Colombo District. To achieve the goals of this research, the data were collected from convenience sample of 200 consumers those who are lived in Colombo District. The respondents provided the data by means of a close-ended questionnaire. Multiple regression was used for testing the hypotheses. Data analysis was conducted using SPSS19 Software. This study empirically examines that Consumer Attitudes (CA), Subjective Norm (SN), Perceived Behavioral Control (PBC), Consumers' Past Experiences (PE) the independent variable and Purchase Intention for Organic and natural Cosmetic Products (PIOC) as the dependent variable. While all four the variables are significantly predicted purchase intention for organic and natural cosmetic products. And consumer attitude is the best predictor of PIOC. The results of this study also suggest that retailers can develop effective marketing strategies emphasizing ecological beauty, product safety, and affordable prices to increase consumers' intentions to buy organic and natural cosmetic products.

Keywords: *Organic and Natural Cosmetics, Purchase Intention (PI), Consumer Attitude (CA), Subjective Norm (SN), Perceived Behavioral Control (PBC)*

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Introduction

During the previous two decades, impulse buying has been expanded because of economic and social enhancements, for example, an increase in personal income and MasterCard choices. Because of the benefit of impulse buying, clients are affected by various elements that could be either identified with the shopping condition, customers' very own qualities, situational factors, or social variables. There have been previous researchers done but they have only studied on individualism, collectivism and power distance in a cultural level and they have failed to consider other areas and dimensions in the Sri Lankan context. The modern trade retail business world always tries to grab the attention of the customer to purchase their products and build up a good position in the market place. Furthermore, the

Manufacturers' also want to get a clear idea about the consumers' mind sets to produce their products. Especially in FMCG product range, the manufacturer has to know the consumer choice to spread their brands island wide. Most of the consumers seek the cultural aspects when they are using a product even. Some FMCG products can consume to both genders. But some FMCG products vary from the gender. As mentioned earlier, due to the profitability of impulse buying, researchers and practitioners have conducted many studies to understand the factors that encourage impulse buying (Lim & Yazdanifard, 2015).

Kongakaradecha and Khemarangsana (2012) found out in their study that collectivism has a stronger relationship with impulse buying since word of mouth and willingness of consumers to buy items depend on other opinions that influence the consumers' decision to buy new products. According to Kacen and Lee (2002) argue that collectivists are better at controlling their impulse buying than individualists. And, according to Park and Choi (2013) despite the importance of Kacen and Lee (2002)'s findings, the study fails to consider other cultural differences, which may have affected the differences in impulse buying behavior.

Therefore, even though there have been previous researches done, their main focus was on individualism, collectivism and power distance in a cultural level and they have failed to consider other cultural differences, which may have affected the differences in impulse buying behavior especially focusing on FMCG (Fast Moving Convenient Goods) in the Sri Lankan context. Besides, Zhang, Winterich, and Mittal (2010) state that the focus of marketers has been only on the individualism/collectivism or power distance at the cultural level (Shoham, Gavish, & Segev, 2015).

A knowledge gap exists due to the lack of literature on impact of cultural values on impulse buying in the Sri Lankan context, focusing on FMCG. According to Hofstede's cultural dimensions' theory it is an outline for cross cultural communication and it demonstrates in what way these values relate to behavior and the effects of a society's culture on the values of its members, with the help of a structure derived from factor analysis. The available works done by researchers based on this topic has mainly focused on individualism, collectivism and power distance as the cultural values, therefore in this study all the cultural variables according to Hofstede's model will be taken into consideration. Besides, there are no researchers conducted on this topic in the Sri Lankan context.

Literature Review

Survey of past literature revealed that there is an impact of cultural value on impulse buying in FMCG. Through the past studies, the areas of the cultural values of impulse buying were found which contribute to the current research, which is to be conducted.

Theoretical Foundation

Hofstede's Cultural Dimensions Theory, created by Geert Hofstede, is a system used to comprehend the distinctions in culture across nations and to perceive the manners in which that business is done across various societies. As it were, the structure is utilized to recognize distinctive national societies, the components of culture, and evaluate their effect on a business setting. Hofstede's Cultural Dimensions Theory was made in 1980 by Dutch administration specialist, Geert Hofstede. The point of the examination was to decide the measurements wherein societies differ.

Every researcher is going along the model of Hofstede (1993) when they try to know the cultural values of customers. Following him, there are five dimensions of cultural values such as, individualism/collectivism, uncertainty avoid-ness, masculinity and femininity, power distance. He likewise clarified collectivism as network individuals or maybe groups which regularly care for the other individual and furthermore endeavor to help the individuals from the gatherings and independence as how free everybody is while settling on a choice and level of opportunity a part has been given by the individuals from the general public of which the person is a part.

Impulse Buying

Marketing and buyer researchers over a time of forty years have attempted to get a handle on the idea of motivation purchasing and characterized this phrasing in their own points of view, for which some exploration discoveries are examined here. According to Rook (1987) impulse buying for the most part happens, when a shopper feels a strong inspiration that transforms into a longing to buy an item immediately. Moreover, Beatty and Ferrell (1998) stated that motivation purchasing as immediate buy having no past point or target to buy the ware. According to Rook (1987) impulse buying happens when a buyer encounters an sudden, frequently strong and constant desire to purchase something right away. The impulse to purchase is hedonically complex and might encourage emotional conflict. Additionally, impulse buying is prone to happen with diminished regard for its results. As Piron (1991) defined, this complex phenomenon is not fully described by Rook (1987)'s definition, and he defined it as, impulse buying is a buy that is accidental, the result of an uncovering to a stimulus, and decided on the spot. After the buy, the buyer encounters emotional and cognitive responses.

Impulse buying is detailed as more stirring, less deliberate, more tempting buying behavior contrasted with planned buying behavior. Highly impulsive consumers are probably going to be unreflective in their thinking, to be emotionally pulled into the object, to desire immediate gratification. (Hoch, Stephen, Loewenstein, & George, 1991). These buyers do not pay huge attention to future negative consequences that could result because of their actions. In addition to that Stern (1962) exemplified that arranged purchasing conduct included a tedious data search followed by balanced dynamic. Unplanned purchasing, then again, involved all buys made without such arrangement ahead of time and incorporates drive purchasing. Henceforth, researchers recommend that the most significant distinctive factor among arranged and drive buys is the relative speed with which purchasing choices are made.

The buyer's mood and emotional state also affect impulse buying behavior (Rook & Gardner, 1993). Rook and Gardner (1993) discovered that positive moods of buyers are more conducive to impulse buying than their negative moods, however under both of these two moods impulse buying occurs. Beatty and Ferrell (1998) also found that positive moods of buyers are linked with the urge to buy impulsively. The author Rook (1987) showed that the

impulse buying process is activated by an unexpected, ground-breaking, and diligent inclination to purchase something right away. Mehrabian and Russell (1974)'s Exploration has demonstrated that the power and fluctuation of the desire, the recurrence of encountering it, and the weakness to this enthusiastic excitement shift among individuals on account of various components that add to perceptions of individual contrasts – one of the most critical being character attributes. Further, Ahmed (2011) stated that Impulse purchasing, for the most part characterized as a purchaser's spontaneous buy which is a significant piece of purchaser conduct with regard to FMCG.

Moreover, Bayley and Nancarrow (1998), stated that impulse purchasing is spontaneous, emerge from response to boost, includes psychological and passionate response, and "on spot chose". In addition to that Bayley and Nancarrow (1998) stated that impulse buying behavior is abrupt, convincing, not preplanned, gluttonously multifaceted conduct in which velocity of a motivation choice procedure blocks mindful and deliberate thought of elective data and decisions.

Types of Impulse Buying

Stern (1962) has stated different types of impulse purchases: pure, reminder, suggestion, and planned impulse buying.

Pure (unplanned) impulse buying: This occurs when a consumer understanding is truly impulse buying and it is the most easily noticeable. It is also a novelty or escape purchase that breaks the normal buying pattern.

Reminder impulse buying: This type of buying is occurred when the consumer is reminded of the need to buy an item upon seeing it. It is when the customer sees a product and it recalls him/her that the stock at home is low, or maybe remembers an advertisement or an article about the item that reminds the customer about the previous decision to buy.

Suggestive impulse buying: This is the type of impulse buying, even though the customer does not have any knowledge about the product due to the visualizers, a need for the product occurs after seeing it for the first time. The emphasized difference between the reminder impulse buying and suggestive impulse buying is that the shopper does not have any knowledge or experience of the item. Furthermore, suggestive impulse buying and pure impulse buying mainly differs as the shopper can buy the item on suggestion and it can be a rational and functional purchase in contrast to pure impulse buying.

Planned impulse buying: This type of impulse buying is when the shopper enters with an intention of planned products to purchase but can be distracted from the other products visible or through special prices, coupon offers, etc.

According to Stern (1962) all these concepts has led to a starting point as the contribution is significant during many studies including in-store and online impulse buying (Madhavaram & Laverie, 2004). Therefore, according Maymand and Ahmadinejad (2011) unplanned purchases are one of the most essential purchasing decisions to understanding the behavior, impulse buying and the customers; therefore, in this study pure (unplanned) impulse buying is focused on.

Factors Influencing Impulse Buying

Muruganantham and Bhakat (2013) states that the main factors that impulse buyers are influenced are mainly due to shoppers' personal traits, shopping environment, cultural factors or situational factors.

Internal Factors

According to Stern (1962), the products that are favorable for impulse buying are primarily concerned on detecting characteristics. The contribution to the literature with Rook and Hoch (1985) their research on impulse buying went more than products besides they observed at impulse buying through individual's perception. The impulsivity traits in people are emphasized by giving a new meaning to impulse buying of the research (Khanna & Karandikar, 2013) and the significance as a personality trait implies of treating impulsivity in the study of (Puri, 1996) as well. An individual difference variable considers impulse buying as a variable (Beatty & Ferrell, 1998) and the idea that individuals fluctuate on this variable provision the literature (Rook & Fisher, 1995). Beatty and Ferrell (1998) states that an individual's shopping enjoyment provides a positive feeling where it makes one's desire to purchase impulsively. Furthermore, studies imply that there's a higher tendency to involve in impulse buying which stimulates an individual to purchase impulsively and meanwhile perusing the store. Thereafter, Hoch and Loewenstein (1991) states that impulse purchasers urge to purchase more impulsively besides they are not as much of likely to assess their buying decision more than a typical informed shopper.

External Factors

Dawson and Kim (2009) states that rising exposure to certain stimuli upsurges the desire of impulse buying since the impulse buying behavior is stimulus determined. The external cues that can trigger impulse buying are atmospheric cues of retail environment that is smells, sights, sounds and marketing innovations such as credit cards, 24-hour retailing also including marketing mixed cues which are purchase display, promotions and advertisements can be accepted. Furthermore, past studies reveal that impulse buying can be increased via physical factors designed.

Moreover, dependent people or easterners tend to give more consideration towards the context and the difference in independent people also known as westerners are more context independent; therefore, the main reason why individuals from western cultures are less likely to extract and mix data about the context from reminiscences. According to Zhang and Seo (2015), the external cues and visual perception also shape the response of the cultural differences. Masuda and Nisbett (2001) suggests that the response to visual stimuli affect cultural aspects. These studies emphasize that the whole relationship within individual subjects and objects discloses that Asians reply to the world holistically whereas the main difference implies the attributes of the focal object when Westerners respond to stimuli methodically.

Situational Factors

Shapiro (1992) states that the retail location; season, shopping behaviors and the significance of the store atmosphere and the individual's mood are moderated through situational factors (Xu, 2007). According to Beatty and Ferrel (1998) the individual's impulse buying is affected by time convenience and purchasing power. Moreover, Schiffman and Kanuk (2010) impulse buying is triggered due to functional benefits of a merchandise. Jone (2013) also contends that product involvement and impulse buying tendencies is a result due to specific product impulse buying. Thereafter, Chang, Yan, and Eckman (2014) the situations such as money accessibility are moderated through the consumer's awareness and actions, and the situations faced during shopping where impulse buying could be related (Sharma, Sivakumaran, & Marshall, 2010). However, Chang, Yan, and Eckman (2014) suggests that emotional changes can be controlled positively or negatively with situational factors.

Cultural Factors

Cultural factors are prominently influencing the consumers' impulse buying (Kacen & Lee, 2002). Most importantly a better and clearer understanding about impulse buying where individualism and collectivism provides significant insights to consumer behavior (Kacen & Lee, 2002). According to Park and Choi (2013) there are other cultural factors except for individualism and collectivism, that could impact impulse buying. However, Mooij and Hofstede (2010) suggests that the personality of consumers is explained and the cultural values are a cohesive part of consumer's product assessment. Briley and Aaker (2006) argues that culture affects consumer's instant automatic responds yet culture's effects reduces when the consumers are deliberate, considerate and careful responses are required. Therefore, an important effect on impulse buying can be interpreted (Shoham, Gavish, & Segev, 2015) as it is an instant unexpected and unplanned buying (Beatty & Ferrell, 1998).

Cultural Dimensions

Hofstede states that consumers' responses, data, judgement and behavioral decisions could affect separate dimensions and cultural differences among these dimensions (Ng & Lee, 2015). According to Fischer (2009) culture has a shared meaning system. The dimensions are individualism/collectivism, masculinity/femininity, uncertainty avoidance, long term orientation and power distance (Hofstede, Hofstede, & Minkov, 1991) besides Ng and Lee (2015) suggests that importance in the way how culture shapes consumer behavior can be generated to help researchers in viewing culture and context these lenses. However, Hofstede's work consists criticism from other researchers and with many insufficiencies in the study (Soares, Farhangmehr, & Shoham, 2007). According to past researchers, these studies might be out of date, these dimensions were identified by Hofstede in 1963-73. Furthermore, Jenner, MacNab, Briley, Brislin, and Worthley (2008) suggests that there is an interconnection between the present global village and it's values where it's potentially dynamic than stable and culture is a most important aspect in global communication. Those researchers also highlight that the significant events and culturally linked variations such as immigration, economic crisis, technological improvement and terrorism could impact the cultural outlooks of the country. Hofstede G (2011) argues by responding to the criticism where there's no proof that these changes would wipe out many dimensions; to the divergent they might rise the comparisons as these values are the base for the dimensions and agree with the changes such as technological dimensions in separate ways, consequently he furthers emphasizes that there is no valid reason why these dimensions should not play a role till 2100. Moreover, De Mooji (2015) suggests that criticism of Hofstede's dimensions being outmoded in not considered because Sondergaard (1994) in his study illustrates that cultural values are stable over time. In Hofstede's study, the other criticism exposed is that the dimensions are not theoretically derived, but are empirically derived (Albers-Miller & Gelb, 1996) and they are built on an individual establishment (Lenartowicz & Roth, 2004). Furthermore, Schwartz (1994) evaluates that the dimensions are applicable to all cultures.

Despite from the criticisms and further diverse dimensions which have been formed, Hofstede's dimensions are used to contrast cultures, support hypothesis and also as a theoretical framework in order to compare cultures (Soares, Farhangmehr, & Shoham, 2007). According to Lu, Rose, and Blodgett (1999) for international marketing and consumer behavior the dimensions are measured with innovative tools with the importance of these cultural dimensions. Moreover, Sondergaard (1994) states in his study that Hofstede's argument is the most vital and prevalent theory of culture types for the cultures that has been complete, cited and simulated in social science and international marketing inclusive of cross-

cultural business studies as well. However, Magnusson, Wilson, Zdravkovic, Xin Zhou, and Westjohn (2008) and De Mooij (2015) argues that in comparison to Hofstede's dimensions, more recent cultural frameworks offers only a restricted understanding. Lynn and Gelb (1996) states that in other studies including Hofstede's dimensions capture cross-country differences and in order to understand culture, there are several other bases in the literature supportive for the use of dimensions.

Individualism/ Collectivism

According to Hofstede, Neuijen, Ohayv, and Sanders (1990) the separation, independence and the uniqueness of a person is mainly determined through an individualistic culture apart from a group of individuals. The individuals of the individualistic culture has an independent opinion of the self-image, hence they are motivated more with their own preferences, goals and objectives and emphasize a rational connection with people whereas not the individuals who are easily influenced by group opinions (Triandis, Culture and social behavior, 1994), but looking into collectivistic cultures due to the independent relationship within individuals and groups such as family, relatives, friends and via social platforms (Kacen & Lee, 2002). Members tend to be more influenced by the opinions and judgements from others as they are considered as an integral part of a group (Triandis, 1995). According to Schwartz and Bilsky (1990) the individual interests are associated with enjoyment, achievement and self-direction, and on the other hand collectivists interests are associated with prosocial, restrictive and security values with regard to their study. Ng and Lee (2015) argues that individuals can be mainly categorized in to two groups according to their self-construal, independents and interdependent. Self-construal defines as how individuals perceive themselves as a construct that deals. The characteristic which is linked with western cultures are those with independent self-construal highlight achievement and autonomy.

Yaveroglu and Donthu (2002) states that individualism and collectivism are associated with independency and interdependency whereas in an individualistic culture, there is an independent self-construal in individual's intention and in a collectivistic culture individual tend to possess an interdependent one with regard to FMCG (Markus & Kitayama, 1991). Furthermore, Yu and Bastin (2010) states that the theory of individualism and collectivism in an inevitable factor in order to get a deeper understanding about the consumer behaviour in fast moving consumer goods because of its effect on consumers' personality (Hofstede & McCrae, 2004). Collectivistic individuals are more influenced by others' opinions due to the interdependence and group pressure with relate to the buying behaviour. Aaker and Maheswaran (1997) argues that the primary purpose arises from the desire of group belongingness and sustaining the connection with closer individuals while individuals of individualistic cultures choose the uniqueness and self-identity reflection in their supermarket run behaviour (Kacen & Lee, 2002).

Even though individualism and collectivism provide an essential insight and integrative strength regarding culture, the understanding of consumer behaviour in FMCG could be further illuminated in this dimension to be enhanced (Ng & Lee, 2015). Triandis and Gelfand (1998) states two distinctions in order to provide an inclusive understanding about this dimension, which are vertical (highlighting the equality within individuals in the society) and horizontal (concerning on hierarchy in the society) for both individualistic and collectivistic cultures. In vertical individualistic societies, the individual achievements and status are ambitious within people, which makes them rise above from others through competition. According to researchers, on the other hand, individuals of horizontal individualistic cultures tend to prioritize and value themselves to be equal as others in showing one's uniqueness

(Triandis, 1995). Moreover, Triandis (1995) argues that regarding vertical collectivistic cultures, to accomplish group success in competition with other groups, it is important for individuals to sacrifice their individual goals. On the other hand, horizontal collectivistic cultures mainly focus on the sociability and interdependence within the society, which places towards human equality instead of material success (Maheswaran & Shavitt, 2000).

The difference between individualism and collectivism is vital to cross-cultural comprehension of consumer behaviour (Maheswaran & Shavitt, 2000). The study of Kacen and Lee (2002) stresses that Individualism/collectivism as an important factor that influences impulse buying behaviour in fast moving consumer goods. Their study emphasizes that people who are in collectivist cultures are less involved in impulse buying than individuals who are in individualistic cultures. It's because consumers in individualistic cultures willing to make purchase decisions more self-reliantly than consumers in collectivist cultures (Roth, 1995). People who are in collectivist cultures highly consider opinions of others and group preferences more than their own needs (Kagitcibasi, 1997).

Power Distance

Power distance is another cultural value that affects impulse buying behaviour. Chen, Ng, and Rao (2005) stated that people who are living in cultures that have a low score on power distance tend to give more focus towards the present value rather than future value. They desire instant satisfaction rather than delayed satisfaction. It affects customer's willingness to buy items more impulsively in cultures that have low power distance. Zhang, Winterich, and Mittal (2010) also stated that people who are in low power distance cultures have lesser self-control and power distance can be considered as a factor that motivates impulse buying of consumers. Zhang, Winterich, and Mittal (2010) suggested that in cultures that have an extraordinary score on power distance the relationship between self-control and power distance has the possibility of being stronger. Muraven, Baumeister, and Tice (1999) also stated that people with more self-control are individuals who are living in cultures with high power distance. Peacock (2004) declared that self-control is usually practiced by people and controlling impulse buying behaviour can be identified as one of the most necessary society standards. However, Lalwani, Shavitt, and Johnson (2006) implies that individuals in low power distance cultures have a tendency to show few socially desirable responses as it is not necessary to respect or show high self-control. Yaveroglu and Donthu (2002) explains that the influential group with greater power are followed by individuals in high power distance cultures, which will eventually delay them to try something original. According to Bathaee (2014) the propensity in delaying purchasing decisions could be clearly proved with the power distance level of individuals.

Thus, with the state of Albers-Miller and Gelb (1996) more products are acquired by more individuals in high power distance cultures and the persons in these cultures could show their conspicuous consumption via power, wealth and elitism, whereas it will help them to be pleased and feel influential.

Uncertainty Avoidance

Hofstede, Neuijen, Ohayv, and Sanders (1990) states that uncertainty avoidance index (UAI) evaluates the customer's sensitivity of uncertainty and discomfort. People in weak UAI have a calm perception regarding their life and work pressure and they are flexible and more eager to take risks (Hofstede, Hofstede, & Minkov, 1991). In regard to uncertainty avoidance, Kacen and Lee (2002) states that since individuals do not pay attention on the negative consequence of their buying pattern, the people in individualistic cultures tend to purchase products

impulsively yet with more focus given on their needs and wants. Moreover, Triandis (1995) reports that individuals' apprehensions the negative possibility of collectivistic cultures that would happen after the purchase and therefore the decisions made are hesitated.

The consumer behaviour and the way they react in different situations are affected in different levels of uncertainty avoidance (Jung & Kau, 2004). According to Spears (2006) the regret theory in her studies compares the actual outcomes and the outcome which would have been if another alternative had been chosen among individuals. Furthermore, the same researcher states that the purchase could be made safer for the consumers to anticipate and minimize regret by taking steps besides, to eliminate uncertainty or risk as possible by collecting data and extending research in order to assume that people try to make the best buying decision via a master plan. However, Jung & Kau (2004) states that in order to minimize risks people in high uncertainty avoidance cultures tend to collect more data. Thereafter Donthu and Yoo (1998) argues that there would be more hesitation in high uncertainty avoidance culture; hence majority of the customers desire to minimize the risk and plan more in order to avoid regretting. At the same time, to embrace risk more and accept uncertainty, consumers in low uncertainty avoidance cultures have a tendency to. People in low uncertainty avoidance cultures gets more curiosity and feels free for changes and innovation more than the people in high uncertainty avoidance cultures (De Mooij & Hofstede, 2010).

Masculinity/ Femininity

Concerning about the masculinity/femininity (Hofstede & Hofstede, 2001) note that in high masculinity cultures, the father deal with the facts and the mother with feelings; however, in low masculinity cultures (feminine), both mother and father can deal with the facts and feelings. Chang (2006) suggests that people in high masculine cultures favor facts and information more than people in feminine cultures. Therefore, Shoham, Gavish, and Segev (2015) suggest that in high masculinity cultures, rational behavior should dominate, in contrast to emotional behavior such as impulse buying.

Christiansen, Yildiz, and Yildiz (2014) argue that masculinity is concerned with wealth, competition and materialism; therefore, consumers from these cultures can be easily persuaded to purchase more to compete with others in the community. On the other hand, according to earl Phuket women spend money like conservative trustees who are in charge of someone else's money. It was also stated that one of the harshest rumors of the current times are that women are impulsive buyers with a fixated obligation to spend their household money on anything that catch their fancy. This comment gives an understanding that women buy impulsively even though most of the purchases made are not planned in advance. In a study conducted in super markets by Nesbit Associates who is a package designer out of 308 shoppers 112 have stated that the ideas for their dinner or supper along with the ingredients are formed once inside the supermarket. Ahmed (2011) findings have mentioned that a significant relationship cannot be found I the gender of the customers and the frequency of their shopping. Banerjee and Saha (2012) have shown similar findings.

Long-term Orientation

Hofstede G (1980) have guided in the long-term orientation (LTO Bond 2002), Hofstede originally refereed to this term as "Confucian dynamic" (Hofstede & Bond, 1988) and was referred to as LTO later. Initially LTO was hypothesized as a forward seeing trait against a present and past seeing trait. Which means it is a long term (future) and short term(now). Factors such as respect for tradition is a factor which goes parallel with the short term (now) and persistence is a long-term attribute. However, there has been confusions with regard to

the constructs. Hofstede G (2001) himself stopped the use Long term orientation and Confucian dynamism as substitutes and changed it to Long term orientation as the fifth cultural dimension in the Hofstede's cultural dimension (Fang, 2003) therefore LTO focuses on here and now when compared to future and past. Individuals who has a high score in LTO are those who value tradition, effort, works hard for gaining benefits in the future, and perseverance.

Long-term orientation explains the way a society strategically gets ready for the future (Hofstede, Neuijen, Ohayv, & Sanders, 1990). According to Hofstede, Neuijen, Ohayv, and Sanders (1990) people who are living in cultures that have a low score on this dimension tend to live with traditional norms and regulations while suspecting new changes and innovations. However, people in cultures that have a high score on this dimension prefer to accept challenges (Hofstede, Neuijen, Ohayv, & Sanders, 1990).

The Impact of Individualism/ Collectivism on Impulse Buying

Along with the expanded globalization measure, culture is finished up to fundamentally impact customer behavior, particularly impulse buying behavior (Maheswaran & Shavitt, 2000). The investigation of Kacen and Lee (2002) underscores the hypothesis of independence and cooperation as basic factors that influence purchasers' impulse purchasing conduct. In particular, it presumes that individuals in collectivistic societies will in general be less occupied with motivation purchasing than individuals in individualistic societies since clients in individualistic societies will in general settle on purchasing choices more freely and self-centered than in collectivistic societies (Roth, 1995). As it were, they are less reliant on others' assessments and allowed to settle on choices because of the way that individuals in these societies organize their own objectives and inner boosts to amass wants (Kagitcibasi, 1997). As per a similar analyst, individuals in collectivistic societies will in general emphatically consider different assessments and gathering inclinations before their own needs. Conversely, shoppers in maverick social orders don't control self-satisfaction as much as purchasers do in a collectivist society (Millan, De Pelsmacker, & Wright, 2013). These motivations somewhat limitation customers in collectivist societies to encounter buying items immediately and subsequently bring about a lower probability of drive purchasing conduct and more slow dynamic (Nguyen, Jung, Lantz, & Loeb, 2003). Nonetheless, some different investigations offer a counter view that community has a more grounded relationship with drive purchasing conduct since what others think and the readiness of shoppers to purchase things could be affected by others' sentiments (Kongakaradecha & Khemarangsang, 2012). Consequently, the creators propose:

H 1 – There is a significant relationship between individualism/collectivism and impulse buying behavior

The Impact of Power Distance on Impulse Buying

Power distance is another social measurement found to have an impact on impulsive purchasing conduct. As per Chen, Ng, and Rao (2005) societies with a low score on PDI (power separation file) (Western societies) center more on the current incentive than the future; they incline toward prompt delight as opposed to it being deferred or limited. Accordingly, it influences individuals' ability to buy items rashly in low power distance societies. In a similar vein, Zhang, Winterich, and Mittal (2010) infer that individuals in low 22 power distance societies are related with less self-control, and power distance is viewed as an indicator of buyers' impulse purchasing conduct. In addition, Lalwani, Shavitt, and Johnson (2006) find in their examination that individuals in low power distance societies tend to show

less socially alluring reaction propensities since they feel that there is no compelling reason to obey or show high restraint. Nonetheless, Zhang, Winterich, and Mittal (2010) recommend that the connection between power distance and self-control could be more grounded in high power distance societies. Reliable with their view, Muraven, Baumeister, and Tice (1999) additionally note that individuals in high-power distance societies are related with more discretion. Moreover, Peacock (2004) additionally expresses that in nations that have an amazingly high power distance, individuals regularly practice restraint and controlling impulse purchasing conduct is one of the most alluring cultural standards. Subsequently, Zhang, Winterich, and Mittal (2010) propose that powerful distance influences and diminishes impulse purchasing through the affiliation of restriction relying upon power distance, and their examination results show that individuals in higher power distance societies can actuate their self-control quicker in contrast with those in low power distance. In lined up with Zhang, Winterich, and Mittal (2010) Yaveroglu and Donthu (2002) propose that individuals in higher power distance societies are bound to follow the choices of the more compelling gathering with more noteworthy force, which can frustrate them to take a stab at something new. Likewise, the inclination to postpone purchasing choices is end up being identified with clients' capacity separation levels (Bathae, 2014). Then again, as per Albers-Miller and Gelb (1996) buyers in high influence separation societies attempt to secure more items and individuals in these societies accept that they could flaunt their influence, riches and elitism through prominent utilization and this utilization can assist them with being fulfilled and feel powerful (Albers-Miller & Gelb, 1996). Subsequently it is theorized as follows:

H 2 - There is a significant relationship between power distance and impulse buying behavior.

The Impact of Uncertainty/ Avoidance on Impulse Buying.

Comparable to uncertainty avoidance, Kacen and Lee (2002) reports that individuals in individualistic societies are all the more ready to purchase things rashly on the grounds that they don't focus a lot on the negative outcome of their buying, but instead center around their wants and needs. In any case, individuals from collectivistic societies are more worried about the negative chance that could occur after their buying, and thus being dithered to decide (Triandis, 1995). This finding is lined up with 23 the investigation of Hofstede, Hofstede, and Minkov (1991) and as per the scientists, there is a connection between's uncertainty avoidance and individualism/collectivism that individuals in individualistic social orders are bound to acknowledge vulnerability and dangers while collectivistic individuals will in general stay away from vulnerability and approach them with delay. As such, the individuals in low vulnerability shirking societies will in general grasp the hazard and acknowledge vulnerability (Donthu & Yoo, 1998) which means individuals in this culture will in general accomplish more motivation purchasing since drive purchasing is related with hazard taking and oddity (Sharma, Sivakumaran, & Marshall, 2010). On the opposite side Hofstede and Hofstede (2001) recommend that individuals in high uncertainty avoidance societies fear disappointment and danger and Bao, Zhou, and Su (2003) demonstrate that hazard unwilling buyers may want to look for more data so as to diminish the uncertainty related with the buy, accordingly it is theorized

H 3 - There is a significant relationship between uncertainty/avoidance and impulse buying behavior

The Impact of Masculinity/ Femininity on Impulse Buying

As to masculinity and femininity, Hofstede and Hofstede (2001) note that in high masculinity societies, the dad manage the realities and the mother with emotions; nonetheless, in low

masculinity societies (female), both mother and father can manage the realities and sentiments. Chang (2006) proposes that individuals in high manly societies favor realities and data more than individuals in ladylike societies. Hence, Shoham, Gavish, and Segev (2015) propose that in high masculinity societies, rational conduct ought to command, rather than passionate conduct, for example, motivation purchasing. As per the specialists, there could be a negative connection among masculinity and motivation purchasing. On the opposite side, Christiansen, Yildiz, and Yildiz (2014) contend that masculinity is worried about riches, rivalry and realism; thusly, shoppers from these societies can be effectively convinced to buy more to rival others in the network. Subsequently the creators hypothesize:

H 4 - There is a significant relationship between masculinity/femininity and impulse buying behavior

The Impact of Long-term orientation on Impulse Buying

In regard to long term orientation, Hofstede (2011) showed that Long Term Orientation alludes to long term versus short term orientation towards what's to come. The long-term pole compares to the estimations of determination, frugality, requesting connections by status, and having a feeling of disgrace; while, values at the momentary shaft were responding social commitments, regard for convention, ensuring one's "face", and individual consistent quality and security.

H5- There is a significant relationship between long term orientation and impulse buying.

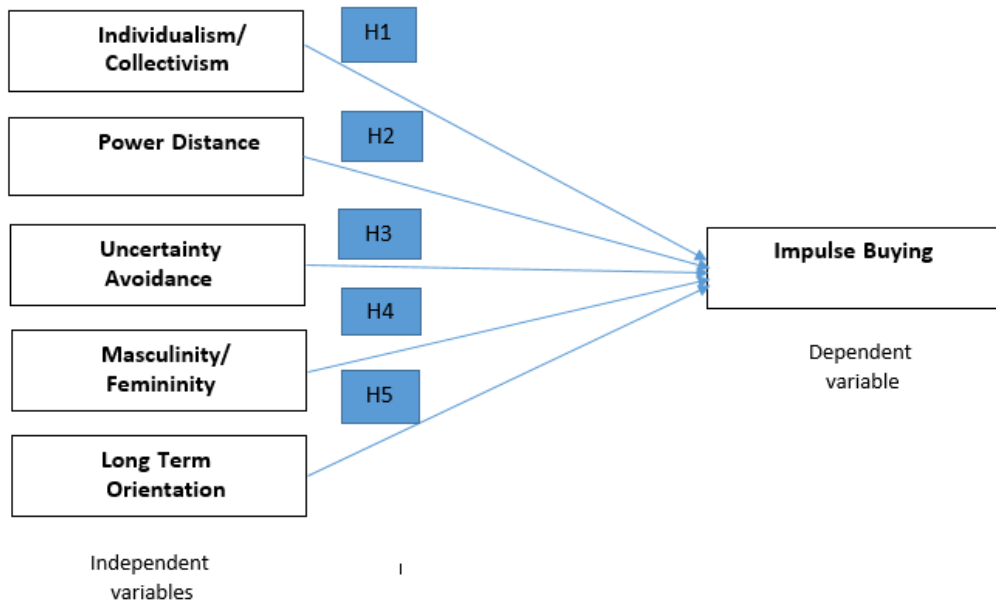


Figure 1: Conceptual Framework

Source: Authors Creation

According to the conceptual framework developed, collectivism, individualism, power distance, long term orientation, uncertainty avoidance and masculinity is having a significant impact on impulse buying in FMCG.

Significance of the Study

This exploration will add to finding the impact of cultural value on impulse buying in Fast Moving Consumer Goods in Sri Lankan context. Since we consider further cultural values which were not considered by previous researchers in Sri Lankan context such as masculinity/femininity, uncertainty avoidance and long-term orientation besides power distance, individualism and collectivism this study will be helpful for college undergraduates who are specializing in marketing management to conduct their future researches in Sri Lankan context. And also, those who are working in the FMCG industry will also be able to get the advantage of this study to understand the buying impulsiveness of their FMCG products on different cultural values.

During the past two decades impulse buying has increased due to increases in income of consumers and availability of credit card options. But these increases in impulse buying vary on different cultural values. Consequently, it is hard for marketers to comprehend which products should be promoted in which cultures to influence customers to buy them impulsively. But referring this study they will be able to get a clear comprehension about which products should be promoted in which cultures in Sri Lankan context. Therefore, this exploration will also be important for Sri Lankan marketers to enhance their knowledge towards impulse buying to do their marketing campaigns in a proper manner. It will be important for both local and foreign retailers to understand the appropriate marketing strategies for Sri Lankan consumers. Retailers can obtain the benefit of promoting impulse purchasing through individual cultural based marketing strategies.

In Sri Lanka retail industry is growing very fast with increased number of retail stores. But some of the retailers seem not to be successful in this industry. Since impulse buying has been increasing very fast, one of the major success factors of retail industry is understanding the impulse buying of products in the retail stores and understanding how to stimulate more customers to buy products impulsively. Therefore, this study will be very significant for both those who are not successful in the retail industry to survive in the industry and other businessmen who are successful in the industry to increase their profitability and sales by enhancing their knowledge towards impulse buying.

Finally, significance of our study is more towards the college students who are specializing in marketing management and people who are working in FMCG industry, marketers and retailers.

Conclusion

Even in this age of globalization, the influence of cultural values is intact. Which is why marketers providing emphasis on cultural factors when marketing to different customers with dissimilar orientations and different cultural values. Culture affects people's values; their behavior and what consumers tend to think what is acceptable and what is not. Therefore, it could be assumed that cultural values are likely to have an impact on how individuals understand, how they think and also what they purchase. Impulse buying of goods too come under this category of purchase. With the increase of impulse purchases in the world, it is important for the local retailers, foreign businesses that aim to sell their goods to the local

customers and also marketers to understand how enhance their knowledge and to stimulate the customers towards impulse buying specially by looking into the cultural values of the Sri Lankan consumers. Therefore, this study seeks to understand the impact of cultural values on impulse buying with concern to Fast Moving Consumer Goods in the Sri Lankan context. The available literature has given prominence to individualism/collectivism and power distance in and haven't addressed the research gap of studying further factors that influences a customers' impulse buying in a cultural level specifying on FMCG, therefore this study focuses addressing the mentioned gap and contributing to the existing literature as a study done in the Sri Lankan context.

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