

## **Does Culture affect Consumer Behaviour, when shopping On-Line?**

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### **Abstract**

Abstract: On-line retailers have to decide whether to standardize or adapt their marketing strategy to the foreign consumer markets. The objective of this article is not only to locate differences in on-line shopping behavior between English, Italian, and Chinese consumers, but also to explain these differences, through cultural dimensions. A discriminant analysis was conducted on English, Italian and Chinese consumers, based on eighteen behavioral variables, to illustrate the effect that a change of culture would have on a consumer's on-line shopping behavior. The behavioral variables were classified in a descending lexicographic order of their discriminating power, between these cultures. After running the discriminant analysis, a factorial analysis of the eighteen behavioral descriptors was also run, to organize the latter into a smaller number of factors that are mutually exclusive, and very exhaustive. Factorial analysis identified five distinct factors that point out differences between the three countries, underlining that on-line retailers cannot duplicate abroad their home marketing strategy, because the needs e-shoppers wish to fulfill diverge between these markets.

**Keywords:** *Keywords. Culture; Cross-cultural; On-Line shopping; Consumer Behavior*

### **Biography**

After earning a Bachelors degree in Business Administration (B.B.A) with a specialty in Marketing from HEC-Montreal, in Canada, Adnane has completed a Masters of Science (MS) in Marketing at Drexel University, in Philadelphia, USA. Then he has worked in the International department of Johnson & Johnson, USA, before discovering the academic world where he has taught a wide array of Marketing classes for 15 years, while acting as a Marketing consultant on projects sponsored by the European Union (EU), and on others sponsored by the United Nation's Industrial Development Organization (ONIDO). Adnane was awarded a PhD degree from The University of Edinburgh, where he has also been involved in teaching for 2 years. He also earned the PGCE certificate and is a Fellow of the Higher Education Academy (FHEA). Presently, he is a Senior Lecturer in Marketing at Liverpool John Moores University