directions of the interrelationship of the elements of the proposed cross-cultural MAPE model of personnel management are determined, in particular between intra-organizational mentoring, corporate education, psychoanalytic counseling of personnel and the mentoring system. Its compliance with the principles of rational creation of models of cross-cultural personnel management of modern companies is highlighted. The technology for introducing the cross-cultural MAPE model of personnel management into the activities of a modern organization has been developed, which includes such stages as a comprehensive analysis of the feasibility and main priority areas of implementing the MAPE model into the work of companies, an assessment of the general financial possibilities regarding the resource provision of the model, a rational organization of internal mentoring , psychoanalytic counseling and corporate education, ensuring the consistency of the elements of the MAPE model, creating mechanisms to counteract the opportunism of managers during the implementation of the model and providing "feedback" with grassroots groups of personnel, as well as control and evaluation of the socio-economic effectiveness of the implementation of this model.

***Key words:** model, personnel management, cross-cultural, management, MARE model.*

THE IMPACT OF CULTURAL FACTORS ON CONSUMER BEHAVIOR: A HOLISTIC MODEL FOR ADAPTIVE MARKETING APPROACHES

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Abstract. The influence of cultural factors on consumer behavior is profound and encompasses a myriad of dimensions, ranging from fundamental cultural constructs, such as Hofstede's model, to specific components including language, religion, and material culture. In the face of globalization, which often promotes the homogenization of consumer preferences, cultural diversity remains a critical determinant in shaping brand perceptions and influencing purchasing decisions. This study delineates eight categories of cultural factors, encompassing

values and beliefs, religious and moral principles, language and communication styles, material culture, aesthetics, education and knowledge systems, social institutions and organizations, as well as the dynamic interplay between globalization and local culture. These factors are systematically categorized into internal and external characteristics, underscoring the complex and multifaceted nature of cultural influences on the decision-making process. The research findings underscore the necessity for marketing strategies that are attuned to these cultural distinctions, thereby enhancing brand relevance across diverse markets. A nuanced understanding of these variances enables marketers to craft tailored approaches that resonate with consumers' cultural contexts, thereby optimizing engagement. To encapsulate the insights derived from this investigation, a theoretical framework illustrating the interrelations among the identified cultural factors influencing consumer behavior has been constructed. This comprehensive model offers a holistic perspective on how culture shapes consumer behavior, accentuating the intricate interconnections among various cultural elements. The findings indicate that marketing strategies must be inherently sensitive to cultural differences to effectively enhance brand relevance across multifarious markets. The insights garnered from this study contribute to the theoretical discourse on cultural influences in consumer behavior and pave the way for future research initiatives. An in-depth understanding of the dynamics of cultural diversity empowers organizations to formulate adaptive strategies that align with the expectations of diverse consumer segments. This strategic alignment not only fosters the development of more impactful marketing campaigns but also enhances brand loyalty and drives sales within the global marketplace.

Key words: *consumer behavior, cultural factors, Hofstede's cultural dimensions, global perspective, cultural values, language, attitudes, cross-cultural marketing, globalization.*

Introduction. In the modern landscape of consumer behavior studies, the role of cultural factors is increasingly recognized as crucial in understanding market dynamics. With the rapid advancement of globalization and digitalization, the complexity of how cultural distinctions shape consumer preferences has intensified. Although markets are becoming more interconnected, cultural diversity continues to exert significant influence on purchasing decisions, consumer loyalty, and brand perception. As noted by de Mooij (2021), while global integration is driven by technological and economic forces, cultural factors remain highly relevant, necessitating an updated examination of their influence on consumer behavior.

Despite the abundance of research, including foundational works like Hofstede's cultural dimensions (Hofstede, 1980) and Schwartz's cultural value orientations (Schwartz, 2012), there is still no unified approach to systematically categorizing the myriad of cultural factors that impact consumer behavior. This lack of systematization creates challenges for businesses and researchers alike, particularly when attempting to craft strategies that cater to diverse cultural contexts.

Recent developments emphasize the need for a more refined and holistic framework that not only acknowledges traditional cultural dimensions but also integrates contemporary influences such as digital habits, media consumption, and global trends (Craig & Douglas, 2006; Mooij, 2021).

Moreover, organizations such as the European Commission and OECD have highlighted the importance of understanding cultural distinctions to ensure effective consumer protection and marketing strategies. For instance, the European Commission's Consumer Conditions Scoreboard (2023) underscores the need to account for cultural diversity in the increasingly digital and integrated European markets. The problem persists that cultural factors influencing consumer behavior are not fully understood in terms of their relative significance, nor are they systematically organized to guide marketers.

This paper aims to address this gap by systematically identifying and organizing the most significant cultural factors affecting consumer behavior. It will provide a structured framework that can help both scholars and practitioners navigate the complex cultural landscape of today's global markets, making it easier to develop culturally relevant marketing strategies. By focusing on the interplay of traditional cultural dimensions and contemporary influences, this study contributes to a more comprehensive understanding of how cultural factors shape consumer behavior.

Analysis of recent researches and publications. In the study of consumer behavior, cultural factors have long been a subject of significant interest, with various researchers identifying different elements of culture that influence how consumers make decisions. Understanding these factors is essential for both academics and practitioners who wish to navigate the complexities of global markets.

One of the earliest comprehensive frameworks for understanding cultural influences was developed by Hofstede (1980), who identified six dimensions of culture – power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint. While this model has been foundational in cross-cultural studies, its application has been revisited in more recent studies.

For example, Mooij (2019) reexamined these dimensions and emphasized that global integration has only amplified the importance of

recognizing local cultural differences. Hofstede's work continues to serve as a reference point in the study of consumer behavior, particularly for its focus on how these dimensions shape decision-making processes in different cultures.

Schwartz's theory of cultural values (Schwartz, 2012) has offered a more nuanced approach by emphasizing how universal values, such as benevolence, conformity, and tradition, manifest differently in consumer behavior across cultures. Schwartz's model has been widely applied in research examining how values influence sustainable consumption patterns.

For example, Roccas and Sagiv (2019) demonstrated that certain cultural values are predictive of environmentally responsible consumer choices, emphasizing the importance of understanding value-driven behaviors within specific cultural contexts.

In addition to values, other researchers have identified specific elements of culture that affect consumer behavior. Solomon et al. (2019) highlight key cultural components, such as material culture, language, aesthetics, education, religion, and social organization, which directly influence consumer preferences and behaviors. In their view, these elements shape not only individual purchasing decisions but also collective consumption patterns, offering a comprehensive perspective on how culture impacts markets globally.

McCracken (1990) focused on the role of material culture – specifically, the tangible objects and technologies that define a society – and its impact on consumption. His study showed that material culture affects not just what consumers buy, but how they attach meaning to products, which varies significantly from culture to culture.

Similarly, De Mooij (2021) stressed the importance of language and communication styles, pointing out that language shapes consumers' perceptions of brands and marketing messages. Her research underlines how advertising needs to be adapted not only linguistically but also culturally to resonate with local markets. De Mooij's findings suggest that language is one of the most critical yet often overlooked aspects of cultural influence in consumer behavior.

Other researchers have examined the influence of social factors, such as religion and social organization. For example, Daas (2019) conducted a comparative study of consumer behavior among religious

groups, examining how Christian and Muslim values affect their purchasing decisions. The study highlighted that religious values often guide consumers towards choices that reflect their ethical or moral frameworks, sometimes overriding economic considerations.

This work emphasizes the powerful role that religion plays in shaping broader consumption patterns, including attitudes towards certain brands, ethical consumption, and purchasing habits that align with religious practices.

Laroche et al. (2013) focused on attitudes and values, examining how consumer attitudes toward risk and uncertainty vary across cultures. Their research showed that cultures with high uncertainty avoidance tend to favor established brands and exhibit greater brand loyalty, while cultures with low uncertainty avoidance are more open to new products and innovation. As markets evolve and become more interconnected, the need to systematize cultural factors influencing consumer behavior is becoming increasingly apparent. While frameworks like those proposed by Hofstede, Schwartz, and McCracken offer valuable insights, the literature reveals a persistent gap in the systematic classification of these factors, particularly in terms of their practical application in marketing strategies.

More recent studies, such as Steenkamp (2022), have called for a reevaluation of traditional models, emphasizing the need for a unified approach that integrates both classic cultural dimensions and modern variables like digital media consumption and globalization.

Numerous researchers have examined the various cultural factors. In examining the influence of cultural factors on consumer behavior, researchers have identified a range of elements that can be categorized into material and non-material culture. For instance, Thompson et al. (2016) highlight essential non-material culture components such as religion, values, morals, language, and norms.

This is consistent with Kaur & Kaur (2016), who also emphasize values, norms, rituals, and symbols as crucial aspects of immaterial culture, while recognizing the significance of material culture including objects, art, and institutions. Drew (2022) expands on this by including a wide variety of cultural elements, such as festivals, rituals, holidays, food, architecture, clothing, music, and art. Lebron (2013) identifies a similar range of cultural factors, mentioning economics, policies, social

institutions, customs, and education, which collectively influence consumer behavior.

Eriksen (2004) refers to Tylor's (1981) notion that culture encompasses knowledge, beliefs, art, morals, customs, and behaviors acquired as a member of society.

This multifaceted approach is further reflected in the work of Meena (2023), who discusses how globalization, homogenization, and cultural diversity interact to shape consumer preferences, highlighting that these dynamics affect purchasing decisions in varying ways. These various authors contribute to a comprehensive understanding of cultural elements, indicating that consumer behavior is influenced by an interplay of material and non-material aspects, each adding depth to our understanding of cultural impacts on consumption patterns.

Adrian Gherasim and Daniel Gherasim (2018) articulated that culture, through its component elements and the independent ways in which it operates, creates cultural values that can be either universal or specific to individual cultures. They introduced the concepts of subculture and contra-culture as critical frameworks for understanding diverse consumer behavior. In their synthetic approach, they categorized the essential components of culture into two primary types: material culture and spiritual culture.

They elaborated that spiritual culture encompasses several key factors, including symbols and language, signs, mimics and gestures, religion, values and attitudes, habits and customs, morals and norms, social organization, aesthetics, and education. These components are essential for comprehending how cultural elements shape consumer preferences and behaviors across different markets.

This framework not only emphasizes the complexity of cultural influences but also highlights the importance of recognizing and integrating these factors into marketing strategies. As various authors have shown, understanding these elements can lead to more effective engagement with consumers and foster better alignment between cultural values and marketing practices.

The formulation of the objectives of the article. The purpose of this article is to identify and analyze the key cultural factors influencing consumer behavior across different markets. By examining these determinants through the lens of established cultural frameworks, the

study aims to highlight the complex interplay of values, beliefs, and norms that shape consumer preferences and purchasing decisions.

Statement of the main material of the research. The examination of cultural factors influencing consumer behavior reveals diverse perspectives among scholars, who vary in their views on the number, categorization, and significance of these factors. This variation highlights the complexity of understanding cultural influences and emphasizes the need for a structured approach to assess their impact. Cultural factors shape consumer behavior across a wide range of dimensions – affecting attitudes, purchase decisions, product preferences, and brand engagement.

Given the critical role culture plays, it is essential to identify and organize key factors systematically to ensure meaningful insights for businesses seeking to adapt their strategies across different cultural contexts.

The study of cultural influences on consumer behavior reveals significant diversity among scholars regarding the identification and categorization of relevant factors. Researchers have proposed various models that emphasize different aspects of culture, leading to divergent views on the number, type, and impact of these factors. Such diversity underscores the importance of systematizing and structuring these influences to provide a clear framework for understanding how cultural elements affect consumer behavior across contexts. This study presents a framework of eight key cultural factors derived from a synthesis of previous literature and tailored to provide a comprehensive, balanced view.

The cultural factors selected for analysis reflect the complementarity between internal psychological dimensions and external environmental influences that shape consumer decision-making processes. This framework ensures the elimination of redundancies while demonstrating how specific cultural elements impact consumer preferences, product evaluation, and brand loyalty.

The proposed model offers a structured approach to exploring the interaction between consumers and brands across various socio-cultural environments, facilitating a deeper understanding of purchasing behaviors in different contexts. Based on the conducted analysis, the

following groups of cultural factors that influence consumer behavior are proposed:

1. Values and Beliefs (Attitudes and Norms)

Values are core principles that shape societal expectations, influencing consumer perceptions of product appropriateness, sustainability, and brand ethics. Norms function as social rules that govern behavior, leading to conformity with culturally accepted practices. For example, eco-friendly values promote a preference for sustainable brands, while societal norms guide behaviors such as gift-giving or consumption rituals.

Richins and Dawson (1992) focus on materialism as a cultural value that drives consumer behavior. In materialistic societies, consumer choices are often seen as a means of achieving social status and self-expression. This is particularly evident in cultures that emphasize personal achievement and wealth accumulation. Materialism, however, can also be viewed negatively, especially in cultures that prioritize spiritual or communal values over individual success. Attitudes toward consumption are also shaped by broader cultural values such as collectivism vs. individualism. In collectivist societies, consumers may prioritize family needs over individual desires, which can influence purchasing decisions related to household goods, education, and health.

2. Religion and Moral Principles

Another significant cultural factor is religion, which has been extensively explored by Essoo and Dibb (2004). Religion shapes moral beliefs, consumption practices, and holiday-related purchasing patterns. For example, religious dietary restrictions (e.g., kosher or halal) create distinct market segments, while religious festivals such as Christmas, Eid, and Diwali lead to spikes in consumer spending. Essoo and Dibb also point out that religiosity can influence consumer attitudes toward materialism, brand loyalty, and ethical consumption. Although religion is a powerful cultural force, its impact is often mediated by other factors such as socioeconomic status and education. Furthermore, in increasingly secular societies, the direct influence of religion on consumption patterns may be waning, making it essential to consider the broader sociocultural context (Essoo & Dibb, 2004).

Religion shapes not only the acceptability of products (e.g., dietary restrictions) but also consumer attitudes toward ethical consumption.

Brands aligned with religious or ethical principles – such as fair trade or halal certification – enjoy higher loyalty among consumers who prioritize these values. Additionally, religious festivals affect seasonal demand, influencing market strategies for relevant industries.

3. Language and Communication Styles

Language is a powerful cultural marker, influencing how marketing messages are interpreted and whether they resonate with consumers. Linguistic nuances impact brand identity, trust, and emotional engagement. Misalignment between cultural contexts and marketing communication can create barriers to market entry, while effective adaptation fosters consumer connection and brand recall. De Mooij (2010) emphasizes the role of language and communication in cross-cultural marketing.

Language is not only a vehicle for information but also carries cultural values and meanings. De Mooij argues that high-context cultures (e.g., Japan) rely heavily on implicit communication, meaning that much of the message is conveyed through context, non-verbal cues, and shared cultural understanding. In low-context cultures (e.g., the United States), communication tends to be more direct and explicit, which significantly affects how advertisements are crafted and received. De Mooij's work highlights the importance of adapting not just the language but also the style and tone of marketing communications to fit cultural expectations. This nuanced understanding is crucial in global campaigns, where literal translations may fail to capture the intended meaning or evoke the desired emotional response (De Mooij, 2010).

4. Material Culture (Technology and Physical Objects)

Material culture reflects the role of technological development and physical artifacts in shaping consumer expectations and preferences. Consumers' product evaluations often depend on perceived functionality, innovation, and design features that align with their technological environment. For example, developed markets prioritize cutting-edge technology, while emerging markets may focus on durability and practicality.

5. Aesthetics (Art, Symbols, and Design)

Aesthetic preferences, including the use of color, symbolism, and design, are deeply embedded in cultural identities. Products and marketing campaigns that align with local aesthetics are more likely to evoke positive emotional responses. Misunderstanding aesthetic prefe-

rences – such as using culturally inappropriate symbols – can negatively impact consumer perception and brand image.

Bloch, Brunel, and Arnold (2003) explore the role of aesthetics and material culture in shaping consumer behavior. They argue that the physical design and aesthetic appeal of products can have a profound impact on consumer choices, especially in cultures that place high value on visual symbolism and status.

In some cultures, certain colors, shapes, or materials carry specific meanings, making it important for marketers to be aware of local aesthetic preferences.

This factor is particularly important in luxury markets, where the design and presentation of a product can be as significant as its functional attributes. The cultural significance of aesthetics also plays a crucial role in advertising, where visual metaphors may resonate differently in various cultural contexts (Bloch et al., 2003).

6. Education and Knowledge Systems

Education influences consumers' ability to process information and evaluate products.

Higher levels of education are associated with greater openness to innovation and new products, while lower levels may result in preferences for familiar brands. Educational backgrounds also impact the interpretation of advertisements and the ability to engage with complex product features.

Education plays a crucial role in shaping consumer behavior and decision-making processes. Kahneman and Tversky (2000) highlight how consumer choices are influenced by cognitive biases, which can be mitigated through better education and awareness. Achola et al. (2020) argue that consumer education is vital for fostering sustainable behavior changes, particularly in contexts where ingrained habits are prevalent. Their research suggests that effective educational strategies can enhance consumer awareness and promote more responsible consumption practices. Mehta et al. (2020) examine how educational status affects consumers' purchasing behaviors, indicating that informed consumers are more likely to engage with brands that align with their values and preferences.

Verplanken and Wood (2006) also emphasize the importance of knowledge in changing consumer habits, noting that educational

interventions can significantly alter long-term behaviors by providing consumers with the necessary information to make informed choices.

7. Social Institutions and Organizations

Social structures, including family units, peer groups, and community organizations, significantly shape purchasing behavior. Family traditions and peer influence play a role in brand selection and product categories, especially for status-related purchases. For example, word-of-mouth recommendations within social networks often drive decisions in industries such as fashion or technology.

Triandis (1995; 2018) highlights the role of social organization in shaping consumer behavior. Family structure, social class, and peer groups play a significant role in purchasing decisions, particularly in collectivist cultures where group identity is prioritized. Peer influence, for example, can be a powerful driver of consumption in such contexts, with consumers often choosing products that align with group norms and expectations. This stands in contrast to individualistic cultures, where personal preferences and independence are more likely to guide consumer choices.

8. Globalization vs. Local Culture

The tension between global trends and local practices influences how consumers engage with brands. Globalization introduces universal products and consumption patterns, while local culture sustains distinct traditions and preferences. This dynamic interaction drives consumers to balance global appeal with local relevance, as seen in the adaptation of global brands to fit regional tastes.

The debate between globalization's homogenizing effects and the persistence of cultural diversity is central to consumer behavior research. Levitt (1983) famously argued that globalization leads to a convergence of consumer preferences, creating a global market where standardized products can appeal to consumers across cultures. This perspective has been supported by the success of global brands like Coca-Cola and McDonald's, which have managed to penetrate diverse markets with relatively uniform products and messaging.

Craig and Douglas (2006) counter this by emphasizing the resilience of local cultures. Even in a globalized world, they argue, cultural diversity remains a significant factor, especially in the realm of consumer goods that are closely tied to local identity, such as food and fashion. The

success of global brands, they suggest, often lies in their ability to localize their offerings – whether through product adaptation or culturally sensitive marketing strategies.

The selection of the eight cultural factors was based on key principles to ensure their relevance, coherence, and applicability in analyzing consumer behavior. First, each factor was chosen for its relevance across diverse cultural contexts.

Consumer behavior varies significantly across regions, shaped by differences in values, traditions, and social practices. The selected factors were identified for their broad applicability, offering insights into both global trends and local specificities. This ensures that the framework is versatile and can guide companies operating in international markets or those aiming to penetrate new cultural environments.

The second guiding principle was complementarity and non-redundancy. The factors represent distinct dimensions of cultural influence, avoiding conceptual overlap while collectively capturing the multifaceted nature of consumer behavior.

By focusing on complementary elements, the framework offers a holistic model that encompasses both internal drivers of behavior, such as values, education, and religion, and external influences, like social institutions, material culture, and aesthetic preferences. This structure ensures a comprehensive yet manageable model, balancing depth of analysis with clarity.

The third principle emphasizes the practical significance of these factors for marketing strategies. While theoretical insights are important, the selected factors also address practical implications for businesses, particularly in market segmentation, product adaptation, and communication strategies.

For instance, understanding cultural attitudes toward aesthetics and material culture can guide product design, while awareness of the influence of language and social institutions can inform the development of targeted advertising campaigns. Similarly, the interaction between globalization and local culture offers insights into how companies can balance standardization with customization, aligning global branding efforts with local consumer expectations.

By aligning these factors with real-world challenges, this framework equips businesses with actionable insights, enabling them to navi-

gate cultural complexity effectively. It highlights the importance of adapting products, messages, and strategies to cultural contexts, which is increasingly essential in the face of globalization and the growing diversity of consumer markets.

Thus, the model not only serves as a tool for academic research but also offers practical value for practitioners seeking to optimize their engagement with culturally diverse consumers. This structured approach provides a conceptual foundation for further research and practical application, ensuring both theoretical soundness and business relevance in the study of consumer behavior.

To provide a clearer understanding of the relationships between these factors, a conceptual model (see Fig. 1) visualizes their interactions.
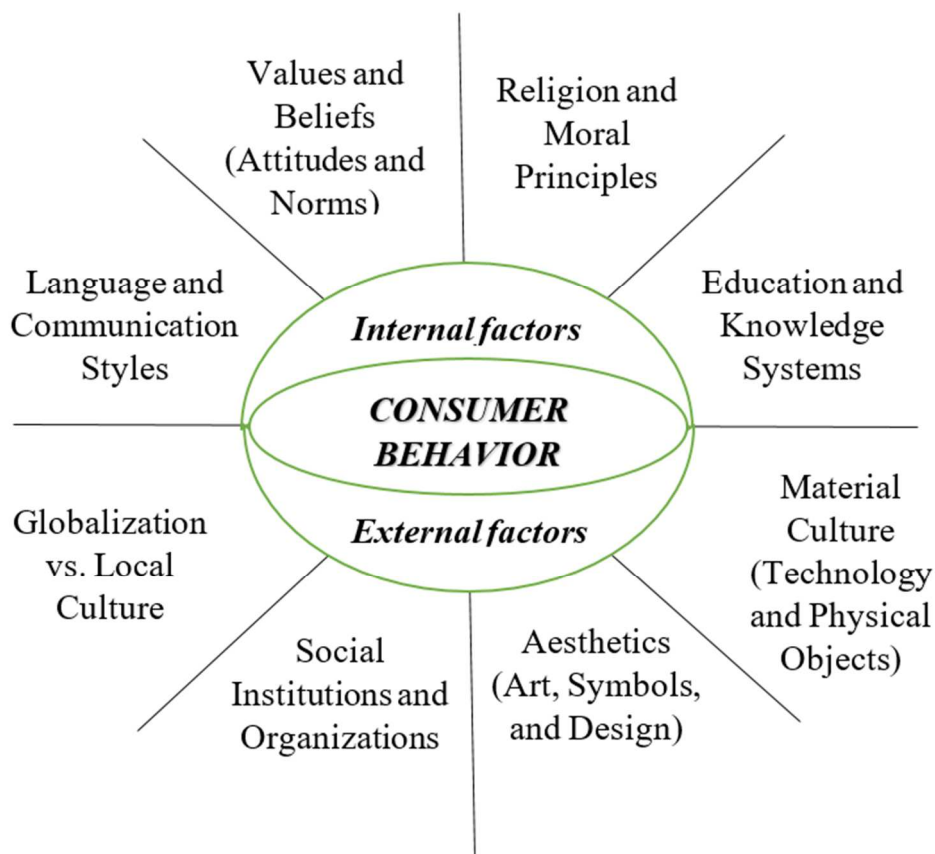

Fig. 1. **Theoretical structure of relations among cultural factors influencing consumer behavior**

Internal factors, such as values, religion, language, and education – shape consumer preferences and attitudes, while external factors, such as

material culture, aesthetics, globalization, and social institutions – affect product evaluation and purchasing behavior. The model also illustrates the dynamic role of globalization and local culture in shaping consumer choices, emphasizing the need for companies to adapt to both global trends and regional particularities.This structured framework of eight cultural factors provides a holistic view of how culture influences consumer behavior. The interdependencies among these factors require systematic structuring to capture their full influence.

Figure 1 presents a conceptual model that illustrates the relationships between these cultural factors and their cumulative impact on consumer behavior. By organizing these factors into a coherent structure, businesses can gain deeper insights into how cultural influences interact, enabling more effective consumer segmentation, product positioning, and marketing strategies.

This theoretical model organizes eight groups of cultural factors that shape consumer behavior, offering a holistic understanding of cultural influences. It captures the interdependencies between factors such as values and beliefs, religious and moral principles, language and communication styles, material culture, aesthetics, education and knowledge systems, social institutions and organizations, as well as the interplay between globalization and local cultures. Each factor exhibits both internal and external characteristics, highlighting the complexity and multidimensional nature of cultural impact on consumer decision-making processes.

The model provides a comprehensive framework for examining not only the individual effect of each cultural factor but also their dynamic interaction, which collectively shapes consumer preferences and behavior. For example, while globalization may alter cultural values and norms, local traditions continue to shape consumer preferences in specific ways. Similarly, the level of education influences how consumers engage with innovations and interpret complex marketing messages, which is further mediated by material culture and social institutions.

This structured approach to cultural factors ensures that the most influential elements are systematically integrated into consumer behavior analysis. The visual model in Figure 1 serves as a practical tool for businesses and researchers to better understand and apply these insights to real-world marketing challenges.To better understand these influences,

it is essential to systematize or structure these factors, allowing for clearer insights into their interconnectedness and individual effects on consumer behavior.

This structured approach is visually represented in Figure 1, which illustrates the relationships among these cultural factors and their collective impact on consumer decision-making processes.

A comprehensive understanding of cultural factors is fundamental for the formulation of effective marketing strategies, particularly in the context of globalization.

Cross-cultural marketing demands a detailed analysis of these cultural influences to enable accurate consumer segmentation, product positioning, and the development of communication strategies. For example, adapting marketing campaigns to reflect linguistic nuances, religious sensitivities, and region-specific aesthetic preferences fosters stronger engagement with local consumers.

The proposed model offers businesses a strategic framework to align products, services, and communications with diverse cultural contexts. This alignment not only enhances consumer engagement but also strengthens brand loyalty by fostering a deeper emotional connection with target audiences. A nuanced understanding of cultural influences allows companies to develop flexible strategies that respond to the rapid changes inherent in the global marketplace. By leveraging this framework, businesses can mitigate the risks of cultural misalignment and enhance the effectiveness of their marketing efforts, thereby driving sales and ensuring sustainable success in an increasingly competitive environment. The model facilitates the application of advanced marketing strategies that address the specific needs, preferences, and expectations of culturally diverse segments.

Effective cross-cultural marketing extends beyond simple translation or superficial localization; it requires the alignment of products, messaging, and services with the values, beliefs, and social norms of different markets. For instance, acknowledging religious principles and ethical standards helps avoid cultural taboos, while incorporating culturally relevant symbols, colors, and design elements enhances brand resonance.

This structured approach emphasizes the importance of adaptability in global marketing strategies. Consumer behaviors are constantly

evolving in response to dynamic cultural landscapes driven by technological progress, migration, and generational shifts. The interplay between globalization and local traditions highlights the need for "glocal" strategies, where brands maintain global consistency while adapting to local preferences to achieve authenticity and relevance.

By using this model, companies can refine consumer segmentation by identifying subcultures or micro-segments within larger markets. This allows for targeted marketing initiatives that align with cultural identities, traditions, and beliefs. Such strategic alignment fosters consumer trust, strengthens emotional bonds, and promotes customer retention.

The model further underscores the need to integrate cultural insights across the entire marketing mix. Pricing strategies, distribution networks, and promotional efforts can all benefit from a culturally informed perspective. For instance, pricing policies should reflect consumers' perceived value within specific cultural contexts, while distribution channels must align with local shopping habits, whether they favor traditional retail outlets or online platforms.

In communication strategies, the model emphasizes the importance of developing messages that resonate on both conceptual and emotional levels. Campaigns tailored to varying communication styles – such as high-context versus low-context cultures – are more likely to generate positive consumer responses. Companies can leverage these insights to implement culturally relevant corporate social responsibility (CSR) initiatives, further enhancing brand loyalty and creating a positive societal impact, as suggested by Becker-Olsen, Cudmore, and Hill (2006) and Mohr, Webb, and Harris (2001).

This theoretical framework serves as both a strategic tool and a practical guide for businesses operating within the complexities of global markets. The systematic integration of cultural factors into marketing decisions enables companies to build stronger brand identities, foster long-term customer relationships, and navigate cross-cultural interactions more effectively. Such a culturally adaptive approach not only enhances short-term marketing performance but also positions businesses for sustainable success in a globally interconnected economy.

Conclusions. Cultural factors exert a profound influence on consumer behavior, shaping preferences, purchase decisions, and brand perceptions across diverse markets. This study presents a comprehensive analysis of the cultural elements that influence consumer behavior,

identifying eight key determinants. Through a structured approach, these factors are categorized into internal and external dimensions, highlighting the intricate and multifaceted nature of cultural influences on consumer decision-making.

The study demonstrates that consumer behavior is shaped by a complex interplay of broad cultural dimensions, such as values and beliefs, and more specific elements, including language, religion, and material culture. While globalization has introduced certain homogenizing trends, cultural diversity continues to play a critical role in shaping consumer preferences. Effective marketing strategies must take these cultural differences into account to ensure relevance and resonance with target audiences across different regions.

The insights from this research have significant implications for international marketing strategies. Businesses must adopt culturally sensitive approaches to effectively engage diverse consumer segments. Understanding the interplay between cultural values and consumer behavior enables marketers to design tailored communication strategies and localized marketing campaigns that resonate deeply with their target audiences. By aligning products and services with the unique cultural contexts of each market, companies can enhance brand loyalty, improve customer satisfaction, and achieve sustainable growth in a competitive global environment.

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ВПЛИВ КУЛЬТУРНИХ ФАКТОРІВ НА ПОВЕДІНКУ СПОЖИВАЧІВ: ХОЛІСТИЧНА МОДЕЛЬ АДАПТИВНИХ МАРКЕТИНГОВИХ ПІДХОДІВ

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Анотація. Вплив культурних факторів на поведінку споживачів є глибоким та охоплює безліч вимірів, починаючи з основних культурних конструкцій, таких як модель Хофстеде, і закінчуючи конкретними складовими, такими як мова, релігія та матеріальна культура. У контексті глобалізації, яка часто сприяє гомогенізації споживчих уподобань, культурна різноманітність залишається критично важливим фактором, що формує сприйняття брендів і впливає на ухвалення рішень щодо покупок. Це дослідження окреслює вісім категорій культурних факторів, що охоплюють цінності та переконання, релігійні та моральні принципи, стилі спілкування, матеріальну культуру, естетику, системи освіти та знань, соціальні інститути та організації, а також динамічну взаємодію між глобалізацією та локальною культурою. Ці фактори систематично класифікуються на внутрішні та зовнішні характеристики, підкреслюючи складний і багатогранний характер культурних впливів на процес ухвалення рішень. Результати дослідження підтверджують необхідність маркетингових стратегій, які враховують ці культурні відмінності, що дозволяє підвищити релевантність бренду на різноманітних ринках. Тонке розуміння цих варіацій дозволяє маркетологам створювати адаптовані підходи, які резонують з культурними контекстами споживачів, тим самим оптимізуючи залучення. Для узагальнення отриманих у ході дослідження висновків було розроблено теоретичну модель, що ілюструє взаємозв'язки між визначеними культурними факторами, які впливають на поведінку споживачів. Ця комплексна модель пропонує цілісний погляд на те, як культура формує поведінку споживачів, акцентуючи увагу на складних взаємозв'язках між різними культурними елементами. Висновки вказують на те, що маркетингові стратегії повинні бути чутливими до культурних відмінностей, щоб ефективно підвищити релевантність бренду на численних ринках. Отримані в цьому дослідженні інсайти сприяють теоретичному дискурсу про культурні впливи на поведінку споживачів і відкривають нові перспективи для подальших досліджень. Глибоке розуміння динаміки культурної різноманітності надає організаціям можливість формулювати адаптивні стратегії, які відповідають очікуванням різних споживчих сегментів. Така стратегічна узгодженість не тільки сприяє розробці більш ефективних маркетингових кампаній, але й підвищує лояльність до бренду та сприяє зростанню продажів на глобальному ринку.

Ключові слова: поведінка споживачів, культурні фактори, культурні виміри Хофстеде, глобальна перспектива, культурні цінності, мова, переконання, кроскультурний маркетинг, глобалізація.