

**EFFECTS OF HOFSTEDE'S DIMENSIONS OF CULTURE ON CONSUMER
PURCHASE DECISIONS AMONG THE KIPSIGIS COMMUNITY: A CASE OF
BOMET COUNTY, KENYA**

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DECLARATION AND APPROVAL

I hereby declare that this project is my original work and has not been submitted in this form or any other form to this or any other institution for examination purposes. Any quotations made have been referenced accordingly.

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This project has been submitted for examination with my approval as University supervisor .

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ABSTRACT

The rapidly increasing complexity and dynamics of consumers has led marketers, practitioners and academics alike, to seek a deeper understanding of how consumers and marketers differ in their ways of making purchase decisions. To date, little research examines culture as a factor influencing consumer purchase decisions. There is evidence of cultural differences in consumer decision-making styles for fashion, although, no study has examined whether this effect extends to the purchase of goods or services in general. This study therefore sought to address this gap by establishing the relationship between culture and consumer purchase decisions using Hofstede's cultural dimensions. The general objective of the study was to establish the influence of Hofstede's dimensions of culture on consumer purchase decisions among the Kipsigis community. The scope of the study was limited to a set of four independent variables i.e. individualism/collectivism, uncertainty avoidance, masculinity/femininity, and power distance; which were measured against consumer purchase decisions, which was the dependent variable. Respondents were drawn from adult household members from Tumoi sub-location in Bomet County. A descriptive research design was adopted to carry out the study. The study's target population was the Kipsigis people. Purposive sampling was employed to select the Kipsigis community of Bomet County as respondents, where 236 households were sampled. The researcher used multi-stage sampling method to select a sub-location and simple random sampling to select the respondents. Data was collected by use of questionnaires and analysed using descriptive statistics with the aid of the Statistical Package for Social Sciences (SPSS) computer software. Multiple regressions were used in testing the effect of Hofstede's dimensions of culture on consumer purchase decisions among the Kipsigis community. The results on the effects of Hofstede's dimensions of culture on consumer purchase decisions manifested in individualism/collectivism, uncertainty avoidance, masculinity/femininity, and power distance aspects of members of the society was observed to have influence on consumer purchase decisions. The results demonstrate that most of the expected relationships were present in the data. The multiple regression model of consumer purchase decisions on the four independent variables showed positive significant effects of Individualism/Collectivism, Masculinity/Femininity and Power Distance on consumer purchase decisions.

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ACRONYMS

COL	-	Collectivism
FEM	-	Femininity
IBM	-	International Business Machines Corporation
IDV	-	Individualism
KIs	-	Key Informants
MAS	-	Masculinity
PD	-	Power Distance
UA	-	Uncertainty Avoidance
UAI	-	Uncertainty Avoidance Index

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Culture is a powerful force in regulating human behaviour (Schiffman and Kanuk, 1997). The impact of culture is so natural and automatic that its influence on consumer behaviour is usually taken for granted. Often, it is only when we are exposed to people with different cultural values or customs that we become aware of how culture has moulded our own behaviour. Precisely because it shapes behaviour, the understanding of culture is crucial when it comes to consumer marketing. The recognition of its importance has led to an increasing amount of research across cultures (Sojka and Tansuhaj, 1995).

Michael *et al* (2002) defined culture as the accumulation of shared meanings, rituals, norms and traditions among members of organizations or societies. The influence of culture on consumption was first emphasized by Max Weber at the beginning of the twentieth century. As Weber famously argued, Protestantism encouraged a culture that emphasized individualism, achievement motivation, legitimating of entrepreneurial vocations, rationality, asceticism, and self-reliance. This ethic was a fundamental element of the spirit of modern capitalism (Weber, 1976).

Hofstede (1991) defined culture as “a collective programming of the mind which distinguishes the members of one group or category of people from another”. In other words, he regards culture as a collective phenomenon that is shaped by individuals’ social environment, not their genes. Cultural differences are the result of national, regional, ethnic, social class, religious, gender, and language variations. Values are held to be a critical feature of culture and cultural distinctiveness.

Hofstede’s research shows how a national culture affects workplace values across a range of countries. However, his study ignores the existence of different cultural groups within a country. For instance, Kenya has over 70 distinct ethnic groups ranging in size from about seven million Kikuyu to about 500 El Molo who live on the shores of Lake Turkana (Kenya Population Data Sheet, 2011). According to these statistics, the five largest ethnic groups are the Kikuyu, Luo, Luhya, Kamba and Kalenjin, and they account for 70% of the country’s population. Hofstede’s

cultural framework is built on the premise that people from around the world are guided by different attitudes, beliefs, customs, morals and ethical standards (Hofstede, 1980; 2001). Societies are based upon different traditions, rituals, and religions; and promote different views regarding family, work, social, and personal responsibilities. Hofstede's framework originally comprised of four dimensions (Power Distance, Individualism/Collectivism, masculinity/Femininity, and Uncertainty Avoidance). Hofstede later added a fifth dimension: Confucian Dynamism (Hofstede, 2001).

This study only addressed the first four dimensions. The first dimension is individualism/collectivism which is widely acknowledged as a defining element of culture. In individualistic societies people are expected to look out for themselves, whereas in collectivist societies there is a greater emphasis on group welfare and loyalty. Individualists value independence and self-expression, and tend to believe that personal goals and interests are more important than group interests. In contrast, collectivists tend to view themselves as members of an extended family or organization, place group interests ahead of individual needs, and value reciprocation of favours and respect for tradition.

The second dimension is uncertainty avoidance. This represents the extent to which people feel uncomfortable or threatened by ambiguous and uncertain situations, and thus create belief systems and institutions in order to promote conformity. Societies with higher levels of uncertainty avoidance place greater value on security (e.g., financial, social), feel a greater need for consensus and written rules, and are intolerant of deviations from the norm. In contrast, individuals with low uncertainty avoidance rely less on written rules and are more risk tolerant.

A third dimension is masculinity/femininity which refers to the extent to which a society embraces predominantly male or female values. A masculine society places greater value on success, money, and personal accomplishments, whereas a feminine society places greater emphasis on caring for others and quality of life. In a masculine society individuals are more aggressive, ambitious, and competitive; whereas individuals in feminine societies are more modest, humble, and nurturing.

A fourth dimension, power distance, reflects the degree to which a society accepts that power in organizations is distributed unequally. Individuals in societies characterized by higher levels of

power distance tend to follow formal codes of conduct and are reluctant to disagree with superiors. Individuals in societies that are lower in power distance, on the other hand, do not feel as constrained by perceived or actual differences in status, power, or position. The researcher, therefore, intends to apply Hofstede's cultural framework to establish the extent to which the Kipsigis culture influences consumer purchase decisions.

Consumer decision making is complex and involves a number of constructs. Several aspects consumer decision making have been reviewed by researches. Consumer decision-making is defined as the behaviour patterns of consumers that proceed, determine and follow the decision making process for the acquisition of need satisfying products, ideas or services. In addition, some researchers have advised that consumers are "value driven" (Zeithaml, 1988; Levy, 1999). The most widely used consumer decision-making theory was written by Mowen and Minor (2000). There were five steps in decision making process that included recognizing problems, searching for solutions, evaluating alternatives, choosing among options, and evaluating the outcomes of the choice. In 1986, Sproles and Kendall specifically designed Consumer Styles Inventory (CSI) to investigate and describe consumer decision-making styles.

1.2 Statement of the problem

To date, little research examines culture as a factor influencing consumer purchase decisions. There is evidence of cultural differences in consumer decision-making styles for fashion, (Fan & Xiao, 1998), although, no study has examined whether this effect extends to the purchase of goods in general. In an increasingly globalized and dynamic business environment, it is essential that marketing managers learn about differences in consumer purchase decisions and its effects. The success of an organization in a culturally different market place may be largely affected by how well the decision-makers grasp the consumers' buying behaviours, and how well they are able to incorporate such understanding into their marketing plan and strategies. This study therefore sought to address this gap by establishing the relationship between culture and consumer purchase decisions using Hofstede's cultural dimensions.

1.3 Objectives of the study

The general objective of the study is to establish the effects of Hofstede's dimensions of culture on consumer purchase decisions amongst the Kipsigis community. The specific objectives of the study are as follows:

- i. To determine the effect of individualism/collectivism on purchase decisions among the Kipsigis
- ii. To establish the effect of uncertainty avoidance on consumer purchase decisions among the Kipsigis.
- iii. To find out the effect of masculinity/femininity on purchase decisions among the Kipsigis.
- iv. To determine the effect of power distance on consumer purchase decisions among the Kipsigis
- v. To establish the joint effect of Hofstede's dimensions of culture on consumer purchase decision among the Kipsigis.

1.4 Research hypothesis

Ho1: Individualism/collectivism has no significant effect on consumer purchase decisions among the Kipsigis

Ho2: Uncertainty avoidance has no significant effect consumer purchase decisions among the Kipsigis

Ho3: Masculinity/femininity has no significant effect consumer purchase decisions among the Kipsigis

Ho4: Power distance has no significant effect consumer purchase decisions among the Kipsigis

Ho5: The joint effects of Hofstede's dimensions of culture have no significant effect consumer purchase decision among the Kipsigis.

1.5 Significance of the Study

In this Study, the researcher argued that culture influences how consumers make their purchase decisions. The researcher integrated the concept of consumer decision-making with Hofstede's

typology of culture and empirically tested predictions from the framework on a sample of consumers from the Kipsigis community in Bomet County.

There are a number of implications flowing from the research. Firstly, the theoretical analysis provides insight on how cultural background affects consumer Purchase decisions.

Secondly, this research indicates that marketing managers and practitioners need to consider cultural background in recruiting, selecting and training workers dealing with consumers of goods and services. Similarly, the findings provide insight on how organizations should position themselves with respect to their markets in different cultural settings. Therefore study of cultural values is essential to effective management strategy as it enables the improvement of the quality of goods and services.

Thirdly, it can be inferred from the findings that there is need for organizations to modify their messages and communications in different cultures to accord with differences in how consumers make their purchase decisions. This may be relevant particularly to firms, which manage across cultural boundaries.

Finally, the findings have implications for performance management in that they suggest that criteria for goods, service and quality need to be tailored to the cultural setting.

In conclusion, The study has shown that consumer purchase decisions for goods differs according to consumers' cultural orientation and that consumer behaviour can be predicted from an understanding of the cultural personality of consumers. Thus, goods and services can be better designed to meet consumer needs, consumer behaviour can be better predicted decreasing uncertainty for organizations, managers can hold more confidence in organizational strategies, and greater insight into consumer behaviour can facilitate economic stability.

1.6 Scope and Limitations of the Study

1.6.1 Scope of the Study

The study was limited to a set of four independent variables, i.e.; individualism/collectivism, uncertainty avoidance, masculinity/femininity, and power distance. These four variables form a set of cultural dimensions proposed by Geert Hofstede (1980) as cultural factors within a society that may influence purchase decisions. All these were measured against the dependent variable: Consumer Purchase decision. Data for the study was collected from respondents drawn from households from Tumoi sub-location, Sigor Location, Sigor Division and Chepalungu District in Bomet County.

1.6.2 Limitations of the study

There are a number of limitations of the study that needs to be mentioned. One of these limitations is that the number of respondents who participated in the research was 236 from the county, so the size of the sample was not large enough to be a good representative of the population of interest. The sample of the present study included respondents from a vast area of the Kipsigis community with a homogeneous culture.

Secondly, there may have been biases in the responses since data was collected via questionnaires answered by some participants who were assisted. These individuals may have a tendency to respond to the questions in a more positive way.

1.7 Operational Definition of terms

Inspirational Groups: Groups that individuals would like to belong, e.g. a professional football team

Attitude: Describes a person's consistently favourable or unfavourable evaluations, feelings and tendencies towards an object or idea.

Belief: how or what a person thinks about something, usually based on knowledge, opinion or faith.

Brand: The essence of a product, what it is (physical characteristics), and people believe it to be and expect from it.

Branding: the process of building a brand

Consumer: the end user of a product

- Culture:** a set of basic values, perceptions, wants and behaviour learnt by a member of a society from family and other institutions
- Customer:** Buyer of a product
- Market:** a composite of individuals or organizations that have willingness and ability to purchase products; a market can consist of a single or multiple segments
- Perception:** the process by which people select, organize and interpret sensory stimulation (sounds, vision, smell, touch) into meaningful picture of the world.
- Personality:** a person's distinguishing psychological characteristics that lead them to respond in particular ways
- Product adoption process:** the stages a buyer goes through before purchasing a product
- Consumer Purchase Decisions:** the selection of the preferred product to buy

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter examines theoretical literature related to the study. It covers the link between Hofstede's cultural dimensions and consumer purchase decisions. The chapter concludes with a conceptual framework.

2.2 Hofstede's cultural dimensions

Hofstede's cultural dimension is a framework for cross-cultural communication, developed by Geert Hofstede. It describes the effects of a society's culture on the values of its members, and how these values relate to behaviour, using a structure derived from factor analysis. The theory has been widely used in several fields as a paradigm for research, particularly in cross-cultural psychology, international management, and cross-cultural communication.

Indeed, Hofstede's framework has been applied in a wide variety of consumer marketing contexts, e.g. in studies of advertising (Alden *et al.*, 1993; Gregory and Munch, 1997; Zandpour *et al.*, 1994); complaint behaviour (Liu and McClure, 2001; Mattila and Patterson, 2004); global brand strategies (Roth, 1995); consumer innovativeness (Steenkamp *et al.*, 1999); impulsive buying (Kacen and Lee, 2002); persuasion (Aaker and Maheswaran, 1997); acceptance of new products and innovations (Yeniyurt and Townsend, 2003; Singh, 2006); service quality expectations (Laroche *et al.*, 2005); ethical decision making (Blodgett *et al.*, 2001); and in studies of Chinese consumers (Piron, 2006); among others.

Hofstede (1991) defined culture as the collective programming of the mind which distinguishes the members of one group or category of people from another. The mental programming referred to by Hofstede consists of shared values, beliefs and norms. These mental constructs influence how people socialized within a particular culture perceive events; they also help to determine what behaviours are considered appropriate or inappropriate in various social situations. Since the mental programming is shared, i.e. developed through years of socialization within a culture, it results in relatively predictable responses to commonly experienced social situations or contexts. These characteristic patterns of behaviour create differences between cultures that may be observed and the influence of cultural differences on social processes such as

entrepreneurship may be predicted if the underlying social values and norms are known. In a massive study encompassing fifty-three countries, Hofstede (1991) identified four value-oriented dimensions of culture that may be used to describe and explain aspects of behaviour in various cultural groups. These dimensions are: (1) individualism/collectivism, (2) uncertainty avoidance, (3) masculinity/femininity and, (4) power distance

2.2.1 Individualism/ Collectivism

This refers to “the relationship between the individual and the collectivity that prevails in a given society” (Hofstede, 1980). It is reflected in the way people live together, and is intimately linked to societal norms (Hofstede, 1980). Individualism pertains to societies where ties between people are loose, and everyone is expected only to look after himself or herself and his or her immediate family. Collectivism on the other hand, refers to societies in which people are integrated into strong, cohesive in-groups, which throughout people’s lifetime continue to protect them in exchange for unquestioning loyalty (Hofstede, 1991).

There is value implications involved here. For example, in some cultures, individualism is widely accepted and seen as a blessing, while in other cultures, they regard individualism as alienating and as a character flaw. The focal issue involved here is the element of self- concept, and this differs across Western and Asian cultures (Hofstede, 1980). For instance, the Chinese have a word *ren* for “man” to describe a “human constant”. This refers to the individual himself, and his societal and cultural surroundings which make his existence meaningful. In society, this affects not only people’s mental programming, but also the structure and functioning of institutions such as the family, religious and political aspects.

The consumer behaviours associated with the cultural dimension of individualism/collectivism are all pertaining to the behaviour of people in groups, their relationships with others and their perceptions of themselves in relation to others. These consumer behaviours are reference group influence, information sharing, self-concept, family orientation, opinion leadership and ethnocentrism.

Reference groups: Park and Lessig (1977) defined a reference group to be an actual or imaginary individual or group conceived of having significant relevance upon an individual’s evaluations, aspirations or behaviour. There are three ways reference groups can influence behaviour:

informational, value expressive and utilitarian (Park and Lessig, 1977). Reference groups have also been defined as groups which the individual takes as a frame of reference for self-evaluation and attitude formation (Witt, 1970). According to Gregory and Munch (1996), individuals in a collectivist culture feel that it is important to conform to the goals of a collective in-group such as the family, tribe or religious group. In addition, people who are of a collectivist culture participate in more group activities, are more concerned with the interests of the in-group, and feel a greater need to conform to in-group opinions (Hui and Triandis, 1986).

As the extent of reference group influence depends on group identity and behaviour, there exists the possibility that the cultural dimension of individualism/collectivism plays a role in interpersonal influence in consumption behaviour. Shaw (1971) studied the effects of communications and individual interactions on group cohesiveness and found that the greater the group cohesiveness, the more influence reference groups have in consumption behaviour. In other words, people in a collectivist culture want to belong and want to conform to an in-group. And because of this need, they are correspondingly more inclined to be influenced by members of the same in-group.

In a study by Childers and Rao (1992), the influence of the family on individuals' product and brand decisions in the United States (an individualistic country), and Thailand (a collectivist country) was examined. It was found that the influence of referents other than family members was relatively less powerful in extended families (in Thailand) compared to nuclear families (in the United States). For instance in Thailand, the relatively larger number and variety of family members such as uncles, aunts and cousins creates a family-based identity and thus reduces peer influence. This supports the suggestion that a collectivist country will be more influenced by members of the in-group, in this case the extended family. In a study on Hispanic ethnic identification on reference group influence conducted by Webster and Faircloth III (1994), it was found that people who identified strongly with their ethnic roots were significantly more likely to be subject to utilitarian or value-expressive influence. They also had a higher tendency to be influenced by the expectations of close acquaintances and family members in brand selection. In other words, they were more influenced by people they considered as members of their in-group. Hence, it can be seen that people in a collectivist culture have a greater need to conform to the opinions and expectations of the members of their in-group. A greater group identity or a more

cohesive group allows for a greater influence by group members on an individual's product choices and buying decisions.

Information Sharing: Information sharing is defined as the extent with which individuals transmit information to others about consumption domains (Hirschman, 1983). It looks at the degree to which individuals share information or involve the people around them in their search for information on consumption and buying behaviour. It is also dependent upon social ties and social influence. People in a closely-knit group will be more inclined to share information with the people around them as compared to those who are individualistic. Hirschman (1981) conducted a study on Jewish ethnicity and information seeking and processing. In the study, it was suggested that a person of Jewish ethnicity would exert a stronger effect on a fellow Jew's behaviour compared to non-Jews. This is because a Jew is thought to be born into a culture and religion, and is therefore expected to adhere to the ethnic dimensions. Because of this common identity, they are more collectivistic than non-Jews. It was found that the Jewish subjects indeed differed significantly from non-Jewish subjects in information seeking, product information transfer and cognitive characteristics relevant to consumption information processing.

This is consistent with the premise that culture is one of the determinant factors in information sharing. Similarly, Webster (1992) concluded that ethnic identification, which resulted in a more collective identity, had a significant effect on information search patterns as the respondents sought the advice of family members and other members of the in-group before they made any purchases.

Therefore, information sharing is a consumer behaviour that differs across cultures, depending on the propensity to share such information. And a more collective group, which values ties within the in-group, will result in individuals who are more inclined to use people from within the group as their information sources compared to individualistic people, who do not seek information from the people around them that frequently.

Self- Concept: Self- concept can be defined as a cognitive appraisal of the attributes about oneself (Hattie, 1992), and it both mediates and regulates behaviour. In an individualistic culture, the emphasis is on self- orientation and identity is based on the individual (Hofstede, 1980). In a collectivist culture, the orientation is on collectivity and identity is derived from the social system (Hofstede, 1980). Research has shown that there are two constructs of the self that can be identified in people. In Western societies, the independent self- concept is predominant (Abe et

al, 1996), and inferences of identity are usually based on individual characteristics such as age, occupation, behaviour and material symbols of status (Belk, 1984a). This is characterized by an emphasis on personal goals and achievement (Abe et al, 1996). Hence, people with the independent self- concept tend to see themselves as distinct individuals.

The other construct is the interdependent self- concept. This is commonly found in non-Western cultures (Abe et al, 1996). This idea of self- concept involves inferences that are based on group characteristics such as family background, and national historical achievements. The concept of interdependent self is shaped mainly by the fact that people are part of a cohesive whole, family, clan or nation (Belk, 1984a). It was found that the interdependent self- concept is characterized by greater emphasis on group goals, fitting in with others, and understanding others. Such people tend to be obedient, socio-centric, and relationship oriented (Abe et al, 1996). For instance, the Japanese conceptualizations of the self were more integrated and less distinct compared to the Americans (Abe et al, 1996).

Family Orientation: As a sense of belonging and maintenance of good relationships with others commands an important role in a collectivist society, it can be seen that family orientation is a critical aspect of collectivism. In an individualistic culture, people have a self- identity rather than identity that is developed from the social system (Hofstede, 1980). Correspondingly, they will rank lower when it comes to family orientation. This is evident from research on lifestyle aspects. Tai and Tam (1997) found that women in Taiwan and China were significantly more family oriented than women from Hong Kong. This was attributed to the fact that Taiwanese and Chinese women were more influenced by Confucianism than women in Hong Kong. As a result, their philosophy of living emphasized the family system, and they had a strong sense of family responsibility. On the other hand, Hong Kong women were fully exposed to the Western culture and this resulted in them being more individualistic and less family oriented.

In another study by Lee and Ro Um (1992), it was found that the major difference between Koreans and Americans in their evaluations of product attributes was the different weights each put on the importance of the family. Koreans tended to be more family oriented in their product evaluations than the Americans. This meant that the products were selected according to their

family's needs, rather than their own personal wants. It was suggested that the discriminating variable of individualism versus collectivism was the factor that accounted for this difference.

Opinion Leadership: This refers to the tendency of individuals to influence the attitudes and purchasing choices of others (Schiffman and Kanuk, 1997). The strength of the relationships between individuals is the key motivation in an opinion leadership process as the opinion leader has nothing to gain from sharing the information. It thus implies that people in a closely Ownbey-knit community will be more willing to share their opinions with others in the same group. and Horridge (1997) found that there was a significant difference in shopping opinion leadership between high and low acculturated Chinese, and Filipino-Americans in America. This was attributed to the fact that Asians typically value family, group and clan relationships (Yau, 1988). As a result, they tend to share consumer advice with people in their in-group. As they become acculturated in a country like America, they adopt some of the individualistic values, and ties within the in-group become less important. Thus, they are less inclined to give shopping advice and suggestions to others (Ownbey and Horridge, 1997).

Ethnocentrism: The concept of ethnocentrism represents the universal propensity for people to view their own group as the centre of the universe, to elucidate other social units from the perspective of their own group, and to reject people who are culturally dissimilar while blindly accepting those who are culturally like themselves (Booth 1979; Worchel and Cooper, 1979).

In other words, ethnocentrism is a system whereby people distinguish between social in-groups with which they identify and out-groups which they regard as very different (Shimp and Sharma, 1987). Therefore, ethnocentrism gives an individual a sense of identity and feelings of belongingness. Thus it can be suggested that a collectivist culture, which places a greater emphasis on group identity and "we" consciousness will show a greater tendency of ethnocentrism.

2.2.2 Uncertainty Avoidance

A basic fact of human life is the uncertainty regarding the future and the means and ways through which human beings try to cope with this uncertainty using technology, law and religion. But we will always face an uncertain future and we are conscious of it. Furthermore, as extreme uncertainty causes anxiety and stress, society has to develop ways to cope with living on the

brink of an uncertain future. Technology, law and religion thus become the means through which we defend ourselves against this prevailing uncertainty (Hofstede, 1980).

Uncertainty avoidance can be defined as the extent to which the members of a culture feel threatened by uncertain or unknown situations (Hofstede, 1991). It also addresses the methods in which society tackles unknown aspects of the future. Different societies and cultures deal with uncertainty in different ways, and these are transferred and reinforced through institutions such as the state, the school and the family. And they are reflected in the collectively held values of the people in each particular society. For instance, technology, rules and rituals are some of the ways of coping with uncertainty in organizations.

One of the main concepts behind uncertainty avoidance is the ability to tolerate risk. Therefore, when identifying the consumer behaviours related to uncertainty avoidance, it is necessary to determine those with an element of risk or uncertainty involved as these will be the behaviours most affected. Hence, Hofstede theories of consumer behaviours discussed below are perceived risk, brand loyalty, innovativeness and information search.

Perceived Risk: The concept of perceived risk has been defined as consumers' perceptions of the uncertainty and the adverse consequences of buying a product or service (Dowling and Staelin, 1994). In making purchase decisions, risk is involved because all consumers have buying goals associated with the purchase. When consumers feel that these goals may or may not be attained in a purchase, risk comes in (Hoover et al. 1978). Therefore, the greater the sense of uncertainty the consumer perceives in a purchase and the greater the consequences of buying the wrong product, the greater the perceived risk experienced by consumers.

Perceived risk thus corresponds to the cultural concept of uncertainty avoidance. Individuals high in uncertainty avoidance have a lower tolerance for ambiguity, and experience higher anxiety and stress in their lives. In addition, they are also less willing to take risks in life. Therefore, when these people perceive a high risk associated with a product, they will not purchase this product. They will look for less risky alternatives.

Brand Loyalty: Brand loyalty refers to the consistent preference and purchase of the same brand in a specific product or service category (Schiffman and Kanuk, 1997). It was found that diverse

consumer groups associated brand loyalty with risk (Hoover et al, 1978) and this association is a positive relationship (Kanwar and Pagiavlas, 1992). In other words, when consumers perceive that the risk associated with a particular product or service category is high, they will tend to remain loyal to one brand so as to minimize the uncertainty and any unpleasant consequences that may occur as a result of the switching of brands.

Kanwar and Pagiavlas (1992) found that U.S. and Indian consumers use brand loyalty as a method of reducing risk. Hui et al. (1993) studied fourteen lifestyle variables involving English, French, Italian and Greek Canadians and found significant differences in thirteen of the variables, including brand loyalty. Thus, brand loyalty stems from the level of uncertainty and ambiguity an individual is willing to tolerate in life. This relates to the cultural dimension of uncertainty avoidance and has been shown to differ across cultures.

Innovativeness: Innovativeness can be defined as the willingness of consumers to adopt new products in various consumption domains (Hirschman, 1981). This is related to the ability to tolerate risk and uncertainty. Intuitively, individuals who cannot tolerate risk and ambiguity will not be inclined to seek new products and therefore will not be innovators. In this case, these are the people high in uncertainty avoidance as they cannot tolerate ambiguity in their lives.

A study by Rogers (1957) found that the willingness to accept change and the degree of rigidity of individuals were significantly related to their adoption of new products. Hui et al. (1993) found significant differences between different cultural groups and their brand and product innovativeness. One contributing factor could be differences in fate orientation. Individuals who were more fatalistic were also more likely to avoid uncertain situations. In addition, the degree of religious commitment was also found to have a weak effect on the level of innovativeness (Tansuhaj et al. 1991). Therefore, innovativeness is dependent on the propensity of an individual to tolerate the risk and uncertainty associated with a new or totally different product.

Information search: An individual who has less tolerance for ambiguity and a low propensity for risk taking will also have a need to engage in a thorough information search before he purchases any new product. This also applies for any product which may cause unpleasant consequences if a wrong buying decision is made. In other words, information search takes place when there is a high level of uncertainty associated with a purchase. (Hirschman, 1983).

The ability to tolerate risk and uncertainty has been shown to influence consumers' information search behaviours (Garner and Thompson, 1986). Hirschman (1983) also found that there were significant differences between cultures in information transfer which can be linked to the degree of uncertainty avoidance in each culture. In other words, a person who rates more highly in uncertainty avoidance will tend to seek out more information sources so as to minimize any uncertainty involved in the purchase.

2.2.3 Masculinity/Femininity

This refers to learned styles of behaviour that have been stereotypically applied to males and females. The masculinity measure evaluates the general tendency to act either assertively (masculine) or in a nurturing manner (feminine) (Kim, *et al*, 1993). In high masculinity societies, individuals tend to set high performance standards and act forcefully to achieve these standards. Achievement motivation is high within these societies and markers of achievement such as earnings, formal recognition and advancement are relatively more important than work climate and relationship issues. Independent rather than group decision making is preferred. Kim, *et al*, 1993

The masculinity/femininity dimension developed by Hofstede (1980) is thus derived from the sex roles characteristics. It further states that masculine cultures will place more emphasis on tasks, money, achievements, and performance, while feminine cultures value the quality of life, helping others, preserving the environment and not drawing attention to oneself (Hofstede, 1980). The fundamental idea behind masculinity is the differentiation of sex roles within society. This idea is manifested when it comes to decision making in the family. An analysis of the relationship between masculinity and family decision making is carried out in the following subsection.

Family Decision Making: A wealth of research has been done on family decision making (e.g. Webster, 1994; Hempel, 1974). This area of study is particularly of interest in the context of the cultural dimension of masculinity/femininity because sex role attitudes and perceptions are ascribed through cultural norms and these attitudes influence the household decision role structure and responsibility (Kim, 1993; O'Connor, *et al* 1985). Blood and Wolfe (1960) also stated that the degree of influence by either the husband or wife in a family decision is

contingent upon the level of traditional marital values present in the family. O'Connor, et al (1985) further emphasized the point in their study when they concluded that decision situations were believed to conform to either masculine or feminine roles across widely differing cultures.

This is also evident in past research. For instance, Kim, et al (1993) found that a more modern sex-role attitude of the husband resulted in an egalitarian approach to task sharing by the couple. Webster (1994) found that there was a positive relationship between ethnic identification and husband dominance in decision making within the Hispanic community. This indicates that the more couples identify with, and have been socialized by, the ethnic basis of highly differentiated sex roles, the more they conform to husband domination.

2.2.4 Power distance

This is a general measure of the degree of interpersonal influence that those who hold power in a social structure can exert over those who lack power. According to Hofstede (1980) it is the difference between the extents to which a superior in a social hierarchy can determine the behaviour of a subordinate compared to the extent that the subordinate can determine the behaviour of the superior. Mulder (1977) defined 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”. From a more rounded perspective, power distance can be defined as “the extent to which less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally” (Hofstede and Bond, 1988).

Consumer behaviours that are associated with power distance should be influenced by cultural differences associated with the degree of respect given to authoritative and powerful figures in societies. In view of this, opinion seeking is suggested as the one factor that can vary according to differences in power distance (Hofstede and Bond, 1988).

Opinion Seeking: Opinion leadership refers to the behaviour of consumers when they influence others' purchase decisions (Mowen, 1990), while opinion seekers are those who actively seek advice from others (Engel *et al.* 1990). There is an analogous relationship between the two. In order to understand opinion seeking, it is essential to look at the underlying motivations of opinion seekers (Flynn, *et al* 1996). Katz and Lazarsfeld (1955) made the point that the desire to

be a member of a certain group is a motivating factor in an individual adopting the values and beliefs of the group's leaders. By looking to the leaders for opinions on products, opinion seekers can also place themselves within that social group.

Another study on listener motivation (Dichter, 1966) stated that opinion seekers look towards several groups of people for recommendations and opinions on products. These included commercial authorities, such as professional experts who earned their authority in a particular field on the basis of training and work; and celebrities whose authority is attributed to show business.

Yau (1988) stated that the Chinese have a strong respect for authority, and they expect people in authority to teach and guide them. It was suggested in the study that since the Chinese follow the directions of authority, advertisements targeted at the Chinese will be more effective when they use societal leaders to recommend products or services to the consumers. As a result, the distinction between opinion leaders and opinion seekers may become more salient in cultures that are high in power distance. For instance, in Indonesia, a country high in power distance, there is evidence to suggest that opinion leaders are wealthier than opinion seekers (Marshall and Gitosudarmo, 1995).

2.3 Consumer Purchase Decisions

Quality Conscious Decision-Making: Quality is a significant factor in consumer decision-making. Quality conscious consumers search for the best quality products by shopping systematically and carefully (Sproles & Kendall, 1986). Quality-conscious decision-making implies the perception of a hierarchy of quality levels. Hofstede's (2001) cultural dimension of power distance deals with inequality in prestige, wealth and power. Therefore, cultures with higher power distance would be more likely to engage in the quality conscious decision-making.

Brand Conscious Decision-Making: Brand conscious decision-making refers to a consumer's orientation towards the purchase of expensive and well-known brands. Two dimensions of Hofstede that have relevance for this decision-making; individualism/collectivism and uncertainty avoidance. Brands are symbols of status and prestige. Eastern cultures, having high power distance, perceive social status and prestige as important (Hofstede, 2001). As Eastern cultures are higher power distance and collectivism. Eastern cultures are therefore expected to

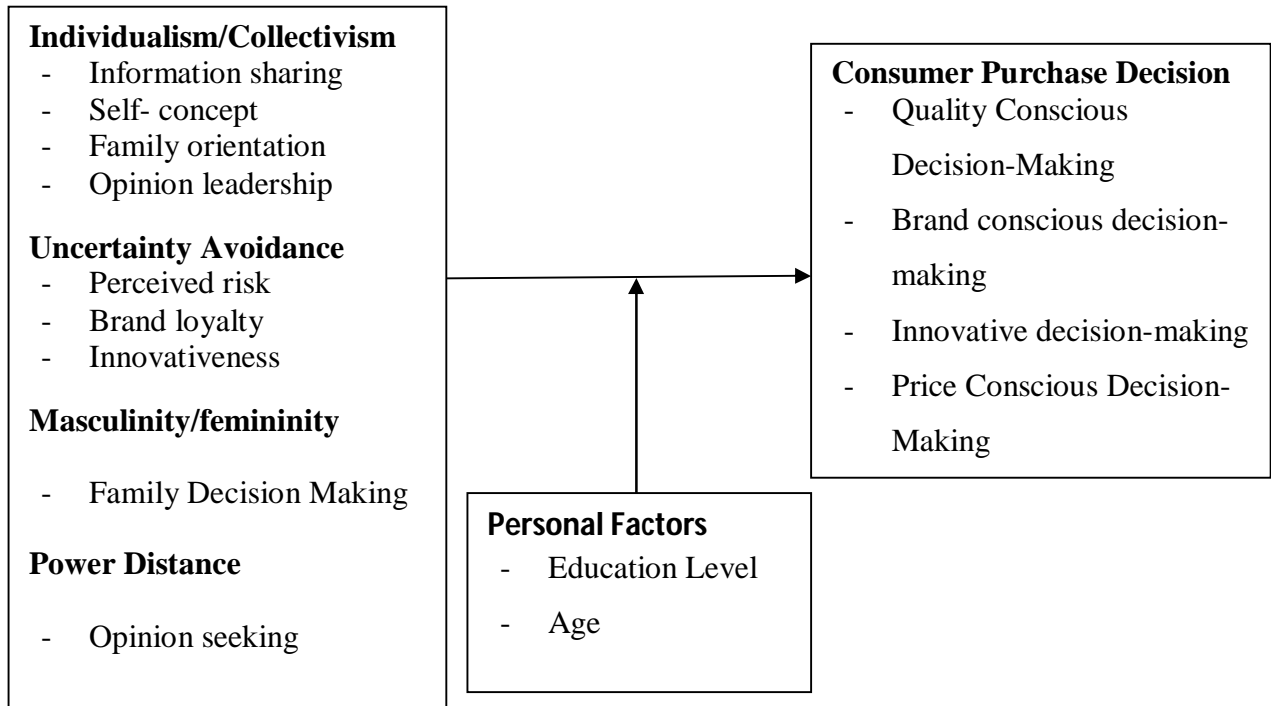
have a higher need to maintain prestige and status (Ho, 1976), and thus a higher level of brand conscious decision-making.

Innovative Decision-Making: An innovative decision-making style refers to consumers that seek variety and novelty in their purchase decisions (McAlister & Pessemier, 1982). Hofstede (2001) argued that the tendency to purchase new and different products and brands is related to a cultural characteristic, namely, high individualism (Hofstede, 1980). These characteristics are present predominantly in Western cultures, as compared to Eastern cultures (Hofstede, 2001). Consumer innovativeness was found to be more prevalent in cultures that are more individualistic, masculine and lower in uncertainty avoidance (Steenkamp, Hofstede & Wedel, 1999).

Price Conscious Decision-Making: Price conscious has been defined as a buyer's unwillingness" to pay a higher price for a product and/or "the exclusive focus" on paying low prices (Lichtenstein, Ridgway & Netemeyer, 1993). Price-conscious decision-making means that items are bought for less and thus, more material goods can be accumulated.

2.3 Conceptual Framework

From the literature review, a conceptual framework is constructed with Hofstede's cultural dimensions i.e.; individualism/collectivism, Uncertainty Avoidance, Masculinity/femininity and power distance as independent variables and consumer purchase decision as the dependent variable as shown in figure shown in figure 2.1.



Independent variables

Moderating variables

Dependent variable

Figure 2.1: Relationship between Hofstede’s cultural dimensions

Source: Adopted and Modified from Hofstede (2001)

Figure 2.2 show the relationship between Hofstede’s cultural dimensions i.e. individualism/collectivism, Uncertainty Avoidance, Masculinity/femininity and power distance and consumer purchase decision. As shown in the figure, literature reveals that the factors are moderated such factors as Education and religion. (Marshall and Gitosudarmo, 1995) found out that the more educated a person is the more his taste of lifestyle and level of buying decisions. Education has increased taste and level of lifestyle among the intellectuals. Fashion and costly materials are demanded by the educated elite.

2.4 Operationalization of Variables

The study measured of the four aspects: Individualism/ Collectivism, Uncertainty Avoidance, Masculinity/ Femininity, and Power Distance against one: Consumer purchase decision. Borrowing from the literature, the variables were measured as shown in table 3.2.

Table 2.1: Operationalization of variables

Variable	Indicators	Source	Measurement scale	Questionnaire items
Individualism/ Collectivism	<ul style="list-style-type: none"> - reference group - Information sharing - Self-concept - Family orientation - opinion leadership - ethnocentrism 	Hofstede (1984): Hofstede (2001)	Five point Likert-type scale (1= Never, 5= usually)	Section A
Uncertainty Avoidance	<ul style="list-style-type: none"> - perceived risk - Brand loyalty - innovativeness - information search 	Hofstede (2001): Yoo and Donthu (2002).	Five point Likert-type scale (1= Strongly agree, 5= Strongly disagree)	Section B
Masculinity/ Femininity	<ul style="list-style-type: none"> - Family decision making 	walker and Brown (2004)	Five point Likert-type scale (1= Strongly agree, 5= Strongly disagree)	Section C
Power Distance	<ul style="list-style-type: none"> - Opinion seeking 	Hofstede (1984)	Five point Likert-type scale (1= Strongly agree, 5= Strongly disagree)	Section D
Consumer Purchase Decisions	<ul style="list-style-type: none"> - Quality Conscious Decision-Making - Brand conscious decision-making - Innovative decision-making - Brand Loyal Consumer Decision-Making 	Sproles & Kendall, 1986)	Five point Likert-type scale (1= Strongly agree, 5= Strongly disagree)	Section E

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology that was used in conducting the study. It explains the research design, population and sample of the study. It also describes the data collected, operationalization of variables, data collection methods and statistical techniques used in summarizing the data.

3.2 Research Design

The Study adopted descriptive research design to determine if there is a relationship between Hofstede's cultural dimensions and consumer purchase decisions among the Kipsigis community. In descriptive design, present and past states of events are identified and the experience and expectations of the researcher are relied upon (Tyagi and Kumar, 2008).

3.3 Population of Study

The study's target population was the Kipsigis people who are the principal occupants of the larger Bomet, Kericho, Nakuru and Narok counties of Kenya. The study purposively targeted Tumoi sub-location in Bomet County which has 613 households (2009 census). The researcher only targeted adult members of the household to comprise the population of the study. The decision to study adult members of the household was based on the assumption that these people are in a position to make purchase decisions.

3.4 Sample Design

A sample was used in this study. The sample size and sampling procedure was determined as discussed below.

3.4.1 Sampling Procedure

The study employed purposive sampling technique in identifying members of households who participated in the study. In the purposive sampling the researcher has selected the respondents based on their knowledge, commendable experience and vital information presumed important to the study (Trochin, 2006).

Bomet County has 141,401 households from 173 sub-locations, 63 locations, 11 divisions, and 4 Districts. Only one sub-location (Tumoi) was sampled for the purpose of this study. This is based on Hofstede's (2001) argument that in a homogeneous population with similar characteristics, findings are always similar. The researcher assumes that this being a homogenous population, sampling one sub-location will lead to findings that can be generalized across the entire Kipsigis community.

To select the households that constitute the sample units a multi stage sampling method was used. According to Kothari (2009), a multi-stage sampling method is applied in big inquiries extending to a considerably large geographical area, say, the entire county. This method was easier and cheaper to administer than most single stage designs mainly because of the fact that a sampling frame under multi-stage sampling is developed in partial units. Hofstede (2001) and a number of other scholars applying his model used this method.

Tumoi sub-location with a total of 613 households was selected using simple random sampling method as shown in appendix II. In the final stage, the households that formed the basic sampling units (BSU) were selected using systematic random sampling. The researcher obtained a list of all households from the local administration area (Assistant Chief)

3.4.2 Sample Size

A sample was used for this study. To determine the sample size, the statistical formula suggested by Saunders et al (2004) was used. They observed that sample size depends how confident the researcher needs to be that the estimate is accurate (the level of confidence in the estimate); how accurate the estimate needs to be (the margin of error); and the proportion of responses you expect to have some particular characteristic. Hence the sample size:

$$n = (z^2 pq) / e^2$$

Where: n is the minimum sample size required

z is the standard normal deviate that is, 1.96 for .05 margin of error

p is the proportion in the target population estimated to have the characteristic recommended to be 50% if there is no estimate available of the proportion in the target population assumed to have the characteristic of interest.

q is the proportion not having the characteristic (that is, $1-p$)

e is the margin of error required (set at 5% in this study).

Substituting the information in the formula gives a sample size of 384.

Saunders et al. (2003) suggest that where the population is less than 10,000, as is the case in this study, smaller sample size called adjusted minimum sample size can be used without affecting the accuracy of the study. This is calculated using the following formula:

$$n' = n / \left(1 + \frac{n}{N}\right)$$

Where n' is the adjusted minimum sample size

n is the minimum sample size, as calculated above, that is, 384

N is the total population, that is, 613

Substituting these figures into the formula gives minimum sample size of 236.

3.5 Data Collection

To achieve the objectives of the study, primary data was collected using a self-administered questionnaire. Closed Likert-type scales (Appendix I) was used to collect the data regarding the research variables. Questionnaires were given to one adult member of the household with preference given to either the husband or wife, depending on who is considered to be the key purchase decision maker. Where a respondent was unable to read or write or understand the questions, they were assisted.

3.6 Validity and Reliability

Validity refers to the extent to which the scale or set measures accurately represent the concept of interest (Hair *et al.*, 1998). Content validity was ensured by a review of literature on the research items, and then discussion with the peers was undertaken, thereafter expert opinion from the supervisor who is familiar with the study construct reviewed the content of the instrument to establish how well the items actually measure the content. This allowed corrective revision to instruments to ensure that the data collected was valid.

Reliability is the ability of an instrument to measure something consistently and repeatedly (Mugenda, 2008). The stability or consistency of scores over time. To achieve this, a pilot study

was conducted in order to ascertain and detect any ambiguities, questions that cannot be easily understood or poorly constructed and even those that were irrelevant in the research instrument. The pilot units, equivalent to one-tenth of the proposed sample size, were obtained from comparable members of the population from which the sample for the full study was taken. According to Mugenda and Mugenda (2003) one tenth of the sample size is sufficient for pilot testing. Thus the pilot study was conducted on Twenty four (24) respondents from the target population who were not included in the final sample. The feedback from the pilot study was obtained through debriefing them individually and comparing the results.

The results shown on table 3.1 measured the internal consistency (homogeneity) of the research instrument so as to establish how well each item in the instrument measures the same construct. The study used Cronbach’s alpha coefficient, which normally ranges between 0 and 1.0 with a set lower limit of acceptability of Cronbach alpha 0.6 (Nunnally & Bernstein, 1994).

Table 3.1: Reliability Analysis

Variables	n=24	
	Crobanch Alpha	Items
Individualism/Collectivism	0.791	6
Uncertainty Avoidance	0.763	6
Masculinity/ Femininity	0.722	6
Power Distance	0.745	6
Average (All scales)	0.755	

Source; Research Survey, (2015)

3.7 Data Analysis

The data collected was edited, coded and analysed using SPSS version 21 package in three stages. Descriptive statistics such as the means and standard deviations was calculated to summarize the data Pearson’s Correlation analysis and multiple regression analysis was used.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

The number of respondents who participated in this survey totaled to 206 with a response rate of 87%. Respondents' characteristics are presented in the first part of this chapter. The second part involved descriptive statistics to establish the effects of Hofstede's dimensions of culture on consumer purchase decisions amongst the Kipsigis community.

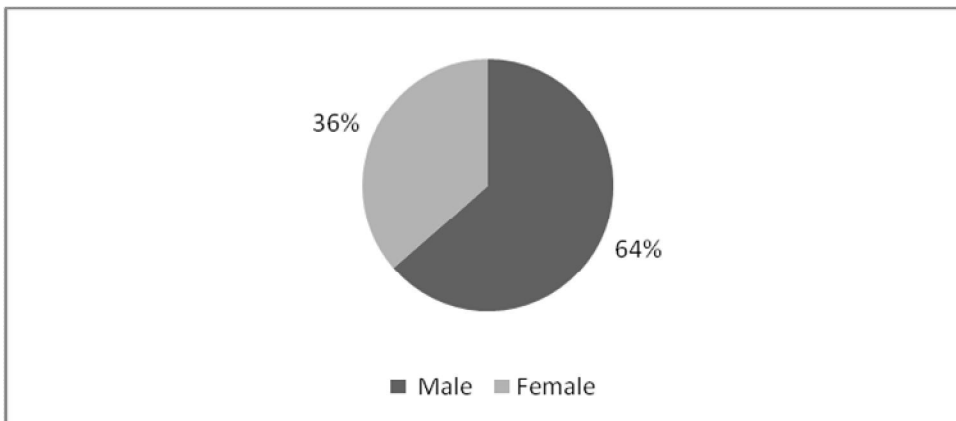
4.2 Demographic characteristics of the sampled population

This section presents bio-data of the study participants. These characteristics included gender, age, marital status and highest education attained as discussed below.

4.2.1 Gender of the respondents

The distribution of respondents according to their gender is presented in Figure 4.1. From the study findings in figure 4.1 it is observed that majority of the sampled respondents in the households 64 % were males as compared to 36% of Women. The male dominance can be attributed to the fact that men are key decision makers in this community.

Figure 4. 1: Gender of the respondents



4.2.2 Marital status

The study findings indicate that Most (59.7%) of the respondents were married, 33% were single, 6.8% are widowed while 0.5% were divorced as shown in the table 4.1

Table 4. 1: Marital status of the respondents

Marital Status	Frequency	Percent
Married	123	59.7
Single	68	33
Widowed	14	6.8
Divorced	1	0.5
Total	206	100

4.2.3 Age of the respondents

Age of the respondents was also thought to be a crucial component for the study. The study findings in Table 4.3 reveal that the most of the respondents are over 40 years while the youngest was 18 years.

Table 4. 2: Age of the respondents

Age of the respondents		
	Frequency	Percent
less than 18 years	1	0.5
19-25 years	26	12.6
26-30 years	29	14.1
31-35 years	31	15.0
36-40 years	44	21.4
over 40 years	75	36.4
Total	206	100.0

4.2.4 Level of education of households

Distribution by the respondents' level of education revealed that most of the respondents (47.6%) had attained secondary education while 20.4% had post secondary education. However, a significant number of respondents (12.1%) reported not to have had formal education as shown in table 4.3

Table 4. 3: Level of education attained

	Frequency	Percent
Uneducated	25	12.1
Primary	41	19.9
Secondary	98	47.6
College	13	6.3
University	29	14.1
Total	206	100.0

4.3 How the Cultural dimensions affects Consumer Purchase Decisions

This section presents a descriptive statistics on the effects of Hofstede cultural dimensions i.e. individualism vs. collectivism, uncertainty avoidance, masculinity vs. Femininity and Power distance on purchase decision among the Kipsigis community

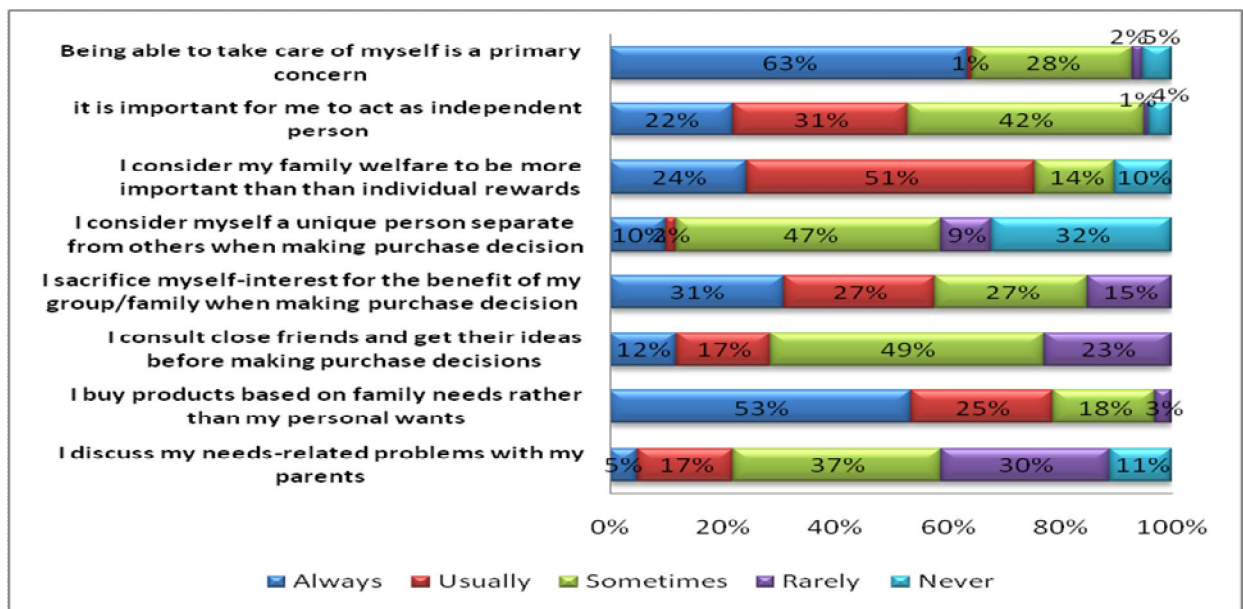
4.3.1 Individualism/ Collectivism

To measure the effects of individualism and collectivism on purchase decisions, the respondents were presented with eight statements on a Likert scale and asked to state how much they agreed or disagreed with each statement. The responses ranged from Always, Usually, Sometimes, Rarely to Never.

From the results in the figure 4.2, majority of the respondents sometimes (37%) consulted while (17%) rarely consulted, and (5%) never consulted their parents on need related problems. On the other hand, the remainder of the respondents 22% did consult (usually 30% + always11%). On the statement that “I buy products based on family needs rather than my personal wants” majority of the respondents (78%, usually + always) were of the view that they prioritize family needs as opposed to personal wants, while the remainder 22% rarely considered family needs while purchasing. On the statement “I consult my close friends and get their Ideas before making purchase decisions”, majority of the respondents 49%, sometimes and 23% rarely consult my close friends while 17% and12% usually and always consult their friends respectively. Asked if they sacrifice their self interest for the benefit of group or family, most of the respondents (58%, (usually 27% + always 31%)) sacrifice their self-interest for the benefit of group/ family when making buying decisions. On the other hand, only 42% (i.e.27% sometimes and 15% rarely) sacrifice their self-interest for the benefit of group/ family when making buying decisions. On the

statement “I consider myself a unique person separate from others when making purchase decisions”, most of the respondents, 47%, sometimes do, 9% rarely while 32% never considered themselves unique persons, separate from others while making purchase decisions. On the other hand, only 12% (i.e. 2% usually and 10% always) considered themselves unique persons, separate from others while making purchase decisions. When respondents were asked if they considered their family welfare to be more important than individual rewards, majority of the respondents (75%, (i.e. 24% usually and 51% always) reported to consider family welfare to be more important than individual rewards when making purchase decision while only 34% (i.e. 14% sometimes and 10% rarely). On the statement “It is important for me to act as an independent person”, most of the respondents (55%, (i.e. 31% usually and 22% always)) considered it important for them to act as independent persons when making purchasing decisions. Majority of them 42% sometimes acted independently while a few i.e. 1% rarely and 4% never acted independently when making purchasing decisions. Asked if they were able to take care of themselves as a primary concern as they make purchase decisions, majority of the respondents (64% (i.e. 63% always and 1% usually)) take care of themselves is a primary concern for them when making purchase decisions, while 36% (i.e. 28% sometimes, 2% rarely and 6 % never). Take care of themselves is a primary concern for them when making purchase decisions. Figure 4.2 shows the findings

Figure 4. 2: Individualism/ collectivism



In order to measure the moderating effects of gender and education level on the effects individualism/ collectivism on purchasing decisions were averaged per statement and responses displayed as indices in the table below. A value close to 1 indicated strong agreement with the statement (always) while one closer to 5 indicated strong disagreement (never).

Across the respondents gender and Level of Education great discrepancies in responses were not observed. However, the uneducated were observed to rate most of the statements higher than their educated counterparts indicating disagreement with most statements with an average score of 2.8.

Table 4. 4: Individualism/ collectivism (by gender and Level of Education)

	Gender			Level of Education				
	Average	Male	Female	uneducated	primary	Secondary	College	University
I discuss my needs-related problems with my parents	3.2	3.2	3.3	4.6	3.0	2.9	2.7	3.9
I buy products based on family needs rather than my personal wants	1.7	1.8	1.6	1.0	1.2	1.7	1.7	2.9
I consult close friends and get their ideas before making purchase decisions	2.8	2.8	3.0	3.1	3.7	2.3	3.1	3.0
I sacrifice myself-interest for the benefit of my group/family when making purchase decision	2.3	2.4	2.1	2.8	2.0	1.9	1.9	3.8
I consider myself a unique person separate from others when making purchase decision	3.5	3.5	3.6	3.2	4.7	3.3	3.2	3.0
I consider my family welfare to be more important than individual rewards	2.2	2.3	2.0	2.0	2.0	2.3	1.7	2.9
it is important for me to act as independent person	2.3	2.4	2.3	3.1	2.9	2.3	2.4	1.1
Being able to take care of myself is a primary concern	1.8	1.9	1.8	2.8	1.3	2.1	1.4	1.0
Average	2.5	2.5	2.5	2.8	2.6	2.4	2.3	2.7

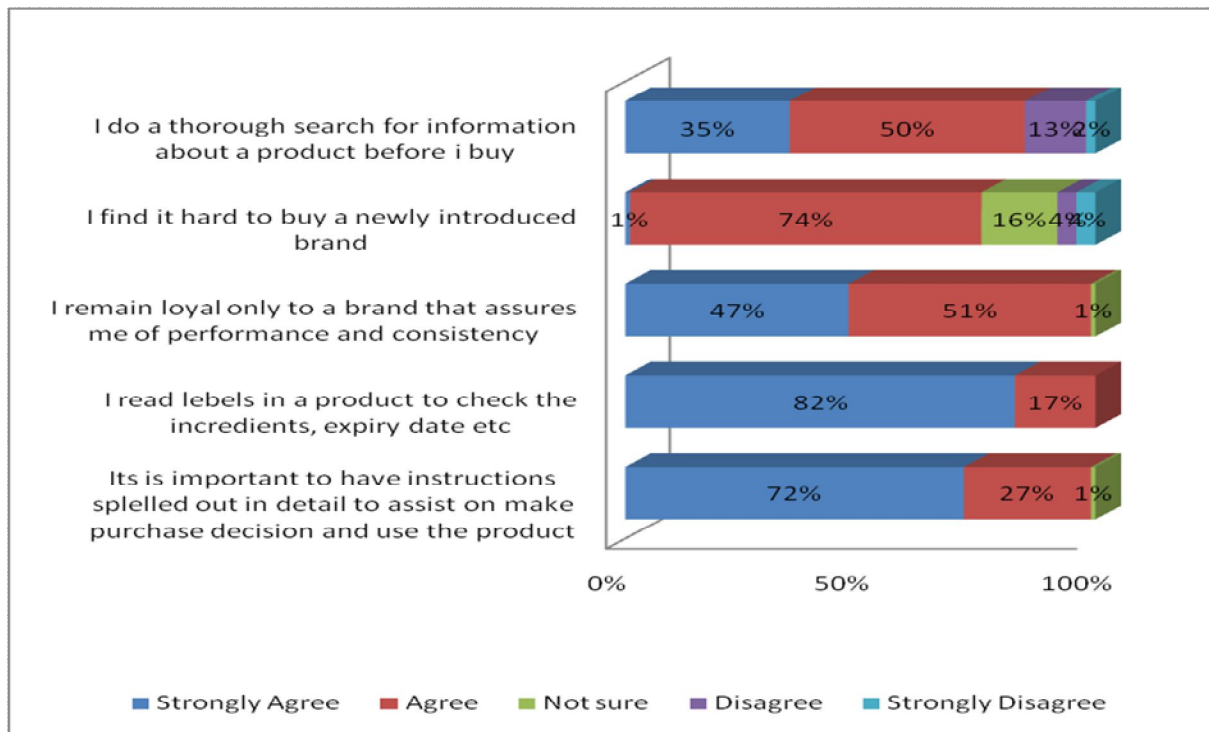
4.4 Uncertainty Avoidance

To assess how uncertainty avoidance influences purchase decisions, the respondents were presented with five statements on a Likert scale and asked to state how much they agreed or disagreed with each statement. The responses ranged from (1) strongly agree, (2) agree, (3) are

unsure, (4) disagree to (5) strongly disagree. Generally, the respondents agreed with most of the statements.

Almost all of the respondents, (99% (i.e. 72% strongly agree and 27% agreed)) agreed with the statements that it is important to have instructions spelled out in detail to assist one in making purchase decisions and using the product, only 1% was unsure. On the statement “I read labels in products to check the ingredients, expiry date of a product” all respondents (i.e. 82% strongly agree and 18% agreed) to reading the labels in a product to check the ingredients, expiry date etc. In addition, when the respondents were asked if they remain loyal to a brand that assures them of performance and consistency, 98% (i.e. 47% strongly agree and 51% agreed) to the statement. On the statement “I find it hard to buy a newly introduced brand”, 75% of the respondents (i.e. 1% strongly agree and 74% agreed) to the statement. Most of the respondents (85% (i.e. 35% agree and 50% strongly agree)) with the statement that they do a thorough search for information about a product before making a purchase decision whereas only 15% i.e. 13% not sure and 2% disagree with the statement

Figure 4. 3: Uncertainty Avoidance



To check the effects of moderating variables i.e. Age and education level, the responses on uncertainty avoidance influence on purchasing decision were averaged per statement and responses displayed as indices in the table 4.5. A value close to 1 indicated strong agreement with the statement while one closer to 5 indicated strong disagreement. There were no significant discrepancies observed across the respondent's gender and Level of Education as is shown in table 4.5

Table 4. 5: Uncertainty Avoidance (by gender and Level of Education)

	Gender			Level of Education				
	Average	Male	Female	uneducated	primary	Secondary	College	University
It is important to have instructions spelled out in detail to assist one to make purchase decision and use the product	1.3	1.3	1.3	1.9	1.1	1.0	1.2	1.9
I read labels in a product to check the ingredients, expiry date etc	1.2	1.2	1.1	1.0	1.1	1.3	1.3	1.1
I remain loyal only to a brand that assures me of performance and consistency	1.5	1.5	1.6	2.0	1.9	1.4	1.8	1.1
I find it hard to buy a newly introduced brand	2.4	2.4	2.4	2.0	2.1	2.6	2.5	2.1
I do a thorough search for information about a product before I buy	2.0	2.0	1.8	2.0	2.1	1.8	2.7	2.0
Average	1.7	1.7	1.6	1.8	1.7	1.6	1.9	1.6

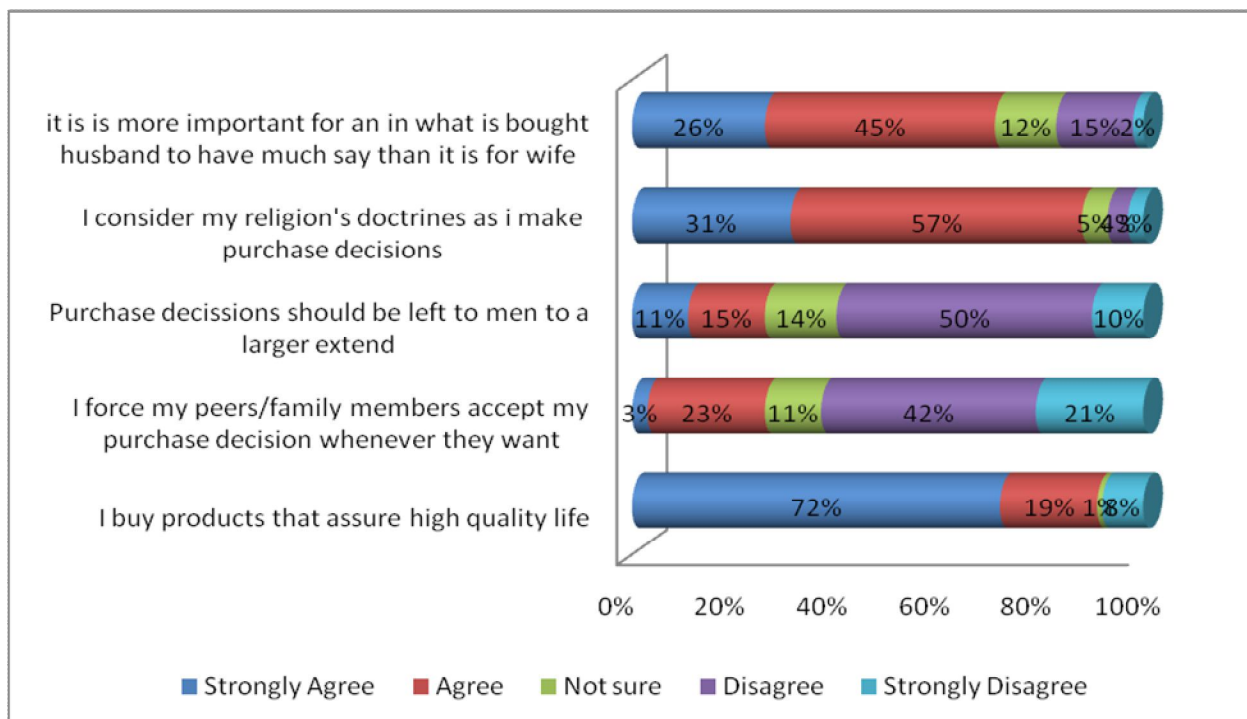
4.5 Masculinity or Femininity

To evaluate effect of masculinity or femininity on purchase decision, the respondents were presented with five statements on a Likert scale and asked to state how much they agreed or disagreed with each statement. The responses were ranging from (1) strongly agree, (2) agree, (3) are unsure, (4) disagree to (5) strongly disagree. Generally, respondents expressed mixed reaction with each statement.

Most of the respondents (72%) strongly agreed and (19%) agreed that they buy products that assure high quality life. A marginal percentage of respondents i.e. (1%) unsure and (8 %) strongly disagreed with the statement. Asked if the force their peers or family members to accept their purchase decisions, most of the respondents (63% (i.e. 42% disagreed and 21% strongly disagreed) with the statement. Only 11% were unsure while 23% and 3% agreed and strongly agreed respectively. On the statement "Purchase decisions should be left to men to a large

extent”, most of the respondents (60% (i.e. 50% disagree and 10% strongly disagree)) with the statement. Whereas 14% were unsure, a small percentage (i.e. 15% and 11%) agreed and strongly agreed with the statement respectively. Most of the respondents (71%, (45% agreed and 26 % strongly agreed)) with the assertion that it is more important for husband to have a more say in what is bought than it is for wife. Only 12% were not sure while 15% and 2 % disagreed and strongly disagreed with the assertion respectively as shown in figure 4.4

Figure 4. 4: Masculinity or Femininity



The responses on effects of masculinity or femininity on purchase decisions were averaged per statement and responses displayed as indices in the table below. A value close to 1 indicated strong agreement with the statement while one closer to 5 indicated strong disagreement. Across the respondents gender great discrepancies in responses were not observed. Uneducated respondents were observed to agree with most statements than their educated counterparts as demonstrated by the lowest average of 2.1. this is reflected in table 4.6

Table 4. 6: Masculinity/ Femininity (by gender and Level of Education)

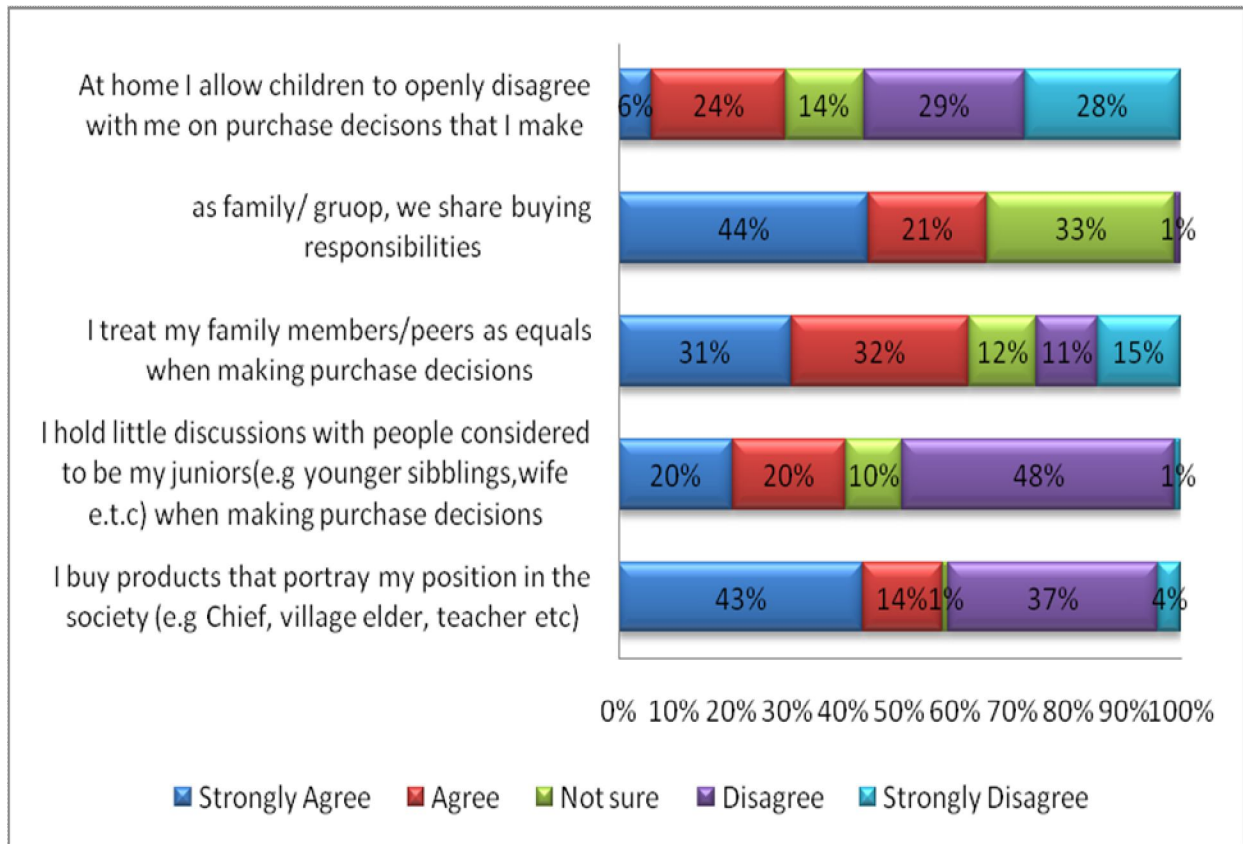
	Gender			Level of Education				
	Total	Male	Female	uneducated	primary	Secondary	College	university
I buy products that assure high quality life	1.5	1.6	1.3	1.9	1.0	1.8	1.3	1.0
I force my peers/family members accept my purchase decision whenever they want	3.6	3.5	3.6	2.2	3.8	4.1	4.2	2.3
Purchase decisions should be left to men to a larger extend	3.3	3.2	3.5	2.4	3.8	3.4	3.5	3.1
I consider my religion's doctrines as i make purchase decisions	1.9	2.0	1.9	2.0	2.0	1.7	2.6	2.2
it is more important for an in what is bought husband to have much say than it is for wife	2.2	2.3	2.1	2.0	1.2	2.4	2.7	3.0
Total	2.5	2.5	2.5	2.1	2.4	2.7	2.9	2.3

4.6 Power Distance

To evaluate effects of power distance on purchase decisions, the respondents were presented with five statements on a Likert scale and asked to state how much they agreed or disagreed with each statement. The responses ranged from (1) strongly agree, (2) agree, (3) are unsure, (4) disagree to (5) strongly disagree. Generally, respondents expressed mixed reaction with each statement.

Most of the respondents (57% (i.e. 43% strongly agree and 14% agree)) agreed to buying products that portray their position in the society (e.g. Chief, Village elder or Teacher etc.). Only 1% of the respondents were unsure, while 37% of respondents disagreed. Most of the respondents (59 %,) disagreed with the statement that they hold little discussions with people considered to be their juniors (e.g. younger siblings, wife, and members of reference group etc.) when making purchase decision while 31% agreed. In addition, most of the respondents (63%) agreed to treating their family members/ peers as equals when making purchase decisions and only 37% disagreed. Another 65% agreed to sharing buying responsibilities as a family/group while 35 disagreed. Most of the respondents (70 %,) disagreed with the statements that at home, they allow children to openly disagree with them on purchase decisions that they make. These findings were as shown in table 4.5

Figure 4. 5: Power Distance



The responses on impact of power distance on purchase decision were averaged per statement and responses displayed as indices in the table below. A value close to 1 indicated strong agreement with the statement while one closer to 5 indicated strong disagreement. Across the respondents gender great discrepancies in responses were not observed. Respondents with primary education were observed to agree with most statements than their more educated counterparts as demonstrated by the lowest average of 2.2. as shown in table 4.7

Table 4. 7: Power Distance (by gender and Level of Education)

	Gender			Level of Education				
	Average	Male	Female	uneducated	primary	Secondary	College	university
I buy products that portray my position in the society (e.g. Chief, village elder, teacher etc)	2.5	2.6	2.2	3.6	1.2	2.9	1.8	2.1
I hold little discussions with people considered to be my juniors(e.g. younger siblings,wife e.t.c) when making purchase decisions	2.9	2.9	2.9	3.1	3.6	2.7	3.4	2.2
I treat my family members/peers as equals when making purchase decisions	2.5	2.5	2.3	2.0	1.1	3.2	1.5	2.7
as family/ gruop, we share buying responsibilities	1.9	2.0	1.7	2.8	1.1	1.8	1.8	2.9
At home I allow children to openly disagree with me on purchase decisons that I make	3.5	3.4	3.7	2.3	3.8	3.9	3.1	3.0
Total Avarage	2.7	2.7	2.6	2.8	2.2	2.9	2.3	2.6

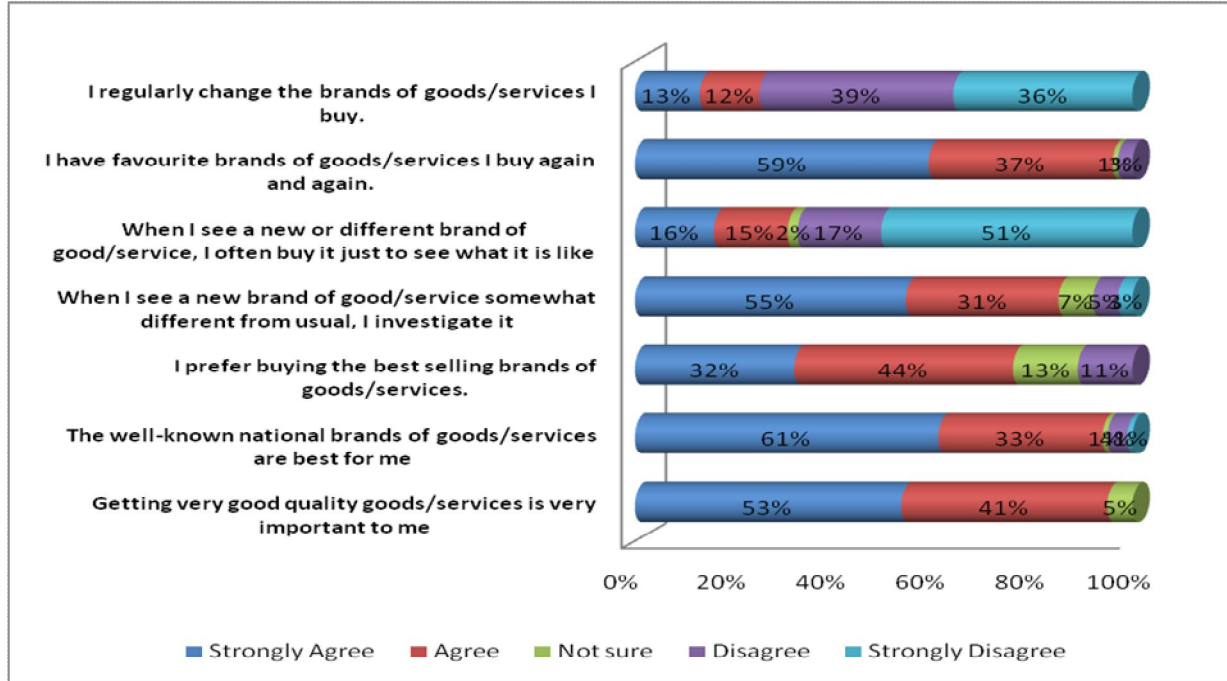
4.7 Consumer Purchase Styles

To assess consumer purchase styles, the respondents were presented with seven statements on Likert scale and asked to state how much they agreed or disagreed with each statement. The statements were on a Likert scale with responses ranging from (1) strongly agree, (2) agree, (3) are unsure, (4) disagree to (5) strongly disagree. Generally, respondents agreed with most statements.

Most of the respondents (94%) agreed that they considered getting very good quality goods/services as very important to them, only 6% disagreed. Majority of the respondents (94%) agreed that the well-known national brands of goods/services are best for them while 6% disagreed. Most of the respondents (76 %,) preferred buying the best selling brands of goods/services while 24% were not in agreement with the statement. In addition, 86 of the respondents agreed that they investigate when they see a new brand of good/service somewhat different from usual only 14% of their counterparts disagreed. However, most of the respondents (69) don't buy new brands in the market just to see how they are like when they first appear in market only 31 % agreed that the buy. Most of the respondents (96 %,) have favourite brands of goods/services they buy again and again while 4% didn't agree. On the other hand most of the

respondents (87%) disagreed that they regularly change the brands of goods/services they buy, only 13 % did. These findings are as shown in figure 4.6.

Figure 4. 6: Consumer Purchase Decision



The responses on consumer purchase decision were averaged per statement and responses displayed as indices in the table below. A value close to 1 indicated strong agreement with the statement while one closer to 5 indicated strong disagreement. Across the respondents' gender and education level great discrepancies in responses were not observed.

Table 4. 8: Consumer Purchase Decision (by gender and Level of Education)

	Gender			Level of Education				
	Total	Male	Female	uneducated	primary	Secondary	College	university
Getting very good quality goods/services is very important to me	1.5	1.5	1.6	1.7	1.4	1.5	1.6	1.7
The well-known national brands of goods/services are best for me	1.5	1.5	1.6	1.5	1.4	1.4	1.5	1.9
I prefer buying the best selling brands of goods/services.	2.0	2.0	2.0	2.2	2.1	2.0	1.8	1.8
When I see a new brand of good/service somewhat different from usual, I investigate it	1.7	1.8	1.6	1.6	1.8	1.7	1.5	1.9
When I see a new or different brand of good/service, I often buy it just to see what it is like	3.7	3.8	3.6	3.5	3.6	3.8	3.8	3.8
I have favourite brands of goods/services I buy again and again.	1.5	1.6	1.3	1.3	1.5	1.6	1.5	1.4
I regularly change the brands of goods/services I buy.	3.7	3.8	3.7	3.8	3.8	3.7	4.0	3.7
Total	2.2	2.3	2.2	2.2	2.2	2.2	2.2	2.3

4.8 Hypothesis Testing, Correlation Analysis and Pearson's Correlation analysis

A regression model containing the four independent variables (Individualism/ Collectivism, Uncertainty Avoidance, Masculinity/ Femininity and Power Distance) was run to predict Consumer Purchase Decision.

An R^2 value of .750 indicates that 75.0% of the variation in Consumer Purchase Decision can be explained by the model. Hence Individualism/ Collectivism, Uncertainty Avoidance, Masculinity/ Femininity and Power Distance can explain 75% of the variation in Consumer Purchase Decision while other factors not studied in this study can explain 25%.

Table 4. 9: Model Summary

Model	R	R Square	Adjusted R Square	F(ANOVA)	Sig.
1	.866 ^a	.750	.741	.07992	0.000

a. Predictors: (Constant), Individualism/ Collectivism, Uncertainty Avoidance, Masculinity/ Femininity and Power Distance

To determine how best the regression model fits our data, Analysis of Variance on the coefficient of determination (R^2) was calculated. An F value of 39.240 (df=4, 202 and $P < .001$) shows that the model is suitable at 95% confidence level.

Table 4. 10: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.620	1.500		3.747	.000
	Individualism/ Collectivism	.184	.117	.174	1.568	.020
	Uncertainty Avoidance	.283	.116	.289	2.428	.017
	Masculinity/ Femininity	.090	.168	.065	.537	.092
	Power Distance	.186	.141	.167	1.314	.012

a. Dependent Variable: Consumer Purchase Decision

From the table all the coefficients of the model except Masculinity/ Femininity were significant at 5% level of significance. Therefore, Consumer Purchase Decision can be predicted using the following equation:

$$Y=5.620+.184X_1+.283X_2+.186X_3$$

Where;

Y is Consumer Purchase Decision

X₁ is the Individualism/ Collectivism

X₂ is the Uncertainty Avoidance

X₃ is the Masculinity/Femininity

X₄ is the Power Distance

The Standardized beta coefficients show that Uncertainty avoidance,($\beta=0.289$, $P=0.017$)

Individualism/ Collectivism ($\beta=0.174$, $P=0.020$) and Power Distance ($\beta=0.167$, $P=0.012$) had the strongest influence on consumer purchase decisions

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter gives the summary, conclusion and the recommendation of the research study based on the findings from the collected data.

5.2 Summary of the study findings

Culture is one of the great phenomenons that influences the way human being responds to different perceptions. Geert Hofstede developed the Hofstede's cultural dimensions theory which tries to describe the effects of a society's culture on the values of its members, and how these values relate to behaviour, using a structure derived from factor analysis. The cultural behaviour is manifested in Individualism/ Collectivism, Uncertainty Avoidance, Masculinity/ Femininity and Power Distance aspects of members of the society which may have influence on the purchasing decisions. The study sought to establish these influence on the purchasing behaviour among the members of Kipsigis Society in Bomet County.

The respondents were asked whether they consult their parents on need related problems. From the study findings its clear there was a mixed feeling as to whether or not they should do consultation when making purchase decisions. This can be attributed to the fact that the society portrays both individualistic and collectivist character as was established in the preliminary study. This observation is supported by a study by Childers and Rao (1992), the influence of the family on individuals' product and brand decisions in the United States (an individualistic country), and Thailand (a collectivist country).

The respondents were asked whether they purchase products based on family needs rather than personal wants. From the study findings above its clear that family needs are given first priority as opposed to personal wants while making decision of what to be purchased. This can be attributed to the fact that the community has an aspect of a collectivism hence people will lay emphasis on group as opposed to individualistic view of the world. This confirms the argument by Both, (1979) that and in individualist society, people tend to view their own group as the centre of the universe, to elucidate other social units from the perspective of their own group, and to reject people who are culturally dissimilar while blindly accepting those who are culturally

like themselves. They suggested that a collectivist culture, which places a greater emphasis on group identity and “we” consciousness will show a greater tendency of ethnocentrism.

The respondents were asked whether they consult friends before making purchase decisions. From the study findings above, it’s clear that there is a mixed feeling as to whether friends have influence on the purchasing decisions with the small number of the respondents wholly relying on the friends to make purchasing decisions . To a large extent the respondents do not explicitly rely on friends to decide what to purchase. This can also confirm the mixed dimensions of culture where neither do the responded agree or disagree to a greater degree that they rely on their friends to make purchase decision.

The respondents were asked whether they make personal sacrifice for the benefit of group/family when making purchase decisions. From the study findings above, it’s clear that family/groups have great influence on the purchasing decisions. The study findings show how the collectivism in this society has more influential on consumer purchasing decision. This observation is supported by a study by Lee and Ro Um (1992), where it was found that the major difference between Koreans (a collectivist culture) and Americans (an individualist culture) in their evaluations of product attributes was the different weights each put on the importance of the family. Koreans tended to be more family oriented in their product evaluations than the Americans. This meant that the products were selected according to their family’s needs, rather than their own personal wants. It was suggested that the discriminating variable of individualism versus collectivism was the factor that accounted for this difference.

The respondents were asked on their perception on their uniqueness from other when making purchase decisions. From the study findings above, it’s clear that self-concept have great influence on the purchase decisions. The study findings also indicate that the influence personal uniqueness while making purchasing decisions is a strong factor. This observation is supported by Hattie, (1992), who referred to this as self- concept; a cognitive appraisal of the attributes about oneself and it both mediates and regulates behaviour. Hofstede, (1980), found out that people in an individualistic societies have an independent self- concept and tend to see themselves as distinct individuals and hence make unique purchase decisions

The respondents were asked on family welfare and individual influence purchase decisions making. It can be argued from the findings above that family welfare is a strong factor influencing purchase decisions amongst the Kipsigis as compared to personal rewards. Personal rewards can be viewed as luxuries which should not supersede the family welfare and especially when family purchases comprises of basic commodities. This observation is supported by Hofstede, (1980) who argued that a sense of belonging and maintenance of good relationships with others commands an important role in a collectivist society, it can be seen that family orientation is a critical aspect of collectivism. In an individualistic culture, people have a self-identity rather than identity that is developed from the social system. This was supported by another study by Lee and Ro Um (1992), it was found that the major difference between Koreans and Americans in their evaluations of product attributes was the different weights each put on the importance of the family. Koreans tended to be more family oriented in their product evaluations than the Americans. This meant that the products were selected according to their family's needs, rather than their own personal wants.

The study found it prudent to establish the views of the respondents on the importance of acting independently when making purchase decisions. From the study findings above, it is clear that the level of independence among respondents when making purchase decision is slightly higher than acting collectively. This underscores the fact that this society shows both collectist character and individualist character. Hence in a individualist culture, acting independently is a strong personal virtue. This observation is supported by Abe et al, (1996). Individualists are characterized by an emphasis on personal goals and achievement, hence, people with the independent self- concept tend to see themselves as distinct individuals and will make independent purchase decisions. However much the community has shown a higher tendency of being a collectivist society hence their purchase decisions, this finding seems to contradict but it affirms the preliminary study findings where the society rated highly in both dimensions i.e collectivist and individualist.

The study sought to establish the views of the respondents on taking personal care in relation to making purchase decisions. From the study findings, it is clear that taking personal care has a great influence on making purchase decision. This observation is supports the finding by

Hofstede, (1980), who found out that in an individualistic culture, the emphasis is on self-orientation and identity is based on the individual.

Human being fears venturing into unknown if insufficient information is not available. Uncertainty regarding the future and the means and ways through which human beings try to cope with may have influence on purchase decisions among different groups of people. It is this in mind human being try to avoid venturing in uncertainty due to fear of feeling threatened by uncertain or unknown situations (Hofstede, 1991). It is this mind the study sought to establish the influence of uncertainty avoidance of purchase decision making.

Almost all of the respondents agreed with the statements that it is important to have instructions spelled out in detail to assist one in making purchase decisions and using the product. On the other hand all respondents agreed to reading the labels in a product to check the ingredients, expiry date etc. In addition, most of the respondents agreed to remain loyal only to a brand that assures them of performance and consistency. Majority of the respondents find it hard to buy a newly introduced brand. Most of the respondents agreed with the statements that they do a thorough search for information about a product before making a purchase decisions. All these responses show that the community is risk averse when it comes to purchasing and confirms the preliminary findings where uncertainty avoidance scored highly. These observations are supported by Hoover et al. (1978), who found that individuals high in uncertainty avoidance have a lower tolerance for ambiguity, and experience higher anxiety and stress in their lives. These results also are supported by Kanwar and Pagiavlas, (1992) whose research found that when consumers perceive that the risk associated with a particular product or service category is high, they will tend to remain loyal to one brand so as to minimize the uncertainty and any unpleasant consequences that may occur as a result of the switching of brands. Further, the findings are also supported by the study by Tansuhaj et al. (1991), who observed that innovativeness is dependent on the propensity of an individual to tolerate the risk and uncertainty associated with a new or totally different product

The masculinity/masculinity measure evaluates the general tendency of people to act either assertively (masculine) or in a nurturing manner (feminine). This study sought to establish how these dimensions influence households as they make purchase decision.

Most of the respondents agreed to buying products that assure high quality life while Most of them also disagreed with the statement that they force their peers/ family members to accept their purchase decisions whenever they are in disagreement. On the other hand most of the respondents disagreed that purchase decisions should be left to men to a larger extent. Most of the respondents agreed that they considered their religion's doctrines as they make purchase decisions. Most of the respondents supported the assertion that it is more important for husband to have a more say in what is bought than it is for wife. These study findings are supported by the study by Kim, *et al*, (1993) who observed that in high masculinity societies, individuals tend to set high performance standards and act forcefully to achieve these standards. The findings are also supported by the study by Blood and Wolfe (1960) who stated that the degree of influence by either the husband or wife in a family decision is contingent upon the level of traditional marital values present in the family. This was reinforced by Kim, et al (1993) found that a more modern sex-role attitude of the husband resulted in an egalitarian approach to task sharing by the couple. These findings are in disagreement with those of Hofstede, (2001) who observed that in a masculine culture, these roles are clear and distinct across male and female members, whereas in a feminine culture, both female and male members possess equivalent qualities of each role

Power can be manifested in different ways and may have influence on those who don't have it. Superior in a social hierarchy can determine the behaviour of a subordinate as opposed to the subordinate due to differences of power possession (Hofstede, 1980).

Power distance may be manifested on the head of the family, professional power like that of a doctor, teacher among others, opinion leaders, spiritual leaders among others. This study sought to determine the influence of power distance on purchase decision making among the Kipsigis community.

Most of the respondents agreed to buying products that portray their position in the society (e.g. Chief, Village elder or Teacher etc.). Most of the respondents disagreed with the statement that they hold little discussions with people considered to be their juniors (e.g. younger siblings, wife, and members of reference group etc.) when making purchase decision. In addition, most of the respondents agreed to treating their family members/ peers as equals when making purchase decisions. Most of the respondents disagreed with the statements that at home, they allow children to openly disagree with them on purchase decisions that they make. These findings are

supported by the study by Hofstede, (2001) who noted that the powerful in high-power distance cultures are likely to make greater use of referent power based on personal charisma and identification. These findings are also supported by the study by Nakata and Sivakumar (1996), who observed that traditional family norms are being challenged by egalitarian norms as a result of modernization and economic development. From the study findings above it is clear that the respondents share purchasing responsibilities with families or groups. This is divergent from Hofstede's (1991) who observed that in countries high in power distance, powerful people are less likely to share purchase responsibilities with their juniors however these findings are supported by the study by Schiffman and Kanuk, (1997) who found out that modern relationships are characterized by a high degree of joint participation in carrying out tasks and taking decisions.

Most of the respondents considered getting very good quality goods/services as very important to them. Majority of the respondents agreed that the well-known national brands of goods/services are best for them. Most of the respondents preferred buying the best selling brands of goods/services. In addition, majority of the respondents investigate when they see a new brand of good/service somewhat different from usual. However, most of the respondents don't buy new brands in the market just to see how they are like when they first appear in market. Most of the respondents have favourite brands of goods/services they buy again and again. On the other hand most of the respondents don't regularly change the brands of goods/services they buy. These findings are supported by the study by Hofstede (2001) who observed that cultures with higher power distance would be more likely to engage in the quality conscious decision-making style. These findings are supported by the study by Ho, (1996), who observed that in cultures that are higher power distance and collectivism for example the Eastern cultures which is associated with the concept of 'face' and social harmony, consumers have a higher need to maintain prestige and status and thus a higher level of brand conscious decision-making. In addition the findings also agree with those of Kim & Droplet, (2003), who observed that consumers that are high in uncertainty avoidance and past time orientation tend to resist novelty or change and thus are unwilling to try new products as introduced to the market.

5.3 Conclusion

This study was aimed at establish the effects of Hofstede's dimensions of culture on consumer purchase decisions amongst the Kipsigis community. The study was guided by five objectives including to investigate; the effect of individualism/collectivism on purchase decisions among the Kipsigis; the effect of uncertainty avoidance on consumer purchase decisions among the Kipsigis; the effect of masculinity/femininity on purchase decisions among the Kipsigis; the effect of power distance on consumer purchase decisions among the Kipsigis and the joint effect of Individualism/ collectivism, Uncertainty Avoidance, Masculinity/ femininity and Power Distance on consumer purchase decision among the Kipsigis.

The Kipsigis community was found to be both collectivists and individualists in nature by the preliminary study. This aspect was observed to have influence on the purchase decisions. The results demonstrate that most of the expected relationships were present in the data.

The community also scored highly in uncertainty Avoidance (i.e. 92%). This dimensions had greater influence on purchase decisions as it was established that the community did not tolerate ambiguity at all.

Masculinity vs. femininity was found to influence purchase decisions on almost equal measure. However, whereas masculinity tended to express itself strongly at some instances, the researcher found out the education moderated its effects and hence joint purchase decisions or at least some levels of consultations were observed.

Further research is required on how and why some cultural dimensions are prevalent in consumer behavior and others are not. The regression model of Consumer Purchase Decision on the four independents variables showed positive significant effect of Individualism/Collectivism, Masculinity/ Femininity and uncertainty avoidance. However the impact of Power Distance was not significant in the model.

5.4 Recommendation

In mature markets, it has been proven that brand experience influence customer purchase behavior; however, the effects of Hofstede's dimensions of culture on consumer purchase decisions in low-income markets has not been proven thus far. This research has filled the gap in

knowledge of consumer behaviour literature, and these findings can help catalyze companies to embed customer knowledge, preferences and desires for memorable experiences into new brands. Manufacturers and large retailers need to move beyond the mentality of merely removing features of the packaging or brand experience to make them cheaper. They need to understand the impact of culture on consumer purchase decisions and, as a result, transform 'commodity type products' into competitive brands using a bottom up approach to business development.

5.5 Areas for further

This study contributes to practical and theoretical research on effects of Hofstede's cultural dimensions consumer purchase decisions amongst the Kipsigis community of Bomet County. Nonetheless, as with all research, this study had a number of limitations which need to be recognized as this may prove valuable as outlets for future research.

First, the respondents were selected using a multistage sampling method which may not be the best for generalization. Alternative sampling techniques for future studies may look at stratified or cluster sampling depending on the nature of the study and whether it is aimed at generalization. For instance, stratification could be used to cover four Districts in the County. However, for the purpose of this study, multistage selection method was deemed appropriate. Future research could use stratified sampling to where the researcher ensures that segments of interest in the identified population are represented.

Secondly, Hofstede's fifth and latest dimension: Confucian Dynamism (Hofstede, 2001), was not studied. Future research could examine how this dimension may influence consumer purchase decisions amongst the Kipsigis community.

Lastly, future studies may incorporate these variables to conduct a cross-cultural study to examine how each of them may influence consumer purchase decisions across two or more ethnic communities in Kenya

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Part I: Personal Information

1. Name of respondent (Optional)
2. Gender. Please tick (√)
 Male
 Female
3. State your Age. (e.g. 25 years)
4. Marital Status. Please tick {√}
 Single
 Married
 Divorced/Separated
 Widowed
5. Highest level of education. Please tick {√}
 Uneducated
 Primary
 Secondary
 College
 University
 Others

Part II: Cultural Dimensions

Section A: Individualism/ Collectivism

Below are statements that may or may not reflect how you act as you make purchase decisions. For each statement, indicate the *frequency* with which you engage (or not) in the behaviors described.

1 = Always, 2 = Usually, 3 = Sometimes, 4 = Rarely, 5 = Never

S/no 6	Statement	Always s (1)	Usually (2)	Sometimes (3)	Rarely (4)	Never (5)
(a)	I discuss my needs-related problems with my parents					
(b)	I products based on family needs rather than my personal wants					
(c)	I consult close friends and get their ideas before making purchase decision					
(d)	When making buying decisions, I sacrifice my self-interest for the benefit of my group/ family					
(e)	While making purchase decisions, I consider myself a unique person, separate from others					
(f)	I consider family welfare to be more important than individual rewards					
(g)	It is important for me to act as an independent person					
(h)	Being able to take care of myself is a primary concern for me.					

Section B: Uncertainty Avoidance

Below are statements regarding issues we face at work, in the classroom, and at home. Kindly tick in the blank to the right of each statement the degree to which you (1) strongly agree, (2) agree, (3) are unsure, (4) disagree, and (5) strongly disagree with the statement.

S/no.	Statement	Strongly agree(1)	Agree (2)	Not sure(3)	Disagree (4)	Strongly disagree(5)
7						
(a)	It is important to have instructions spelled out in detail to assist one in making purchase decisions and using the product.					
(b)	I read the labels in a product to check the ingredients, expiry date etc.					
(c)	I remain loyal only to a brand that assures me of performance and consistency					
(d)	I find it hard to buy a newly introduced brand.					
(e)	I do a thorough search for information about a product before I make a purchase decisions.					

Section C: Masculinity/ Femininity

Below are statements regarding issues we face as we make purchase decisions. Kindly tick in the blank to the right of each statement the degree to which you (1) strongly agree, (2) agree, (3) are unsure, (4) disagree, and (5) strongly disagree with the statement.

S/no	Statement	Strongly agree(1)	Agree (2)	Not sure(3)	Disagree (4)	Strongly disagree(5)
8.						
(a)	I buy products that assure high quality life					
(b)	I force my peers/ family members to accept my purchase decisions whenever we are in disagreement					
(c)	Purchase decisions should be left to men to a larger extent					
(d)	I consider my religion's doctrines as I make purchase decisions					
(e)	It is more important for husband to have a more say in what is bought than its for wife					

Section D: Power Distance

Below are 5 statements regarding issues we face as we make purchase decisions. Kindly tick in the blank to the right of each statement the degree to which you (1) strongly agree, (2) agree, (3) are unsure, (4) disagree, and (5) strongly disagree with the statement. For example, if you strongly agree with the first statement, place a tick in the first box.

S/no	Statement	Strongly agree(1)	Agree (2)	Not sure(3)	Disagree (4)	Strongly disagree(5)
9.						
(a)	I buy products that portray my position in the society (e.g. Chief, Village elder or Teacher etc.)					
(b)	I hold little discussions with people considered to be my juniors (e.g. younger siblings, wife, and members of reference group etc.) when making purchase decision.					
(c)	I treat my family members/ peers as equals when making purchase decisions					
(d)	As a family/ group, we share buying responsibilities					
(e)	At home, I allow children to openly disagree with me on purchase decisions that I make.					

Section E: Consumer Purchase Decision

Below are 5 statements regarding issues we face as we make purchase decisions .Kindly tick in the blank to the right of each statement the degree to which you (1) strongly agree, (2) agree, (3) are unsure, (4) disagree, and (5) strongly disagree with the statement. For example, if you strongly agree with the first statement, place a tick in the first box.

S/no	Statement	Strongly agree(1)	Agree (2)	Not sure(3)	Disagree (4)	Strongly disagree(5)
10.						
(a)	Getting very good quality goods/services is very important to me					
(b)	The well-known national brands of goods/services are best for me					
(c)	I prefer buying the best selling brands of goods/services.					
(d)	When I see a new brand of good/service somewhat different from usual, I investigate it					
(e)	When I see a new or different brand of good/service, I often buy it just to see what it is like					
(f)	I have favourite brands of goods/services I buy again and again.					
(g)	I regularly change the brands of goods/services I buy.					

APPENDIX II: SAMPLING PROCEDURE FOR BOMET COUNTY

1 st Stage	2 nd Stage	3 rd Stage	4 th Stage	Final stage	
District	Division	Location	Sub-location	Households	
CHEPALUNGU	SIGOR	CHELEGET	CHEPKOSA	608	
		CHELEGET	NOGIRWET	720	
		KABOSON	KABOSON	1266	
		KAPKESOSIO	KAPKESOSIO	488	
		KAPKESOSIO	KIMENDERIT	587	
		KAPKESOSIO	TUMOI	613	
		LELAITICH	KAPSABUL	641	
		LELAITICH	LELAITICH	652	
		LELAITICH	LUGUMEK	712	
		SIGOR	AREIYET	731	
		SIGOR	KIPKEIGEI	710	
		SIGOR	SIGOR	1107	
		SUGUMERGA	CHEPTAGUM	557	
		SUGUMERGA	NYAMBUGO	864	
		SUGUMERGA	SUGUMERGA	695	
		SIONGIROI	BING'WA	BING'WA	764
			BING'WA	CHELELACH	682
			BING'WA	CHEPWOSTUIYET	829
			BING'WA	KAPOLESEROI	765
			CHEBUNYO	CHEBUNYO	1163
			CHEBUNYO	ROBORWO	914
			KAMAGET	KAMAGIBOI	669
			KAMAGET	TILANGOK	527
			KONGASIS	KIMAYA	813
			KONGASIS	KIRIBA	645
			KONGASIS	SEGEMIK	868
			MAKIMENY	KABEMA	685
			MAKIMENY	KIBOSON	555
			MAKIMENY	KOIMERET	750
			MAKIMENY	MAKIMENY	479
			MAKIMENY	MENGWET	502
			MOGOR	CHEBOYO	450
			MOGOR	KATARET	398
	MOGOR	MOGOR	415		
	SIONGIROI	KAPSIMBA	689		
	SIONGIROI	KIPSUTER	730		
	SIONGIROI	SIONGIROI	1083		
Total Households				26326	

Source: Adapted from Kenya Open Data Initiative (2013)