



The Impact of Culture on Impulse Buying Behavior in Bangladesh

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ABSTRACT

Objective: The primary aim of the paper is to investigate the impact of culture on impulse buying behavior for an emerging nation, Bangladesh.

Methodology: After conducting a detailed literature review, a questionnaire survey was developed. Using a non-probabilistic snowball sampling, a sample size of 351 was attained. Exploratory factor analysis was employed to understand the six cultural dimensions of Hofstede's model and impulse purchasing behavior, and OLS multiple regression was performed to test the association of the dimensions of culture with impulse buying behavior.

Findings: The results indicate that there is a significant positive relationship between masculinity and impulse buying behavior. Surprisingly, the results suggest that the other five cultural dimensions do not have any significant association with impulse buying behavior, implying that these specific cultural constructs do not influence consumers' impulse buying behavior in Bangladesh.

Novelty: Typically, academic research has focused on the individualism/collectivism or power distance dimensions at the cultural level primarily on the developed countries' context, therefore, calling for further research including several dimensions of Hofstede's cultural model. The novelty of the paper lies in its consideration of including all six dimensions of Hofstede's model in the context of an emerging nation.

Type of Paper: Empirical.

JEL Classification: M31, M39.

Keywords: Impulse Buying Behavior; Culture; Emerging Economy; Bangladesh; Hofstede

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1. Introduction

The objective of the paper is to explore the impact of culture on impulse buying behavior in the context of a developing nation, Bangladesh. In Western developed countries, there has been an increase in impulse buying over the last few decades due to economic and social development. According to USA Today, in 2014, the Creditcards.com survey utilizing the scientific telephone survey of 1,000 adults in the U.S. revealed that three out of four Americans make impulse purchases. In 2013, shoppers spent around £24 billion as impulse buys in the U.S. and U.K. Moreover, in Britain, impulse purchases accounted for about 45% of retail turnover in the U.K., while in the United States, almost 62% of supermarket sales and 80% of luxury product sales comprised of impulse purchases (Experts explain, 2014).

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A considerable number of researches have examined the phenomenon of impulse buying for more than 50 years; however, as in many other areas of consumer research, studies on impulse buying have used theoretical frameworks based on evidence from Western cultures and primarily from the U.S. Though impulse buying behaviors are presumed to be largely universal in nature; however, local market conditions, economic differences as well as social and cultural forces could influence the modality of how consumers operate on impulse (Rook, 1987; Shamdasani and Rook, 1989; Kaur and Singh, 2007). Although most research examining impulse buying behavior is from the United States, a few studies have examined impulse buying behaviors in other countries, such as the United Kingdom (Bayley and Nancarrow, 1998, Dittmar et al., 1995), South Africa (Abratt and Goodey, 1990), Singapore (Shamdasani and Rook, 1989) and Vietnam (Nguyen et al., 2003).

During the past few decades, emerging markets have also observed significant economic growth, a young and vibrant consumer base, rising affluence, an increase in disposable income, and a burgeoning middle class have caused changes in the retail landscape. These changes have led to a rise in the number of shopping centers and malls in these markets, increased diversity and availability on retail shelves, the emergence of e-commerce and f-commerce (Madhavaram and Laverie, 2004), increasing presence of reputed global brands, and higher consumer purchasing power.

Academic scholars and practitioners have conducted several studies to understand the factors influencing impulse purchases (Lim and Yazdanifard, 2015). Most of the researchers classified the elements into two distinct categories; namely, 'internal factors' (shopper-related factors) and 'external factors' (environmental factors, marketer-controlled or sensory stimuli processed elements initiated by the marketing systems) (Karbasivar and Yarahmadi, 2011). Muruganantham and Bhakat (2013) state that impulsive shoppers are influenced by a combination of factors related to the shopping experience, consumer traits, situational factors, or cultural factors. Muruganantham and Bhakat (2013) emphasized the importance of studying cultural aspects to gain a clearer understanding of impulse buying.

Though the focus of marketers and researchers has only been on the individualism/collectivism or power distance at the cultural level (Zhang et al., 2010; Shoham et al., 2015); however, Park and Choi (2013) indicate there could be other cultural factors, besides individualism/collectivism that could affect impulse buying behavior. Furthermore, Briley and Aaker (2006) conclude that culture is likely to affect consumers' immediate automatic responses, but its effects decrease when consumers think more thoughtful and careful responses are sought. Hence, we can interpret that culture significantly impacts impulse buying behavior (Shoham et al., 2015) as it is an immediate, sudden, and unplanned purchase (Beatty and Ferrell, 1998). Therefore, consumer behavior researchers call for further research that includes several dimensions of Hofstede, which may give essential insights into understanding consumers' impulse buying behavior (Park and Choi, 2013; Shoham et al., 2015).

Owing to significant cultural, social, and economic differences from the west (Kaur and Singh, 2007), it became imperative to identify factors that have a bearing on 'impulse buying' in the context of a developing nation, Bangladesh. Therefore, recognizing the significance of previous literature (Muruganantham and Bhakat, 2013; Kacen and Lee, 2008; Park and Choi, 2013) in this area, this paper fills the gap by employing all six dimensions of Hofstede's cultural constructs to identify whether there is an association with the impulse buying behavior for an emerging nation.

Bangladesh has been growing relatively faster in recent years with average GDP growth of over 6.0% annually (PPP adjusted GDP/capita of US \$2,948 in 2013). Household Income & Expenditure Surveys of the Bangladesh Bureau of Statistics (BBS) reveal that monthly household income has increased by over 13% per

annum during 20 years period from Tk. 3,341 in 1991-92 to Tk. 11,480 in 2010 nationally and from Tk. 4,831 to Tk. 16,477 in the urban areas. The growth of urbanization, rise of family income, increases in working women and inflow of foreign direct investment (FDI) has transformed the consumer behavior pattern. The presence of global consumer brands has been increasing over the years and a rise of the urban affluent consumer market has changed the retail landscape of the country. Under such circumstances, it is crucial for marketers and retailers to understand the role of impulse buying and what factors influence the consumer behavior in Bangladesh.

Using a non-probabilistic snowball sampling of 351, this study conducts a questionnaire survey consisting of questions of the six cultural constructs totaling thirty-one items and eleven questions related to the dependent variable, impulse purchasing behavior (IPB). Exploratory factor analysis was employed to understand the six cultural dimensions and OLS multiple regression is then conducted to test the hypothesis developed in terms of investigating the impact of culture on impulse purchasing behavior in Bangladesh.

The paper is organized as follows: the following section reviews the literature on culture and impulse buying behavior and develops the hypothesis. The subsequent section discusses the research design, data, and sample and specifies the models. The next section explains the results and its implications, and finally, the concluding section of the paper.

2. Literature Review

2.1 Impulse Purchasing Behavior

Impulse buying is a prevalent aspect of consumer behavior, accounting for a substantial proportion of sales across various product varieties (Hausman, 2000). Over the years, although the impulse purchasing phenomenon caused research interest (e.g., Stern, 1962, Kollat and Willet, 1967), it is since the 1980s, researchers relate impulse purchase with the focus on consumer characteristics, traits, and behavioral dimensions. The emphasis of behavioral aspects led to the definition of impulse purchase by Rook (1987, p. 191) as a purchase that "occurs when a consumer experiences a sudden, often powerful, and persistent urge to buy something immediately." Beatty and Ferrell (1998, p. 170) elaborate on this definition by stating impulse purchase as "a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task." According to Beatty and Ferrell (1998), normative viewpoints of behavior set the foundations about what constitutes a reasonable response to a particular situation leading to separate impulse purchasing circumstances invoking different normative evaluations.

Previous research focused primarily on the U.S. and the U.K. have revealed several crucial factors impact impulse purchasing behavior. These predictors include mood and emotional state of consumers (Donovan et al., 1994; Rook, 1987), consumer traits (Rook and Fisher, 1995; Weun et al., 1998), self-perception (Dittmar et al., 1995), demographics such as age and gender (Dittmar et al., 1995, Nguyen et al., 2003), and household income (Bashar et al., 2013, Chowdhury, 2020; Hultén and Vanyushyn, 2011).

Extant literature reveals culture is another critical influencer of impulse purchasing behavior. According to Tung (1995), culture is a dynamic process materializing in society, leading to insights, beliefs, and attitudes that propel individuals' perceptions, inferences, and interrelations. Previous study by Park and Choi (2013) claim that cultural differences concerning the collectivist-individualistic dimension may impact these normative assessments and influence impulse purchasing behavior. Kacen and Lee (2002) state that the culture, particularly the individualism-collectivism cultural aspect, impacts impulse buying behavior. Primarily, the focus of researchers was traditionally on the individualism-collectivism construct and its effects on impulse purchasing behavior. However, while over the years, studies (e.g., Zhang et al., 2010)

analyzed the power-distance construct, more recent studies like Cakanlar and Nguyen (2019) have focused on the other dimensions of culture and its relation to impulse purchasing behavior.

2.2 Culture

Hofstede and Hofstede (2001, p.9) defines culture as a "collective programming of the mind that distinguishes the members of one group of people from another." Hofstede's theory of cultural dimensions emphasizes the effects of culture on the values of a society's members, which in turn relates to their behavior (Hofstede, 1980).

To understand the values shared by communities and nations, it is necessary to comprehend culture-induced behavior, which, in no small degree, determines how individuals and groups shape their own beliefs (Fandrejewska 2015). Generally, companies want to be consistent in their messages across international and global markets. However, it is essential to note that even though the businesses carefully formulate brand positioning statements, as De Mooij and Hofstede (2011, p. 185) state, "consumers attribute personalities to brands that fit their cultural values, not the values of the producer of the brand." Existing literature reveals that culture plays a vital part in impacting communication, leadership style, and consumer behavior (Hofstede, 2001; Nayeem, 2012; Spiers, Gundala & Singh, 2014).

Therefore, the analysis of the different dimensions: individualism/ collectivism (I.C.), power distance belief (P.D.), masculinity/ femininity (M.F.), uncertainty avoidance (U.A.), long-term/ short-term orientation (L.S.O.), and indulgence/ restraint (I.R.) (Hofstede, Hofstede, & Minkov, 2010) and their impact on impulse purchasing behavior is undertaken in the paper.

2.2.1. Individualism/ Collectivism (I.C.)

According to Hofstede, Hofstede, & Minkov (2010, p. 92), Individualism relates "to societies in which the ties between individuals are loose," and collectivism pertains "to the degree to which people in a community are integrated into strong, cohesive in-groups." Bangladesh scores low (20) on the individualism dimension and is considered a highly collectivistic society (Hofstede-Insights, n.d.).

Triandis et al. (1988) and Kacen and Lee (2002) state that the individualism/collectivism dimension is a vital cultural dimension in its relation to impulse purchasing behavior. In essence, Kacen and Lee (2002) claim that individuals in collectivistic cultures are less likely to engage in impulse purchases than those in an individualistic society. The idea stems from the fact that individuals in collectivistic cultures consider others' opinions and preferences than their own needs (Kagitcibasi, 1997). Similarly, Roth (1995) posits that customers in individualistic cultures are expected to decide more independently and are self-focused.

However, other studies by Kongarakadecha and Khemarangsarn (2012) and Abraham and Dameyasani (2013) state that the collectivism constructs positively correlates with impulse purchasing behavior. Although there is a divergence in prior studies on the impact of the individualism/collectivism construct on impulse purchasing behavior, it might be interesting to investigate whether Bangladesh, while being considered a highly collectivistic society has any association with impulse buying behavior.

H1: There is a significant association between the individualism/collectivism dimension and the impulse purchasing behavior.

2.2.2 Power Distance Belief (P.D.)

According to Hofstede, Hofstede, & Minkov (2010, p. 61), power distance relates to "the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is

distributed unequally." Whereas Western cultures score low on the power-distance dimension, which exemplifies the inclination to present consumption (Chen et al., 2005), Bangladesh scores highly (80) in the power-distance aspect (Hofstede-Insights, n.d.). This relates to the fact that people of the country accept a pecking order to where individuals would fall (Hofstede-Insights, n.d.) and is in line with Bangladesh's characterization as a traditional society as defined by Weber. (Mehjabeen and Bukth, 2020).

Zhang et al. (2010) assert that while individuals in high power-distance culture exhibit strict self-control, individuals in low power-distance culture display less restraint, leading to an increased likelihood of engaging in impulse purchases. Muraven et al.'s (1999) finding that individuals in high-power distance culture exhibit more self-control is in line with the assertion by Zhang et al. (2010). Thus, Zhang et al. (2010) posit that high-power distance is linked to decreased impulse purchasing behavior. We propose that there is a significant association between the power-distance dimension and the impulse purchasing behavior.

H2: There is a significant association between the power-distance dimension and the impulse purchasing behavior.

2.2.3 Uncertainty/Avoidance (U.A.)

According to Hofstede, Hofstede, & Minkov (2010, p. 191), uncertainty avoidance relates to "the extent to which the members of a culture feel threatened by ambiguous or unknown situations." Bangladesh scores highly (60) on this dimension, leading to the expectation that individuals have inured codes of behavior and exhibit intolerance towards unorthodox conduct (Hofstede-Insights, n.d.).

In terms of risk preference, while Mihet (2013) reveals claim individualistic cultures display higher levels of risk-taking, Donthu and Yoo (1998) state that uncertainty avoidance cultures are likely to accept risk and uncertainty. Therefore, as there is an association between risk preference and impulse purchasing (Sharma et al. 2010), we can state there is an association between uncertainty avoidance and impulse purchasing behavior.

H3: There is a significant association between the uncertainty avoidance dimension and the impulse purchasing behavior.

2.2.4 Masculinity/ Femininity (M.F.)

According to Hofstede, Hofstede, & Minkov (2010, p. 140), a masculine society is one "when emotional gender roles are clearly distinct," and in a feminine society, "emotional gender roles overlap." Bangladesh scores pretty high (55) on the masculinity index, which typically means individuals value materialistic achievements, and the drive to be the best takes precedence over quality of life (Hofstede-Insights, n.d.).

According to Shoham et al. (2015), rational behavior takes precedence over emotional conduct in a high masculinity culture. As impulse purchasing is an emotional behavior, the researchers assert a likely negative association between the masculinity dimension and impulse purchasing. On the other hand, Christiansen et al. (2014) state that competition and achievements are core aspects of a masculine culture; thus, it is easier to influence consumers to purchase more to win the competition over others in society. We assume there is an association between the masculinity/ femininity dimension and impulse purchasing behavior.

H4: There is a significant association between the masculinity/ femininity dimension and the impulse purchasing behavior.

2.2.5 Long-term/ Short-term Orientation (L.S.O.)

According to Hofstede, Hofstede, & Minkov (2010, p. 239), long-term orientation relates to "the fostering of virtues oriented toward future rewards," and short-term orientation relates to "the fostering of virtues related to the past and present." Bangladesh has an in-between score of 47, revealing no strong preference in either aspect (Hofstede-Insights, n.d.).

According to Ali and Sudan (2018), there is a negative influence by long term orientation on impulse buying behavior, as sacrificing immediate gratification moderate impulse purchasing tendency. Similarly, as De Mooij (2010) states that with long term orientation, the focus is on the future; therefore, it can act as a dampener to impulse purchasing tendency. Consequently, we assume there is an association between the long-term/ short-term dimension and impulse purchasing behavior.

H5: There is a significant association between the long-term/ short-term dimension and the impulse purchasing behavior.

2.2.6 Indulgence/ Restraint (I.R.)

According to Hofstede, Hofstede, & Minkov (2010, p. 281), indulgence stands for "a tendency to allow free gratification of natural human desires related to enjoying life and having fun," and restraint relates to "a conviction that such gratification needs to be curbed and regulated by strict social norms." Bangladesh scores towards the lower end (20) in the indulgence index. Therefore, Bangladesh is a restrained nation with individuals exhibiting a firm control on desires and are constrained by social norms (Hofstede-Insights, n.d.).

Zhang et al. (2010) explain that while individuals in high power-distance culture exhibit strict self-control, individuals in low power-distance culture display less self-control, which leads these individuals to engage in impulse purchasing. Along these lines, Verplanken and Herabadi (2001) assert that a high level of self-control is associated with diminishing impulse buying behavior, leading to the understanding that a restrained culture is likely to exhibit lower levels of impulse purchasing behavior. Therefore, we assume there is an association between the indulgence/ restraint dimension and impulse purchasing behavior.

H6: There is a significant association between the indulgence/ restraint dimension and the impulse purchasing behavior.

Based on the literature review and the relevant hypotheses, we can propose that individuals' cultural values represented by the dimensions postulated by Hofstede et al. (2010) impact impulse purchasing behavior (Model as in Figure 1).

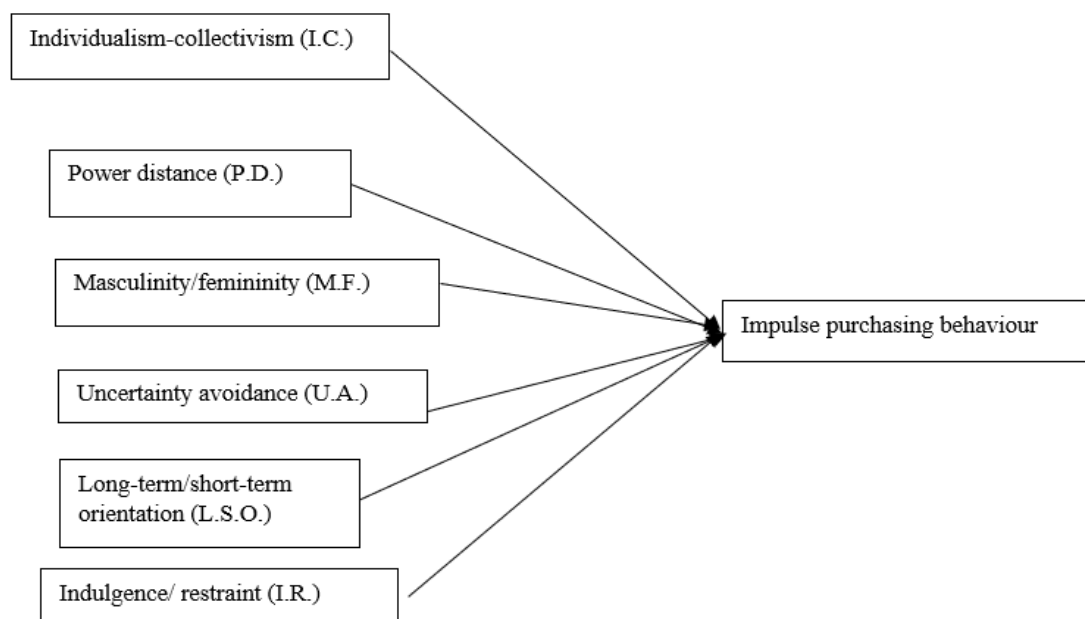


Figure 1. Dimensions of Culture affecting Impulse Purchasing Behavior

3. Research Methodology

Although we would prefer a single-stage mall-intercept survey method (Beatty and Ferrell, 1998; Mattila and Wirtz, 2008), however, as data collection started towards the end of May 2020, the impediment arising from the severity of COVID-19 hampered our ability to collect data from the field. Therefore, we undertook an online survey using the non-probabilistic snowball sampling technique. We reached out to our network of colleagues, friends, and family living in Bangladesh using social media platforms and emails to gain access to individuals willing to complete the questionnaire created in google form, which was available between June 5, 2020, to June 25, 2020. The use of google forms to conduct surveys have been used in prior studies (e.g., Cakanlar and Nguyen, 2019).

3.1 Measurements and methods

The questionnaire consisted of questions of the six cultural constructs totaling in thirty-one items and eleven questions related to the dependent variable, impulse purchasing behavior (I.P.B.). Moreover, we included questions of demographics such as age, gender, and monthly household income of respondents as control variables. To analyze the impulse purchasing behavior, we modified the impulse purchasing scale developed by Rook and Fisher (1995) to include two items used by Abraham and Dameyasani (2013) with measurement in a five-point Likert scale (1=strongly disagree, 5=strongly agree).

To measure five of the six cultural constructs, namely, individualism/collectivism (I.C.), power distance (P.D.), uncertainty/avoidance (U.A.), masculinity/femininity (M.F.), and long-term/short-term orientation (L.S.O.), we used the Cultural Value (CV) scale developed by Yoo et al. (2011), which comprised of twenty-six items. The researchers aimed to apply Hofstede's cultural classification at the individual level to measure cultural values. For the indulgence/restraint (I.R.) construct, we derived the relevant four questions from the Cultural Dimensions Scale (C.D.S.) used by Saboori et al. (2015) and included two items from Hofstede (2011). The CD Scale is useful for undertaking individual-level analysis of cultural values and is more applicable to an Iranian context (Saboori et al., 2015). For this reason, we use the items on the dimensions available on the CV scale and add parameters from the CD Scale for the indulgence/restraint (I.R.) construct

as parameters for this dimension are not available on the CV scale. For measurement of the items, we used a Likert scale ranging from 1=strongly disagree to 5=strongly agree for all items except those related to the L.S.O. construct. For this dimension, the scale extended from 1=not at all important to 5=most important.

Regarding the control variables, gender is a binary variable, age had an open-ended choice, and we structured the monthly household income in six tiers.

3.2 Data Analysis Tools

For analyzing the data and performing the relevant analyses, we used M.S. Excel and SPSS-16 software platforms. For the multi-item scales, we conducted an explanatory factor analysis with Varimax rotation. To include reliable items, we considered those with a factor loading of at least 0.60 (Hair et al., 2014) and removed items with significant loadings on two or more factors. Moreover, for hypotheses testing, we performed multiple linear regression analyses.

4. Results

4.1 Descriptive Statistics

We were able to collect 351 responses, which we used for analysis purposes. Although the sample representation represented a skewness towards males (56%) compared to females (44%), we can still state a relatively fair distribution of gender. A significant portion of the respondents was in the 18-24 age group (45%) and the 24-30 age bracket (28%). Overall, the sample comprised a 97% representation of Generation Y (Gen Y) and Generation Z (Gen Z), which can possibly be due to the widespread use of social media platforms across individuals of these generations and the authors' network of reach. Regarding monthly household income, the median amount was in the 100,001.00 BDT - 200,000 BDT range. A detailed breakdown of the sample characteristics is provided in Table 1. It is worth noting that our sample size meets the minimum sample size requirement of 100 for undertaking exploratory factor analyses and regression analysis (Kenhove, Janssens, and Wijen, 2008).

Table 1. Descriptive Statistics

Parameter	Frequency	Percentage (%)
Gender-		
Male	197	56
Female	154	44
Age Bracket-		
18-24	157	45
24-30	98	28
30-36	47	13
36-42	27	8
42-48	12	3
>48	10	3
Monthly Household Income Tiers:		
<100,000.00 BDT	94	27
< 100,001.00-200,000.00 BDT	128	36
<200,001.00-300,000.00 BDT	42	12
<300,001.00-400,000.00 BDT	29	8
<400,001.00-500,000.00 BDT	13	4
>500,001.00 BDT	45	13

4.2 Hypothesis Testing:

Primarily, we undertook exploratory factor analyses to understand the six cultural constructs and the dependent variable, impulse purchasing behavior. To evaluate the measures' reliability, we used Cronbach's Alpha, α . The Cronbach's Alpha values reveal an acceptable range of reliability for five of the cultural dimensions with values in the range of 0.6 to 0.7 (Hulin, Netemeyer, and Cudeck, 2001). For the other cultural dimension, the I.C. construct and the Impulse Purchasing Tendency scale, we observe excellent reliability levels with values in the 0.8-0.9 range (Hulin et al., 2001).

Table 2. Regression Results

Model: Considering only Control Variables R²=8.90% & Adjusted R²= 8.20%	Unstandardized Coefficients	t	Sig.	Hypothesis
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To conduct hypothesis testing, we undertook multiple linear regression (Table-2). By observing the p-values, we evaluated the statistical significance of the predictors. Whenever there is a p-value less than 0.05, we can state a significant relationship between the predictor and independent variables. Furthermore, we check for issues with multicollinearity; we observed the variance inflation factor (V.I.F.). The V.I.F for the independent variables is well within the tolerable limits (Pan & Jackson 2008).

The regression results indicate that Masculinity/Femininity (M.F.) has significantly positive association with impulse buying behavior (p-value:0.048 coefficient: 0.104). This is consistent with one of the findings of Cakanlar, A. and Nguyen, T. (2019), who found Masculinity/ Femininity (M.F.) has significant positive relationship with impulse purchasing behavior in Vietnam. The other five cultural dimensions of Hofstede exhibit no significant association to impulse buying.

The control variables of gender (p-value =0.000; coefficient:0.455) and household income (p- value: 0.0002; coefficient: 0.118) are positively significantly associated with impulse buying behavior. Previous studies have found mixed evidence for both gender and income. Our findings perhaps support the argument that consumers with more spending power tend to buy impulsively.

		B	Std. Error			
1	(Constant)	-.510	.106	-4.827	.000	
	Gender	.420	.103	4.067	.000	Supported
	Age	.000	.000	.920	.358	Rejected
	Household Income	.119	.031	3.803	.000	Supported
Model: Considering Control Variables & Predictors R ² =10.14% & Adjusted R ² = 7.80%						
2	(Constant)	-.522	.107	-4.901	0.00	
	Gender	.455	.108	4.262	.000	Supported
	Age	.000	.000	.792	.422	Rejected
	Household Income	.118	.032	3.75	.000	Supported
	I.C. Dimension	.035	.052	.676	.501	Rejected
	M.F. Dimension	.104	.052	1.97	.048	Supported
	U.A. Dimension	-.002	.052	-.036	.965	Rejected
	P.D. Dimension	.014	.052	.281	.773	Rejected
	L.S.O. Dimension	-.019	.052	-.382	.703	Rejected
	I.R. Dimension	.010	.052	.171	.868	Rejected
Dependent Variable: Impulse purchasing tendency						

5. Discussion

The regression results indicate that not all dimensions of culture are predictors of impulsive buying behavior. We find M.F. to be positively significantly associated with impulse buying. This suggests that perhaps the consumers in Bangladesh value materialistic achievements, and the drive to be the best takes precedence over quality of life (Hofstede-Insights, n.d.). The finding is congruent with that of Christiansen et al. (2014), who argue that masculinity is concerned with wealth, competition, and materialism; thus, consumers in this culture may be influenced to engage in more purchases to compete with others in the community. De Mooij and Hofstede (2011) also stated that self-enhancement in masculine cultures leads to self-esteem. This may be observed as a probable reason for individuals with a masculine cultural orientation to buy impulsively since the acquisition of products/ services can be viewed as materials of self-esteem. With a growing affluent middle class and increasing purchasing power in the country (The Economist, 2020), it might be possible that the consumers in Bangladesh tend to spend more impulsively.

6. Conclusion

A few researchers in the literature brought up the role of culture in impulse buying. However, this research expands on previous studies by including Hofstede's six cultural dimensions and their association to impulse purchasing in the context of an emerging nation- Bangladesh. Furthermore, this study also reinforces the findings of Cakanlar et al.'s (2019) study. Thus, increased commonalities across the world mitigate the effect of culture on impulse buying which could be one of the reasons for explaining why there is an insignificance in the effect of the cultural dimensions to this behavior and thus a low R².

This paper undertook non-probability sampling using social media due to the COVID-19 pandemic, which might have resulted in overrepresenting the population in specific age groups who are more active in social media. Thus, the sample might not represent all demographics. Further studies could be conducted using a more representative sample. Additionally, further research could include other factors such as socioeconomic factors, personality traits, or situational factors, which could increase the explanatory power (Chowdhury, 2020) of the model. Moreover, researchers could use qualitative research comprising focus group discussions

and in-depth interviews to explore consumers' and retailers' perceptions of how culture molds the consumer behavioral pattern.

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