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FACULTY OF ECONOMICS

DEPARTMENT: MARKETING

POST DIPLOMATIC-MASTER STUDIES

THEME:

**THE IMPACT OF CULTURE IN THE DECISION-MAKING DURING  
THE PURCHASE**

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## **CONTENT**

### **FIGURES**

### **INTRODUCTION**

### **ACKNOWLEDGMENTS**

Aim

Objectives

Research questions and hypotheses

Importance of the paper

Research methodology

Expected results

### **CHAPTER I**

1. Notion of culture

1.2 Culture – forgotten factor

1.3 The controversy over the role of culture in economic decision-making and the use of money

1.4 Subculture

1.4.1 Subcultures based on the nationality

1.4.2 Religious subculture

1.4.3 The interaction of culture and consumer

1.4.4 Geographical and regional subcultures

1.4.5 Race subcultures

1.4.6 Gender as a subculture

1.5 Cultural influence in the decision-making of customers in purchasing

### **CHAPTER II**

2. Notion of decision-making

2.1 Interdisciplinary character of the decision-making theory

- 2.2 Decision-making process for purchase
- 2.3 Creation of needs
- 2.4 Collection of information
- 2.5 Evaluation of different alternatives
- 2.6 Decision for purchase
- 2.7 Process after the purchase
- 2.8 Decision-making models of customers
  - 2.8.1 Nominal decision-making
  - 2.8.2 Limited decision-making
  - 2.8.3 Expanded decision-making
- 2.9 Customers behavior models – Types of behavior models
  - 2.9.1 Economic models of purchase
  - 2.9.2 Socio-psychological models of purchase
  - 2.9.3 Combined models of purchase

## CHAPTER III

3. Survey – Research with customers related to the impact of culture in the decision-making way during the purchase in cities, like: Prishtina, Podujeve, Fushe-Kosove

3.1 Discussions (Analysis)

## CONCLUSION

## BIBLIOGRAPHY

Annex A: Survey formula – Research

## **INTRODUCTION**

This paper will be about the impact of culture in the way how people organize to exchange products that they need, that is the way they do business, namely what and how they sell or buy, the way they manage and finance their operations for decision-making to purchase notwithstanding the way how employers are motivated and rewarded or punished.

In other words, there will be a reflection: since business and investment activities are human, mode of action and conception depends on the culture. One very more important objective of this work is to study the impact that culture has on the behavior of consumers in the decision-making process for purchases, as for the individuals as well as society aiming to highlight reasons for some society / social groups or cultures manage to administer their money effectively and the decision to purchase.

The concept of culture is very important. It enables us to understand and construct reality in which we live. Given this importance, it is necessary for research to define it. Referring to literature it is noted that in various fields of study, authors have given different definitions, because of the complexity of the culture concept. Men often limit the term "Culture" considering industrial, musical, artistic, literary products of a country and therefore consider it as a place of "developed" or "undeveloped" culture.

The paper is systematized to understand the importance of culture, culture influence in the decision-making process, enabling the notification of different cultures information so that the customer can take the decision for purchase.

## **CONCLUSION**

Culture is an essential part of many of the most successful marketing strategies, both in financial and non-financial services. It is the primary mechanism by which humans and consumers create attention and recognition to the free economic market about their products and services.

Economy has made businesses not get conditional of borders in search of resources and markets for their products and services. Contemporary businesses represent an aspect of interaction between states whom of those operating in international markets and acquire material, human and financial resources. The market internationalization of human resources raises the need to study cultural dimensions which affect human resource practices in different countries. National culture is a factor that substantially affects the way how individuals behave, interact, and organize in different societies as nation.

The importance of intercultural studies is manifold in Management of Human Resources in the international business, leadership, and other areas of management studies. The interaction between people from different countries deals with the expression of values, beliefs, and national culture. Mobility intensification in the global labor market and the internationalization of businesses makes businesses recognize the cultural aspects in business, otherwise ignorance of cultures leads to difficulties or failure.

Recognition of national culture constitutes a significant indicator for the attractiveness of the Kosovar market leadership and guidance to the practices appropriate to human resources. The paper chronologically explains stages of cultural evolution of society in economy and importance of culture, and the influence that it exerts on the consumer decision to purchase.