The Influence of Cultural Values and Social Responsible Consumer Behavior: A Case Study of Moroccans Consumers

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ABSTRACT: The culture value a person is born into goes a long way toward determining that individual's behavior beliefs, patterns. Culture is defined as a shared set of beliefs or practices or among a group of people in a particular place and time. Analysts, marketers and consumers themselves use an awareness of culture value to learn why and how consumers in a specific culture behave the way they do. Indeed, Marketers and analysts spend a great deal of time and money studying the influence of culture value on consumer green behavior. This is particularly true for multinational firms that have customers from a various series of cultural backgrounds. A strong marketing strategy in one culture might be offensive or even unappealing, to members of another culture. Marketers cater to specific cultural behaviors by offering divers versions of the same product that are tailored to appeal to the target public. This research investigates the effect of Moroccan consumer's cultural values on green consumer behavior.

KEYWORDS: responsible consumer behavior, cultural values, consumers perceptions, structural equation modeling.

1 INTRODUCTION

Culture value is a fundamental factor in determining consumer green behavior. It explains why some green products sell well in certain regions or among particular communities, but not as well elsewhere. Besides green purchasing decisions, culture value also influence how consumers use the products they buy and how they dispose of them. Green product use helps marketers ecological position their eco-friendly products differently in each market, while the culture's influence on product disposal can lead governments to adopt more waste reduction strategies and effective recycling. Green consumers can examine how members of other cultures values use the same products, or fulfill the same needs with various products, as a way to find more efficient, cost-effective options in the marketplace. Therefore, it is important to understand culturally determined values related to the environmental behavior.

2 LITERATURE REVIEW

Culture value is the fundamental determinant of a person's wants and behavior. Research studies shows that culture, sub-culture, and social classes are particularly important on consumer purchasing behavior. Cultures varies in language, demographics and non-verbal communication.

Due to these differences, consumer behavior changed dramatically across cultures. Culture sets restrictions within which most personal's think, feel, and act in a manner consistent with that of other members of the same culture because it looks natural or right thing to do so (Fielding, 2006). Cultural values are widely held beliefs that affirm what is desirable. These values influence behavior through norms, which state an acceptable, range of reactions to particular situations. Green consumer behavior varies because values inherited by consumers differ from culture to culture. Study demonstrates that consumers from cultures that varies on values diverge in their reaction to foreign advertising, products and preferred sources of information (Gurhan-Gnli and Maheswaran, 2000; Pronpitakpan and Francis, 2001) that direct green consumer behavior.

Subcultures and social classes also play an fundamental role in the affecting of consumer behavior. Not only this, they can impact consumers in the way marketing messages are received. Interiors studies have indicated for example that French speaking Canadians people tend to focus on the who is delivering the message, while English speaking Canadians are more concerned and implicated with the content of the advertising (Smith, 2003). In the other hand, some cultures are more youth-oriented than others (Barak, 2001) hence are more individualistic and liberal, and are more likely to work harder and spend more (Fattah, 2001). Moreover, study demonstrate that altitudes towards work and leisure also vary from culture to culture (Paul, 2002) which has important impacts for lifestyle and demand for leisure activities. Another element that impact on consumer behavior is the religious beliefs. We can give the example of many Islamic cultures and certain Catholic cultures are much more religiously oriented (Al-Makaty, 1996) as compared to Chinese culture where religion plays a very small role. So, in Islamic and certain Catholic cultures people are more disposed to buy and consumer green and ethics products.

So, are raised a set of study questions to which they search to address in this initial phase of work, namely, what are the determinants of individual cultural orientation that are present in the Moroccan's people and these individual cultural values influence consumer perceptions on the practices of corporate social responsibility.

A: What are the determinants of individual cultural orientation that predominate in Moroccan's consumers?

B: The determinants of cultural orientation of individual consumers Moroccan's influence their perception about the practices of corporate social responsibility?

3   METHODOLOGY

The collection of data for the estimation of the model was done through questionnaire survey together consumers, using scales of measurement referenced in the literature.

The questionnaire for information collection was divided into two parts. The primary part of the questionnaire survey includes a set of demographic characteristics of the respondent (age, gender, monthly net income). The second part of the questionnaire include items of the scales to measure the determinants under research, in which Respondents gave their level of agreement using a Likert scale including a five-points (1-2-3-4-5) to quantify the variables. To measure the variables of the personal culture orientation of consumers used the Sharma (2010) scale and to measure the orientation of socially responsible consumers behavior used the Roberts (1996) scale. This research investigates the effect of Moroccan consumer's cultural values on green consumer behavior.

Table 1. Squales Use

Scale	Items
Personal Cultural Orientation (Shrama, 2010) (adapted)	**Power (POW):** POWa. I tend to follow orders without asking any questions POWb. I easily conform to the wishes of someone in a higher position than mine POWc. It is difficult for me to refuse a request if someone senior asks me
	Independence (IND): INDa. My personal identity, independent of others, is important to me INDb. I would rather depend on myself than others INDc. I rely on myself most of the time, rarely on others
	Interdependence (INT): INTa. I feel good when I cooperate with my group members INTb. The well-being of my group members is important for me INTc. I tis my duty to take care of my family members, whatever it takes
	Prudence (PRU): PRUa. I work hard for success in the future PRUb. I believe in planning for the long term PRUc. I am willing to give up today's fun for success in the future
	Tradition (TRD): TRDa. Respect for tradition is important for me TRDb. I am proud of my culture TRDc. I value a strong link to my past
	Risk Aversion (RSK): RSKa. I prefer a routine way of life to an unpredictable one full of change RSKb. I tend to avoid talking to strangers RSKc. I would not describe myself as a risk-taker

Social Inequality (IEQ): **IEQa. It is important for everyone to know their rightful place in the society** **IEQb. A person's social status reflects his or her place in the society** **IEQc. It is difficult to interact with people from different social status than mine**
Masculinity (MAS): MASa. Men are generally physically stronger than women MASb. Women are generally more caring than men MASc. Men are generally more ambitious than women
Gender Equality (GEQ): GEQa. Men do not have to be the sole bread winner in a family GEQb. It is ok for men to be emotional sometimes GEQc. Men can be as caring as women
Consumer Innovatiness (CIN): CINa. I like to buy new and different products CINb. I am more interested in buying new than known products CINc. I am usually among the first to try new products
Consumer Ethnocentrism (CET): CETa. Only products that are unviable in our country should be import CETb. We should not buy foreign products, because it hurts our CETc. Purchasing foreign products allows other countries to get rich off of us.
Ambiguity Intolerance (AMB): AMBa. I prefer specific instructions to broad guidelines AMBb. I find difficult to function without clear directions and instructions AMBc. I tend to get anxious easily when I don't know an outcome

4   FINDINGS AND ANALYSIS

To find out demographic characteristics for the sample, a descriptive analysis was conducted. Among the total of 176 respondents, 91% male (51,7) and 85% are female (48,29). 52% are aged between twenty and 45. The monthly net income of the household is mostly less than 10000 dirhams (78.8%). The vast majority of respondents have higher education (79.9%).

The questionnaire survey was tested through exploratory factor analysis and structural equation. Thus, since there is no research on the cultural orientations of the Moroccan was necessary to conduct exploratory factor analysis to answer the primary study question.

Supposing that the data come from a multivariate normal population, it is convenient to test, through the Bartlett Sphericity Test, if the correlation matrix taken is the identity matrix and if its determinant is equal to 1. Indeed, if this hypothesis is rejected, there is statistical evidence that there is a correlation between the variables and we can proceed with the analysis. The finding for the scales of individual cultural perception and orientation of socially responsible consumer behavior rejects the hypothesis at a significance level of 1%.

Additionally, the statistical Kaiser-Meyer-Olin (KMO) allows to exanimate the relationship between the simple correlations and partial correlations between variables. It is a statistic that varies between 0 and 1. The factor analysis is taken as the best if KMO statistical tests to one.

The values found for the factor analysis of the scale of cultural values.

Table 2.   KMO Measure and Bartlett's Test

Tests	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity
Personal Cultural Orientation	**0,682**	563,431 (df = 44 and Sig. = 0,000)
Socially Responsible Consumer Behavior	**0,687**	354,792 (df = 3 and Sig. = 0,000)

The statistical method of exploratory factor analysis was considered in data set to uncover underlying individual cultural orientation and socially responsible consumer behavior determinants. To simplify the results, a varimax orthogonal rotation was performed on an primary factor solution. The criteria for acceptance of the findings were the value of each eigenvalue is greater than 1.0; the factor loading after varimax rotation are greater than 0.3; the variance demonstrated by all factor is great than 40 percent and no variable has significant loading on more than one factor.
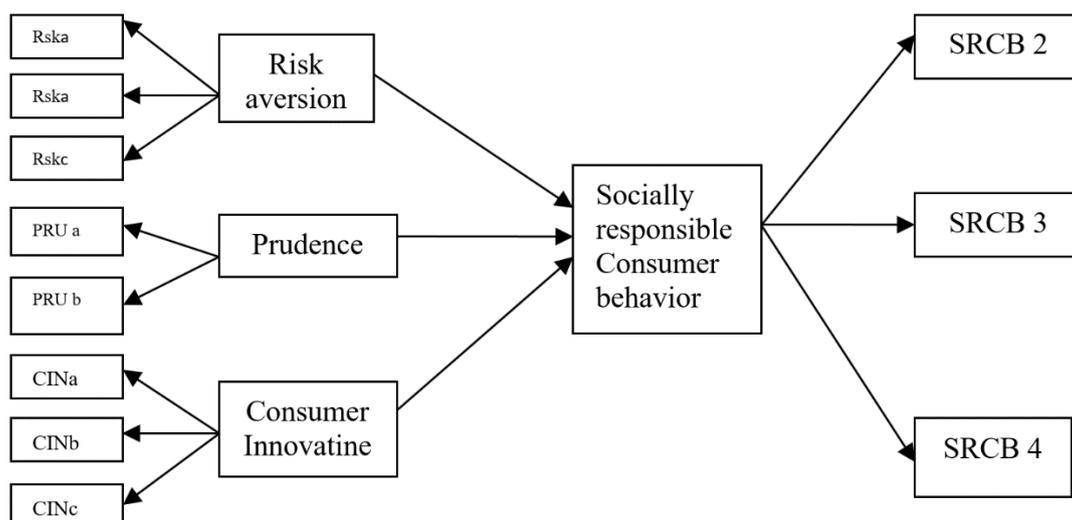
Table 3.   Total Variance Explained for Personal Cultural Orientation

Component	Initial Eigen values		Rotation Sums of Squared Loadings	
	Total	**Cumulative % of Variance**	**Total**	**Cumulative % of Variance**
Factor 1 (CIN1, CIN2, CIN3)	3,101	32,031	2,322	22,246
Factor 2 (TRD2, TDR3)	1,686	50,677	2,452	42,167
Factor 3 (CET1, CET2, CET3)	1,523	65,681	2, 125	53,236
Factor 4 (INT2, IND2)	1,134	65,131	2,178	67,167

Source: Extraction Method: Principal Component Analysis

From the findings we can summarize that personal cultural orientations of Moroccans consumers are those which are connected to Risk aversion, to Prudence and to Consumer Innovatiness. The factor 4 is difficult to interpret because collects one item of independence and one item of interdependence, which is contradictory.

Although scales validity was borrowed from interiors research, the reliability test was conducted again for the personal cultural orientations and socially responsible consumer behavior scales. Cronbach's alphas for those were as follows: consumer Risk aversion 0,853; Prudence 0,867; Consumer Innovatiness 0,745 and social responsible consumer behaviour 0,838.

The structural equations model proposed establishes the relationship between Personal Cultural Values with Social Responsibility practices. Therefore, three research hypotheses are raised:

H1: The consumer risk aversion has a positive direct impact on the social responsibility

H2: The prudence has a positive direct impact on the social responsibility policies consumers

H3: The consumer innovatiness have a positive direct impact on the social responsibility

5   RESULTS

The model was estimated using the covariance matrix. Concerning the statistical software program we were use the STATISTICA 6.1. which allowed to calculate the variance and covariance (data) matrices and the estimation of the structural model. So, the estimation is undertaken by the method of maximum consumer perceptions on social corporate responsibility.

The chosen indicators to analyse the goodness of the adjustment are the ones suggested by Hair et. al. (2006) as the absolute indicators, Chi-square standardized, RMSEA (Root Mean Square Error of Approximation) e GFI (Goodness-of-Fit). The Chi-square standardized presents acceptable values when these are comprised between 1 and 3. RMSEA (Root Mean Square Error of Approximation) is used instead of RMSSR (Root Mean Square Residual) because the estimated models are based on the covariance data matrix. This indicator must be comprised between values from 0,05 (good fitness) and 0,08 (acceptable fitness) (Hair, et. al., 2006).

The goodness of fit index (GFI) is a measure of fit between the hypothesized model and the observed covariance matrix. The adjusted goodness of fit index (AGFI) corrects the GFI, which is affected by the number of indicators of each latent variable. High values of this indicator show good fitness, although there are not established minimum acceptable levels.

Table 4. Hypotheses

Hypotheses	Parameter	Estimation	p-Value	Conclusion
Risk aversion → Social responsibility (+)	γ11	0,677	0,000	**Validated**
Prudence → Social responsibility (+)	γ12	0, 314	0,000	**Validated**
Consumer Innovativness → Social responsibility (+)	γ13	0,526	0,000	**Validated**
Goodness of the Adjustment				
χ2 Standardized	2,25			
RMSEA	0,084			
GFI	0, 867			
AGFI	0,789			

We found that the determinants of personal culture orientation consider of the structural model is significantly and positively related to perception of social responsibility practices.

6 CONCLUSION

To sum up, we know that culture value influences consumers' thoughts and behavior Culture value not only affects consumer behavior, but is fundamental to a person's needs and wants. Researches have shown that culture and social classes play an important role in consumer buying behavior. Each culture has its own unique language, values and types of non-verbal communication and that's what makes it so special. We focus our research in Moroccan's consumers and the link between individual culture orientation and the perception that a firm is socially oriented. The research provides empirical support for the assertion that consumer risk aversion, prudence and consumer Innovatiness are the personal cultural values of Moroccan's consumer and they are related with consumer perception of socially oriented firms.

A managerial implication is that marketers who want promote their brand to social responsibility needs to understanding the individual cultural values of the consumers.

A limitation of this study is that was not taken any specific firms with social responsibility practices and respondents may be responding more by constraint than by actual practice. Moreover empirical research with cross-national consumers looks necessary. Future research would attempt to find if there are any consistent personal cultural orientations of various cultures have influence in perception of socially responsible consumer behavior.

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