

RETHINKING CULTURAL ORIENTATIONS ON VARIETY-SEEKING BEHAVIOR: A REVIEW BASED ARTICLE

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ABSTRACT

Most researchers refute the perception that all markets are homogenous. They, henceforth, believe that uniform marketing strategies cannot be applied to all sectors. Furthermore, they indicate that cultural variations draw diverse consumer reactions across countries. Research goes on to prove that varied cultures have different responses with respect to brand perceptions (Aaker et al., 2001) and perceptions of risk and brand loyalty (Kanwar, 1993; Yavas et al.1992). Business analysts and academics vociferously stress the individuality and uniqueness of every country, every market distinctively, in terms of geography, demography, culture and consumption patterns.

KEYWORDS: *Refute the Perception, Culture and Consumption Patterns*