INFLUENCE ON CONSUMER BEHAVIOR KEY SUCCESS FACTORS FOR INTERNATIONAL BUSINESS MANAGEMENT

Qin Yasha

6117190038

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Author:	Qin Yasha
ID:	6117190038
Major:	International Business Management
Degree:	Master of Business Administration (International Program)
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(Dr. Tanakorn Limsarun)

Advisor

Date 9.9.2020

.....

(Assoc.Prof.Dr. Jomphong Mongkolvanit)

Dean, Master of Business Administration Program

Siam University, Bangkok, Thailand

Date 9/9/2020

ABSTRACT

Research Title: Influence On Consumer Behavior Key Success Factors For International Business Management

Researcher : Yasha Qin

Degree : Master of Business Administration Program (International Program)

Major : International Business Management

Advisor : .....

(Dr. Tanakorn Limsarun)

..... / ..... / .....

The study focused on critical success factors for International Business Management that influenced consumer behavior and their effects on International Business Management. This research also analyzed how culture influenced these factors and the importance of social class for international business management. The objectives of the study were: 1) to further understanding the cultural and social classes that have a direct influence on consumer behaviors in the International Business Environment; 2) to increase knowledge of international business management and creating a balance between cultural and management. This research aimed to describe the importance of cultural and social class factors, define their impact and report how the influence of cultural and social class can improve the guidelines of international business management through the cultural and social class. This study used a documentary research format and offers suggestions to guide those that are interested in becoming an effective manager in the international business environment. Many opportunities and challenges take place in the international business arena, and this research offers several views as guidance for solutions to the difficulties faced regarding culture and social class. It is the recommendation of this research to focus on the importance of the differences in communication and languages to become a productive and successful manager in international business.

Keywords: consumer behavior, cultural class, social class, international business management

Approved by

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1. Introduction

1.1 Introduction of Customer behavior influence factors and IBM

Nowadays, the consumer is exposed to various heterogeneous factors represented not only by exogenous variables, but also endogenous ones. Therefore in order to succeed in any business and especially today's dynamic and rapidly evolving marketplace, marketers need to know everything what they can care about consumers behavior and what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made and, in these days of ever-widening media choices, they need to not only identify their target audience, but they need to know where and how to reach them (Schiffman & Kanuk 2014).

Consumer behavior is influenced by different types of factor, they directly observable influenced by demographical factors, economical, marketing mix and situational factors also deducible influenced by family, appurtenance group, social class and cultural. The notion of virtual personality or virtual self provides an individual with the opportunity to try on different personalities or different identities, much like going to the mall and trying on different outfit in a department or specialty store (Schiffman & Kanuk, 2014).

Some consumer are influenced by culture and understanding influence of culture on business operations has been one of the most enduring components of international business and management theorizing and empirical Investigation (Caprar et al., 2015). Culture has been one of the most enduring components of international business and international management theorizing and empirical investigation. (Leung et al., 2014).

Nana (2016) examined that is not enough to possess management skills alone to become evident that for a manager to work in International Business Management and include the ability to communicate in more than one language, the ability to cooperate with people of different cultural backgrounds and emphasize that cultural sensitivity is the prerequisite for the acquisition of knowledge, cognitive dimension, and skills, behavioral dimension.

1.2 Problem to be Investigate of research

Alain et al., (2016) found that influencing overt is most critical and if consumers only change what they think and feel but do nothing, then no exchanges occur, no seals are made, and no profits are earned. Cultural has become more difficult to study cultures as it is becoming diffused and becoming the most important to study it because of its pervasive influence on consumer behavior (Leon et al., 2016).

The impact of culture is so natural and automatic that is influence on behavior is usually taken for granted (Elena et al., 2015). Culture impact on society is so natural and so ingrained that is influence on behavior is rarely noted. Thus, a true appreciation of the influence that culture has on our daily life requires some knowledge of at least one other society with different cultural characteristics and culture can exit, sometime reveal itself at different perceived level. Cultures both view themselves in the context of their culture and react to their environment based upon the cultural framework that they bring to that experience, each individual perceives the world through his own cultural lens (Linda et al., 2015).

1: To analysis how to soul the conflict of culture influence on consumer behavior.

2: To examine what kind of culture factor are impacting on international business management.

3: To study why social factor are very influence on human resource and consumer behavior.

1.3 Objective of the research

The customs and traditions of different nations and regions can bring more diversity to the work environment, reducing the group thinking (IPMA, 2016). Improving the collective creativity and most international companies usually establish a common language for the exchange of information, although the way people communicate is highly dependent on their own native language (Binder, 2014). Project managers must adapt their people and leadership skills to the multiple policies, procedures and organizational cultures (Zeitoun, 2016). The leadership style is an important capability that influences innovation (Sarros et al. 2015).

Learning cultural is fundamental to understanding many of the differences in business around the world and cultural is the acquired knowledge people use to interpret experience and actions. Difference of cultural can effect a wide range of conflict and can create a great deal of misunderstanding and strife for a manager also damage an organization reputation in foreign country. Influence is about trades, exchanging something the other values in return for what you want (Kerr,2016) and many manger do not think of influence as a kind of exchange, and do not understand how important it is to deliver something of value to the other person, rather than what they themselves value (Allan R et al., 2015). Personality is not readily accessible if you do not know the party extremely well and even if you had extensive contact, personality still can be difficult to fathom.

1: To know more about cultural and social classes which are influence on consumer behaviors

2: To learn international business management and make balance between cultural and management.

1.4 The scope of research

Cultural and social are very softly and sensitive to hold and manager must be clever to solve it. To develop effective management strategies, managers need to identify important aspects of cultural and social classes and have to understand how they affect consumers. Every companies manager or business management manager are currently facing this issue and some business management manager become success by passed also make challenge it. Cultural can affect all aspect of the management of a firm including promotion, organization, and evaluation of performance. The impact of culture on international business depends on in which regions of the world a firm is active. Based on their finding manager have to care of cultural to communicate with people or consumers.

Social classes exit is the common reality that people who are better educated or have more prestigious occupations such as physician and lawyers often are more highly valued than those who are truck drivers and farmhands (Elena et al., 2106). Social class can be thought of as a continuum which includes a range of social positions on which each member of society can be placed, divided into a small number of specific social classes. Social class is frequently thought of as the relative rankings of member each social class in terms of specific status factors (Chrles A et al., 2016).

1: To find out what factors challenge for manager.

2: To make improve cultural and social by international business management strategies.

1.5 Significance of research

Every country has own cultural and social no only country and national, race, family or organization also has own cultural and social. Manager can't control or can't manage if they don't know their participant behavior. Actually most of behavior and action are depend on cultural and social class, manager have to know the cultural of Thailand if he manage Thai people and it may has conflict if he doesn't know Thai cultural and can't make good communication with them.

The major of study is to make good relationship and good make improve communication between cultural and social managed by international business management. The research will also explore social class framework, social class represents a person's prestige and status relative to others within the same or different social class grouping. It is important for manager to monitoring and manage the business.

1. To describe what is the important thing between Cultural and Social class.

2. To know the weakness and the powerful of cultural and social class.

3. To make improve of international business management by cultural and social class.

2. Literature Review

2.1 Customer behavior

Consumer behavior was rooted in three philosophically different business orientations, they are the production orientation which are gearing up manufacturing skills in order to expand production to make more products from the 1850s to the late-1920s. The second orientation is a sales orientation which are focusing on to sell more naturally extended out from the expanded capacity that was created during the production era from 1930s to the early to mid-1950s. The last orientation marketing orientation which are focusing on more of their attention on consumers and their preferences; consider what consumer wanted (Leon et al., 2017).

Many of the most successful companies in the world have become so by designing their entire organizations to serve consumer and making changes to serve consumers better for three major reason. The first major reason focus on providing consumers value-laden products has spurred other companies to follow suit and the second major reason for the shit to focusing on consumers in the dramatic increase in the quality of consumer and marketing research. The last reason for the increased emphasis on consumers is the development of the internet as a marketing tool (Peter &Olson ,2017).

Nowadays most of marketer and business manager are focusing on how to influence of consumer behaviors. They are trying the input stage of consumer decision making which are influence the consumer's recognition of a product need and consists of two major sources of information: the company's marketing efforts and the external sociological influences of the consumer like family, friends, neighbors, other informal and noncommercial sources, social class and cultural and subcultural membership (Kotler&Levy ,2017).

2.2 Cultural

Culture is the fundamental determinant of a person's wan and behavior and anthropologist often distinguish between the learning of one's own or native culture and the learning of some new. The one's own culture is known as enculturation and some new or foreign culture is known as acculturation (Yongjun et al., 2017).

The concept of cultural includes the beliefs, attitudes, goals, and values customs and norms that most of people follow and cultural also including meaning of the significant aspects of the social and physical environment, the major social institutions in a society and typical physical objects used by people in a society (Seidel ,2019). Cultural beliefs, values and customs continue to be followed as long as they yield satisfaction and cultural can help us to

point of view of the consumers who create and use them and cultural as the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society (Gaye Acikdilli et al., 2017).

Consumer receive important cultural information form advertising and business manager should recognize that advertising is an important agent for social change in our society of consumer but understanding cultural changes is not an easy to task because many factors are likely to produce cultural (Briley et al., 2017). The changing of natural cultural mean that business manager have to consistently reconsider why consumers are now doing what they do, who the purchasers and the users of their products are, when they do their shopping how and where they can be reached by media (Gomez et al., 2015).

2.3 Social class

Social influence which is defined as encouraging a change in behavior that was caused by behavior or distinguishes it from persuasion. Social class differ in dress, speech, patterns, recreational, preferences and many other characteristics and social class indicated by a cluster of variable rather than by any single variable. Social class show distinct product and brand preference in many areas including clothing, home furnishing, leisure activities and automobiles. Most of consumer's behavior is influenced by such social factors as reference groups, family and socialization and social proof (Khajeh, 2018).

Reference group consist of all the group that have a direct or indirect influence on his or her attitudes or behavior. Business management manager have to know about reference group and how they affect to consumer and company because group having a direct influence on a person are called membership group (Lumen,2019). They are four kind of group which are influence on consumer behavior and that are primary group such as family, friends, neighbors, and coworker and secondary group such as religions, professional, and trade-union groups; aspirational groups are those a person hopes to join and dissociate groups are those whose values or behavior an individual rejects (Thompson,2019).

Socialization is important for International business management human resource manager and there are two parts of socialization. First part of socialization is the need to socialize local hires into the company culture and the second part of socialization is essentially an acculturation of the expatriate to the local environment (Khalili Ardakani, 2019).

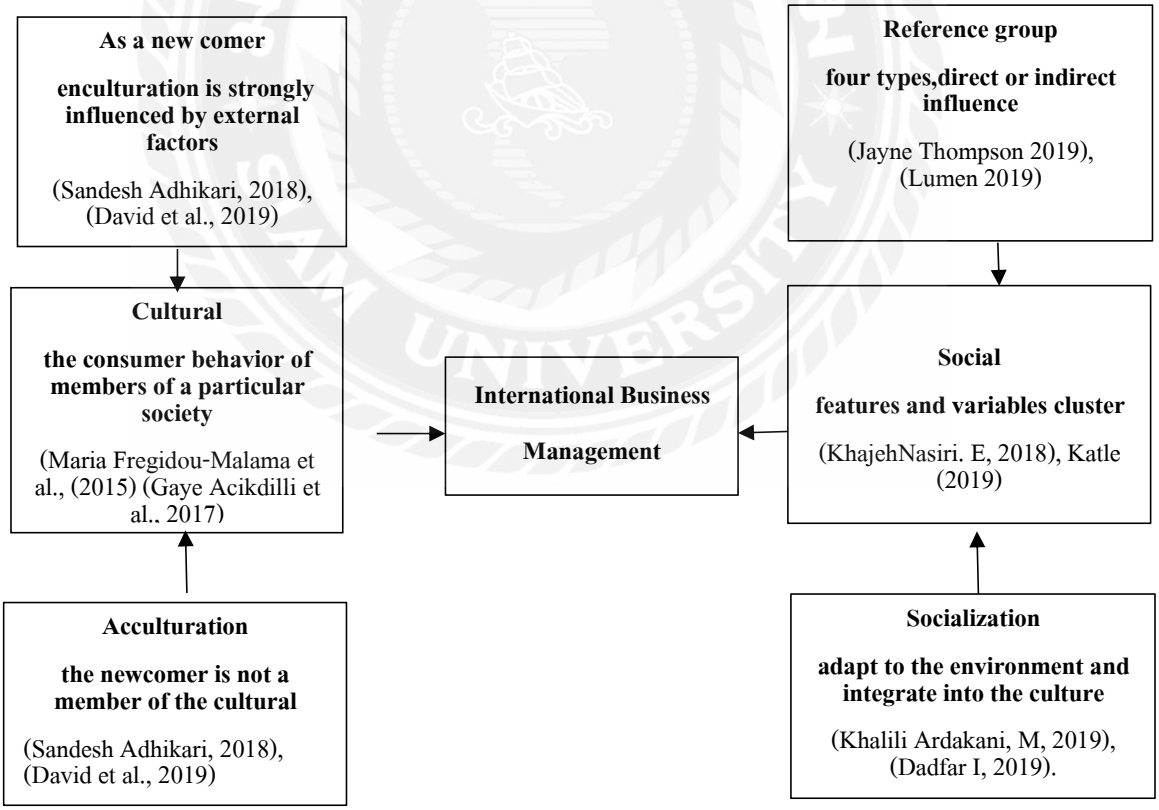
2.4 International Business Management (IBM)

An international firm's management needs to understand current economic conditions in the firm's countries of operation, as well as the direction in which those economics are headed and the international environment is complex and often unfamiliar. International management manager need to understand some of the problems and

risks inherent in doing business abroad (Paul,2018). They are two levels of strategic alternatives in international business operations that are a firm determines what overall approach to the marketplace it wishes to take and the second level is a firm determine how it will develop each element of its business plan (Dan et al., 2019).

They are many cultural differences that can easily be misunderstood if the business person does not expand their understanding of the setting before beginning to conduct business in the environment. The business manager can prepare for these cultural differences before conducting business in a given environment (Achinivu, 2017). Business management manager have to learn about different cultures that exist around the world and conceptual models for better understanding the world's cultures; understanding the impact of environment factors on culture also identify distinctive management styles that exit in different countries to understand why management can differ in diverse areas of the world and it is vital to understand culture and its consequences.

3. Finding of style



4. Recommendation and Conclusion

As result of this result International business manager have to study cultural and social class and this research also indicate have to take care of Enculturation and Acculturation because most of business manager or international business manager think that they are the same but in fact, they are totally different and it will affect in business and cultural if manager does not know clearly. Enculturation generally signals the case in which the newcomer is an immature member of the cultural community into which she or he is being socialized and enculturate to learn one's own culture, a process that is influenced strongly by home and family. Example: Parents have a strong influence in enculturating their children. Acculturation signals the case in which the newcomer is not a member of the cultural community and Acculturate to learn aspects of a culture other than one's own - particularly those aspects which will enable the individual to survive in that culture. Example: If you moved to another country, you would need a year to acculturate in that society (David et al., 2019).

The study reiterated that communication is one of important part in cultural and can be effective and communication is particularly important for international businesses as there is a risk of your messages getting 'lost in translation. This research found that languages is barriers that may hinder the communication between you and your new market and Language barriers not only relate to people speaking different languages, but also to the tone used in those languages. International Business Managers who are looking to operate internationally need to be aware of language barriers, tone and body language. Attitude and Etiquette are also important for communication and business managers need to be aware that different cultures have different attitudes towards business and need to be aware of if they are working internationally.

A business must be keenly aware of the society's social preferences regarding its needs and wants. These preferences and needs and wants will be influenced by a population's values, beliefs, and practices. A study show that Socialism is also one of key for international business manager who to be successful in international business area. Socialist systems have a number of policy tools to help them achieve these goals and socialism reduces disparity in wealth, not only in different areas, but also in all societal ranks and classes. Socialism can tackle unemployment to a great extent and related to economic planning include an ability to make good use of land, labor and resources, as well as avoiding excess or insufficient production. Manager or Business men should take care of things which the research mention up if they want to be successful in the future or business area.

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