THE IMPACT OF HOFSTEDE'S CULTURAL DIMENSIONS ON CONSUMER BEHAVIOUR INTENTIONS[1]

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Abstract

The purpose of this research was to examine the impact of Hofstede's culture dimensions (long-term/short term orientation, power distance index, masculinity/feminity index, uncertainty avoidance, and individualism/collectivism) on consumer behavior intentions (word of mouth, complaining behavior, purchase intention, price sensitivity) on two countries namely Turkey and Somalia. Primary data was collected using a questionnaire sent electronically via Google Forms to the respondents' emails. Convenience sampling was used in the study. The sample size used here included 305 respondents–153 respondents from Somalia and the other 152 respondents from Turkey. SPSS 22 and LISREL 8.7 Packages Program was used for Statistical Analysis. As a result of the study, it was determined that Hofstede culture dimensions did not have an effect on consumer behaviour intention for the Somalia sample, while power distance and uncertainty avoidance had a positive effect on word-of-mouth communication and long term orientation had a positive effect on price sensitivity and complaining behavior intention for the Turkish sample.

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1. Introduction

Culture influences how humans respond to various stimuli and perceptions. Hofstede (2001)'s cultural dimensions try to explain the impact of the societal culture on the values that the members of the society hold dear and how these values influence various behaviors of the members.

According to Hofstede's idea, culture is mental programming. The word culture, which comes from Latin and means "tilling of the land," has several connotations. In most Western languages, however, culture refers to civilisation or mental alteration. According to Hofstede (2001) one's mental state affects one's physical state. The social environment in which the individual grew up and gathered life experience might be considered as a program. It begins in a person's home life and continues in their social environment, such as at work. He or she is involved in school, peer groups, work, and the community in which he or she lives.

Bagozzi (2010) defines intention as an individual's decision, plan, or commitment to achieve a goal or carry out an action. In general, behavioral intention refers to a person's likelihood of engaging in a particular behavior.

Culture has a strong influence on human behavior. Culture has such a normal and automatic effect on consumer behavior that it is often overlooked (Schiffman & Kanuk, 2000). We also don't know how culture has influenced our own actions until we are confronted with people who have different cultural values or customs. Since it has the ability to form Understanding culture is crucial when it comes to customer marketing because it affects actions. As a result of its significance, cross-cultural research has increased (Sojka & Tansuhaj, 1995). In this context, in this study, the effect of Hofstede culture dimensions on consumer behavioral intentions was investigated for both Somalia and Turkey samples. It is thought that the comparison of the study in terms of 2 countries and being one of the first studies examining

the effect of culture on behavioral intentions will make significant contributions to the literature.

2. Literature Review

1.1 Definition of Culture

McCracken (1990) believes that culture frames our existence in two unique manners: as the point of convergence through which we see and interpret the world and as a graph of human activity. He acknowledged that "to lay it out simply, culture builds up the world by furnishing it with connoting" (McCort & Malhotra, 1993; Manrai & Manrai, 1996).

Culture, according to Hofstede (2001)'s theory is psychological conditioning. The word culture has a number of connotations, the first of which comes from Latin and refers to "plowing the ground." All things considered, culture in most Western dialects denotes psychological progress or change. According to Hofstede, it begins inside the person's day to day life, proceeds inside the social environmental factors, for example, at school, with peer gatherings, at work and inside the network the individual in question lives in.

Individuals who live or have lived in a comparable social milieu in which culture has been educated share only a portion of their culture. People are not born with culture in their qualities: it is an aftereffect of the impacts directing from the current social milieu, according to Hofstede (2005).

1.2. Hofstede's Dimensions of National Culture

Geert Hofstede established five aspects of public culture in 1973. The model is based on the underlying value directions of the countries studied as well as extensive quantitative research. For each measurement, the model of public culture provides scales ranging from 0 to 100 for 76 nations, giving each nation its own position on the scale (Mooij & Hofstede 2010:88).

Hofstede's dimensions of culture provide a way of contrasting and comparing different countries. This ability to compare one's own country that has a concrete set of value with another one, about which he/she has little or nothing information, adds to the individuals understanding of other cultures and adds to his/her knowledge base (Hofstede, 2001).

1.2.1. Power Distance Index (PDI)

Power distance measurement can be communicated as how individuals with less force in a general public acknowledge and expect that power is dispersed among its individuals unevenly (Mooij & Hofstede 2011: 182). Individuals in countries with better power distance scores have their own interpersonal order of things. Individuals should make their economic wellbeing clear to others to pick up regard. For instance, individuals may purchase a costly vehicle or wear costly garments to show that they have power or that they are fruitful (Mooij et al. 2010: 89.)

1.2.2. Uncertainty Avoidance Index (UAI)

Vulnerability evasion is the manner by which individuals in a general public endure vulnerability. Vulnerability shirking recommends how much the way of life of the general public projects its individuals to feel great or awkward in surprising circumstances. Societies which will in general dodge vulnerability attempt to decrease these sorts of circumstances with the utilization of stricter laws and wellbeing and safety efforts. Nations with a low vulnerability shirking will in general acknowledge chances and these sorts of social orders are more creative (Leng & Botelho 2010: 263.)

1.2.3. Individualism versus Collectivism (IDV)

Persons in individualistic civilizations are concerned with themselves and their immediate family, but individuals in collectivistic society are concerned with gatherings, where individuals care for one another in exchange for loyalty (Mooij & Hofstede, 2011). Individuals in collectivist societies are "we"-conscious, and their personalities are shaped by the social

framework in which they live. Self-accomplishment and meeting one's own needs are important in individualistic communities where people are "I"-conscious (Mooij et al. 2011:182.).

1.2.4. Masculinity versus Femininity (MAS)

In general, social orders with male qualities will value attributes such as achievement, status, and abundance. Female social orders are more concerned with personal fulfillment and individual care (Leng et al. 2010:263). In macho nations, status is more important than in ladylike nations. Individuals in macho social orders must demonstrate their wealth by purchasing high-status brands or diamonds (Mooij et al. 2011:182- 183).

1.2.5. Long-term versus Short-term Normative Orientation (LTO)

The amount of time a general public demonstrates a sensible future oriented viewpoint rather than a typical remarkable or temporary perspective is known as long haul vs momentary direction. Long-term oriented societies are characterized by assurance, financial planning, and a sense of shame. Individual strength, the fear of losing face and going through cash now and tiny savings, and finally public pride and norms are all valued in nations that are on the move (Mooij, et al. 2011:183.)

3.   Consumer Behavioral Intention

Consumer behavioral intention, in the context of marketing and retailing, is the consumer's willingness to develop certain behaviors such as loyalty and word of mouth, complaining behavior, repurchase, price sensitivity, and referrals (Solomon, 2004).

3.1. Word of Mouth Communication

This represents the product information that is transmitted to other customers by customers who have prior experience with a product. Word of mouth communication is deemed to be

trustworthy and reliable in comparison to the formal marketing channels because the messages come from the people that the customers know (Buttle & Groeger, 2017). Word of mouth communication is often triggered by an event that a customer experiences and is then shared.

3.2. Purchase Intention Dimension

Lee, Chen and Shih (2017) see purchasing intention as a measure of the shopper's propensity to purchase a service or product. Though the concept might appear so simple, it is not as simple as it sounds because the intention cannot be looked at in terms of a yes/no answer to whether someone intends to purchase a product or service. Dadwal, et.al (2020) define it as "the sum total of cognitive, affective, and behavioral factors that influence the adoption, purchase, and usage of a product, service, concept, or ha " (p.5).

2.3. Price Sensitivity Dimension

Price sensitivity is defined as the degree to which price influences a customer's decision to buy a certain service or product. The price elasticity of demand is another notion that is strongly related to and impacts price sensitivity (Yue, et.al. 2020). Méndez-Carbajo and Asarta (2017) describe price elasticity of demand as the effect of a percentage change in unit price on the quantity of product or service demanded by the customers.

2.4. Complaining Behaviour Dimension

Customer complaining behavior is defined as an individual's response to poor product consumption characteristics. When a customer receives a product, it has either a positive or negative effect. Expectations about the product, as well as the price and quality of the goods, all influence these reactions. There will be no complaints if the product meets the customer's expectations. However, when client expectations are not satisfied, complaints develop (Alqahtani, 2011). It would be a dangerous path for the company because the consumer might

opt to protest about the product on social media sites like Facebook or Instagram by sharing
negative user experiences or comments about it.

3. Hypothesis Development Process and Research Model

WOM's impact on consumer behavior has been thoroughly documented in marketing literature
(Steffes & Burgee, 2009). WOM engagement is heavily influenced by consumers. Consumers'
WOM activity pattern, type, and target receivers are all influenced by their cultural values
(Lam, Lee & Mizerski, 2009). Microblogs are increasingly being used by businesses to
communicate with their worldwide clients. This research study examines whether systematic
disparities in microblogging WOM content types reflect expected cultural differences.
Understanding how cultural factors influence consumer microblogging WOM propagation
should help managers design more proactive and targeted promotional activities using this new
internet tool. Based on this, the following hypothesis is proposed.

H1: Hofstede's cultural dimensions (Power distance, Uncertainty Avoidance, Collectivism,
Long-Term Orientation, Masculinity/Feminity) have an effect on Word of mouth
communication

Social networking websites have grown in popularity as a virtual gathering place for
consumers to converge and share information. At a vital stage in the sales cycle now have the
ability to share their opinions about items and firms to other consumers "like themselves.".
Furthermore, social networking has progressed from the margins to the majority, impacting
culture. Even if cross-cultural variations exist and have an impact on how individuals use
social media, at the end of the day, it's all about maintaining contact and sharing information
(Pookulangara & Koesler, 2011). The fact that the shared information includes cultural
elements is important in terms of directing the consumers to the purchasing decision. Based
on this, the following hypothesis is proposed

H2: Hofstede's cultural dimensions have an effect on Purchase intention

The proportionate change in consumers' purchasing likelihood or willingness to pay after a price adjustment is known as price sensitivity (Wakefield & Inman, 2003). Persons in high-PDB (Power Distance) society support inequality and hierarchy, whereas individuals in low-PDB civilizations believe in equal rights and the elimination of hierarchy. Mexico, China, and Indonesia are examples of high-PDB cultures, whereas New Zealand, Ireland, and the Scandinavian countries are examples of low-PDB cultures (Hofstede, 2001). The different level of power distance and other dimensions of culture are expected to affect the price sensitivity of consumers. Based on this, the following hypothesis is proposed

H3: Hofstede's cultural dimensions have an effect on Price sensitivity

Consumer perceptions of service quality are influenced by culture, according to some recent research. Clients from cultures with reduced individualism or higher uncertainty avoidance have a larger intention to praise if they obtain superior service, according to the researchers.

On the other hand, even if they experience bad service quality, the same groups are less likely to switch or complain. If they experience bad service quality, customers from cultures with higher individualism or lesser uncertainty avoidance are more likely to switch or complain (Reimann, Luenemann & Chase, 2011). Based on this, the following hypothesis is proposed.

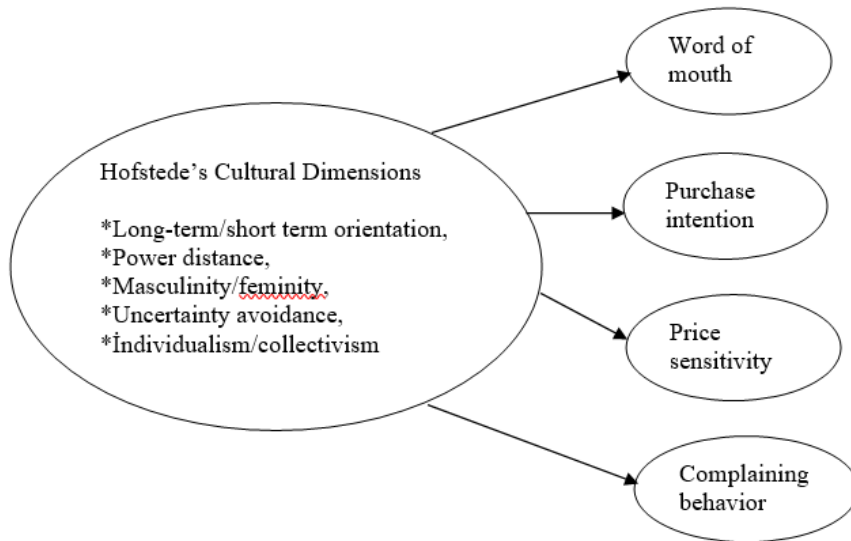H4: Hofstede's cultural dimensions have an effect on Complaining behavior.

Figure 1: Research Model

4. Research Methodology

4.1 Population and Sampling Procedure

The target population included respondents from two countries i.e. Turkey and Somalia. The population of the study included any individual from the two countries who is involved in making purchasing decisions and activities. Convenience sampling, a non-probability method of population sampling, was used in the study. Saunders, Lewis and Thornhill (2012) define convenience sampling as a method that focusses on members of the target population that are conveniently available to partake in the study. As a sample size due to the time constraints and COVID-19 restrictions, the sample size used here included 305 respondents – 153 respondents from Somalia and the other 152 respondents from Turkey.

4.2. Data Collection Process

Primary data was collected using a questionnaire sent electronically via Google Forms to the respondents' emails to achieve the objectives of the study. Likert-type scales were used to collect the data on the independent and dependent variables. The questionnaire that was developed was divided into two parts with a total of 39 questions. The first part included demographics questions (questions 1–5). The second part focused on the Hofstede's cultural dimensions (Yoo, Donthu & Lenartowicz, 2011) and consumer behavior intentions items (Zeithaml, Berry & Parasuruman, 1996). The responses on the five point Likert scale responses include 1–Strongly Disagree, 2–Disagree, 3–Neutral, 4–Agree, and 5–Strongly Agree.

4.3. Data Analysis

In this study, SPSS 22 and LISREL 8.7 Packages Program is used for Statistical Analysis. Socio Demographic Features is examined about Participants as Descriptive Statistics. Scale Validation and Reliability is provided by Confirmatory Factor Analysis (CFA), Average Variance Extracted (AVE), Composite Reliability (CR) and Cronbach's Alpha Coefficient. According to Validation and Reliability results, some items are dropped out from this Study. Afterwards Hypotheses are tested for both Somalia and Turkish Participants by Structural Equation Modelling (SEM). Normality is tested with Shapiro Wilk (Univariate) and Henze-Zirkler (Multivariate) test, so it is used non-normal estimation methods for models. Results are evaluated in %90,%95, %99 Confidence Interval and $p<0,10$, $p<0,05$, $p<0,01$ significance levels.

4.4. Hypotheses:

H1: Hofstede's cultural dimensions ((a)Power distance, (b)Uncertainty Avoidance, (c) Collectivism, (d) Long-Term Orientation, (e)Masculinity/Feminity) have an effect on Word of mouth communication

H2: Hofstede's cultural dimensions ((a)Power distance, (b)Uncertainty Avoidance, (c) Collectivism, (d) Long-Term Orientation, (e)Masculinity/Feminity) have an effect on Purchase intention

H3: Hofstede's cultural dimensions ((a)Power distance, (b)Uncertainty Avoidance, (c) Collectivism, (d) Long-Term Orientation, (e)Masculinity/Feminity) have an effect on Price sensitivity

H4: Hofstede's cultural dimensions ((a)Power distance, (b)Uncertainty Avoidance, (c) Collectivism, (d) Long-Term Orientation, (e)Masculinity/Feminity) have an effect on Complaining behaviour

4.5. Frequency Analysis and Descriptive Statistics on Socio Demographic Features

Socio-Demographic Data is comprised of five questions about Age, Gender, Marital Status, Work Experience, Education Level for both Somalia and Turkish Participants in Table 1. Age of Somalia Participants are 53,59% 20-30, 33,33% 31-40, 13,07% 41- Above. Gender of Somalia Participants are 58,82% Male, 41,18% Female. Marital Status of Somalia Participants are 61,44% Single, 38,56% Married. Work Experience of Somalia Participants are 53,59% less than 5 years, 32,03% 5-10 years, 14,38% 10 years and above. Education of Somalia Participants are 27,45% Diploma, 34,64% Bachelor, 22,88% Master, 15,03% PhD. Age of Turkish Participants are 43,42% 20-30, 43,42% 31-40, 13,16% 41- Above. Gender of Turkish Participants are 48,68% Male, 51,32% Female. Marital Status of Turkish Participants are 57,89% Single, 42,11% Married. Work Experience of Turkish Participants are 40,13% less than 5 years, 38,82% 5-10 years, 21,05% 10 years and above. Education of Turkish Participants are 23,68% Diploma, 27,63% Bachelor, 28,95% Master, 19,74% PhD.

Table 1. Frequency Analysis about Socio Demographic Features of Participants

Variables		Somalia		Turkish	
		Frequency (N=153)	Percent (%)	Frequency (N=152)	Percent (%)
Age	20-30	82	53,59	66	43,42

	31-40	51	33,33	66	43,42
	41- Above	20	13,07	20	13,16
Gender	Male	90	58,82	74	48,68
	Female	63	41,18	78	51,32
Marital Status	Single	94	61,44	88	57,89
	Married	59	38,56	64	42,11
Work Experience	Less Than 5 Years	82	53,59	61	40,13
	5-10 Years	49	32,03	59	38,82
	10 Years And Above	22	14,38	32	21,05
Educational Level	Diploma	42	27,45	36	23,68
	Bachelor	53	34,64	42	27,63
	Master	35	22,88	44	28,95
	PhD	23	15,03	30	19,74

4.6. Normality Tests of Datasets

There is examined univariate and multivariate test results about dataset of both Somalia and Turkish participants. According to Results, Variables are tested with Shapiro-Wilk test and Henze Zirkler Normality test. There was Non-normal distribution(p<0,0000), so that RML(Robust Maximum Likelihood) and DWLS (Diagonally Weighted Least Squares) methods are used as Non-Normal Estimation in all models (Bandalos 2014).

4.7. Confirmatory Factor Analysis and Reliability Analysis

Confirmatory factor analysis(CFA) tests hypotheses among relationships, and that aims confirmation of relationships. In this process, CFA examines relationships of factors among itself, before which was created with relations, therefore firstly researcher must be knowledge about structure of variables in model. So that the model provides strong structure as basis of theoretical and experimental (Çokluk et. al).

Reliability, that is described stability of the measuring tool under the same conditional reproduced measurements to obtain values. An unreliable scale is useless and Scale reliability is evaluated with Alpha(Cronbach) Coefficient to developed by Cronbach(1951). Cronbach's Alpha Coefficient provides a measure of the internal consistency of a test or scale, that is

expressed as a number between 0 and 1. If the Cronbach Alpha is $0.60 \leq \alpha < 0.80$, reliability is pretty good reliable (Tavakol & Dennick, 2011).

Composite Reliability(CR) values calculate with Standardized Coefficients in the CFA model. If $CR \geq .70$, it provides Reliability of Composite (Hair et.al, 2009). Average Variance Extracted (AVE) is indicator of concurrent validity. If $AVE \geq 0.50$, it provides validity of of concurrent (Fornell & Larcker,1981).

Validity and reliability values of Hofstede Culture Scale is examined into Confirmatory Factor Analysis (CFA) for dataset of Somalia participants in Table 2. Collectivism is dropped out from this study, because of there is not statistically significance both Standardized Beta and AVE(<0,50), CR(<0,70) and Cronbach's Alpha(<0,60). On the other hand, AVE, CR, and Cronbach's alpha values for other sub-dimensions were found to be appropriate.

Table 2. Confirmatory Factor Analysis about Hofstede Culture Scale for Dataset of Somalia Participants

Sub Dimension	Items	B	Standard Error	t	p	AVE	CR	Cronbach's Alpha
Power Distance	PO_1	0,55	0,071	7,63	0,000***			
	PO_2	0,72	0,069	10,84	0,000***			
	PO_3	0,78	0,080	13	0,000***	0,575	0,868	0,836
	PO_4	0,82	0,051	17,95	0,000***			
	PO_5	0,88	0,041	24,76	0,000***			
Uncertainty Avoidance	UN_1	0,77	0,046	16,44	0,000***			
	UN_2	0,82	0,033	21,89	0,000***			
	UN_3	0,80	0,052	21,03	0,000***	0,603	0,883	0,864
	UN_4	0,73	0,072	15,31	0,000***			
	UN_5	0,76	0,065	14,38	0,000***			
Collectivism	CO_1	0,19	0,46	0,92	0,357			
	CO_2	0,13	0,50	0,78	0,435			
	CO_3	-0,13	0,39	-1,29	0,197	0,199	0,375	0,305
	CO_4	0,66	1,39	4,08	0,000***			
	CO_5	0,02	0,98	0,12	0,904			
	CO_6	0,83	1,00	5,00	0,000***			
Long-Term	LT_1	0,76	0,098	14,90	0,000***	0,568	0,887	0,882

	LT_2	0,74	0,21	11,57	0,000***		
	LT_3	0,78	0,11	14,16	0,000***		
	LT_4	0,72	0,13	10,15	0,000***		
	LT_5	0,81	0,10	18,57	0,000***		
	LT_6	0,71	0,093	11,72	0,000***		
	MA_1	0,75	0,082	12,18	0,000***		
	MA_2	0,66	0,12	8,24	0,000***		
	MA_3	0,70	0,11	10,68	0,000***		
Masculinity	MA_4	0,66	0,10	9,38	0,000***	0,521	0,787	0,776

Hofstede Culture Scale about CFA model fit indexes are examined for dataset of Somalia participants in according to Table 3. In CFA model, while RMR(0,80) is not acceptable fit, Chi-square/df(cmin/df)(1,76)), GFI(0,95), CFI(0,95), NNFI(0,95), NFI(0,90), RMSEA(0,071) are good and acceptable fit so that CFA Model is provided the validation.

Table 3. CFA Model Fit Index Values

Fit Indexes	Good Fit*	Acceptable Fit**
χ^2/df	$0\leq \chi^2/df \leq 2$	1-5
GFI	$0,95\leq GFI\leq 1$	$0,90\leq GFI\leq 0,95$
CFI	$0,97\leq CFI\leq 1$	$0,95\leq CFI\leq 0,97$
NNFI/TLI	$0,97\leq NNFI\leq 1$	$0,95\leq NNFI\leq 0,97$
NFI	$0,95\leq NFI\leq 1$	$0,90\leq NFI\leq 0,95$
RMR	$0\leq RMR\leq 0,05$	$0,05\leq RMR\leq 0,08$
RMSEA	$0\leq RMSEA\leq 0,05$	$0,05\leq RMSEA\leq 0,08$
Resource: Jöreskog ve Sörbom, 1996; Schermelleh-Engel, Moosbrugger ve Müller, 2003; Schumacker ve Lomax, 2004.		

Validity and reliability values of behaviour intention scale is examined into confirmatory factor analysis for dataset of Somalia Participants in Table 4. Purchase intention is dropped out from this study, because of there is not statistically significance AVE(<0,50), CR(<0,70). On the other hand, AVE, CR, and Cronbach's alpha values for other sub-dimensions were found to be appropriate.

Table 4. Confirmatory Factor Analysis about Behaviour Intention Scale for Dataset of Somalia Participants

Sub Dimension	Items	B	Standard Error	t	p	AVE	CR	Cronbach's Alpha
Word of Mouth Com.	CB_1	0,62	0,13	7,35	0,000***			
	CB_2	0,69	0,11	10,28	0,000***			
	CB_3	0,78	0,12	10,04	0,000***	0,549	0,740	0,697
Purchase Intentions	CB_4	0,64	0,13	8,95	0,000***			
	CB_5	0,69	0,10	14,09	0,000***			
	CB_6	0,69	0,059	15,15	0,000***	0,453	0,613	0,705
Price Sensitivity	CB_7	0,72	0,069	12,93	0,000***			
	CB_8	0,70	0,095	12,51	0,000***			
	CB_9	0,75	0,057	15,86	0,000***	0,523	0,767	0,731
Complaining Behaviour	CB_10	0,76	0,079	15,46	0,000***			
	CB_11	0,75	0,077	13,44	0,000***			
	CB_12	0,67	0,11	11,10	0,000***			
	CB_13	0,83	0,069	19,77	0,000***	0,569	0,840	0,816

Behaviour Intention Scale about CFA Model Fit Indexes are examined for dataset of Somalia participants. In CFA model, while RMR(0,16) is not acceptable fit, Chi-square/df(cmin/df)(1,70)), GFI(0,99), CFI(0,98), NNFI(0,98), NFI(0,96), RMSEA(0,068) are good and acceptable fit so that CFA Model is provided the validation.

Validity and reliability values of Hofstede culture scale is examined into confirmatory factor analysis for dataset of Turkish participants in Table 5. Collectivism is again dropped out from this study, because of there is not statistically significance both Standardized Beta and AVE(<0,50), CR(<0,70) and Cronbach's Alpha(<0,60). On the other hand, AVE, CR, and Cronbach's alpha values for other sub-dimensions were found to be appropriate.

Table 5. Confirmatory Factor Analysis about Hofstede Culture Scale for Dataset of Turkish Participants

Sub Dimension	Items	B	Standard Error	t	p	AVE	CR	Cronbach's Alpha
Power Distance	PO_1	0,83	0,029	23,23	0,000***			
	PO_2	0,87	0,038	28,48	0,000***			
	PO_3	0,88	0,041	30,09	0,000***	0,724	0,929	0,905
	PO_4	0,89	0,033	29,57	0,000***			
	PO_5	0,78	0,037	22,38	0,000***			
Uncertainty	UN_1	0,81	0,042	17,37	0,000***	0,600	0,882	0,854

Avoidance	UN_2	0,81	0,044	17,70	0,000***			
	UN_3	0,78	0,043	16,58	0,000***			
	UN_4	0,75	0,069	13,42	0,000***			
	UN_5	0,72	0,047	12,92	0,000***			
	CO_1	0,31	0,32	1,74	0,081			
	CO_2	0,31	0,57	1,01	0,312			
	CO_3	0,32	0,60	1,35	0,177	0,220	0,583	0,500
	CO_4	0,59	0,56	2,73	0,006***			
	CO_5	0,24	0,61	1,38	0,167			
Collectivism	CO_6	0,79	0,53	4,13	0,000***			
	LT_1	0,73	0,073	12,10	0,000***			
	LT_2	0,72	0,16	10,72	0,000***			
	LT_3	0,68	0,091	8,85	0,000***	0,459	0,835	0,795
	LT_4	0,66	0,080	8,93	0,000***			
	LT_5	0,62	0,12	7,26	0,000***			
Long-Term	LT_6	0,65	0,13	8,19	0,000***			
	MA_1	0,80	0,028	17,50	0,000***			
	MA_2	0,77	0,051	14,61	0,000***	0,597	0,855	0,828
	MA_3	0,80	0,041	17,67	0,000***			
Masculinity	MA_4	0,72	0,056	10,64	0,000***			

Hofstedes Cultural Scales about CFA Model Fit Indexes are examined for dataset of Turkish participants. In CFA model, while RMR(0,26) is not acceptable fit, Chi-square/df(cmin/df)(1,18)), GFI(0,96), CFI(0,98), NNFI(0,98), NFI(0,90), RMSEA(0,035) are good and acceptable fit so that CFA Model is provided the validation.

Validity and reliability values of behaviour intention scale is examined into confirmatory factor analysis for dataset of Turkish participants in Table 6. Purchase intention is dropped out from this study, because of there is not statistically significance AVE(<0,50), CR(<0,70) and Cronbach's Alpha(<0,60). On the other hand, AVE, CR, and Cronbach's alpha values for other sub-dimensions were found to be appropriate.

Table 6. Confirmatory Factor Analysis about Behaviour Intention Scale for Dataset of Turkish Participants

Sub Dimension	Items	B	Standard Error	t	p	AVE	CR	Cronbach's Alpha
Word of Mouth Communication	CB_1	0,53	0,070	5,48	0,000***			
	CB_2	0,63	0,081	7,69	0,000***			
	CB_3	0,77	0,097	10,46	0,000***	0,423	0,682	0,607
Purchase Intentions	CB_4	0,52	0,15	5,59	0,000***			
	CB_5	0,54	0,17	6,09	0,000***			
	CB_6	0,47	0,19	4,66	0,000***	0,260	0,513	0,491
Price Sensitivity	CB_7	0,63	0,058	8,37	0,000***			
	CB_8	0,67	0,076	10,95	0,000***			
	CB_9	0,62	0,087	8,12	0,000**	0,410	0,675	0,622
Complaining Behavior	CB_10	0,75	0,067	11,89	0,000***			
	CB_11	0,60	0,10	7,45	0,000***			
	CB_12	0,72	0,047	14,29	0,000***			
	CB_13	0,66	0,068	9,91	0,000***	0,469	0,778	0,738

Behaviour Intention Scales about CFA Model Fit Indexes are examined for Dataset of Turkish participants. In CFA model, while RMR(0,12) is not acceptable fit, Chi-square/df(cmin/df)(1,63)), GFI(0,98), CFI(0,97), NNFI(0,96), NFI(0,93), RMSEA(0,065) are good and acceptable fit so that CFA Model is provided the validation.

4.8. Structural Equation Modelling

Structural Equation Modelling (SEM) uses various types of models to depict relationships among observed variables, with the same basic goal of providing a quantitative test of theoretical model hypothesized by the researcher (Schumacker and Lomax, 2004).
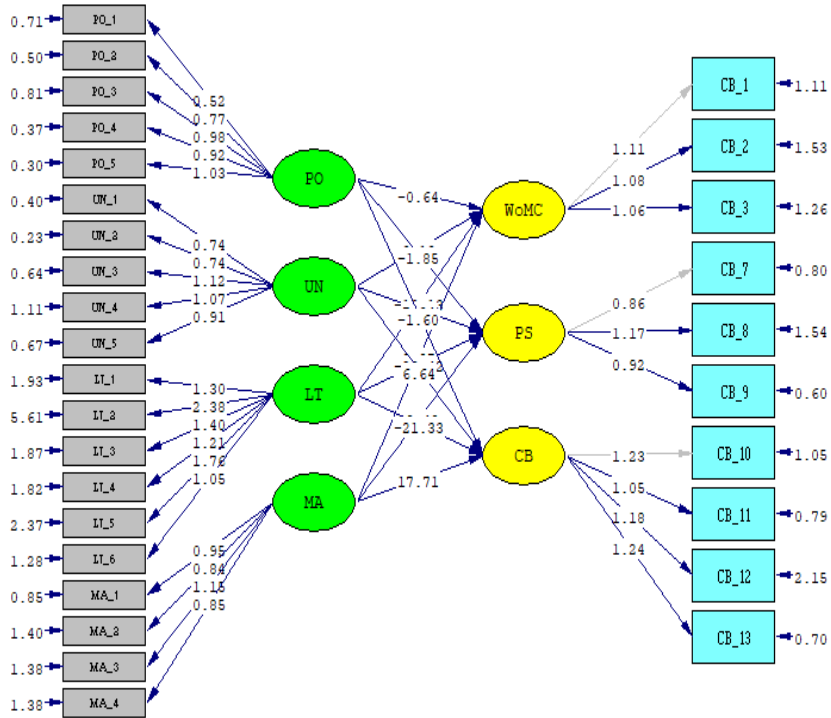
Figure 2. Structural Equation Model for Participants of Somalia Participants

The equations for the coefficients in Table 7 are given below. As it is seen in the table, it was concluded that the hypotheses were not accepted for the Somali sample because the p statistical significance values were not significant.

Table 7. Structural Equation Modelling for Dataset of Somalia Participants

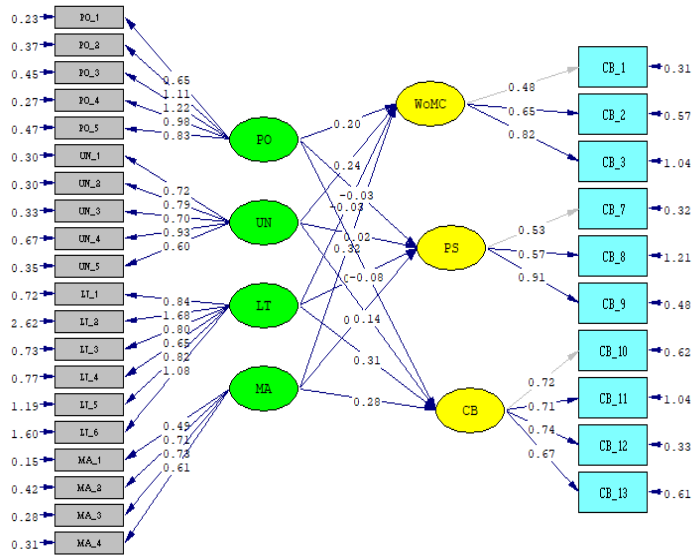|	B	Standard Error	t	p
PO→ WoMC	-0,64	1,96	-0,33	0,741
UN→ WoMC	3,13	5,78	0,54	0,589
LT→ WoMC	-10,13	17,65	-0,57	0,568
MA→ WoMC	8,87	14,64	0,61	0,541
PO→ PS	-1,85	4,53	-0,41	0,681
UN→ PS	7,34	13,27	0,55	0,582
LT→ PS	-23,42	40,52	-0,58	0,561
MA→ PS	19,48	33,61	0,58	0,561
PO→ CB	-1,60	4,14	-0,39	0,696
UN→ CB	6,64	12,26	0,54	0,589
LT→ CB	-21,33	37,43	-0,57	0,568
MA→ CB	17,71	31,01	0,57	0,568
**p<0,01, *p<0,05				

Figure 3. Structural Equation Model for Participants of Turkish

The equations for the coefficients in Table 8 are given below. In this case; Power Distance, Uncertainty Avoidance have statistically effect on Word of Mouth Communication (p<0,05).

On the other hand, Long-Term Orientation have statistically effect on Price Sensitivity (p<0,10) and Complaining Behaviour (p<0,10). Consequently, H1a, H1b, H3d and H4d Hypotheses was supported. Other Hypotheses were not supported.

Table 8. Structural Equation Modelling for Dataset of Turkish Participants

	B	Standard Error	t	p
PO→ WoMC	0,20	0,10	2,01	0,044**
UN→ WoMC	0,24	0,11	2,13	0,033**
LT→ WoMC	-0,031	0,20	-0,16	0,872
MA→ WoMC	0,32	0,21	1,50	0,133
PO→ PS	-0,026	0,13	-0,20	0,841
UN→ PS	0,021	0,12	0,17	0,865
LT→ PS	0,31	0,17	1,86	0,062*
MA→ PS	0,13	0,16	0,79	0,429
PO→ CB	-0,080	0,11	-0,74	0,459
UN→ CB	0,14	0,12	1,18	0,238
LT→ CB	0,31	0,16	1,90	0,057*
MA→ CB	0,28	0,17	1,62	0,105
***p<0,01, **p<0,05, *p<0,10				

Fit Indexes are examined for SEM of Turkish Participants in Table16. In SEM, while RMR(0,12), GFI(0,70), NFI(0,86), are not acceptable fit, Chi-square/df(cmin/df)(1,37)), CFI(0,97), NNFI(0,96), RMSEA(0,050) are good and acceptable fit for SEM of Turkish participants.

5. Conclusion

This study sought to investigate the impact of Hofstede's cultural dimensions on consumer behavior intentions among the Somalia and Turkish cultures. It was guided by two objectives: what are the key cultural dimensions that affect the consumer behavior intentions between Somalia and Turkish consumers; and what are the most important cultural dimensions for Somalia and Turkish consumers behavior intentions.

As a result of the study, it was determined that Hofstede culture dimensions did not have an effect on consumer behavior intention for the Somali sample. For the Turkish sample, it was found that power distance and uncertainty avoidance had a positive effect on word of mouth communication, and long-term orientation had a positive effect on price sensitivity and complaining behavior. The fact that Hofstede culture dimensions do not have an effect on behavioral intention dimensions for the Somali sample can be explained by the fact that due to the Somali society structure, consumers do not have the opportunity to exhibit behaviorally word-of-mouth communication, purchasing, price sensitivity and complaining behavior. Although cultural dimensions scores are not calculated for Somalia on Hofstede's website, it can be mentioned that they are a short-term oriented society with a high power distance, and a collectivist society structure in which the masculine structure is dominant.

When Hofstede's website is examined, it is seen that power distance and uncertainty avoidance are high in Turkey, they are collectivist and they are feminine and short-term oriented with close ratios. When associated with the results of the research, it can be said that if power distance and uncertainty avoidance increase, word-of-mouth communication activities of the society increase, in case of long-term orientation, consumers are more sensitive to price and more complain. This will of course differ depending on the product group purchased. While price sensitivity is an important factor for products where there is uncertainty and which are planned to be used in the long term, it can be said that in case of negativity, complaints will be made and this will be expressed through word of mouth communication.

According to these results, it can be interpreted that it would be good for business managers to examine the situation of the market in terms of this or other similar cultural dimensions, and that it is necessary to develop good customer relations in the market and to purchase the product. It is important for businesses that want to enter these markets to pay attention to these factors and develop marketing strategies accordingly. In future studies, the model can be

expanded by adding different variables to the research model. The study can be repeated by increasing the number of samples.

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