

**Exploring Cross-Cultural Grocery Shopping Behavior  
With an Emphasis on Private Label Brands**

**ABSTRACT**

Grocery shopping is an activity undertaken around the world. While research on shopping in general and grocery shopping in particular began being published in scholarly outlets in the 1950s, the great majority of such studies have been conducted in Western cultures, primarily in America and England.

Cross-cultural research has long been a topic of interest among social psychologists, but recently has gained increased attention in the field of marketing. While increasing amounts of cross-cultural research are being undertaken in the field of marketing, very little work has been done in the field of retailing as applies to consumer behavior.

This dissertation sets out to measure a variety of constructs developed from Western literature to test hypothesized differences supported by academic literature related to culture. Hypotheses revolve around issues related to individualism and collectivism and the importance of group behavior, face and status, belief in branded products versus private label brands, time pressure, shopping enjoyment, variety-seeking, and other constructs. The overall framework is that cultural differences may create a different perception towards grocery shopping, that being functional versus hedonic.

A two-country sample was utilized through survey research (America and Thailand, which have been found to be nearly polar opposites in terms of individualism and collectivism). Logistic regression was used to create a model that highlights the differences between the two samples of grocery shoppers based on their answers to 18 variables. MANOVA was conducted to further analyze the differences between groups and confirm that nationality (culture) was the best predictor of variance.

Implications of this research are relevant to any business that caters to multiple nationalities. Western retailers have entered the market in Thailand over the past decade and appear to be using copy and paste marketing strategies from their home countries. By understanding that there are cultural differences, retailers and other businesses can better design products and services to match local consumer needs and interests.