

IMPULSE BUYING BEHAVIOUR ON COUNTRY OF ORIGIN PRODUCTS (HOME PRODUCTS) BY EXPATRIATES, AND ITS MARKETING IMPLICATIONS

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Introduction

An impulse buy is an unplanned or otherwise spontaneous purchase. It is estimated that more than 70% of all the supermarket-buying decisions are unplanned or impulse purchases (Levy & Weitz 2004). Impulse buying not only pervades retail buying but also extends to the so-called "big ticket" items such as motor vehicles, home appliances and real estate. It is a cognitive and affective responses (Bennett & Kassarian, 1972), directed by the cultural background, individual values and attitudes (Hofstede, 1980). It is therefore, expected that, a consumer's national background with the diverse cultures imbedded in the nationality should have a significant influence on consumer decision-making style, and thus diverse buying behavior.

Definitions Of Impulse Buy

Several complementary models of purchase behaviour are available in consumer research such as utility-maximization, decision-making, behavioural-influence, hedonic, and meaning-transfer perspectives. However, impulse buying behaviour does not conform to the rational, economic or decision-making perspectives in consumer behaviour; and instead it is associated with a complex hedonic psycho-social motivations and low-effort, feeling based decision-making. Sharma, et, Al., (2010) and Kacen & Lee (2002) have defined impulse buying behaviour as unplanned purchase characterized by a relatively rapid decision-making, and a subjective bias in favour of immediate possession. Impulse purchases are more likely when consumers experience an impulse buying stimulus and then later evaluate that prospective purchase as appropriate (O'Guinn and Faber, 1989). According to Park, et al (2006), Bayley, and Nancarrow, (1998), Impulse buying behaviour is a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices.

Impulse buying is a spontaneous and cognitively intensive action. Gutierrez (2004) defined impulse buying as an immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase. Beyond spontaneity, impulse buying is an intense, exciting urge to buy without regard to the consequences of the purchase decision.

Since Impulse buying behaviour varies in degree of the intensity of the urge to buy, it not possible to have a single category of impulse buying. Consumer undergo different intensity of the buying urge depending on environmental factors, emotions, gender, economic conditions or buying power as well as the social associations among others. This results into different categories of impulse buying behaviour. Han *et al.* (1991), classified impulse buying into four types however considering the expatriate nature of impulse buying it would be easier to add one more category of impulse buy that comes as a result of patriotism of an expatriates:

1. planned impulse buying;
2. culture identity/preservation impulse buying (ethnic impulse)
3. reminded impulse buying;

4. fashion-oriented impulse buying; and
5. pure impulse buying (Impulsive buying).

Impulse And Ethnocentrism

The impulse buying behaviour is influenced by several factors such as consumer's emotions and moods, self-identity, culture, demographics factors such as age, sex as well as the environment, among others.

Ethnicity and country of origin have a significant role in the buying behaviour of a customer based on the fact that customer's decision making process is influenced a lot by the social and cultural factors (Levy & Weitz 2009, Berman, B., & Evans, J., 2007; Mei Rose, et.al, 2009). Wide differences in values, cultures, attitudes, and basic product needs occur within a nation. However as population migrate, to different locations globally, the unifying country culture binds the different groups of diverse populations into a single cultural unit, thus bringing about a country's culture in a group. These different cultural groups are growing in many modern nations, marked by increased immigration, low fertility rates among historically dominant groups, and an increased emphasis among immigrants on maintaining their original culture while adapting rather than assimilating to the new culture. Understanding relevant these subcultures is fundamental to successfully marketing of products within a nation or set of nations that these groups domicile because each subculture has a different set of values, beliefs, social norms, and attitudes as well as basic product needs.

A study by Bruwer, J., Johnson, R., (2010) on wine selection indicated Consumers used regional branding cues, information and images in their assessment and valuation of comparative wine labels. Almost without exception, the addition of regional information on a wine label increased consumer confidence in the quality of the product. However, Consumer ethnocentrism is negatively related to attitudes toward foreign-made products for both overseas-born (Asian and Western) migrants and local-born Australians (Poon, et al 2010).

Studies done earlier looked at and reviewed the literature the ethnic marketing, for instance Nwankwo and Lindridge (1998), Podoshen (2008), Chan and Ahmid, (2006) dealt with crucial issues such as identifying levels of acculturation which has broad classifications, indicating the influence that a dominant culture exerts on the ethnic minority individuals. They also examined differences between African-Americans and non African-Americans in the use of word-of-mouth and brand loyalty in response to the purchase of durable goods. Chan and Ahmid, (2006) went further and explored preference for "black-owned" goods and services and feelings about purchasing goods from firms that once had ties to slavery. Rook and Fisher (1995) found that shoppers' impulsive buying tendencies are tempered by perceptions that the outcome will be positive rather than negative.

Marketing in a global context and environment requires an understanding of the nation's subcultures to effectively construct and refine marketing strategies (Swaidan *et al.*, 2006, Lenartowicz *et al.*, 2003). This is because each subculture has a different set of values, beliefs, social norms, and attitudes. This leads to attachments on home and act as differentiation factor especially for the expatriates. Differential attitudes toward certain products and nations are likely to occur in countries that have multiple nationalities occurring due to large immigrant populations.

Expatriate Market Targeting African Diaspora

United Nations statistics put the worldwide number of international migrants at 191 million in 2005. Western Europe has more than 20 million registered expatriates and unofficial data puts this figure much higher. One of the potential segments of market created by the international migration is the Chinese market. As of August 2007, there were an estimated 750,000 Chinese nationals working or living for extended periods in different African countries. By 2004, it was estimated that, between 500,000 and 1.8 million Kenyan Diasporas were living in different parts of the world with 96,354 Kenyans living and working abroad in the USA, Canada, UK, Australia, Germany, Sweden and Middle East. If we add figures of Kenyans working as lecturers, doctors and nurses among others in other African countries (especially South Africa, Botswana, Zimbabwe, Malawi and Namibia) and other parts of Europe and the rest of the world, it is clear that the number of Kenyan Diasporas is quite substantial. It is estimated that about 50,000 Ugandans are living and working in U.K. There is also a significant deployment within Africa where the highly skilled (doctors and teachers) have been attracted southwards especially South Africa. This give a significance of measuring the ethnocentrism of these expatriates in relation to their buying attitudes and the business opportunities they create.

Due to the increase of international migration, the expatriate market segment has become an important target for many companies across different sectors, and there are more and more companies running specialized expatriate marketing campaigns. A person moving country normally needs somewhere to live and a job, food, and then when they arrive they have a range of immediate needs, such as banking, tele-communications, leisure and insurance among others. The expatriate market also offers many business opportunities for specialized service providers such as international lawyers, language schools, and money transfer providers. These indicated the vast opportunities that expatriates market creates in both the country of origin as well as the domicile countries.

Due to their higher than average incomes and addition support from employers, many expatriates tend have a more luxurious lifestyle abroad than at home. More than half (58%) of expatriates save and invest more money abroad than in their home country - despite spending more money abroad than at home. After their move abroad, expatriates tend to spend more on food (+25%), shopping (+22%), accommodation (+18%) and socialising (+15%) (HSBC Expat Explorer Survey, 2008).

Nevertheless, their expatriate benefits often allow them to enjoy luxuries abroad that they do at home, such as private health care and private education for their children. Although there are large differences between one country and another, we can generalise that compared to the average, expatriates tend to be more highly educated, have a higher than average income and face some very specific challenges when moving abroad (like learning the local language).

Being in the foreign countries, the expatriates need to keep in touch with the home country, through news, cultures and consumption products. Some organizations produce goods and services targeting these expatriate markets as a specific market segment to meet their needs, which cannot be met adequately by the local producers in the host countries. These include restaurants, clubs as well as brands that are directed to a specific culture of country of origin such as Chinese, Indian or Nigerian restaurants, thus resulting to ethnic marketing. Ethnic marketing refer to the study of marketing within ethnic minority contexts (Cui, 1997; Venkatesh, 1995). Although it is fundamentally different from multicultural marketing (Nwankwo, 1996), the two terms are often used interchangeably (Nwankwo *et al.*, 1997).

Statement of the problem

Due to the high number of the expatriates and the diversity of their countries of origin, majority of expatriates have welfare organizations which serve in cementing both social and cultural ties with the mother country as well as taking care of the less fortunate in case of calamities. This diversity of national-cultures brings about diversity in buying behaviour and shopping patterns especially on goods bought (on how they are bought, where they are bought). It has also brought about new markets and new business because high demand of home products. The ethnicity and the country of origin have a significant role in the buying behaviour of a customer's based on the fact that customers decision making process is influenced a lot by the social and cultural background among other factors (Levy & Weitz 2009, Berman, B, & Evans, J., 2007; Mei Rose, et.al, 2009).

Expatriate population living in foreign countries, look for ways to maintain roots to their mother countries. One way of doing this is in maintaining home country diet, buying memorabilia, and other hedonic items. There is therefore a big likely hood that when they come across these products, they tend to buy them on impulse due to among other contributing factors, patriotism and cultural ties. Studies that have been carried out were done focusing immigrants in different countries such as in Europe and America and Australia, (Podoshen, J.S. 2008, Davlin, 2003, Sinha, 2004 and Zhang, et. al,2009, Poon ,et al, 2010), there is very little that has been done on Africa on consumer behaviour especially on the impulse buy. Most of the literature that informs marketing studies in Africa is adapted from studies in developed world, which have different cultures and market environment. Due to the diversity of African cultures, social set up, as well as the nature of consumer buyer behaviour, it is impossible to generalize the buying behaviour of all expatriates and the local population. There is need therefore to study and compare the behaviour of expatriates with the local market to come up with a better understanding of impulse buying behaviour from African perspective.

Key questions

The paper endavours to answer the following questions

- a) Does the impulse buying behaviour among the expatriates differ from the local population?
- b) Is the buying behaviour in Africa different as per the various diverse countries of origin represented by the expatriates
- c) Does the buying behaviour differ in products, power parity perception of the home country, store image /atmosphere, brand trust, etc?
- d) Do Gender and other demographics factors play role in the expatriate impulse buying behaviour?
- e) What symbolic factors are instrumental in impulse buying of the home products?

Objectives of the study

Studies done earlier looked at and reviewed the literature the ethnic marketing dealing with crucial issues such as identifying levels of acculturation, which has broad classifications, indicating the influence that the dominant culture exerts on the ethnic minority individuals. The objective of this study is to review the literature and thereby identify the factors that affect the

impulse buying behaviour in expatriates, thereby enabling marketers to come with better targeting strategies for expatriates market segments

The result will be developing a model that explains the impulse buying behaviour on expatriates, which can be used for more effective internationalization of home brands to target the Diaspora.

Methodology

The study Reviews the literature on impulse buying to identify the possible factors that affect the impulse buying behaviour among the expatriates on Incidences of Impulse buying on country of origin products (home products) and the possible impact on business targeting the expatriates as the market segment.

Literature review on impulse buy

Impulse buying

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. According to Rook and Hoch, (1985) people, and not products, experience consuming impulses. The impulse-purchase trait is characterized by the lack of articulated purchase goal, at the start of the shopping experience.

Buying impulsiveness is defined as a consumer's tendency to buy spontaneously, unreflectively, immediately, and kinetically. "Highly impulsive buyers are more likely to experience spontaneous buying; their shopping lists are more 'open' and receptive to sudden, unexpected buying ideas" (Rook and Fisher, 1995). Researchers agree to the fact that impulse buying involves a hedonic component and that that when they purchase impulsively they feel uplifted (Cobb and Hoyer, 1986; Hausman, 2000; Thompson et al., 1990; Ramanathan and Menon, 2002, Cobb and Hoyer, 1986; Rook, 1987), and that they experience their needs for fun and novelty being fulfilled (Hausman, 2000).

Consumer experience impulse buy while shopping either at the market place as is the case in most African countries, or in the store and shopping malls. Rook and Fisher, (1995) indicated that touching products, and or getting into contact either with sales persons or the products by impulsive buyers increased the likelihood of experiencing spontaneous buying. It makes their shopping lists to be more 'open' and they become more receptive to sudden, unexpected buying ideas. In-store and market display stimulus produce impulse purchases simply by acting as a reminder of shopping need. They assist in making purchases decision and offer consumers new ways of satisfying their needs (Kollat and Wallet 1969; Abbrat and Goodey, 1990).

Both an individual touch variable and an environmental touch variable (point-of-purchase sign encouraging touch) increased impulse purchasing (Rook and Fisher (1995; Peck and Childers, T. L., 2006). At the same time Rook and Fisher (1995) indicated that consumers tend to have a greater impulsive urge to buy, and a greater likelihood of doing so, when acting on impulse is socially appropriate and rational. However it should be noted that the nature of these normative influences on impulse buying behaviour may depend on the norms and values of the reference group such as parents versus peers, variety seeking with optimum stimulation levels (Luo, 2005; Sharma, et al, 2010). Impulse buying is prone to occur with diminished regard for its consequences.

Schiffman and Kanuk (2007) indentified four consumer-buying models, as four views of consumer decision making. The first is the economic view, which states that consumer behaves

rationally as long he/she has information on all the products available and can rank the products as well as identify the best choice among the alternative products. Opposed to this is the rational view, which states that consumers are submissive to the self-serving interest and promotional efforts of the marketer. In this view, consumers are perceived to be impulsive and irrational purchasers. The third view is that of a cognitive view which portrays consumers as a thinking problem solver. This model focuses on the process by which consumers seek and evaluate the information about a brand.

The fourth model is an emotional view, which perceives the consumers as having deep feelings, or emotions such as joy, fear, love, hope, fantasy and even magic, which effectively directs consumers' purchasing decisions and the attachment to the products that they buy. A marketer cannot ignore these emotions as they play a great role on the amount of information sought, the perceptions on alternative brands, choice retail outlets as well as the final purchase decisions, and post purchase behaviour.

This model recognizes a consumer as a human being with feelings and emotions, cultural and social background, learning, developed from the upbringing in the family as well as environment, at which consumer makes a purchase of certain products, rationally and or on impulse. The fourth model recognizes that consumer buying behaviour correlated to the basic human wants. Consumer buys different products in order to meet the diverse needs, of depletions, emotional, social and other needs as they occur. Some needs like those that emotional and social needs are triggered by different stimuli's in the market environments and thereby triggering the impulse buying behaviour. Impulse buying can occur when a potential consumer spots a product that stirs a particular passion, or memory, such as seeing his/her own country's flag on the package of the product, or products branded similarly to a familiar home-brand.

Previous studies on impulse buying focused on defining differences between impulse and non-impulse buying behavior (Hausman, A., 2000, Cobb and Hoyer, 1986;). Many researchers have provided theoretical frameworks for examining impulse buying as related to psychological variables (e.g. personality, self-regulation), hedonic experiences (e.g. shopping enjoyment, emotional state, and mood) and situational variables (e.g. available time, money) in a shopping context. Generally, researchers found impulse buying satisfied hedonic or emotional needs for fun, social interaction, and gratification (Hausman, 2000; Piron, 1991) rather than utilitarian needs.

Factors that could result to high impulse buying among the Diaspora

Expatriates in many countries discussed above tend to maintain group cohesion, social capital and observe cultural tendencies, which are directed by country of origin as way of self-identity and preservation. This is just one of the many factors that can result into consumer impulse buying behaviour by the expatriates. The following are other important factors contributing to impulse buying.

- **Disposable Incomes and Credit Availability**

The data from the Botswana central statistics organization indicated that expatriates earn approximately three times higher than the local population (CSO 2009). This increases the disposable income to the expatriates, and thus more buying power. Dramatic increases in personal disposable incomes and credit availability have largely influenced their prevalent consumer behaviour. Impulse purchases are more likely when consumers

experience an impulse buying stimulus followed by an evaluation that prospective purchase is appropriate.

- **Cultural values**

According to McGregor (McGregor, 2000), a country's national character and cultural values have much to do with the values that will develop among consumers in that culture. Indeed, marketers contend that the central premise of social value monitoring is that, if one understands people's values, one can better predict how they will behave in the market place. Although some argue that understanding underlying social value shifts contributes to understanding current and future consumer behaviour, the practice of using social values as a proxy for consumer behaviour needs to be questioned.

- **Mental pictures**

Values are mental pictures of important values and goals and affect how one thinks about and sees oneself, what one wants in life and what one is willing to trade off to get something in return. Some values reflect preferred states of being or feeling while other values reflect preferred ways of behaving. Consumer values relate to *individual or cohort* behaviour before, during and after market transactions. Social values reflect the core of an *entire culture's* mindset shared by a society. They are related in that social or cultural values are seen to act as justification for acquiring goods and services, and thus to stimulate interest in, desire for, acceptance, patronage of, or the actual purchase of goods and services. The two value systems are related, but not mutually inclusive - one relates to individuals or cohorts in their consumption role while the other pertains to the collective behaviour. What an individual consumer may buy while alone may not necessarily what he/she would buy while in a group. Customer value reflects the personal values of individual customer. It is the perceived level of returns in the product's benefit that a customer's pay for in a purchase exchanges. However this may be overshadowed while group dynamics is at work.

- **Customer value**

A number of customers could be increased by delivering more customer value than the competitors (Normann, 1993), thus the concept of customer value underlying the competitive analysis in the field of retailing, creating more customer value than the customer perceived value. A customer perceived value has been defined as perceived utility a customer receives after purchasing a product. A customer value normatively focuses on buyer evaluation at the time of a product purchase while customer value descriptively emphasizes individual evaluation of a product consumption and possession. Researchers argue that consumers buy product not for the sake of its transactional value, but products that will satisfy their needs or and personal values (Hubber 2001). However, in an exchange environment, products benefits alone do not completely explain consumer product choice. Often, consumer may find product desirable and though the consumer has the financial capability to make the purchase, the purchase may not follow due to environmental factors (Normann 1993).

- **Cognitive traits**

According to Hubber (2001), several factors affect consumers' behaviour. These factors are customer characteristics which are modelled by cognitive traits (personality or attitudes), the emotional predisposition and their demographics. These characters form the background of customer's perception, as the perceived benefits are manifest of personal values, while the

buyer's evaluation of a product begins at this point. A product benefits based on consumption or use of the product may not be sole benefit that a consumer realizes. It also includes the buying activity environments, convenience of the purchase and after sale service in addition to the transactional product benefits. Strassmann, (1990) noted that products that have been used before in the home country have higher probability of evoking and triggering emotional buying since customers perceive benefits to be more.

- **Genders and perceived effects.**

Gender is the society's social difference between men and women, their roles and the way everybody in the society socially construct who a woman or a man is (Kang'ethe, 2009). Men generally tend to not enjoy shopping as much as women do, giving room to the speculation of using the browsing method when making purchases. This could result to reducing the chances of making impulsive purchase decision. The shopping trends in Botswana are evolving and men nowadays tend to enjoy purchasing leisure products, hence making them to be in the same boat as women as far as chances to making impulsive buying is concerned. The developments in Botswana have lead to the introduction of shopping malls which in turn have given birth to chain stores. These are physically attractive and a wide range of retailers could easily fall victim of making major impulsive buying. This study will explore the role played by retailers in customer's decision to purchase impulsive. The study will also try to identify product categories that both genders purchase impulsively. The study is also likely to test and validate the stereotype that men tend to prefer functional oriented products whilst women prefer those that are emotional or symbolic oriented.

- **Perceived product quality**

Hansen (2005) and Kuznesof et al.,(1996) acknowledged that consumer quality expectations are based on quality stimuli. It is suggested that "quality stimuli" should only comprise product properties, which the consumer can perceive with his or her senses before actual consumption takes place. Other product elements are then called attributes. Quality stimuli can be divided into intrinsic and extrinsic stimuli Quality" as a food product attribute was unsurprisingly considered to be desirable. The components of quality were noted as taste and flavour, presentation through packaging, visual appeal, naturalness, shelf-life, brand name and the retail outlet from which the product would be purchased.

It is an incontrovertible fact that many consumers have expected quality attributes that affects their buying intentions. The perceived physical appearance positively affect their expected utility. In fact, for a competitive company, it should not be enough to simply offer products and services, but it should strain for creating value for consumer. The more distinctive and inimitable the product is, the higher are the possibilities of having loyal consumers (Bigne´ et al., 2000). As a result of these previous reasoning, I suggest that the perception of quality associated with symbolic attributes of a product will positively influence consumer satisfaction and loyalty and thus result into more incidences of impulse buying (Espejel 2007)

- **Price**

Kuznesof et al (1996) emphasized that price was one of the most important product attributes to both traditional tiers and some of the undecided group. Price reflected the discussants ability to make preferred product choices, particularly with regard to ethically and environmentally sensitive products, and provided the means to purchase greater variety and quality products (Deliza et al 2006). Price is considered an important variable in consumer product choice. Despite its importance, it is not the principal attribute that influences the consumer choice; but it however plays a big role in determining the degree of incidences of impulse buying. The higher the prices, the more a customer would have to think before buying on impulsively as price is one the most main factors that contribute to product loyalty and store patronage.

- **Store atmospheric**

The significant role played by store image in retailing is unquestionable. A desirable store image facilitated by an effective positioning strategy can be considered as a core of the retail mix and can be integral in influencing store choice. This argument is based on the theory that congruence between consumer perception of the store image and the objective of market positioning strategy result in customer loyalty towards a store. Store image can therefore be used as a means of achieving a competitive advantage. A wide belief exists that consumers perceive the store image desirable if it is congruent with their self image or the image that they aspire (Davlin, 2003). Sinha (2004) found that a desirable store image will attract and at the same time make them enjoy their shopping experience. This in turn facilitates the impulse buying.

- **Power Distance Belief (PDB)**

Power -Distance Belief (PDB) is the degree of power disparity that the people of a culture expect and accept. The higher the PDB, the more a person expects and accepts disparity in power. Eastern cultures like China and India have a higher PDB while western cultures such as America have a low PDB. A low PDB results in greater impulse buying, while a higher PDB results in lower impulse buying (Yinlong, et al, 2009). The reason for that is that people from eastern cultures who expect more power disparity, are also brought up to practice self restraint much more than people from the western cultures who don't expect so much power disparity. People who have more self restraint are much more likely to avoid impulse buying than people who don't have that level of self restraint.

- **Patriotism**

The level of patriotism towards one's country of origin is a great factor that influences what expatriates consumers buy and how they purchase. Products from home country usually attract a higher market from patriotic expatriates than those who are less patriotic. Consumers buy home products regardless of the quality or price as sign of loyalty to the mother country rather than rational considerations'.

- **Length of duration away from home**

The more a consumer stay away from home , the more he/she is bound to miss the home products and thus he/she would buy a product when available on impulse bases to meet the

emotional needs of belonging and unification with the home country as well as a reminder of the home.

- **Socialization of young generation**

Most expatriates have children who are born in the foreign countries. One of the responsibilities of parents is to educate the children on cultural values, as well as sense of belonging. Some of the tools used by the parents are the artefacts that communicate home cultures as well as music, and food items. It is therefore natural that whenever these items are available, the expatriates would buy them on impulse basis. This increases the incidences of impulse buying behaviour.

Other Factors that impact on development of hedonic impulse ethno-marketing strategy

Establishing a business to cater for Ethnic market segments can be faced with several problems that need to be addressed in order for a manager to probe and be able to anticipate the consumer needs. At a more practical level, researching ethnic market is complicated by such problems as (Sills and Desai, 1996; Watson, 1992):

- *Obtaining reliable universe data:* it is often difficult to obtain reliable universe data because a significant proportion of immigrant populations especial in southern Africa where the borders is very larger with many entry points both legal and illegal, thus making difficult to get the correct number of non citizens residing in an country as well as their ethnic groups. To overcome this, it may be sensible to use a focused enumeration approach to select areas of high known ethnic concentration. Within these areas, broad quota controls can be set on sex and age, as well as ethnic origin.
- *Language:* difficulties often arise as a result of language barriers - a problem fully highlighted comes in being especially in case you want interact with Chinese in Botswana who speak only mandarin. Although English is widely spoken by the Black population (Africans and whites) but dealing with the some t ethnic group, such as Asians, presents a challenge.
- *Gender matching:* among many Asian groups, and principally Moslems, gender matching is crucially important in face-to-face communication. For example, in orthodox Moslem settings, it is generally unacceptable for females (especially the unmarried ones) to be interviewed by males. Conversely, conservative Moslem males may find it insulting to be confronted with a female interviewer who is not “appropriately” dressed.
- *Ethnic matching:* as discussed earlier different African countries have ethnic groups with different cultures. Although a universal country culture is created while in foreign country, the buying and consuming behaviour is dictated and directed by the underlying personal cultural background. matching this cultures may be important in a group discussion in order to come up with real factors that impact on the impulse buying behaviour
- *Cultural barriers:* the high-context culture of many ethnic minority groups means that there are often protective walls against being “probed” or seen to be too “revealing” to “outsiders”. Consequently, postal surveys have been known to attract extremely low response rates, unless the issue is directly relevant to the focal ethnic group. These affect the quality of information for formulating an effective business strategy.

In anticipating the impulse buying behaviour of the non-citizens and citizens the business management can be able to capitalise on new market segments as well as gain customer loyalty thus gaining a competitive advantage. This however requires a study on the buying behaviour and its management implications in the context of the local market environment.

Impulse Business Opportunities

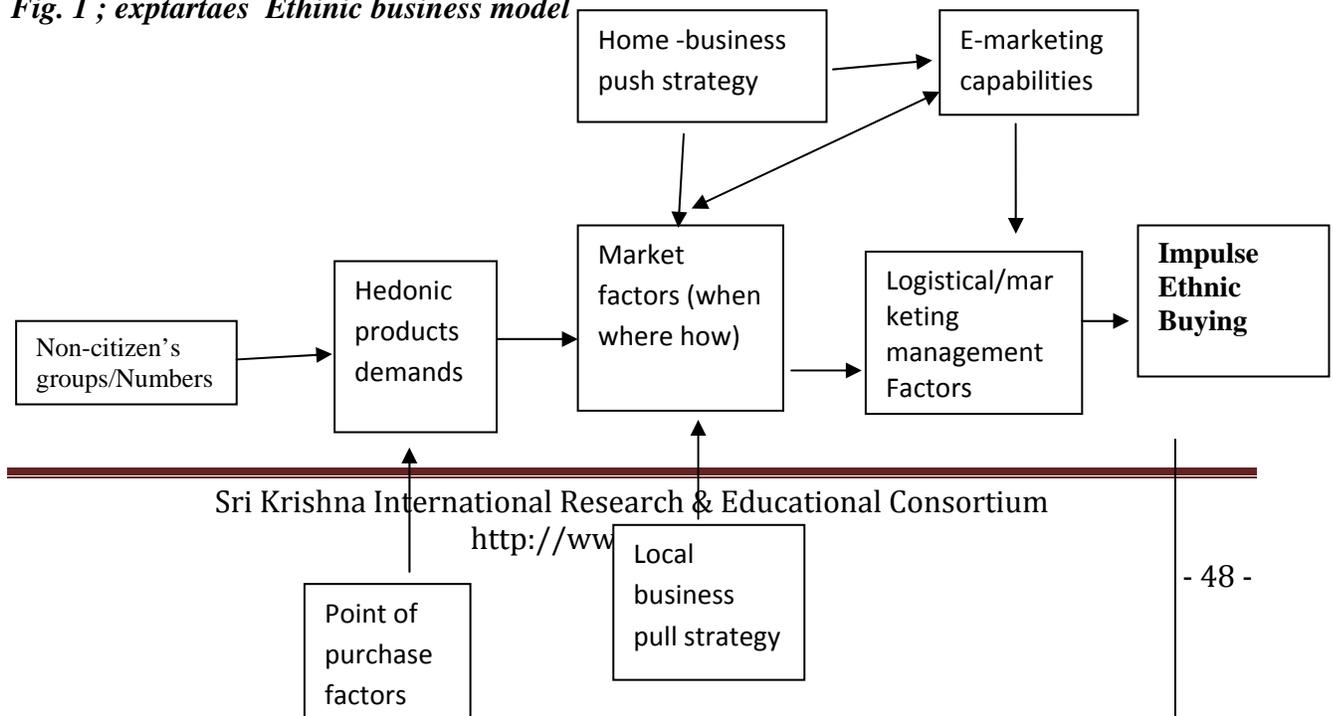
Ethnic diversity, when well managed, can provide organizations not only business opportunities but also certain competitive advantages. A study done by McLeod, et al (1996) indicated that the business ideas produced by an ethnically diverse groups of higher quality, more effective and feasible-than the ideas produced by the homogeneous groups. Ethnicity in this context is best understood by exploring the ways in which consumers interact with one other and with marketers. Second, consumers of one culture do interact and adapt to the marketing practices of marketers from another culture. This is in line with the findings reported by Penaloza and Gilly (1999), who argued that intercultural contact and adaptation was a defining feature of the contemporary marketplace.

It noteworthy that marketing practices are embedded in society and have a significant macro level impact on the way consumers construct and maintain their identities. Marketing plays an important role in facilitating the co-existence of a variety of modes of consumption and of a sense of being in the contemporary marketplace. By doing so, marketing promotes liberty and freedom and liberates the lifestyles of consumers. Marketing is thus a system that comprises activities that facilitate co-presence and aggregation of individuals having a multiple sense of being (Badot et al., 1993; Cova, 1999). Mainstream as well as ethnic minority consumers do interact and adapt to each other while both are informed by dual sets of agents aligned with mainstream as well as ethnic minority consumer cultures. This is in line with previous research that argues for considering the interaction between both the mainstream as well as the ethnic minority consumers (Mayadas and Elliot, 1992; Sayegh and Lasry, 1993). Business managers in a competitive and global market environment cannot overlook the importance and presence of ethnic market segments provided for by the non-citizen population in any given country.

Management Implications Of Impulsive Ethnic Business

The cultural diversity of the marketplace dictates that most of the individual market transactions take place between Business and consumers who come from different ethnic backgrounds. That is, in a multicultural marketplace, with enterprises which are owned and managed by managers with diverse cultural background as well as diverse market environments. This has implication on ability to meet customer demands as well business management especially the ability to anticipate the impulse buying demands.

Fig. 1 ; exptartaes Ethnic business model





The ethnic market segments tend to have hedonic demands as well utilitarian demands on products that are aligned only to that segment. This creates opportunities that shaped by the market environment such as the availability of the products, cost, and season's and events on which the products are availed, as well as the personal factors among others. The business can meet these demands by anticipating and importing or making the required products, or the consumers can acquire them by pulling the products from the home countries. However, the logistical capability of each consumer and or segment have limitation of sourcing the products, which factored in by the government regulations on imports, on product categories, cost importations, communications, among other logistical problems. This highlights the importance of a business managing anticipating the customer demands. How well a business manages to anticipate and meet the consumer demands have effect on the consumer satisfactions and thus the customer loyalty. This customer satisfaction on impulse buying is very much affected by the point of purchase services, displays, personal contact, and presentation as well as the other point of purchase environmental factors.

The measurement of national culture has taken on renewed interest in recent cross-national research. Such interest may arise from the growing frequency of national culture positioned as a determinant in important macro-level phenomena such as foreign market entry, global branding strategies, how executives make decisions in foreign environments and a company's market orientation. Consumers on the process of migrating from one country to another continue to observe the cultural values of the home country. In addition, national culture values have been demonstrated to exert micro-level influence, on buying behaviour such as specific consumer preference of brands across international markets, advertising appeals in various countries, and individuals' country-of-origin perceptions. (William et, al, 2006).

Conclusion.

Impulse buying behaviour can be viewed in a wide variety of dimensions thus paving a much wider way for further future research. Consumption patterns can be distinguished and there are vast numbers of other variables that can be used in the future to further understand the impulse buying behaviour. However these variables need to be studied in the environmental context thus helping the marketers and especially retailers to market the good and meet the consumer needs.

There are business opportunities that emanates from the expatriates residing the both developed and developing countries. These opportunities can be exploited enabling market diversifications, export marketing for most African countries as well as earning foreign exchange. target the expatriates with home products makes not only beneficial for them but easier networking and relationship building for any organisation targeting the expatriates'. At the same time it help the

organisation to penetrate the local market by through the assured markets of the expatriates. However to enable the organisation to penetrates the market there is a need to study the buying behaviour and especially what makes the expatriates buy on impulse.

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