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ON CONSUMER BEHAVIOUR¹COMPARATIVE STUDY AND ANALYSIS OF INFLUENCE OF CULTURE

СРАВНИТЕЛНА ОЦЕНКА И АНАЛИЗ ВЛИЯНИЕТО НА КУЛТУРАТА ВЪРХУ ПОТРЕБИТЕЛСКОТО ПОВЕДЕНИЕ

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Abstract: *Culture is a key factor for consumer choices. It comprises values and behavioral norms, rituals, traditions and customs. They influence the process of thinking and behavior of individuals. When offered products, atmosphere and methods of service are synchronized with cultural values of customers he receives a feeling of security and peace of mind. This makes them make purchase decisions easier and fulfill them. That is why the purpose of the present paper is to examine the impact of culture on consumer behavior through comparison between Bulgarian and Russian consumers and their behavior concerning a particular product group. According to this purpose, the main accents in the elaboration are related to:*

- *brief theoretical survey for clarifying the influence of culture on consumer decisions;*
- *method of research that is focused on influence of culture on two consumer groups (Bulgarian and Russian citizens) and a comparative analysis of the results;*
- *profile formulations of both consumer groups that are studied and making conclusions and suggestions for appropriate marketing tools. The final goal is to help and stimulate each of these consumer groups in their purchase decision process regarding the particular products.*

Key words: *consumer behavior, culture, purchase decision, consumer cultural differences.*

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