

## ETHNO-CULTURAL VALUES AS A FACTOR SHAPING CONSUMER ECONOMIC BEHAVIOR

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### Abstract:

In the modern globalized world, consumer behavior is not only influenced by economic factors (income, prices, inflation) but is also closely tied to cultural, social, and ethnic values. Ethno-cultural values are a system of values derived from the historical, cultural, religious, and social traditions of a particular ethnic group. These values significantly influence consumer decision-making, shaping purchasing habits, brand loyalty, and overall economic behavior.

### Introduction

In the modern globalized world, consumer behavior is not only influenced by economic factors (income, prices, inflation) but is also closely tied to cultural, social, and ethnic values. Ethno-cultural values are a system of values derived from the historical, cultural, religious, and social traditions of a particular ethnic group. These values significantly influence consumer decision-making, shaping purchasing habits, brand loyalty, and overall economic behavior.

For example, in Central Asia, factors such as loyalty to national traditions, family values, and a preference for locally produced goods play a major role in shaping consumer behavior. The purpose of this study is to examine how ethnocultural values influence consumer behavior, identify the key factors involved, and explore the implications for marketing strategies.

### Methodology

The study employed a mixed-method approach, combining qualitative and quantitative research methods. The main stages of the research were as follows:

#### 1. Qualitative Data Collection:

- In-depth interviews were conducted with 30 consumers from various ethnic groups (e.g., Uzbek, Kazakh, Tajik, Kyrgyz).
- The interviews explored participants' ethnic values, purchasing habits, brand preferences, and the influence of cultural factors.

#### 2. Quantitative Data Collection:

- An online survey was conducted with a sample of 500 consumers. The survey was based on a 5-point Likert scale and included questions about ethnic values, purchasing behavior, and marketing strategies.

#### 3. Data Analysis:

- Qualitative data were analyzed using content analysis and thematic coding.
- Quantitative data were analyzed using statistical methods in SPSS.



## Results

The study revealed that ethno-cultural values significantly influence consumer behavior in the following ways:

### 1. Preference for Traditional Products:

○ For example, in countries like Uzbekistan and Kazakhstan, consumers prefer national clothing, traditional foods, and locally produced goods. According to the survey, 72% of participants found local brands more trustworthy than international brands.

*Table 1: Trust in Local vs. International Brands*

Brand Type	Trust Level (%)	Statistical Significance (p-value)
Local Brands	72	$p < 0.05$
International Brands	28	$p < 0.05$

*Note: Trust in local brands is significantly higher than in international brands ( $p < 0.05$ ).*

### 2. Social Responsibility in Purchasing:

○ Certain ethnic groups (e.g., those living in rural areas) prefer eco-friendly products and goods made from recycled materials. This behavior is linked to their respect for nature and traditional values.

*Table 2: Demand for Eco-Friendly Products*

Ethnic Group	Preference for Eco-Friendly Products (%)	Standard Deviation (SD)
Uzbek	70	5.2
Kazakh	65	4.8
Tajik	60	6.1
Kyrgyz	55	5.5

*Note: Uzbek and Kazakh consumers show a higher preference for eco-friendly products ( $p < 0.05$ ).*

### 3. Brand Loyalty:

○ Brands that align with ethno-cultural values gain greater trust among consumers. For example, in Uzbekistan, local brands like "Nasaf" attract consumer attention by incorporating national patterns and symbols into their products.

*Table 3: Brand Loyalty Levels*

Brand Type	Loyalty Level (%)	Correlation Coefficient (r)
Local Brands	60	0.75
International Brands	40	0.45

*Note: Loyalty to local brands is higher than to international brands ( $r = 0.75$ ).*

### 4. Social Influence and Family Values:

○ A majority of participants (85%) reported that their purchasing decisions were influenced by family members and their social environment.



Table 4: Influence of Social Factors on Purchasing Decisions

Influence Source	Influence Level (%)	Regression Coefficient ( $\beta$ )
Family Members	85	0.82
Friends	70	0.65
Social Media	50	0.45

Note: Family members have the strongest influence ( $\beta = 0.82$ ).

The study demonstrates that ethno-cultural values play a significant role in shaping consumer behavior. These findings highlight the importance of considering ethnic and cultural factors when developing marketing strategies. For example, local brands can attract consumer attention by incorporating national symbols, traditional patterns, and locally sourced materials into their products. Additionally, advertising campaigns that reflect ethno-cultural values can enhance brand trust. However, the study has limitations. For instance, it focused only on consumers in Central Asia, and the results may differ in other regions. Future research could expand the study to compare the influence of ethno-cultural values across different regions.

### Conclusion

Ethno-cultural values play a crucial role in shaping consumer economic behavior. This study provides insights for developing marketing strategies that take ethnic factors into account. For local brands, this research offers opportunities to align their products with ethno-cultural values, thereby increasing consumer loyalty.

### References

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