

A Research Study on Cultural Impact on Consumer Buying Behavior of Financial Assets

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Abstract

Introduction: *Consumer is a person who desires, needs and requires marketing components in their capacity as buyer. Typically, seller is defined to have the ability to control the behaviors of customers, but actually they have neither power nor information for that.*

Objective: *Seller may influence their buying behavior but not control. Because more factors are considered in buying and that can affect consumer behaviors. Motives, perceptions, attitudes, experiences, self-concept, values can be considered as individual factors. And not individual factors can be expressed as, culture, profession, family, reference group.*

Hypothesis: *researcher tries to identify impact of culture, money (income) and risk on financial assets buying behavior.*

Conclusion: *researcher identified that culture; income and risk are having direct relationship between them for buying financial assets.*

Keywords: *Consumer Buying Behavior, Cultural Impact, Financial Assets Allocation.*