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**The Impact of Cultural Adaptation on
Consumer Decision Making**

Case: Danone Djurjura Algeria

Submitted by:

Djekhiou Aya Hadil

Supervised by:

Pr. ZEROUTI Messaoud

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ABSTRACT

This study explores the impact of cultural adaptation on consumer purchase decision making in Algeria. As international and multinational companies expand into diverse markets, understanding local consumer behavior becomes essential. The research aims to determine how cultural adaptation influences purchase decisions and whether this relationship is affected by brand perception, cultural identity, and sociodemographic factors. A quantitative study based on responses from 120 Algerian consumers found that cultural adaptation has a moderately positive impact on purchase decision making, significantly mediated by brand perception. While cultural identity showed no significant moderating effect, factors like age, gender, and region did, indicating varied responses across consumer segments. These results highlight the value of culturally adapted marketing in building stronger consumer connections and influencing purchasing behavior.

Key Words

Cultural adaptation, consumer purchase decision making, brand perception, cultural identity, sociodemographic factors, Algerian consumers.

RÉSUMÉ

Cette étude examine l'impact de l'adaptation culturelle sur la prise de décision d'achat des consommateurs en Algérie. À mesure que les entreprises internationales et multinationales s'étendent sur des marchés diversifiés, comprendre le comportement des consommateurs locaux devient essentiel. La recherche vise à déterminer comment l'adaptation culturelle influence les décisions d'achat et si cette relation est affectée par la perception de la marque, l'identité culturelle et les facteurs sociodémographiques. Une étude quantitative, basée sur les réponses de 120 consommateurs algériens, a révélé que l'adaptation culturelle a un impact modérément positif sur la décision d'achat, médié de manière significative par la perception de la marque. Bien que l'identité culturelle n'ait montré aucun effet modérateur significatif, des facteurs tels que l'âge, le sexe et la région ont révélé une modulation importante, indiquant des réponses variables selon les segments de consommateurs. Ces résultats soulignent l'importance d'un

marketing culturellement adapté pour renforcer la relation avec les consommateurs et influencer leur comportement d'achat.

Mots-clés

Adaptation culturelle, prise de décision d'achat, perception de la marque, identité culturelle, facteurs sociodémographiques, consommateurs algériens.

المخلص

تستكشف هذه الدراسة تأثير التكيّف الثقافي على عملية اتخاذ قرار الشراء لدى المستهلكين في الجزائر. مع توسع الشركات الدولية والمتعددة الجنسيات في أسواق متنوعة، أصبح فهم سلوك المستهلك المحلي أمراً بالغ الأهمية. تهدف الدراسة إلى تحليل مدى تأثير التكيّف الثقافي على قرارات الشراء، وما إذا كانت هذه العلاقة تتأثر بالصورة الذهنية للعلامة التجارية، الهوية الثقافية، والعوامل الاجتماعية والديموغرافية.

اعتمدت الدراسة على منهج كمي شمل عينة من 120 مستهلكاً جزائرياً، وأظهرت النتائج أن للتكيّف الثقافي تأثيراً إيجابياً معتدلاً على قرار الشراء، مع وجود دور وسيط مهم لإدراك العلامة التجارية. في المقابل، لم تُظهر الهوية الثقافية تأثيراً تعديلياً ذا دلالة إحصائية، بينما برزت عوامل مثل العمر، الجنس، والمنطقة الجغرافية كمتغيرات مؤثرة، مما يشير إلى اختلاف استجابات المستهلكين عبر الشرائح المختلفة.

تؤكد هذه النتائج على أهمية تبني استراتيجيات تسويقية متكيفة ثقافياً لتعزيز الروابط مع المستهلكين وتوجيه سلوكهم الشرائي في السوق الجزائرية.

الكلمات المفتاحية

التكيّف الثقافي، عملية اتخاذ قرار الشراء، الصورة الذهنية للعلامة التجارية، الهوية الثقافية، العوامل الاجتماعية والديموغرافية، المستهلك الجزائري

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List of Abbreviations, Symbols, and Acronyms

MENA: Middle East and North Africa.

DDA: Danone Djurjura Algeria.

FDA: Fresh dairy products.

PCA: Principal component analysis.

SPSS: Statistical Package for Social Sciences.

INTRODUCTION

Throughout history Globalization has grown significantly, becoming especially prominent today due to rapid technological advancements, increased connectivity between societies, and the widespread flow of information. As a result, nations, businesses, and individuals are more interconnected than ever before. This global integration offers both opportunities and challenges for companies operating internationally. Among these challenges, understanding and managing cultural differences and their influence on consumer behavior.

In the Algerian Context, culture, language, and the socio-economic landscape, present an intriguing case for examining the role of cultural adaptation in consumer behavior. As a growing market with the presence of foreign investment, understanding how global brands adjust their strategies to align with Algerian consumers' values, traditions, and preferences is crucial. However, despite its significance, the Algerian market remains underexplored in cross-cultural marketing literature.

Existing research on cultural adaptation and its influence on consumer decisions has primarily focused on Western or Asian markets, leaving a notable gap in studies addressing North African contexts, particularly Algeria. Few studies have investigated how brand perception mediates the relationship between cultural adaptation and purchase decisions in this region. This oversight limits the ability of marketers to develop effective strategies tailored to Algerian consumers.

This study aims to bridge this gap by examining whether cultural adaptation serves as a key influencing factor in consumer purchase decisions, with brand perception acting as a mediator. By doing so, this research will contribute to a better understanding of how culturally adapted marketing strategies shape consumer behavior in understudied markets, ultimately benefiting marketing professionals tasked with managing successful adaptation and integration initiatives.

As globalization continues to erase geographical boundaries, the ability of brands to resonate culturally will determine their success or failure in foreign markets.

Research questions:

Based on the context outlined above, the main question is phrased as follows:

What is the impact of cultural adaptation on Algerian consumer's purchase decision making?

Expanding on the main research question, the secondary questions provide a structured guide for the study's analysis and investigation. They allow for a more focused exploration of the central topic, to allow a deeper understanding of the complex interplay between cultural adaptation, brand perception, consumer decision-making, cultural identity, and sociodemographic factors. **The sub-questions** are presented as follows:

Q1: What is the influence of the presence of cultural elements on consumers' purchasing decisions?

Q2: To what extent does cultural adaptation influence Algerian consumers' perception of a brand?

Q2a: What influence does brand perception, shaped by cultural adaptation, have on Algerian consumers' purchase decisions?

Q3: What is the impact of people's socio-demographic background on how cultural adaptation influences their buying choices?

Q3a: What role does age play in moderating the relationship between cultural adaptation and consumer decision-making?

Q3b: What role does gender play in moderating the relationship between cultural adaptation and consumer decision-making?

Q3c: What effect does a consumer's region have on the relationship between cultural adaptation and decision-making?

Q3d: What influence does employment situation have in moderating the relationship between cultural adaptation and consumer decision-making?

Q3e: What is the influence of cultural identity on consumer decision-making?

Hypotheses:

Based on the selected conceptual model and the literature reviewed, we have developed hypotheses that outline the relationships among the key variables in our study. We propose that cultural adaptation positively influences consumer decision-making, with brand perception serving as a mediating factor.

To address our main research question, and drawing on the work of (Yin et al., 2024), (L. Chen et al., 2024), (Dong & Li, 2025), (H. Liu, 2023) (Bhavini Vipulbhai, 2025), (Dr. Bhagawan Sahai Meena, 2023), (Herdiyanti et al., 2024), (Rachwal-Mueller & Fedotova, 2024), (Rupali, 2024); (Seguer, 2024)we put forward the following hypothesis:

H1: The stronger the cultural adaptation the higher the likelihood of consumer purchase intent.

H2: Cultural relevance leads to a more positive brand perception, which in turn enhances consumer response.

H2a: Cultural adaptation leads to a more positive brand perception, which in turn increases the likelihood of a purchase decision.

H3: The effectiveness of cultural adaptation varies across different Algerian regions and demographic groups

H3a: Cultural identity has a direct effect on consumer decision-making.

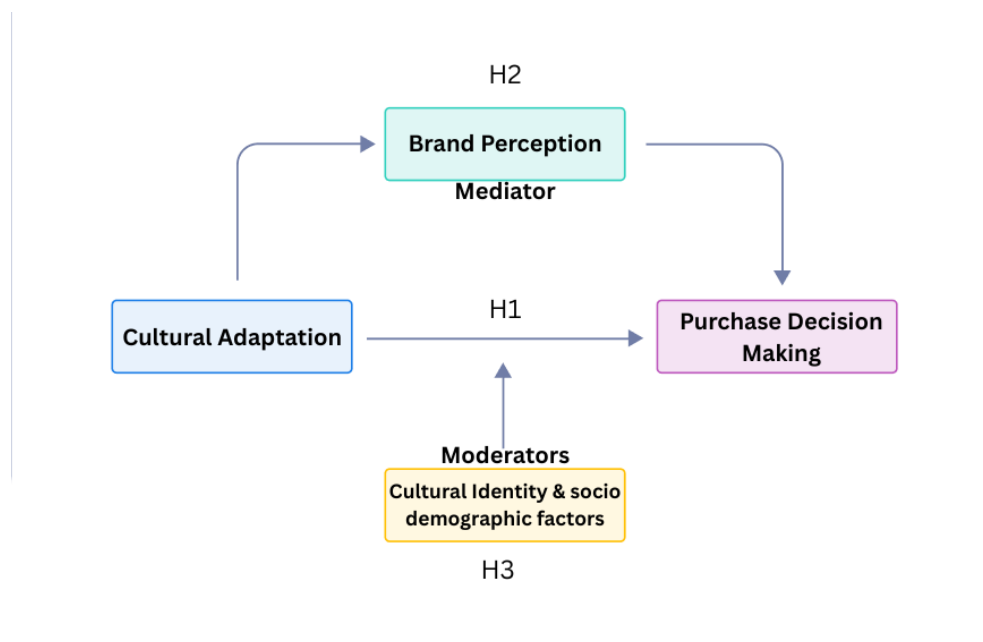
H3b: Age moderates the relationship between cultural adaptation and consumer decision-making.

H3c: Gender moderates the relationship between cultural adaptation and consumer decision-making.

H3d: Region moderates the relationship between cultural adaptation and consumer decision-making.

H3e: Employment situation moderates the relationship between cultural adaptation and consumer decision-making.

Figure 1: depicts the adopted analysis model showcasing the previous relationships between the variables.



Source: Elaborated by the author.

Objectives of the Research:

This research aims to provide better comprehension of the relationship between cultural adaptation initiatives, brand perception, and consumer decision making in order to further academic research on cultural adaptation's relevance in the Algerian context helping marketers and decision makers of multinational companies better elaborate strategies in order to connect and better position their brands and products.

Methodology:

In order to answer the established problematic, the present research that is based on an empirical analysis followed a quantitative research methodology based on a survey carried out on a representative sample of our study population. The choice of this method will allow us to treat the impact of cultural adaptation on consumer decision making with brand perception as a mediating variable and cultural identity and sociodemographic factors as moderating variables.

Announcement of the plan:

The structure of this document is as follows:

- The introduction provides an overview of the context and interest of the theme, the objective as well as the research problem and hypotheses.
- Chapter I presents the theoretical framework divided into two sections: the first section deals with the literature review while the second section focuses on the conceptual framework of the study.
- Chapter II presents the methodological framework as well as the organizational context.
- Chapter III presents the results of the quantitative study followed by a discussion of these results.
- Finally, the Conclusion summarizes the elements addressed in the thesis, the main results. It ends with a description of the research limitations and future research perspectives.

CHAPTER I: THEORETICAL FRAMEWORK

In today's managerial context, understanding consumer behavior is essential for driving growth. Consumer preferences, in particular, is highly complex and in a constant state of evolution, influenced by various factors. Among them culture, which plays a crucial role in shaping decision making, brand perception, and purchase behavior (Dr. Bhagawan Sahai Meena, 2023)

Given culture's strong influence on consumer behavior, cultural adaptation becomes essential for brands to effectively get established and connect with consumers from different cultural backgrounds. Marketers need to customize their strategies to align with different cultural settings. Embracing cultural diversity allows brands to develop inclusive campaigns that connect with a wide range of audiences. Studies indicate that brands that successfully adjust their approaches to fit local cultural values achieve greater consumer engagement and stronger brand loyalty. (Dr. Bhagawan Sahai Meena, 2023)

In the following two sections a review of previous theory and a conceptual framework are addressed to provide a foundation for the subsequent empirical research.

Section 1: LITERATURE REVIEW

In this section a literature review is conducted to examine the links between cultural adaptation and consumer decision-making, focusing on the influence of cultural elements such as symbols and language on purchasing behavior. Based on previous studies, it aims to provide an understanding of how brands can effectively adapt to cultural differences to in turn increase consumer engagement and loyalty.

1.1. Culture and its key elements (language, symbols, Values)

1.1.1 Culture

According to Jean-Claude and Julie Anne Lee culture was originally defined as "cultivation" in the agricultural sense later evolving in Germany as *Kultur* to mean "civilization." In English, it came to signify both intellectual achievement and the shared customs and behaviors of a society. (Usunier & Lee, 2013)

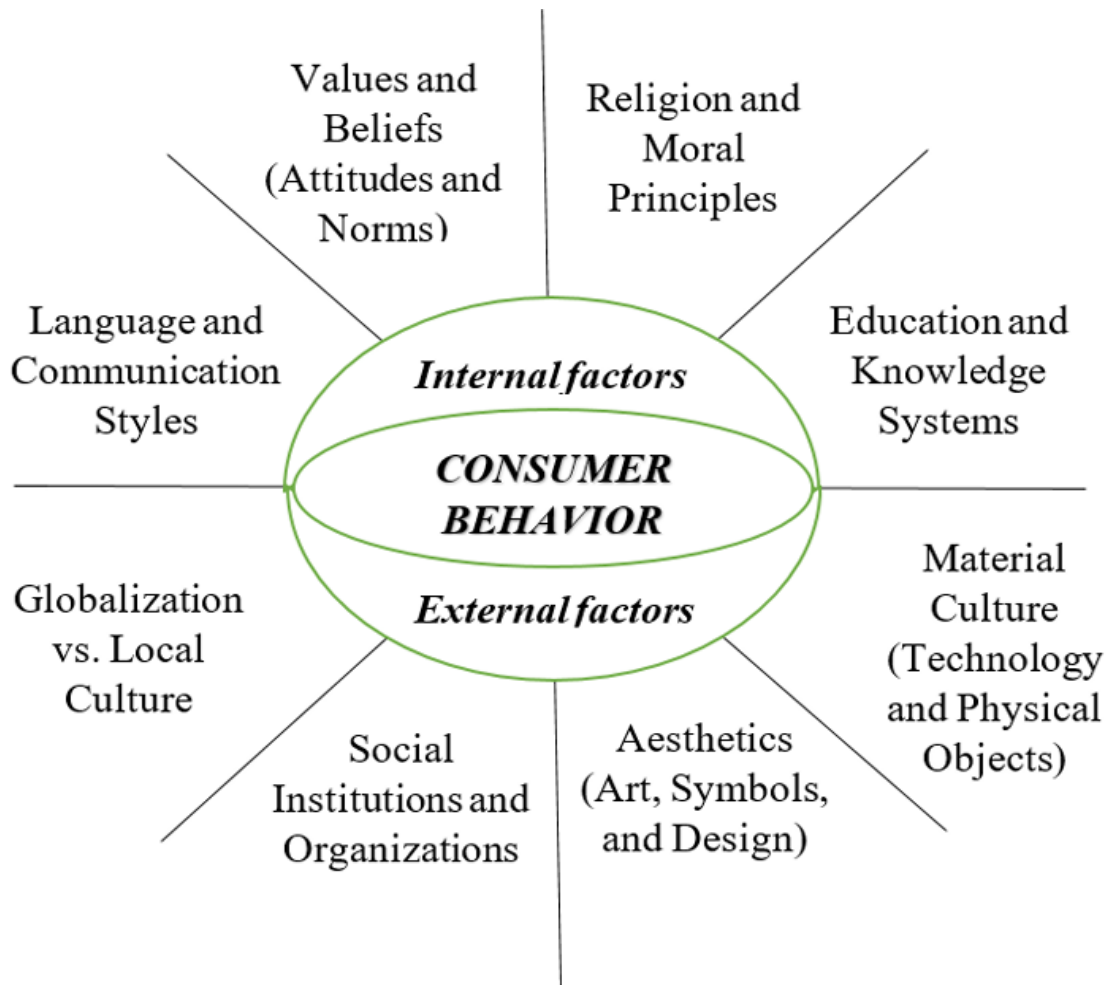
It is also broadly defined as the set of shared values, beliefs, customs, norms, and practices that shape the behavior, attitudes, and perceptions of individuals within a group or society. And as stated by one of the most notable figures in this area of research Hofstede, culture can be defined as a set of shared, learned behaviors and values that are shaped by one's social environment. It represents the unwritten rules that govern social interactions and serves as the collective mental programming that distinguishes members of one group or society from another. Unlike human nature, which is innate, or personality, which is individual, culture is acquired through socialization and reflects the norms, beliefs, and practices of a specific community. (Hofstede et al., 2010)

This perspective emphasizes how deeply embedded cultural norms influence thinking and behavior. (Hofstede & Hofstede, 1991)

Hofstede further describes culture as mental software developed through socialization, influencing the way people think, feel, and act. (Hofstede et al., 2010)

To provide a clearer understanding of the relationships between cultural factors, a conceptual model was elaborated by Rachwal-Mueller and Fedotova visualizing their interactions with consumer behavior.

Figure 2: Theoretical structure of relations among cultural factors influencing consumer behavior.



Source: (Rachwal-Mueller & Fedotova, 2024).

According to this study, consumer behavior is shaped by both internal and external cultural factors, including language and aesthetics. Cultural diversity continues to influence preferences, highlighting the importance for marketers to adapt their strategies to different cultural contexts. (Rachwal-Mueller & Fedotova, 2024)

1.1.2 Language

Language is a central pillar of culture, serving as both a medium of communication and a vessel for transmitting values, traditions, and collective identity (M. de Mooij, 2010) It not only facilitates interaction within communities but also shapes cognition, perception, and consumer behavior, a concept rooted in the Sapir-Whorf hypothesis (Lucy, 2015), which suggests that language influences thought and worldview. With over 6,000 languages spoken globally, linguistic diversity presents both challenges and opportunities for marketers navigating multicultural environments. (Rachwal-Mueller & Fedotova, 2024).

De Mooij also emphasizes that language carries deep cultural meaning, especially in high-context cultures such as Japan, where communication is subtle and reliant on shared understanding, compared to the direct style of low-context cultures such as the United States. These differences underscore the importance of adapting not just language but also tone, symbolism, and narrative style in marketing messages. Effective cross-cultural communication therefore demands more than translation, it requires cultural sensitivity and linguistic adaptation to ensure resonance and emotional impact across diverse markets.(M. de Mooij, 2010)

1.1.3 Symbols

Symbolic productions encompass the intangible cultural elements such as values, beliefs, rituals, and symbols that give meaning to human behavior and perception (M. de Mooij, 2010) These symbolic forms often act as bridges between the physical and metaphysical, reflecting how cultures interpret existence, morality, and the afterlife.

Religious and moral beliefs are particularly influential, shaping not only worldview but also practices such as dietary rules, social conduct, and artistic expression. As Rachwal-Mueller and Fedotova emphasize, symbolic systems vary widely across cultures, and in homogeneous societies, their influence is especially strong, reinforcing a shared cultural identity that marketers must understand to communicate effectively. (Rachwal-Mueller & Fedotova, 2024)

Aesthetics such as color, design, and visual symbols further reflect cultural values, impacting consumer preferences and emotional responses. Misinterpreting these cues can lead to cultural

dissonance and hinder brand success, particularly in markets where visual symbolism conveys status or sacred meaning. Effective marketing thus requires sensitivity not only to linguistic but also to symbolic and aesthetic dimensions of culture to ensure relevance and resonance across diverse audiences. (Rachwal-Mueller & Fedotova, 2024)

1.1.4 Values

Cultural values represent core societal principles such as sustainability, individualism, or materialism, while norms function as behavioral expectations that guide everyday actions, from gift-giving to consumption rituals. (Rachwal-Mueller & Fedotova, 2024)

Studies such as Richins and Dawson's underscore values like materialism as a culturally driven promoting consumerism, especially in societies that equate possessions with personal achievement and social status. In contrast, collectivist cultures may emphasize communal values, prompting decisions based on family or group benefit over individual desires. (Richins & Dawson, 1992)

Hofstede's cultural dimensions theory further illuminated and traced the way on how orientations like masculinity, femininity, and individualism influence purchasing behavior. For instance, masculine cultures often prefer products that project assertiveness, while feminine cultures gravitate toward offerings that enhance quality of life. (Dr. Bhagawan Sahai Meena, 2023)

Similarly, religion exerts significant influence in cultures where it guides moral and lifestyle choices, such as in India or Saudi Arabia, shaping not only product preferences but also consumption habits. (Chukwu et al., 2022; Saini & Kumar, 2023)

Even luxury consumption is culturally coded, with luxury brands serving as symbols of group identity in collectivist societies. Therefore, aligning marketing strategies with culturally embedded values and norms is essential for resonance, authenticity, and successful global market engagement. (Dr. Bhagawan Sahai Meena, 2023)

1.2. Cultural Adaptation in Marketing

1.2.1. Definition & importance of cultural adaptation:

De Mooij defines cultural adaptation as the process by which companies adjust their marketing strategies to align with the cultural values, beliefs, and practices of a specific market. This involves understanding the cultural dimensions that influence consumer behavior and tailoring marketing efforts to resonate with local audiences. According to De Mooij, cultural adaptation is not merely about translating advertising messages or modifying products but involves a deeper understanding of the cultural context in which consumers operate. (M. de Mooij, 2010)

A more recent perspective is Yanxue's who conceptualized cultural adaptation as a brand extension based on ensuring cultural proximity. (Yanxue Guo, 2021)

1.2.2. Standardization vs. adaptation strategies:

Long stands the debate between adaptation vs standardization, on one end standardization represents an easier path to achieve cost efficiency, by standardizing products and marketing strategies, an economy of scale can be achieved through reducing costs and it can help better data collection, storage and an overall decrease in costs of interacting with customers online. (Wichmann et al., 2022)

According to Yinan Liu, certain companies assume that effective business models and marketing approaches can be applied to other markets. Standardization supports global brand development and reduces expenses by distributing costs across various regions. Despite the challenges of complexity and diversity in international marketing, standardization offers cost advantages by enabling economies of scale. When companies duplicate proven strategies in multiple markets, they can lower costs and ensure consistent brand image.(Y. Liu, 2024)

However, successful standardized strategies in one region may not directly translate to success in culturally diverse markets. (Y. Liu, 2024)

On the other side, Cultural integration profoundly influences operational performances, primarily through their ability to adapt business models, enhancing customer service, and

optimizing internal processes. It also facilitates smoother internal operations and improved communication within teams. As organizations become increasingly multicultural, they benefit from teams that can operate cohesively in a globalized business environment. cultural adaptation also serves as a driving force behind innovation. Companies with multicultural teams gain a variety of perspectives, fostering creative problem-solving and driving product innovation. This innovative approach extends beyond product development to marketing and customer engagement strategies. By understanding local regulatory environments and consumer expectations.(Gu & Gu, 2024)

1.2.3. Cultural dimensions in marketing (Hofstede's framework)

Hofstede highlights that the relationship between culture and marketing has grown in importance as companies seek to effectively connect with diverse consumer groups in global markets. Grasping how cultural variations influence marketing approaches and consumer preferences is essential for businesses looking to manage the challenges of varied cultural environments and create impactful marketing campaigns, as cited by (Rupali, 2024).

Hofstede also defined a famous framework that has long been used to outline six dimensions of culture: “power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint.”(Hofstede, 1984)

These cultural dimensions offer insight into how values influence consumer choices and decision-making patterns. Research using this framework has shown that preferences, communication methods, and purchasing habits vary widely across cultures, highlighting the need for marketers to tailor their strategies to different cultural contexts. (Bhavini Vipulbhai, 2025)

1.3. Consumer Decision-Making & Brand Trust

As demonstrated in different studies including (Ran et al., 2022) Consumer decision-making generally follows a structured process from need recognition to post-purchase behavior, shaping how individuals evaluate and choose sustainable options.

1.3.1. Rational vs. Emotional Decision-Making Theories

The process of decision making is commonly described as a structured model that includes five sequential stages: “need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior” (Blackwell et al., 2006) (Kotler & Keller, 2015)

This model is rooted in the rational perspective of consumer behavior, which assumes that individuals make logical, informed decisions aimed at maximizing personal benefit or utility. Within this framework, consumers are portrayed as problem-solvers who engage in deliberate cognitive processes to evaluate product options. (Schiffman & Wisenblit, 2019)

However, a growing body of research highlights the limitations of purely rational models and emphasizes the significant role of emotions throughout the decision-making journey. Emotional factors often influence the recognition of needs, which may be driven not only by practical necessity but also by emotional triggers such as stress, aspiration, or social identity. (Bagozzi et al., 1999)

During the evaluation and purchase stages, emotional attachments to brands or prior experiences can heavily sway consumer choices, sometimes overriding objective product comparisons (Holbrook & Hirschman, 1982) Even post-purchase behavior is affected by emotional outcomes such as satisfaction, regret, or pride, which shape future purchase decisions and brand loyalty.(Oliver, 2014)

Thus, while the traditional decision-making process provides a useful framework for understanding consumer behavior, it is incomplete without accounting for the intertwined emotional dimensions. An integrated approach that considers both rational evaluations and emotional responses offers a more accurate and holistic understanding of consumer behavior, particularly in areas such as sustainability or brand loyalty where personal values and feelings.

1.3.2. The Role of Brand Trust in Purchase Decision-Making

Brand trust is a key factor in consumer purchasing decisions. It refers to a psychological state in which consumers are willing to rely on a brand based on positive expectations of its behavior or intentions. (Chaudhuri & Holbrook, 2001)

1.3.2.1. Definition and Importance

Brand trust refers to the confidence consumers place in a brand's reliability and integrity. It plays a key role in reducing perceived risk and uncertainty, particularly in contexts where consumers are unable to fully assess product attributes prior to purchase (Morgan & Hunt, 1994) This is especially important in categories such as online retail, services, and sustainable products, where intangibility and uncertainty are higher.

1.3.2.2. Impact on Consumer Behavior

Empirical research indicates that brand trust has a strong impact on both consumer loyalty and purchase intentions. Chaudhuri and Holbrook demonstrated that brand trust fosters both purchase loyalty, repeated buying behavior, and attitudinal loyalty, emotional attachment to the brand thereby strengthening brand performance and competitive advantage. (Chaudhuri & Holbrook, 2001)

1.3.2.3. Trust as a Mediator

Moreover, brand trust often mediates the relationship between brand affect and consumer loyalty. Positive emotional experiences with a brand help establish trust, which in turn fosters long-term consumer relationships and sustained engagement. (Chaudhuri & Holbrook, 2001)

In today's saturated markets, where consumers face an overwhelming number of options, cultivating brand trust has become a cornerstone for achieving long-term success and encouraging repeat purchases.

1.4. Cultural Adaptation and Its Influence on Consumer Behavior

Culture profoundly shapes consumer behavior by influencing how individuals perceive, evaluate, and respond to products and marketing messages. Brands that effectively adapt to cultural nuances are more likely to build strong emotional bonds, foster brand trust, and influence purchasing behavior.

1.4.1. Cultural Relevance in Branding

Adapting marketing strategies to reflect local cultural values enhances brand relevance and credibility. For example, in collectivist cultures, advertising that highlights community, family, and social harmony is generally more effective than messages that emphasize individuality or self-expression (De Mooij & Hofstede, 2010). Such adaptation increases emotional resonance and builds consumer trust in the brand.

1.4.2. Study Cases of Some Cultural Adaptations in the MENA region

Multinational brands that tailor product design, messaging, and distribution to local tastes often experience increased consumer engagement and market success (M. K. de Mooij, 2019)

By acknowledging and integrating local cultural values into marketing efforts, companies can establish more meaningful connections with consumers. This cultural sensitivity leads to an alignment with consumer preferences and cultural expectations, especially in high-context cultures such as those found in the MENA region. As discussed by Malal (2020), multinational companies often achieve this through practices like product customization, localized pricing, and culturally tailored promotions.

For instance, several global brands have successfully adapted their strategies to resonate with local markets:

- **Procter & Gamble (P&G):** P&G localizes both product development and communication strategies. In emerging markets, it reformulates products to suit specific needs such as offering shampoo in low-cost sachets for daily wage earners in India and

tailors advertising to reflect local beauty standards and family values. This has enabled P&G to remain both competitive and culturally relevant.

- **McDonald's:** McDonald's adjusts its menu and campaigns based on cultural norms. In Muslim-majority countries, it offers halal-certified food. In India, it excludes beef and features local items like the "McAloo Tikki" burger to cater to vegetarian preferences. Its promotional content also aligns with local festivals and traditions, helping foster emotional connections with consumers.
- **Coca-Cola:** Coca-Cola localizes its marketing through language, tone, and context. In the MENA region, it incorporates themes like family, generosity, and togetherness especially during Ramadan while in African markets, it emphasizes youth empowerment and community values. These tailored approaches allow Coca-Cola to balance its global brand identity with local relevance (Malal, 2020)

Section 2: CONCEPTUAL FRAMEWORK

In this section a conceptual framework in which the **outline of key concepts, variables, and relationships** is addressed. providing a **structured way to understand and analyze the problem**, and guiding our research design, data collection, and interpretation.

2.1. Cultural adaptation in product design

Cultural adaptation in product design has emerged as a pivotal strategy for brands aiming to resonate with diverse consumer bases. Products portraying traditional cultural sematic information has proven to be significant in the merging of culture with commerce (Yin et al., 2024)

For instance, (H. Liu, 2023) emphasizes that aligning product design with local cultural values and social norms can profoundly influence consumer behavior, leading to increased purchase intentions. This alignment ensures that products are not only functionally relevant but also culturally meaningful to the target audience.

Moreover, research by (L. Chen et al., 2024) highlights the importance of incorporating traditional cultural symbols into product design. Their study on marine cultural creative products demonstrates that such integration can evoke emotional connections, thereby enhancing the perceived value of products among consumers.

In summary, recent research affirms that cultural adaptation in product design is essential for brands seeking to connect authentically with consumers across diverse cultural landscapes. By embedding cultural insights into design processes, companies can create products that are culturally resonant, fostering deeper consumer relationships.

2.2. Brand perception

Brand perception is a critical component in shaping consumer behavior and fostering long-term loyalty. Recent studies underscore the multifaceted nature of this element and its profound impact on purchasing decisions.

A significant finding from Edelman's 2023 Trust Barometer reveals that 67% of consumers require trust in a brand before continuing to purchase its products or services. This trust extends beyond product quality, encompassing the brand's values, transparency, and responsiveness (*Navigating Brand Trust in Modern Marketing | Yale School of Management, 2023*)

2.3. Cultural identity

It is strongly emphasized that traditional cultural symbols and a strong sense of cultural identity significantly affect consumers' emotional value, which in turn drives purchase intention. Dong and Li's study demonstrates that when consumers recognize and connect with cultural elements in products, it enhances their emotional engagement, leading to a higher likelihood of purchase. (Dong & Li, 2025)

Another study underscores the importance of culturally sensitive branding in building consumer trust and emotional ties. The research indicates that when brands align their messaging and values with the cultural identities of their target audiences, it fosters brand attachment, resulting in increased market share and sales expansion (Zhao et al., 2023)

2.4. Consumer decision making

As Liu emphasized, cultural values and social norms significantly affect consumer preferences and purchasing behavior. By applying Hofstede's cultural dimensions theory mentioned prior, the research illustrates how adapting marketing campaigns to cultural contexts can influence consumer decision-making processes (H. Liu, 2023)

Similarly, recent research highlights that understanding cultural influences is crucial for businesses to develop effective marketing strategies and enhance consumer engagement. The study analyzes the role of social and cultural norms in fostering brand loyalty and consumer preferences, emphasizing the importance of cultural identity in shaping purchasing decisions (Silva J., 2025)

2.5. Hypotheses

Q1: What is the influence of the presence of cultural elements in consumers' purchasing decisions?

H1: The stronger the cultural adaptation the higher the likelihood of consumer purchase intent.

Q2: To what extent does cultural adaptation influence Algerian consumers' perception of a brand?

H2: Cultural relevance leads to a more positive brand perception, which in turn enhances consumer response.

Q2a: What influence does brand perception, shaped by cultural adaptation, have on Algerian consumers' purchase decisions?

H2a: Cultural adaptation leads to a more positive brand perception, which in turn increases the likelihood of a purchase decision.

Q3: What is the impact of people's socio-demographic background on how cultural adaptation influences their buying choices?

H3: The effectiveness of cultural adaptation varies across different Algerian regions and demographic groups.

Q3a: What is the influence of cultural identity on consumer decision-making?

H3a: Cultural identity has a direct effect on consumer decision-making.

Q3b: What role does age play in moderating the relationship between cultural adaptation and consumer decision-making?

H3b: Age moderates the relationship between cultural adaptation and consumer decision-making.

Q3c: What role does gender play in moderating the relationship between cultural adaptation and consumer decision-making?

H3c: Gender moderates the relationship between cultural adaptation and consumer decision-making.

Q3d: What effect does a consumer's region have on the relationship between cultural adaptation and decision-making?

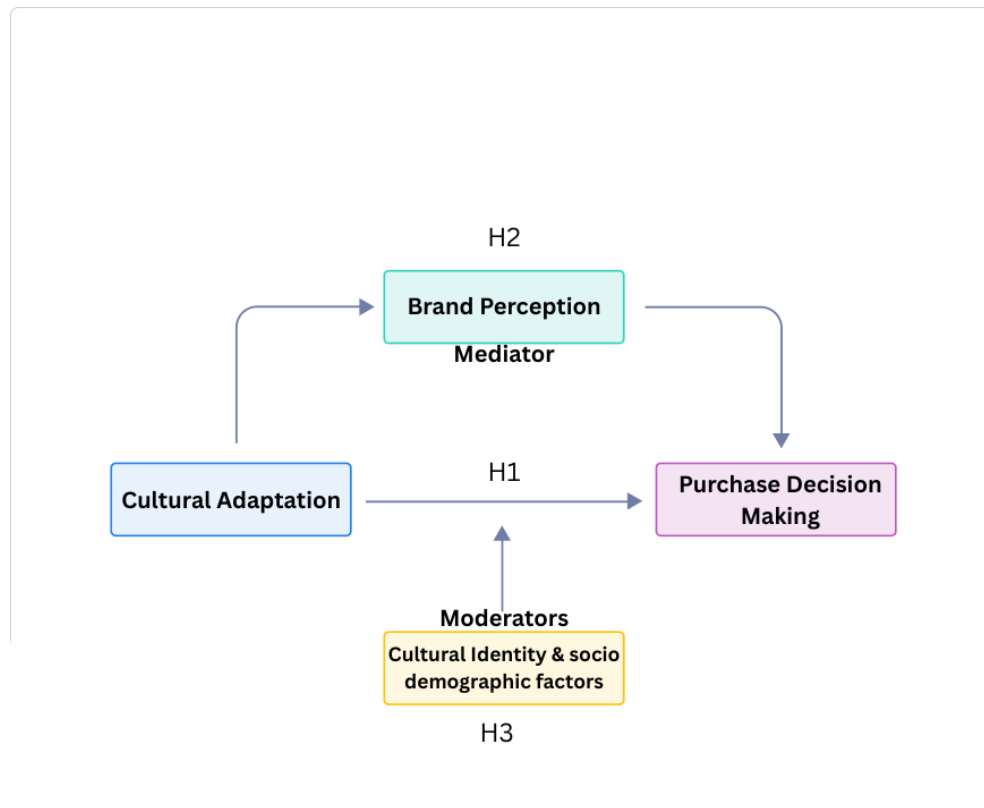
H3d: Region moderates the relationship between cultural adaptation and consumer decision-making.

Q3e: What influence does employment situation have in moderating the relationship between cultural adaptation and consumer decision-making?

H3e: Employment situation moderates the relationship between cultural adaptation and consumer decision-making.

Based on these theoretical links, the conceptual framework connects three main variables:

1. **Independent Variable:** Cultural adaptation in product design (through elements such as language and culturally relevant symbols).
2. **Mediating Variable:** Brand perception (when brands incorporate culturally relevant elements such as familiar language, imagery, or symbols consumers are more likely to connect to the product. This emotional relevance is expected to build a positive brand image, which plays a mediating role in the consumer's decision-making process)
3. **Dependent Variable:** Consumer decision making
4. **Moderating Variables:** Socio-demographic factors and cultural identity (cultural identity moderates consumer responses to culturally adapted products, with stronger ties leading to greater receptiveness. Socio-demographic factors like region, age, gender and professional status also influence how cultural cues are perceived, especially in Algeria's diverse cultural landscape).

Figure 3: Conceptual model.

Source: Elaborated by the author.

2.6. Relevance of the research:

2.6.1. Theoretical relevance

Globalization

The increasing integration of global markets emphasizes the need for brands to understand and adapt to various cultural contexts. Global companies face the challenge of appealing to a diverse customer base, making cultural adaptation a key competitive advantage.

Diversity in Algeria

Algeria's rich cultural mosaic, characterized by varied traditions across its regions and wilayas, provides a unique context to explore how cultural relevance influences consumer behavior. This diversity demands a tailored approach to marketing strategy.

Research Gap

There is a notable lack of research focused on the Algerian consumer persona, particularly in relation to cultural influences on marketing and consumer decision-making. Addressing this gap will enhance our understanding of local consumer behavior.

2.6.2. Managerial relevance

Insights from this study can inform local and multinational companies operating in Algeria on how to optimize their marketing strategies by incorporating culturally adapted messaging and branding elements, from language to symbolic representation, creating a relationship with consumers goes beyond offering the right services and products.

Through this chapter we explored the theoretical foundations of the study, focusing on the essential elements that make up culture, and consumer behavior. Drawing from existing literature, it highlighted how cultural adaptation in product design and branding significantly influences consumer perception and purchase decision-making. Key concepts such as brand perception, cultural identity, cultural factors were used to frame the relationship between culture and marketing effectiveness. The review also emphasized the research gap in Algerian consumer studies and stressed the managerial relevance of culturally adapted marketing strategies. Building on these insights, the next chapter will present the methodological framework used to empirically examine these relationships and validate the proposed conceptual model.

**CHAPTER II: METHODOLOGICAL
FRAMEWORK AND
ORGANIZATIONAL CONTEXT**

This chapter will focus on a concrete application of the concepts discussed, the choice in which this study was conducted is Danone Djurjura Algeria to provide a more detailed exploration of a multinational case of adaptation of products to an Algerian context.

It will also provide an overview of the company, its practices and history for better understanding.

A quantitative study was led with the purpose of further supporting the conceptual frame established prior and gaining insight into consumer perceptions as well as the impact of a visual cultural adaptation on consumer choice.

Section 1: Methodological frame

1.1 Epistemological Approach

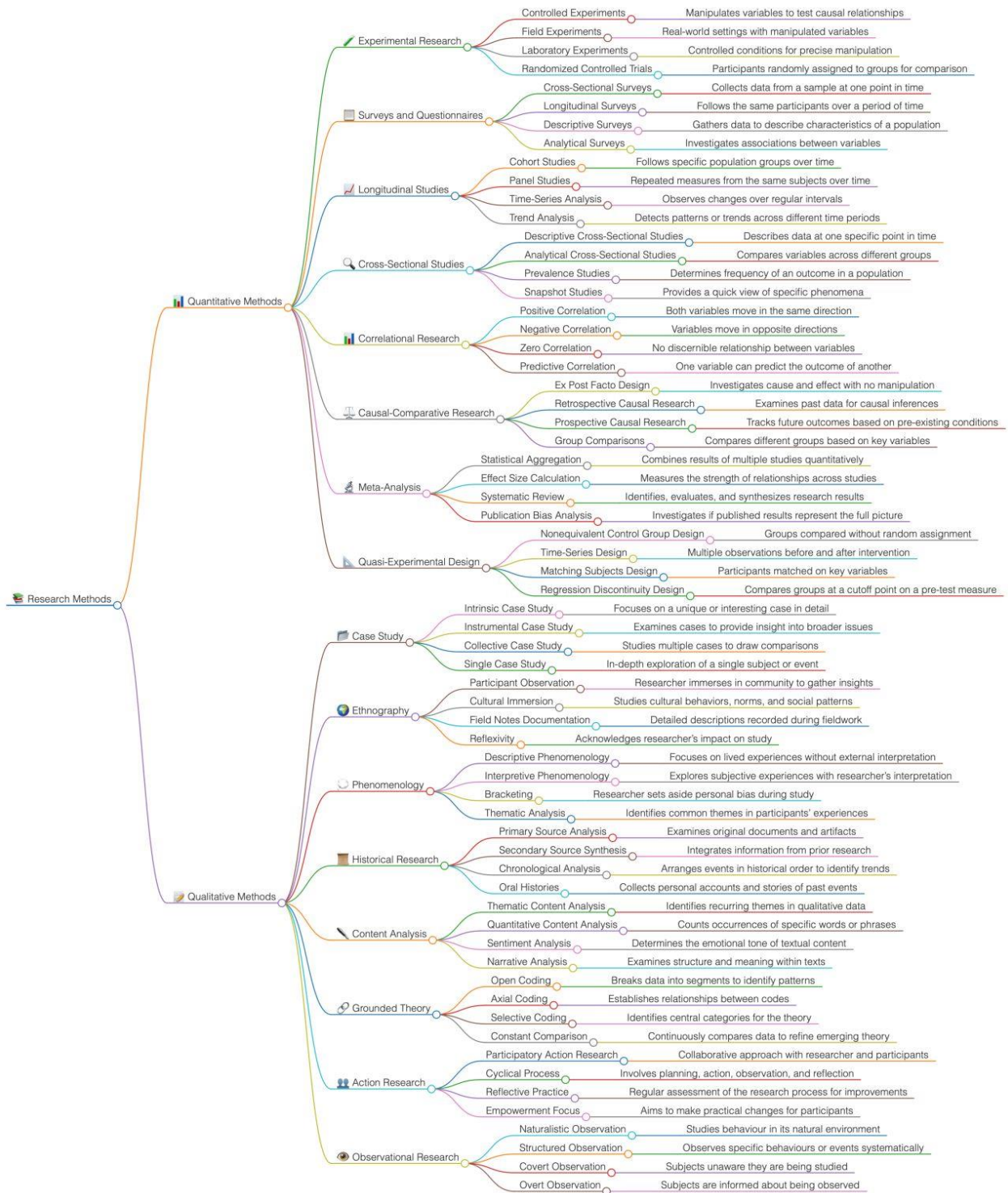
This study falls under a positivist epistemological posture within a hypothetico-deductive framework. meaning the study starts with a hypothesis or theory and then collects data to test it. This approach often involves fixed and set research objectives with an axe on analytical surveys which are designed to collect data that can be analyzed to understand trends, attitudes and opinions within a population. (Creswell, 2009)

1.2 Methodological Approach

A quantitative approach that follows a deductive model was used given the nature of this research which examines the influence of cultural adaptation on consumer decision making, an analytical quantitative survey approach is necessary to provide accurate tested results through the testing of hypotheses, which will provide significant insight into Algerian consumer behavior, how cultural relevance influences brand perception and purchase intent in this context.

The analytical survey method is adopted here particularly Because it enables the investigation of correlations and trends between variables within a defined population, this method allows to test hypotheses and investigate relationships, correlations, or possible causal links between components, in contrast to descriptive surveys for example, which only seek to depict traits or opinions.(Bryman, 2016)

Figure 4: Methods Mindmap.



Source: (Nacke, 2025)

1.3. Instruments and methods

To systematically explore the collected primary data, a structured questionnaire is designed through existing literature and aligns with the research objectives, it is then launched online via Google Forms to insure fast responses and collection of the necessary information from respondents.

1.3.1 Tools

Google Forms was used to create and distribute the questionnaire. SPSS was selected as the main tool for statistical analysis due to its reliability, precision, and ability to handle large datasets.

1.3.2. Sampling

The studied population is composed of Algerians in general, all ages, genders and all socio-professional categories combined.

1.3.2. Sampling method

The sample for this research was selected using a convenience sampling method, which falls under non-probability sampling techniques. This means participants were chosen based on their availability and willingness to respond, rather than through random selection. To reach the target audience efficiently and within a limited time frame, the questionnaire was distributed online using the Google Forms platform. This approach allowed for quick data collection and broad accessibility, especially among participants with internet access. However, it also introduces limitations in terms of representativeness and generalizability, as not every individual in the population had an equal chance of being selected.

1.3.3. Sample size

Researchers agree that for a sample to be representative, it should include a number of respondents, enough to reflect the population accurately but not so large that it delays analysis

or increases costs excessively. Accordingly, the target sample size was established at 120 participants.

1.3.4. Practical modalities of the survey

Which involves a Research period that took place from 10/05/2025 to 12/05/2025

A pretest of the questionnaire was also performed from 08/05/2025 to 10/05/2025 to respect the process of writing a survey questionnaire.

The questionnaire was distributed online through Facebook and Instagram, primarily within groups and pages to reach a broad audience. Respondents were encouraged to share the survey with others who consume or are familiar with Danone products.

1.3.5. Ethical Considerations

This study was conducted in alignment with the ethical standards of academic research; however, some constraints were naturally faced including:

Time limitations, which restricted data collection to a short window.

Scope constraints, as the study was limited to a specific sample population.

Data accessibility, since access to certain population groups was limited due to online-only distribution, and difficulty collecting a large set of responses.

To address these challenges to the best of extents, the study was done online, the questionnaire was anonymous with easy access and with no requirements of sensitive data collection.

Ethical safeguards included:

Informed Consent: Participants were informed about the study's aim, and their rights before participating. Consent was obtained digitally.

Confidentiality and Anonymity: No personally identifiable information was collected. Responses were anonymous and used strictly for academic purposes.

Voluntary Participation: Participants were free to withdraw at any point without any obligation or consequence.

Data Protection: Data was treated and used strictly for research purposes.

1.3.6. Data Analysis Methods

Following the administration of the survey and collection process, the responses were processed and analyzed using IBM SPSS Statistics 27. This chapter outlines the methodological framework used to explore the impact of cultural adaptation on consumer decision making. It detailed the research approach, data collection tools, sampling method, and data analysis techniques. This foundation ensured a structured and reliable interpretation of the results presented in the following chapter.

ORGANIZATIONAL CONTEXT

This study was carried out within Danone Djurjura Algeria to offer a concrete example of how a multinational company adapts its products and strategies to fit the Algerian cultural context. By focusing on a real company operating in the local market, the research aims to provide a deeper, more practical and visual understanding of cultural adaptation in action. Additionally, the chapter will include a brief overview of Danone Djurjura's background, including its history, market presence, and operational practices, to help readers better understand the company's approach and the relevance of its strategies in Algeria.

Company Presentation

1. Presentation of the Danone Group

A production group in the agri-food sector, formerly known as BSN Gervais Danone, has become a global leader in four sectors: the production and marketing of fresh dairy products (FDP), infant and medical nutrition, and packaged mineral water.

Mission

Danone's mission is to bring health through food to as many people as possible. This reflects the importance Danone places on consumer health. All decisions made and strategies developed are aligned with this mission.

Figure 5: Danone's most recent adopted logo & moto.



Source: retrieved from Google.

Presentation of Danone Djurdjura Algeria (DDA)

DDA is the result of a partnership formed in 2001 between two groups:

The Algerian dairy company Djurdjura and the well-known multinational Danone. Today, with more than 1,268 employees, DDA shares the mission of bringing health through food to as many people as possible. This mission is evident in its diversified product range, which caters to all age groups.

Danone Djurdjura Algeria has a production plant located in Akbou, Bejaïa, and three distribution centers: Akbou, Bouira, and Tessala El Merdja.

Additionally, DDA has generated many indirect jobs through its milk collection and distribution networks.

2.1. History

- **1984:** The Djurdjura dairy was founded by the Bettouche family and quickly captured the Algerian market for fresh dairy products.
- **2001:** Danone Djurdjura Algeria (DDA) was established following the merger of Danone and Djurdjura, with Danone acquiring 51% of DDA's shares.
- **2002:** Restructuring of the Akbou plant: expansion and modification of processes. DDA products were launched.
- **2003:** The group reached 60% of the national revenue share and became the market leader.
- **2006:** Launch of a structured milk collection model.

Introduction of the bottled water line under the brand *Hayat*.

Acquisition of the remaining 49% shares of the Bettouche family, which facilitated the full implementation of Danone's expertise and standards.

- **2008:** Establishment of a unique distributor network.
- **2014:** DDA achieved an annual production of 120 million tons and launched the *H'lib Dzair* program.
- **2016:** Acquisition of a fresh dairy product production line from the *Laiterie Trèfle* located in Blida.

2.2. Mission

The mission has always aligned with that of the Danone Group. DDA aims to bring health and joy to Algerian families through food. All products are designed and developed in accordance with international standards.

2.3. Strategy

Danone Djurdjura Algeria has built a strategy based on four key pillars:

- Producing high-quality fresh products that meet international standards.
- Fostering a culture of performance and continuous improvement.
- Embracing a category leadership mindset in the dairy segment.
- Committing to the development of human resources.

2.4. Products

• Dairy Products

Danone Djurdjura Algeria offers several well-known brands:

- **Danone Core**

- Yaoumi: set yogurt
- Creamy: soft and fruit-flavored
- Fakiha: Fruit-flavored stirred yogurt
- **Danone Kids**
 - Flavored milk drink
 - Mixy
 - Teen Titans Go Set Yogurt
 - Teen Titans Go & Justice League drinkable yogurt
- **Activia:** A brand offering products with functional benefits thanks to Bifidus Actiregularis, which helps reduce bloating.
- **Danette:** A dessert cream with irresistible flavors and a wide variety: Danette caramel, chocolate, maxi chocolate, pistachio, vanilla, almond, caramel flan, etc.
- **Oikos:** A new brand of Greek-style yogurts in various flavors for indulgent moments.
- **Danao:** A refreshing milky fruit juice drink. It combines the benefits of fruit juice with the smoothness of milk for healthy and enjoyable refreshment any time of day.
- **Trèfle:** pleasure with an authentic Algerian taste.

- **Infant Nutrition:**

Danone Djurdjura Algeria offers two infant nutrition brands:

- **Nutricia:** Backed by over 100 years of experience with babies and 40 years of scientific research on breast milk and infant nutrition, Nutricia supports both parents and healthcare professionals.
- **Blédina:** Committed to international standards and ethical nutrition quality and safety. This gives parents and babies a guarantee of safety. The brand offers a wide range of products to meet all types of needs.

This chapter outlined the research design used to study how cultural adaptation influences consumer purchase decision making, focusing on Danone Djurdjura Algeria. A quantitative survey method was adopted, using a structured questionnaire distributed online and analyzed

with SPSS. Ethical standards were respected throughout the process. By choosing a real company operating in the Algerian market, the study gains practical relevance. The next chapter presents the results and discusses the insights drawn from the collected data.

CHAPTER III: RESULTS & DISCUSSION

In this chapter we will present the key findings from the quantitative analysis conducted using SPSS, including descriptive statistics and regression analysis. It explores the relationships between cultural adaptation, brand perception, cultural identity, and consumer purchase decision-making alongside sociodemographic factors.

PRESENTATION OF RESULTS

Description of the sample

The study surveyed 120 Algerian respondents, comprising respondents from different regions, ages and genders.

As shown in the table below, the majority of participants were women (64.2%), aged 18–25 years (69.2%), and identifying as students (60.8%).

Table 1: Profile of respondents.

Category	Response	Frequency	Percentage
Gender	Female	77	64.2%
	Male	43	35.8%
Age	18–25	83	69.2%
	26-35	33	27.5%
	36 and more	4	3.3%
Current situation	Student	73	60.8%
	Employed	38	31.7%
	Unemployed	8	6.7%
	Retired	1	0.8%
Region	North	61	50.8%
	South	17	14.2%

Category	Response	Frequency	Percentage
	East	30	25%
	West	12	10%

Source: Elaborated by the author.

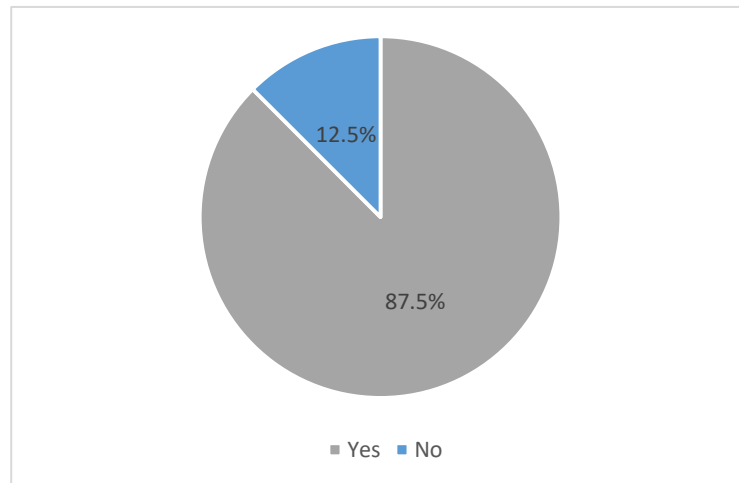
Univariate Descriptive Analysis

Product recognition

Do you recognize this product?

Among the total of 120 respondents, 87.5% reported having recognized Danone Yaoumi, while only 12.5% stated they did not. This indicates that nearly all respondents are familiar with Yaoumi's yogurt.

Figure 6: Product recognition.



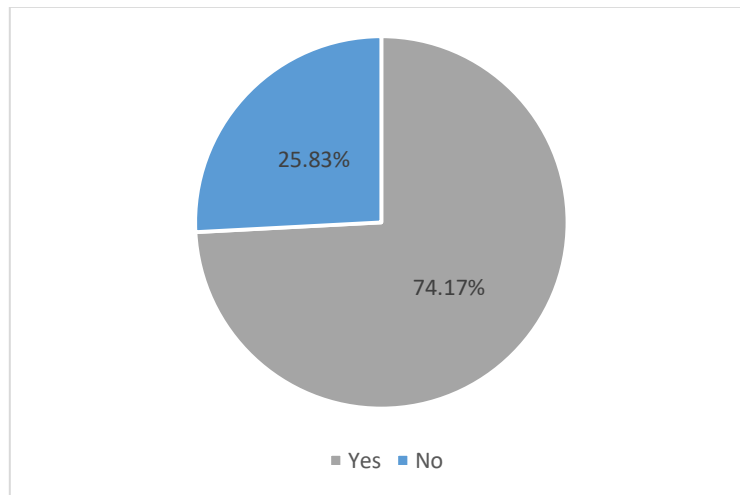
Source: elaborated by the author using Excel.

Product consumption

Do you or anyone you know consume this product?

74.17% of respondents have either consumed Yaoumi or know someone who has, indicating strong brand familiarity

Figure 7: Product consumption.

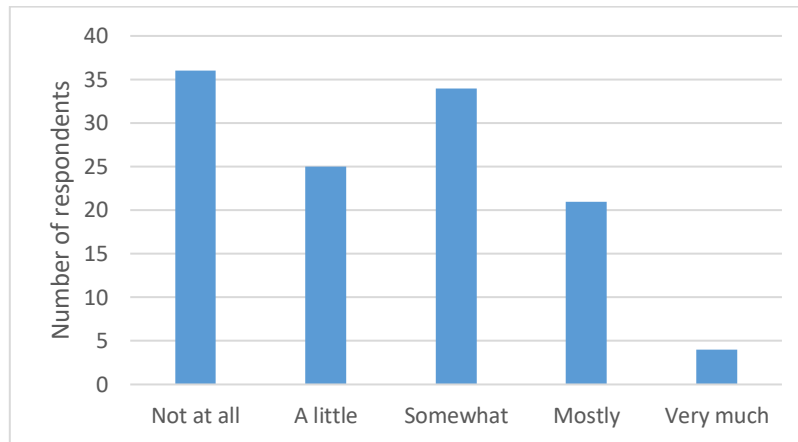


Source: elaborated by the author using Excel.

Perceived degree of cultural representation in Danone's Yaoumi

To what extent do you feel that Danone Yaoumi's packaging reflects Algerian culture?

Most respondents feel Danone Yaoumi's packaging only slightly reflects Algerian culture, with 95 of them choosing "Not at all" to "Somewhat." Very few (4) see it as strongly reflective.

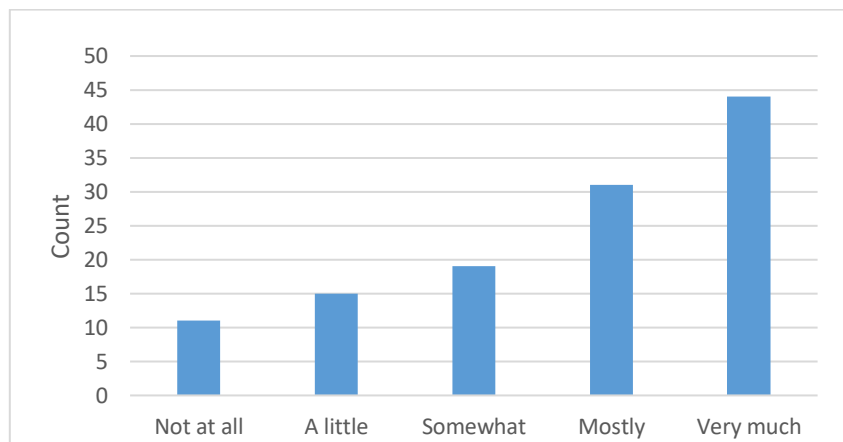
Figure 8: Perceived cultural adaptation.

Source: elaborated by the author using Excel.

Level of preference for cultural elements' inclusion

How much would you like it if Danone Yaoumi's packaging showed Algerian language, symbols, or artistic heritage?

The majority of the respondents (44) claimed they'd prefer if Danone Yaoumi's packaging reflected Algerian culture through design.

Figure 9: Level of cultural preference.

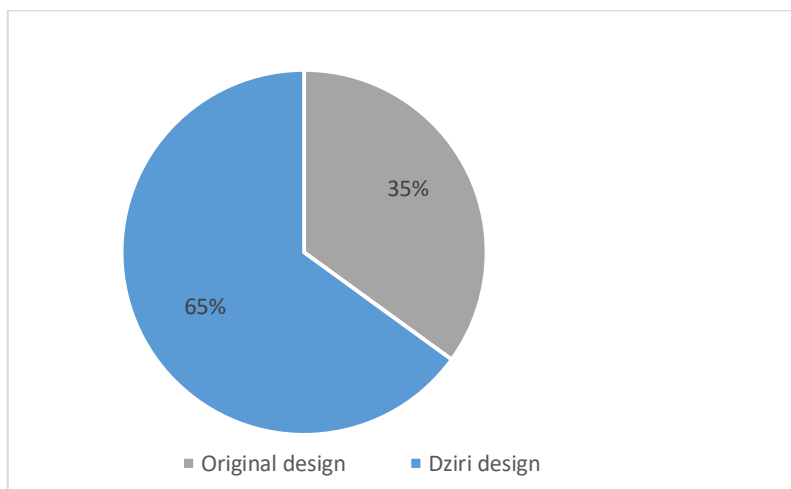
Source: elaborated by the author using Excel.

Design preference

Which of the following product designs do you prefer?

A staggering 65% of the respondents preferred the Algerian packaging design over the original Yaoumi.

Figure 10: Design preference.



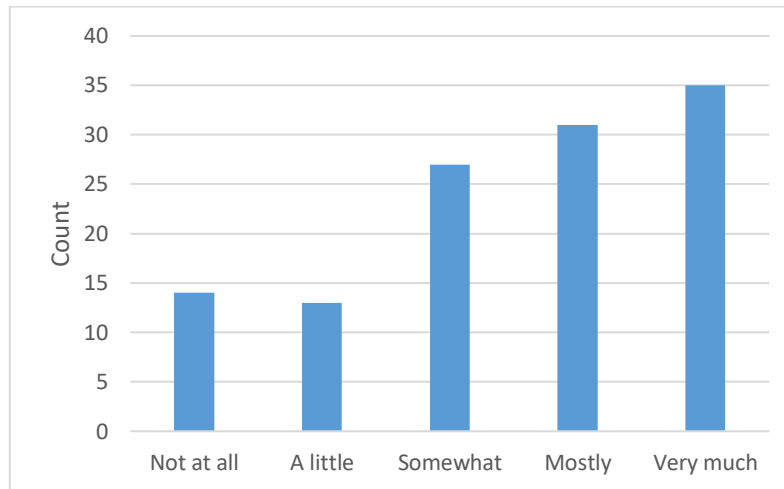
Source: elaborated by the author using Excel.

Feeling of cultural acknowledgement

Seeing your culture represented through Danone Yaoumi makes you feel acknowledged as an Algerian.

According to the answers collected, the majority of respondents feel acknowledged as Algerians when seeing their culture represented through Danone Yaoumi, over half (66) reported feeling "mostly" or "very much" acknowledged. Meanwhile, only (27) felt little to no acknowledgment, and (27) were equally neutral. This may indicate a generally positive emotional response to cultural representation in the product.

Figure 11: Feeling of acknowledgement.



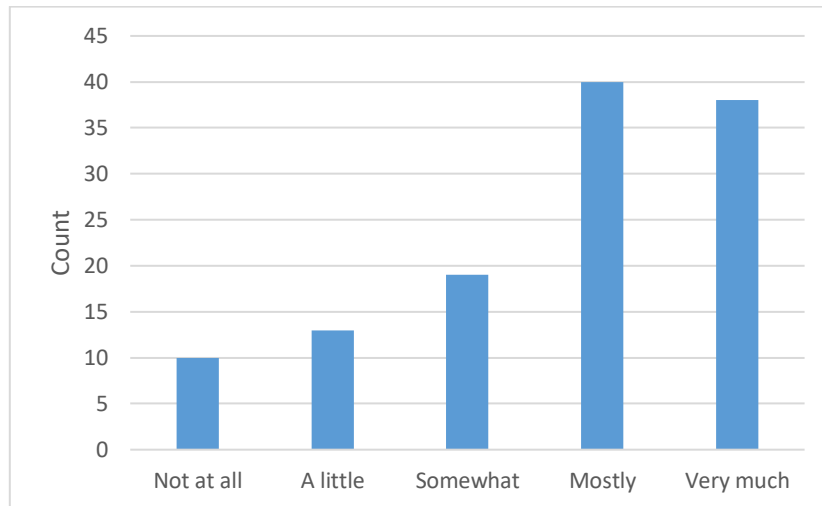
Source: elaborated by the author using Excel.

Appreciation of Cultural Symbols on Packaging

How much would you appreciate it if Danone Yaoumi used Algerian cultural symbols on its packaging?

The majority of respondents responded positively to the inclusion of cultural symbols in packaging.

Figure 12: Appreciation of cultural symbols.



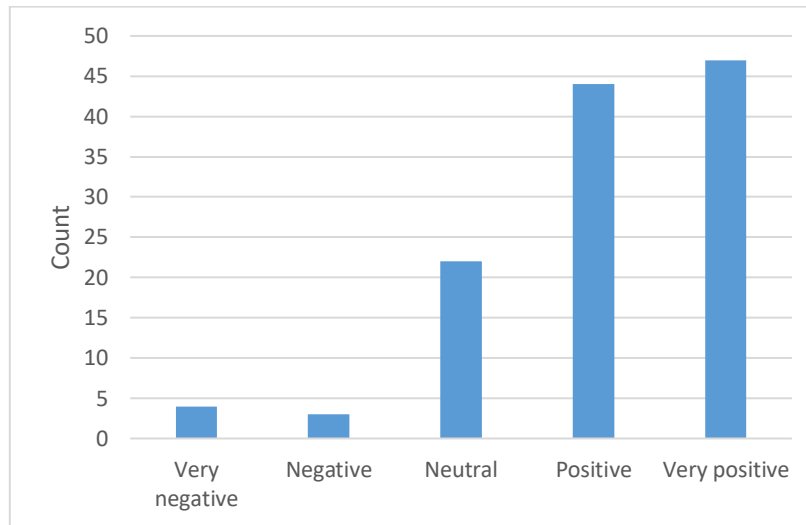
Source: elaborated by the author using Excel.

Culturally adapted brand perception

When you see a product designed to reflect Algerian culture, how does it affect your perception of the brand?

Over three-quarters of respondents viewed such cultural design elements positively (91). In contrast, only (7) had a negative or very negative reaction, and the rest remained neutral. This suggests that cultural representation generally enhances brand perception among respondents.

Figure 13: Culturally adapted brand perception.



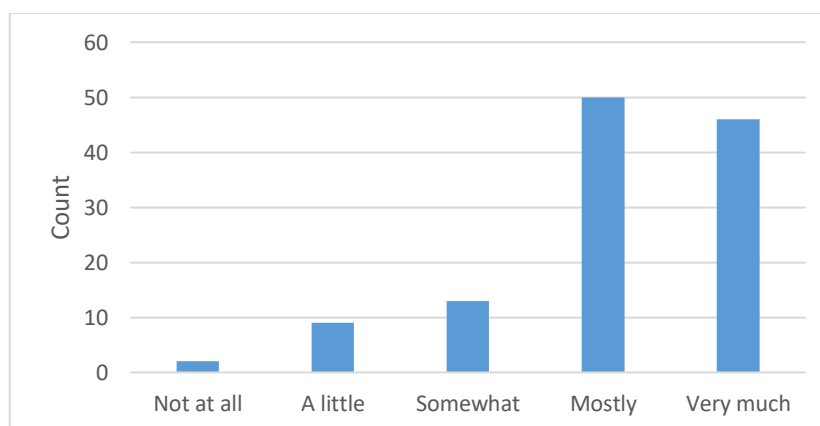
Source: elaborated by the author using Excel.

Level of connection to adapted brand

Would you feel more connected to Danone if it used local cultural elements in its packaging?

A majority of respondents responded with “mostly” and very little declared they wouldn’t feel connected to the brand if it included cultural elements in its packaging.

Figure 14: level of brand connection.



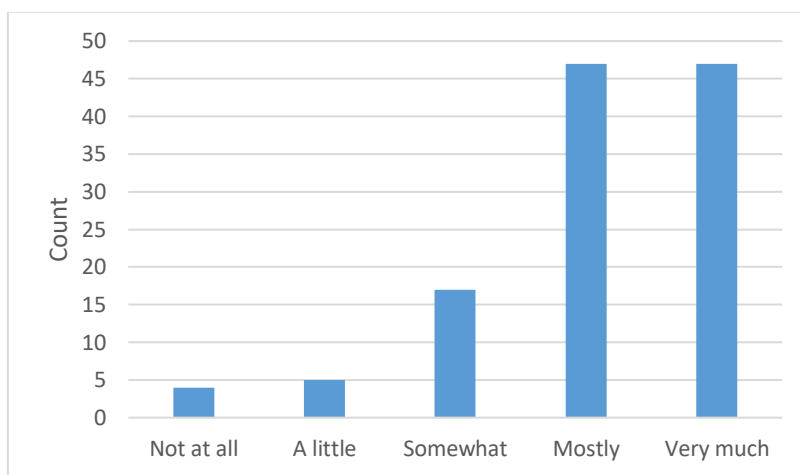
Source: elaborated by the author using Excel.

Level of trust to adapted brand:

How much do you trust the Danone brand when its packaging features Algerian cultural elements?

The majority of the persons responding indicated a strong feeling of trust towards the brand when featuring cultural design in packaging.

Figure 15: Level of brand trust.

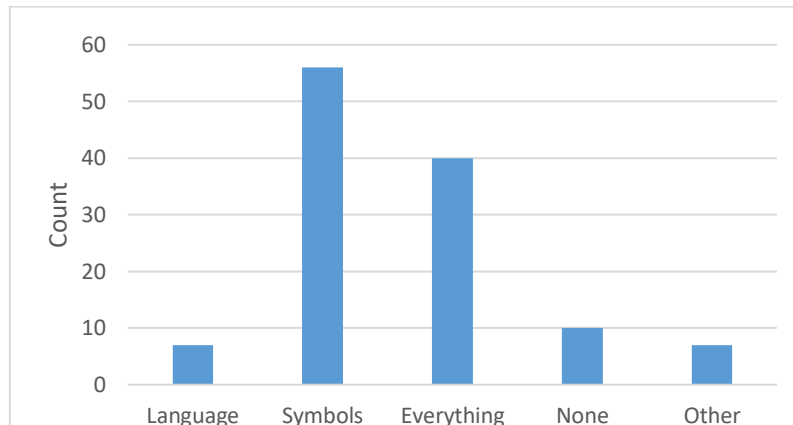


Source: elaborated by the author using Excel.

Most appealing cultural elements in design

Which of the design elements attracted you most about the Dziri design?

The majority of respondents (56) were primarily attracted by the packaging symbols. This is followed by 40 individuals who found all design elements appealing. A smaller portion noted specific aspects, with 7 drawn to the language used and 10 stating they were not drawn by the design at all. Among those who provided open-ended responses, some highlighting the lid featuring Algerian tile patterns, the harmonious color scheme, and the overall design's evocation of Algerian cultural heritage.

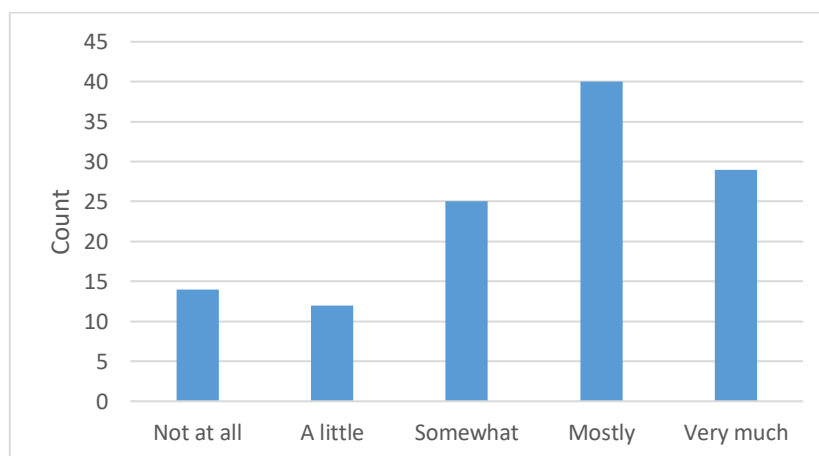
Figure 16: Cultural elements appeal.

Source: elaborated by the author using Excel.

Purchase decision due to presence of cultural elements

The presence of cultural elements such as Dziri Danone Yaoumi make you more likely to buy it.

A majority of respondents (69) indicated that cultural elements like Dziri Danone Yaoumi make them more likely to buy the product, selecting "Mostly" or "Very much," while only 26 showed low influence, choosing "A little" or "Not at all."

Figure 17: likelihood of purchase due to cultural elements.

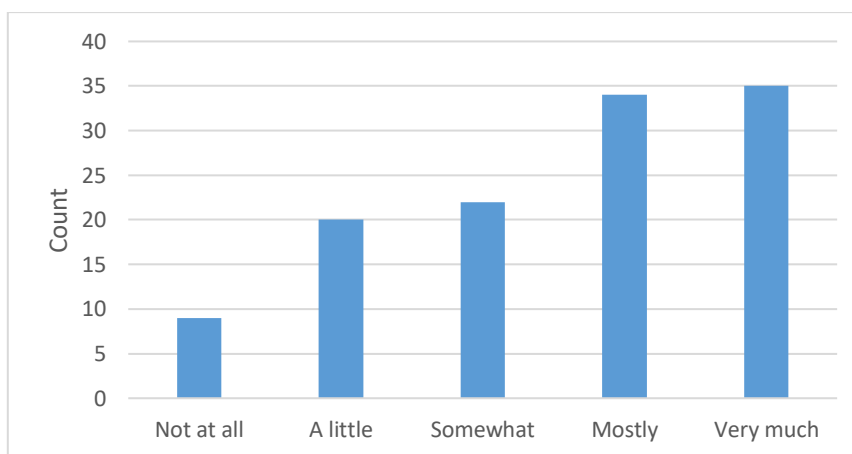
Source: elaborated by the author using Excel.

Purchase decision due to Dziri design altogether

Would you consider buying Danone Yaoumi due to its Dziri design?

A majority of respondents strongly affirmed they would be more likely to buy Danone Yaoumi due to its adapted design.

Figure 19: likelihood of purchase due to adapted design.



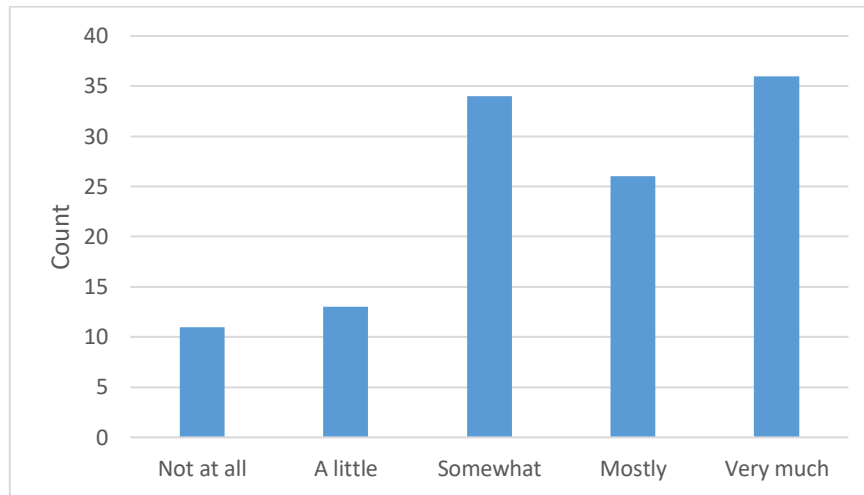
Source: elaborated by the author using Excel.

Purchase decision due to presence of cultural regional elements

You would be more likely to buy Danone if it included cultural elements specific to your region.

A majority of respondents (62 out of 120) strongly affirmed they would be more likely to buy Danone if it included cultural elements specific to their region, while 34 said "Somewhat," showing moderate influence, and 24 expressed little to no influence.

Figure 20: likelihood of purchase due to cultural regional elements.



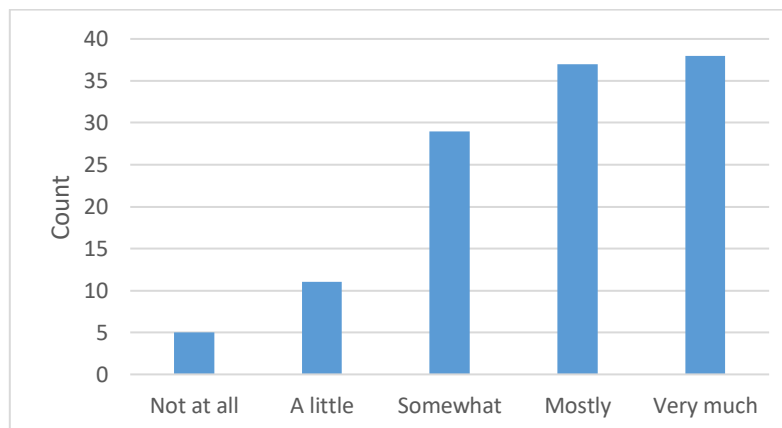
Source: elaborated by the author using Excel.

Level of cultural identity

Would you describe yourself as someone who strongly identifies with your Algerian Heritage and culture?

A strong majority of respondents (75 out of 120) identified closely with their Algerian heritage, while only 16 respondents expressed weak identification.

Figure 21: Level of cultural identity.



Source: elaborated by the author using Excel.

Preparatory analysis of data suitability for multivariate analysis

Prior to conducting data analysis and hypothesis testing, it is necessary to confirm that the data are appropriate for multivariate analysis. This was done by checking for missing values and assessing the **data** near normality.

Missing values

Because all questions in the Google Forms survey were set as mandatory, there were no missing data points.

Normality of the data

The normality tests using the Kolmogorov-Smirnov coefficient (ranging from 0 to 1) showed significant results for all variables ($p < 0.05$), indicating that the data are not normally distributed. As a result, near normality testing was used for further analysis.

Near-normality of the data

The near-normality of the data was initially assessed using skewness and kurtosis coefficients, which are considered acceptable within the ranges of $[-1; +1]$ for skewness and $[-1.5; +1.5]$ for kurtosis (Carricano et al., 2010)

The original variables did not meet these criteria, indicating a deviation from near-normality. Therefore, a Principal Component Analysis (PCA) was conducted to reduce dimensionality and extract components that summarize the underlying structure of the data. The skewness and kurtosis of the resulting components were then re-evaluated, and all values fell within the acceptable thresholds, confirming that the transformed data achieved near-normality. (appendix)

Principal component analysis (PCA)

Principal component analysis (PCA) was carried out for every measurement scale in order to confirm its validity and reliability.

Only components with eigenvalues larger than one were kept for the total explained variance. If the p-value was less than 0.05, the Bartlett test which investigates the null hypothesis that all

correlations are equal to zero was deemed significant. As for the Kaiser-Meyer-Olkin (KMO) metric had to be higher than 0.5 Cronbach's Alpha was used to evaluate the measuring scales' reliability; values of 0.7 or more indicate satisfactory internal consistency (Izah & Hait, 2023)

Measurement scale for Cultural Adaptation

A principal component analysis (PCA) was conducted on all items related to cultural adaptation. The results revealed a moderate to strong correlation among the items used (APPENDIX) The PCA also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.119), which summarizes 70.631% of the initial information. The results are shown in the following table:

Table 2: Total explained variance – Cultural adaptation.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.119	70.631	70.631	2.119	70.631	70.631
2	.750	24.996	95.627			
3	.131	4.373	100.000			

Extraction Method: Principal Component Analysis.

Source: SPSS Outputs.

The KMO index is 0.550, which indicates an acceptable level of coherence among the selected items. The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 3: KMO index and Bartlett's test – Cultural Adaptation.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.550
Bartlett's Test of Sphericity	Approx. Chi-Square	183.714
	df	3
	Sig.	.000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.777, indicating a good level of internal consistency among the items. The results are presented in the table below:

Table 4: Cronbach's Alpha – Cultural Adaptation.

Reliability Statistics	
Cronbach's Alpha	N of Items
.777	3

Source: SPSS Outputs.

Measurement scale for Brand Perception:

A principal component analysis (PCA) was conducted on all items related to Brand Perception. The results revealed a moderate to strong correlation among the items used (APPENDIX). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.107), which summarizes 70.245% of the initial information. The results are shown in the following table:

Table 5: Total explained variance – Brand Perception.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.107	70.245	70.245	2.107	70.245	70.245
2	.723	24.111	94.356			
3	.169	5.644	100.000			
Extraction Method: Principal Component Analysis.						

Source: SPSS Outputs.

The KMO index is 0.586, which indicates an acceptable level of coherence among the selected items. The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 6: KMO index and Bartlett's test – Brand Perception.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.586
Bartlett's Test of Sphericity	Approx. Chi-Square	158.694
	df	3
	Sig.	.000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.926, indicating an excellent level of internal consistency among the items. The results are presented in the table below:

Table 7: Cronbach's Alpha – Brand Perception.

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	3

Source: SPSS Outputs.

Measurement scale for Consumer Purchase Decision Making:

A principal component analysis (PCA) was conducted on all items related to Brand Perception. The results revealed a moderate to strong correlation among the items used (APPENDIX). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.260), which summarizes 75.319% of the initial information. The results are shown in the following table:

Table 8: Total explained variance – Consumer Purchase Decision Making.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.260	75.319	75.319	2.260	75.319	75.319
2	.547	18.228	93.547			
3	.194	6.453	100.000			

Extraction Method: Principal Component Analysis.

Source: SPSS Outputs.

The KMO index is 0.650, which indicates a good level of coherence among the selected items. The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 9: KMO index and Bartlett's test – Consumer Purchase Decision Making.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.650
Bartlett's Test of Sphericity	Approx. Chi-Square	167.596
	df	3
	Sig.	.000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.834, indicating a great level of internal consistency among the items. The results are presented in the table below:

Table 10: Cronbach's Alpha – Consumer Purchase Decision Making.

Reliability Statistics	
Cronbach's Alpha	N of Items
.834	3

Source: SPSS Outputs.

The following table provides a summary of the principal component analyses (PCA) conducted on all three variables:

Table 11: PCA summary table.

Variable	KMO	Sig.	Total Explained Variance (%)	Eigenvalue	Component (Items)	Cronbach's Alpha
Cultural Adaptation	0.550	0.000	70.631	2.119	1 (3 items)	0.777
Brand Perception	0.586	0.000	70.245	2.107	1 (3 items)	0.926
Consumer Purchase Decision Making	0.650	0.000	75.319	2.260	1 (3 items)	0.834

Source: Elaborated by the author.

Hypothesis testing

To test the research hypotheses, linear regression was used, the main variables being cultural adaptation, brand perception, and purchase decision-making were measured on Likert scales and reduced via PCA. Their continuous nature made them suitable for regression analysis to explore direct and mediating effects.

Testing the influence of cultural adaptation on consumer decision making:

A simple linear regression has been conducted between the independent variable, cultural adaptation, and the dependent variable, purchase decision making. The table shows that the predictor explains about 21.1% of the variance in the dependent variable ($R^2 = 0.211$), with a reasonably good model fit indicated by a Durbin-Watson value of 1.763.

The results obtained from the correlation coefficients are shown in the table below:

Table 12: Model Summary – Simple Linear Regression – H1.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.459 ^a	.211	.204	.89224227	1.763
a. Predictors: (Constant), REGR factor score 1 for analysis 2					
b. Dependent Variable: REGR factor score 1 for analysis 2					

Source: SPSS Outputs.

The ANOVA table confirms the model is statistically significant ($F = 31.479$, $p < .001$), meaning the predictor variable reliably predicts the outcome.

Table 13: ANOVA – H1.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.061	1	25.061	31.479	.000 ^b
	Residual	93.939	118	.796		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

Finally, the Coefficients table shows the predictor has a positive and significant effect indicating that as the predictor increases, the dependent variable also increases in a meaningful way. The intercept is not significant, which is typical in such models.

Table 14: Coefficients – H1.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.118E-17	.081		.000	1.000
	REGR factor score 1 for analysis 2	.459	.082	.459	5.611	.000

a. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

Testing the impact of cultural adaptation on Brand perception:

A simple linear regression has been conducted between the independent variable, cultural adaptation, and the mediator variable, brand perception. The Model summary indicates a moderate correlation ($R = .397$) with approximately 15.7% of the variance explained, and a reasonable adjusted R^2 of .150, suggesting a fair model fit.

The results obtained from the correlation coefficients are shown in the table below

Table 15: Model Summary – Simple Linear Regression – H2.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.397 ^a	.157	.150	.92183522	1.938

a. Predictors: (Constant), REGR factor score 1 for analysis 2
b. Dependent Variable: REGR factor score 1 for analysis 1

Source: SPSS Outputs.

The ANOVA table shows that the model is statistically significant ($F = 22.036$, $p < .001$), indicating that the predictor contributes meaningfully to the prediction of the dependent variable.

Table 16: ANOVA – H2.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.726	1	18.726	22.036	.000 ^b
	Residual	100.274	118	.850		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 1						
b. Predictors: (Constant), REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

The Coefficients table confirms a significant and positive relationship between the two factor scores ($B = .397$, $t = 4.694$, $p < .001$), meaning that an increase in the independent factor score is associated with an increase in the dependent one.

Table 17: Coefficients – H2.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.504E-17	.084		.000	1.000
	REGR factor score 1 for analysis 2	.397	.085	.397	4.694	.000
a. Dependent Variable: REGR factor score 1 for analysis 1						

Source: SPSS Outputs.

Testing the influence of cultural adaptation on purchase decision making with brand perception as a mediator:

Both variables (cultural adaptation and brand perception) were included in a model to assess whether brand perception mediates the impact of cultural adaptation on decision-making, providing insight into both the strength and the pathway of the effect.

The Model Summary shows a strong relationship between the predictors and the dependent variable, with an R^2 of .466, indicating that 46.6% of the variance is explained by the model.

Table 18: Model Summary – Simple Linear Regression – H2a.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.683 ^a	.466	.457	.73677286	1.975
a. Predictors: (Constant), REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2					
b. Dependent Variable: REGR factor score 1 for analysis 2					

Source: SPSS Outputs.

ANOVA table confirms that the overall model is statistically significant ($F = 51.110$, $p < .001$), meaning the predictors together reliably forecast the outcome.

Table 19: ANOVA – H2a.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.488	2	27.744	51.110	.000 ^b
	Residual	63.512	117	.543		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

In the Coefficients table, both predictors are significant: analysis 1 has a larger standardized effect ($\beta = .551$, $p < .001$), while analysis 2 also contributes significantly ($\beta = .240$, $p = .001$). This suggests that both components are important, but analysis 1 has a stronger influence.

Table 20: Coefficients – H2a.

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.363E-17	.067		.000	1.000
	REGR factor score 1 for analysis 2	.240	.074	.240	3.267	.001
	REGR factor score 1 for analysis 1	.551	.074	.551	7.487	.000

a. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

Testing the influence of cultural adaptation on purchase decision making with sociodemographic factors and cultural identity as moderators:

Before running the regression, cultural identity was mean-centered to reduce multicollinearity with the interaction term and to make interpretation clearer. This allowed us to test whether cultural identity moderates the effect of cultural adaptation on consumer purchase decision making.

As for the other categorical variables like age, gender, region, and professional situation, we recoded them into dummy variables. This allowed us to include them in the regression model and test their moderating effects through interaction terms with cultural adaptation.

Cultural adaptation influence on purchase decision making moderated by cultural identity:

The regression model explains about 30.5% of the variance in purchase decision making. This indicates a moderate fit, meaning the predictors (cultural adaptation, cultural identity, and their interaction) collectively account for a meaningful portion of the outcome. The Durbin-Watson statistic near 1.87 suggest that there is no serious autocorrelation problem in the residuals.

Table 21: Model Summary – Simple Linear Regression – H3a.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.552 ^a	.305	.287	.84455078	1.868
a. Predictors: (Constant), interaction_ca_ci, culturalidentity_centered, REGR factor score 1 for analysis 2					
b. Dependent Variable: REGR factor score 1 for analysis 2					

Source: SPSS Outputs.

The F-statistic is 16.95 with a p-value of less than .001, indicating that the model significantly predicts purchase decision making better than a model with no predictors.

Table 22: ANOVA – H3a.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.261	3	12.087	16.946	.000 ^b
	Residual	82.739	116	.713		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), interaction_ca_ci, culturalidentity_centered, REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

The coefficients table breaks down the contribution of each predictor. Both cultural adaptation and cultural identity have significant positive effects on purchase decision making, meaning higher scores in either are associated with higher likelihood of purchasing. However, the interaction term, which tests whether cultural identity moderates the effect of cultural adaptation, is not significant.

This means cultural identity does not change how cultural adaptation influences buying decisions in your data.

Table 23: Coefficients – H3a.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.011	.078		-.144	.886
	REGR factor score 1 for analysis 2	.410	.079	.410	5.221	.000
	culturalidentity_centered	.270	.070	.302	3.851	.000
	interaction_ca_ci	.066	.071	.072	.928	.355

a. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

Cultural adaptation influence on purchase decision making through Age groups:

The model explains about 25% of the variation in purchase decisions ($R^2 = .249$), showing a moderate fit. The Durbin-Watson value near 2 means no serious autocorrelation issues in residuals.

Table 24: Model Summary – Simple Linear Regression – H3b.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.499 ^a	.249	.216	.88535898	1.735

a. Predictors: (Constant), interaction36more, interaction18_25, interaction26_35, age36andmore, age26_35

b. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

The overall regression is statistically significant ($F = 7.563$, $p < .001$), meaning the predictors reliably explain differences in purchase decisions.

Table 25: ANOVA – H3b.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.640	5	5.928	7.563	.000 ^b
	Residual	89.360	114	.784		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), interaction36more, interaction18_25, interaction26_35, age36andmore, age26_35						

Source: SPSS Outputs.

Age alone doesn't significantly predict purchase decisions, but the interaction terms between age groups and cultural adaptation are significant, showing age moderates the effect of cultural adaptation on buying choices.

Table 26: Coefficients – H3b.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.042	.097		.428	.669
	age26_35	-.212	.185	-.095	-1.143	.256
	age36andmore	.069	.458	.013	.152	.880
	interaction18_25	.342	.102	.273	3.358	.001
	interaction26_35	.653	.157	.343	4.156	.000
	interaction36more	.868	.287	.248	3.025	.003
a. Dependent Variable: REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

Cultural adaptation influence on purchase decision making through Gender:

$R = .477$, $R^2 = .227$ About 22.7% of the variance in purchase decision is explained by gender, cultural adaptation, and their interaction.

The model is reasonably strong and suggests a moderate relationship.

Table 27: Model Summary – Simple Linear Regression – H3c.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.477 ^a	.227	.207	.89027238	1.734
a. Predictors: (Constant), interactionmale, interactionfemale, gendermale					
b. Dependent Variable: REGR factor score 1 for analysis 2					

Source: SPSS Outputs.

$F(3,116) = 11.381$, $p < .001$ The model is statistically significant, meaning the predictors together significantly impact the dependent variable.

Table 28: ANOVA – H3c.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.060	3	9.020	11.381	.000 ^b
	Residual	91.940	116	.793		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), interactionmale, interactionfemale, gendermale						

Source: SPSS Outputs.

Interactionfemale ($B = .365$, $p = .001$) and Interactionmale ($B = .619$, $p < .001$) are both significant → Cultural adaptation's impact on decision-making differs by gender.

gendermale by itself is not significant ($p = .611$) Gender alone doesn't predict decisions, but it changes how cultural adaptation works.

Table 29: Coefficients – H3c.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.035	.101		.341	.734
	gendermale	-.086	.170	-.042	-.510	.611
	interactionfemale	.365	.102	.291	3.569	.001
	interactionmale	.619	.135	.373	4.573	.000

a. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

Cultural adaptation influence on purchase decision making through region:

The model explains **27.5%** of the variance in purchase decision-making ($R^2 = 0.275$). The adjusted R^2 of 0.230 confirms a decent fit after accounting for predictors. The Durbin-Watson statistic (1.763) indicates no serious autocorrelation issues in the residuals, meaning the regression assumptions are reasonably met.

Table 30: Model Summary – Simple Linear Regression – H3d.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.525 ^a	.275	.230	.87739915	1.763

a. Predictors: (Constant), interactionwest, interactionsouth, interactioneast, interactionnorth, southregion, eastregion, westregion

b. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

The overall regression model is statistically significant ($F(7,112) = 6.083, p < 0.001$), indicating that the predictors, including regional dummy variables and interaction terms, reliably predict variations in purchase decisions. This means the model's explanatory power is better than chance.

Table 31: ANOVA – H3d.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.779	7	4.683	6.083	.000 ^b
	Residual	86.221	112	.770		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), interactionwest, interactionsouth, interactioneast, interactionnorth, southregion, eastregion, westregion						

Source: SPSS Outputs.

The south region shows a significant positive main effect on purchase decisions ($B = 0.524, p = 0.032$).

Other regions (east and west) do not have significant standalone effects.

All interaction terms between cultural adaptation and each region are significant ($p < 0.01$), demonstrating that the impact of cultural adaptation on buying decisions differs across regions, with the strongest moderation effect in the west ($B = 0.792$).

Table 32: Coefficients – H3d.

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.029	.113		-.256	.798
	southregion	.524	.241	.183	2.172	.032
	eastregion	-.043	.197	-.019	-.221	.826
	westregion	-.516	.303	-.156	-1.706	.091
	interactionnorth	.408	.106	.311	3.853	.000
	interactionsouth	.576	.220	.211	2.618	.010
	interactioneast	.499	.185	.218	2.695	.008
	interactionwest	.792	.297	.236	2.670	.009

a. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

Cultural adaptation influence on purchase decision making through socio-category:

The model summary shows that the predictors explain about 23.4% of the variance in purchase decision-making, with a good model fit indicated by an R of .484 and a Durbin-Watson value of 1.702.

Table 33: Model Summary – Simple Linear Regression – H3e.

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.484 ^a	.234	.194	.89793925	1.702

a. Predictors: (Constant), interactionretired, interactionemployed, interactionunemployed, interactionstudent, vemployed, vunemployed

b. Dependent Variable: REGR factor score 1 for analysis 2

Source: SPSS Outputs.

The ANOVA table confirms that the overall regression model is significant ($F = 5.765$, $p < .001$), meaning the set of predictors reliably predicts the dependent variable.

Table 34: ANOVA – H3e.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.889	6	4.648	5.765	.000 ^b
	Residual	91.111	113	.806		
	Total	119.000	119			
a. Dependent Variable: REGR factor score 1 for analysis 2						
b. Predictors: (Constant), interactionretired, interactionemployed, interactionunemployed, interactionstudent, vemployed, vunemployed						

Source: SPSS Outputs.

Looking at the coefficients, the interaction terms for students ($B = 0.430$, $p < .001$) and employed individuals ($B = 0.564$, $p < .001$) significantly moderate the relationship between cultural adaptation and purchase decisions, while other employment statuses do not show significant effects. This means cultural adaptation influences buying choices differently for students and employed people compared to others.

Table 35: Coefficients – H3e.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.066	.105		.627	.532
	vemployed	-.206	.180	-.096	-1.144	.255
	vunemployed	-.040	.341	-.010	-.119	.906
	interactionstudent	.430	.107	.331	4.015	.000
	interactionemployed	.564	.138	.336	4.073	.000
	interactionunemployed	-.034	.428	-.007	-.079	.937
	interactionretired	.780	.737	.087	1.058	.292
a. Dependent Variable: REGR factor score 1 for analysis 2						

Source: SPSS Outputs.

The table below presents a summary of cultural identity and sociodemographic hypotheses test results:

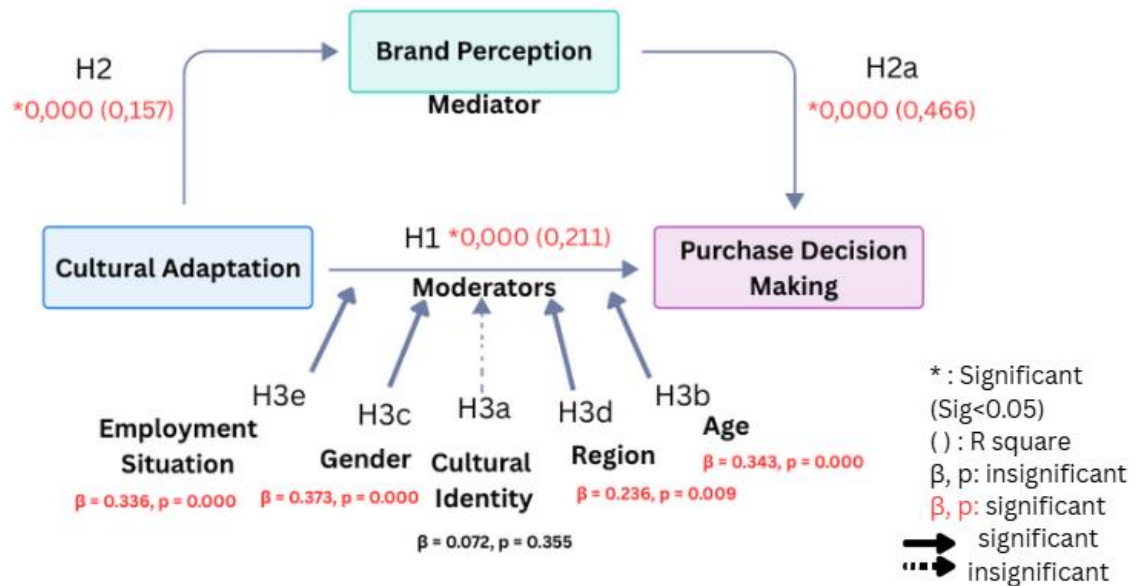
Table 36: Summary of results- moderating hypotheses.

Moderator	Significant Interaction Effects	Interpretation
Cultural Identity	Cultural Identity ($\beta = .270, p = .000$) Interaction (NS)	Cultural identity has a positive effect, but no significant moderation.
Age	18–25 \times CA ($\beta = .342, p = .001$) 26–35 \times CA ($\beta = .653, p = .000$) 36+ \times CA ($\beta = .868, p = .003$)	Age moderates the effect of cultural adaptation. Stronger impact in older groups.
Gender	Female \times CA ($\beta = .365, p = .001$) Male \times CA ($\beta = .619, p = .000$)	Cultural adaptation has a significant effect across both genders.
Region	North \times CA ($\beta = .408, p = .000$) South \times CA ($\beta = .576, p = .010$) East \times CA ($\beta = .499, p = .008$) West \times CA ($\beta = .792, p = .009$)	Cultural adaptation is positively moderated by all regions, especially the West.
Situation	Student \times CA ($\beta = .430, p = .000$) Employed \times CA ($\beta = .564, p = .000$)	Significant moderation for students and employed respondents.

Source: SPSS Outputs.

Validated conceptual model

Figure 22: Validated conceptual framework.



Source: Elaborated by the author

Discussion of the results

This quantitative study investigated the influence of cultural adaptation on Algerian consumers' purchase decision-making, focusing on three main hypotheses and their respective sub-hypotheses. Through the use of simple and multiple linear regression analyses, this study explored the relationships between the independent variable (cultural adaptation), the mediating variable (brand perception), and the dependent variable (consumer decision-making), alongside the moderating roles of cultural identity and sociodemographic factors.

The results confirmed a statistically significant and positive relationship between cultural adaptation and purchase decision-making, supporting the foundational hypothesis (H1).

These findings are consistent with those of (De Mooij & Hofstede, 2010) who highlighted the centrality of cultural adaptation in influencing consumer behaviors across cultural boundaries.

In terms of brand perception (H2), the study demonstrated that culturally relevant branding significantly enhances consumer perception, which in turn positively impacts purchase decisions. This aligns with the conclusions of (Kushwah et al., 2019), who underscored the strategic value of culturally targeted marketing for enhancing brand appeal.

When assessing the mediating role of brand perception (H2a), the results showed that it acts as a partial mediator in the relationship between cultural adaptation and purchase decision-making. This implies that cultural adaptation enhances purchase intent both directly and indirectly via improved brand perception.

Regarding the moderating variables under H3, the findings revealed that age, gender, employment status, and region all significantly moderate the relationship between cultural adaptation and purchase decision-making. Older individuals and those from the Western region showed a stronger sensitivity to cultural adaptation. These findings are in line with those of (Islam et al., 2022), who emphasized the influence of demographic variables on consumer responses to culturally adapted marketing.

In contrast, cultural identity, though positively associated with consumer decision-making, did not significantly moderate the effect of cultural adaptation. This nuance suggests that while cultural identity is important, it does not necessarily intensify or reduce the impact of adaptation efforts on purchasing behavior. This finding deviates from the expectations set by (Suo & Mohd Nasir, 2024), suggesting the need for further exploration in this area.

Although the effect sizes obtained were statistically significant, the R^2 values remained relatively modest. According to (Cohen, 2013), low R^2 values are not uncommon in behavioral research due to the complexity of human behavior. In this context, even a moderate explanatory power can hold practical significance, especially in a market as socio-culturally nuanced as Algeria.

From a managerial perspective, these results offer valuable insights for companies like Danone operating in culturally diverse markets. The descriptive data highlighted a strong consumer interest in localized design elements, such as Algerian language, symbols, and artistic motifs which enhance emotional resonance and cultural affinity. In a high-context culture like Algeria, where meanings are deeply embedded in cultural cues, this emotional connection can be a key driver of brand loyalty.

Culturally adapted branding can therefore:

- Increase brand trust by aligning with consumer identity.
- Foster stronger emotional engagement.
- Encourage word-of-mouth and community-based advocacy.
- Differentiate the brand from competitors who adopt standardized marketing strategies.

For Danone Djurdjura Algeria and similar companies, this implies the strategic importance of:

- Investing in local cultural research to guide adaptation strategies.
- Collaborating with local creatives to ensure authentic expression.
- Reflecting Algeria's regional and cultural diversity in packaging and communication.
- Prioritizing authenticity and resonance over superficial localization.

These insights collectively affirm the relevance of cultural adaptation not only as a marketing tactic but as a strategic imperative for engaging meaningfully with Algerian consumers.

CONCLUSION

To conclude, the objectives of the study, the methodology employed to address the research problem, and the key results obtained will be presented. The limitations will also be discussed, along with recommendations and suggestions for future research.

The principal objective of this study was to examine the influence of cultural adaptation on consumer decision making, specifically focusing on the following dimensions: brand perception, cultural identity and sociodemographic factors. To achieve this, a quantitative study was conducted, and data were collected through a survey, gathering responses from 120 participants on the eight variables of this study.

The results confirmed that cultural adaptation has a significant positive impact on consumers' purchase decision-making, supporting the proposed hypotheses.

- **H1:** The stronger the cultural adaptation, the higher the likelihood of consumer purchase intent.
- **H2:** Cultural relevance leads to a more positive brand perception, which in turn enhances consumer response.
 - **H2a:** Cultural adaptation leads to a more positive brand perception, which subsequently increases the likelihood of a purchase decision.
- **H3:** The effectiveness of cultural adaptation varies across different Algerian regions and demographic groups.
 - **H3a:** Cultural identity was found to have a direct positive effect on purchase decisions, but did not significantly moderate the relationship between cultural adaptation and consumer decision-making.
 - **H3b:** Age significantly moderates the relationship between cultural adaptation and consumer decision-making.
 - **H3c:** Gender significantly moderates the relationship between cultural adaptation and consumer decision-making.
 - **H3d:** Region significantly moderates the relationship between cultural adaptation and consumer decision-making.

- **H3e:** Employment situation significantly moderates the relationship between cultural adaptation and consumer decision-making.

These findings offered a significant contribution to the body of work that explores the phenomenon that is cultural adaptation and its impact on consumer decision making In a context such as Algeria. It highlighted the relevance of cultural sensitivity and how it connects with consumers offering insights to international and multinational companies in Algeria on the opportunities that lie within this.

The study highlighted how leveraging cultural adaptation through something such as packaging design could be beneficial to stand out and get closer to Algerian consumers, to better understand their preferences and needs, therefore, building trust and making sales. Furthermore, this research contributes to shaping future investigations of cultural congruence in the Algerian context

While this study provided valuable insights, it is important to recognize its limitations to better guide future research. First, the sample size, composed of 120 respondents. This number, while appropriate for this study, still may not be large enough to fully represent the population of Algerians in total. Additionally, the study relied on self-reported data, which can introduce biases such as social desirability bias or recall bias. Participants' responses may not always reflect their actual behaviors. This study was cross-sectional in nature, capturing data at only one point in time, which means it was unable to track changes in behavior over time, limiting the ability to assess long-term effects in readers' purchasing behavior.

This study may not have fully captured the complexity of consumer behavior, which is influenced by a wide range of emotional, social, and cultural factors. Another key limitation is the lack of prior concrete research and foundational studies on the specific effects of cultural adaptation within the Algerian context. This gap limited the study's ability to build upon an established body of knowledge and to conduct a more in-depth analysis. Additionally, although quantitative data provided valuable insights into purchasing behavior, the absence of qualitative data limited the understanding of how cultural adaptation is integrated into marketing initiatives. To address these gaps and expand on the findings, the following recommendations are proposed:

Conduct qualitative studies to explore how companies can leverage cultural adaptation to better connect with Algerian consumers. This can include in-depth interviews or focus groups to understand emotional and symbolic responses to localized branding.

Examine cultural adaptation in the digital landscape, especially as digital platforms (e.g., TikTok, Instagram) rapidly evolve in Algeria. This includes how local influences, dialects, and trends shape consumer engagement and brand perception.

Integrate additional variables into quantitative research, such as:

Consumer ethnocentrism: The preference for local over foreign products, which may moderate responses to cultural adaptation.

Perceived authenticity: Whether consumers view the adapted marketing efforts as genuine or superficial, which can impact trust and purchase intention.

Further analyses of different cultural factors' effects on purchase decision making

Studying Cultural adaptation in digital marketing

Conduct comparative studies between culturally adapted and non-adapted marketing strategies in the Algerian market to assess differences in consumer response, engagement, and purchase behavior. These comparisons can help determine the effectiveness of cultural adaptation as a strategic tool.

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**APPENDIX A – NEAR-NORMALITY
TABLE**

Table 37: Near-normality (Skewness and Kurtosis test).

Variable	N	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Cultural adaptation	120	-0.764	0.221	-0.497	0.438
Brand perception	120	-1.209	0.221	1.184	0.438
Purchase decision	120	-0.536	0.221	-0.834	0.438
Cultural identity	120	-0.655	0.221	-0.286	0.438
Age	120	1.305	0.221	0.764	0.438
Gender	120	0.598	0.221	-1.670	0.438
Region	120	0.607	0.221	-1.116	0.438
Current situation?	120	1.250	0.221	1.125	0.438

Source: SPSS Outputs.

**APPENDIX B – TABLES OF PCA
ANALYSES**

Cultural adaptation

Table 38: Correlation Matrix – Cultural adaptation.

Correlation Matrix				
			How much would you like it if Danone Yaoumi's packaging showed Algerian language, symbols, or artistic heritage?	Seeing your culture represented through Danone Yaoumi makes you feel acknowledged as an Algerian.
Correlation	I would appreciate Danone Yaoumi using Algerian cultural symbols on its packaging	1.000	.858	.320
	How much would you like it if Danone Yaoumi's packaging showed Algerian language, symbols, or artistic heritage?	.858	1.000	.443
	Seeing your culture represented through Danone Yaoumi makes you feel acknowledged as an Algerian.	.320	.443	1.000

Source : SPSS Outputs.

Table 39: Component Matrix – Cultural adaptation.

Component Matrix^a	
	Component
	1
I would appreciate Danone Yaoumi using Algerian cultural symbols on its packaging	.907
How much would you like it if Danone Yaoumi's packaging showed Algerian language, symbols, or artistic heritage?	.946
Seeing your culture represented through Danone Yaoumi makes you feel acknowledged as an Algerian.	.634
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source : SPSS Outputs.

Brand perception

Table 40: Correlation Matrix – Brand perception.

Correlation Matrix				
		When you see a product designed to reflect Algerian culture, how does it affect your perception of the brand?	Would you feel more connected to Danone if it used local cultural elements in its packaging like the picture above?	How much do you trust the Danone brand when its packaging features Algerian cultural elements?
Correlation	When you see a product designed to reflect Algerian culture, how does it affect your perception of the brand?	1.000	.836	.826
	Would you feel more connected to Danone if it used local cultural elements in its packaging like the picture above?	.836	1.000	.756
	How much do you trust the Danone brand when its packaging features Algerian cultural elements?	.826	.756	1.000

Source : SPSS Outputs.

Table 41: Component Matrix – Brand perception.

Component Matrix^a	
	Component
	1
When you see a product designed to reflect Algerian culture, how does it affect your perception of the brand?	.952
Would you feel more connected to Danone if it used local cultural elements in its packaging like the picture above?	.926
How much do you trust the Danone brand when its packaging features Algerian cultural elements?	.922
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source : SPSS Outputs.

Purchase decision making

Table 42: Correlation Matrix – Purchase decision making.

Correlation Matrix				
		You would be more likely to buy Danone if it included cultural elements specific to your region.	Would you consider buying Danone Yaoumi due to its Dziri design?	The presence of cultural elements such as Dziri Danone Yaoumi make you more likely to buy it.
Correlation	You would be more likely to buy Danone if it included cultural elements specific to your region.	1.000	.492	.588
	Would you consider buying Danone Yaoumi due to its Dziri design?	.492	1.000	.796
	The presence of cultural elements such as Dziri Danone Yaoumi make you more likely to buy it.	.588	.796	1.000

Source : SPSS Outputs.

Table 43: Component Matrix – Purchase decision making.

Component Matrix^a	
	Component
	1
You would be more likely to buy Danone if it included cultural elements specific to your region.	.780
Would you consider buying Danone Yaoumi due to its Dziri design?	.890
The presence of cultural elements such as Dziri Danone Yaoumi make you more likely to buy it.	.927
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source : SPSS Outputs.

APPENDIX C – SURVEY

Visualization of Survey