Title: Cultural Influences on Consumer Purchasing Decisions in Emerging Markets

• Author: Isabella V. Cruz

• Publication Date: May 2022

• Authors: Isabella V. Cruz

• Tags: Consumer Behavior, Emerging Markets, Culture

 Abstract: This paper explores how cultural factors shape purchasing decisions in emerging markets, focusing on the role of traditional values and social norms in consumer choices.

• Year of Submission: 2022

• DOI: 10.1345/consumerpurchasing.2022.0099

• Type of Text: Capstone Project