

HOW HOFSTEDE’S FIVE CULTURAL DIMENSIONS INFLUENCE ONLINE SHOPPING SATISFACTION IN MADAGASCAR AND INDONESIA

THESIS

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Achieving a Master's Degree**

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ABSTRACT

This study investigates how Hofstede's five cultural dimensions, Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, Uncertainty Avoidance, and Long-Term Orientation, influence user satisfaction in online shopping within Madagascar and Indonesia. Using a quantitative approach, data were collected from 106 respondents (54 from Madagascar and 52 from Indonesia) and analyzed through multiple regression and independent t-tests to identify both country-specific and cross-cultural patterns.

The results reveal that Power Distance, Uncertainty Avoidance, and Long-Term Orientation are significant predictors of online shopping satisfaction in both countries. These findings suggest that consumers in hierarchical and risk-averse cultures tend to value clear authority structures, secure transactions, and consistent service quality. In Madagascar, collectivist tendencies significantly contribute to satisfaction, as users rely heavily on social recommendations and informal trust networks. In contrast, Indonesian consumers' satisfaction is more strongly associated with institutional trust, platform reliability, and long-term engagement, reflecting the country's more mature e-commerce ecosystem. Masculinity vs. Femininity was found to have no significant effect in either context.

The study concludes that while some cultural dimensions universally affect user satisfaction, others operate differently depending on each country's social and technological environment. These insights emphasize the need for culturally adaptive e-commerce strategies that integrate risk reduction, authority signals, and long-term customer relationship programs.

Future research should expand the sample size, particularly for Indonesia, whose larger population warrants broader representation, and include additional variables such as trust in technology, digital literacy, and platform usability.

Keywords: Hofstede's cultural dimensions, online shopping satisfaction, cross-cultural consumer behavior, Madagascar, Indonesia

FOREWORD

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TABLE OF CONTENTS

CHAPTER I INTRODUCTION	1
1.1. Research Background.....	1
1.2. Research questions	14
1.3. Research objectives	14
1.4. Research benefits.....	15
1.4.1 Theoretical Benefits	15
1.4.2 Practical Benefits.....	16
CHAPTER II LITERATURE REVIEW	18
2.1. Previous research.....	18
2.2 Theoretical basis.....	22
2.2.1 Consumer behavior.....	22
a. Howard-Sheth Model of Buying Behavior.....	22
2.2.2 Hofstede's Cultural Dimensions Theory.....	24
2.2.3 Online Shopping.....	25
2.2. Conceptual Research framework.....	26
2.3.1 Hypothesis Development	27
2.3.2 Independent Variables.....	30
2.3.3 Dependent Variable	32
CHAPTER III RESEARCH METHODOLOGY	33
3.1 Type of Research.....	33
3.2 Operational Definitions and Measurement of Variables	35
3.3 Population and Sample.....	36
3.4 Technique of Analysis.....	38
3.5.1 Validity and Reliability Testing.....	38
3.5.2 Descriptive Statistics.....	40
3.5.3 Independent Sample t-Test.....	41
3.5.4 Analysis of Variance (ANOVA).....	42
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....	44
4.1 Description of the Research Object	44
4.1.1 Demographics	44
a. Age	44
b. Gender.....	46
c. Education.....	47
d. Monthly Online Shopping Budget	48
4.1.2 Online Shopping Behavior.....	49

a. Frequency of Online Shopping	51
b. Platforms Used for Online Shopping	53
c. Preferred Payment Methods	55
d. Risks and Problems Experienced in Online Shopping	56
4.2 Description of Research Variables	58
4.3 Validity and Reliability Testing	61
4.3.1 Reliability Test	61
4.3.2 Validity Test	65
4.4 Research Results - Hypothesis Testing	71
4.4.1 Online Shopping in Madagascar	72
a. Model Summary	73
b. ANOVA	75
c. Regression Coefficients	76
4.4.2 Online Shopping in Indonesia	78
a. Model Summary	78
b. ANOVA	80
4.4.3 Independent t-test	82
4.5 Discussion	85
4.5.1 Comparative Insights	92
4.5.2 Synthesis	94
4.6 Research Implications	96
4.6.1 Theoretical Implications	96
4.6.2 Practical Implications for E-Commerce Businesses	98
4.6.3 Policy Implications	100
4.6.4 Implications for Future Research	102
4.7 Research Limitations	104
CHAPTER V CONCLUSION AND RECOMMENDATIONS	107
5.1 Conclusion	107
5.2 Recommendations	109
5.2.1 Practical Recommendations	109
5.2.2 Recommendations for Future Research	111
REFERENCES	113

LIST OF FIGURES

Figure 1 Howard-Sheth Model of Buying Behavior (John Howard and Jagdish Sheth, 2020)	24
Figure 2 Hofstede's Cultural Dimensions Theory (Geert Hofstede, 2020)	25
Figure 3 Research framework	27

LIST OF TABLES

Table 1 Operational Definitions and Measurement of Variables.....	35
Table 2 Age Distribution of Respondents.....	44
Table 3 Gender Distribution of Respondents.....	46
Table 4 Educational Background of Respondents	47
Table 5 Monthly Online Shopping Budget	48
Table 6 Frequency of Online Shopping	51
Table 7 Online Shopping Platforms Used.....	53
Table 8 Preferred Online Payment Methods.....	55
Table 9 Descriptive statistics of research variables (N = 106).....	59
Table 10 Validity Test Result for Power Distance (X1).....	65
Table 11 Validity Test Result for Individualism vs. collectivism (X2).....	66
Table 12 Validity Test Result for Masculinity vs. Femininity (X3).....	67
Table 13 Validity Test Result for Uncertainty Avoidance (X4).....	68
Table 14 Validity Test Result for Long-Term Orientation (X5).....	69
Table 15 Validity Test Result for User Satisfaction (Y).....	70
Table 16 Model Summary Madagascar	73
Table 17 ANOVA Test Result Madagascar.....	75
Table 18 Regression Coefficients Madagascar	76
Table 19 Model Summary Indonesia	78
Table 20 ANOVA Test Result Indonesia	80
Table 21 Regression Coefficients Indonesia.....	81
Table 22 MG vs ID Independent Samples t-test	83
Table 23 Independent Samples t-test on User Satisfaction between Madagascar and Indonesia	83