

Effect of Socio-Cultural Environment in Business Organizations

Pradeep Adhikari^{a*} 

^a Ganeshman Singh Multiple Campus

Article Info

Received: January 23, 2026

Accepted: March 22, 2026

Published: May 18, 2026

DOI: <https://doi.org/10.3126/gd.v11i1.95231>

Keywords: Sustainability, organizational culture, consumer behavior, strategic fit

Abstract

Socio-cultural environment includes values, beliefs, customs, traditions, religion, education, lifestyle, and demographic characteristics that shape the behavior of individuals and organizations. The main objective of this study examines the effect of socio-cultural factors in business activities and consumer behavior on Nepalese society. The study explores these major factors: the role of socio-cultural environment in business growth and sustainability, consumer behavior, changing lifestyle and family structure, education and literacy level, religious beliefs, effects of family structure and urbanization, and changing consumer lifestyle as well as opportunity and threat by using descriptive method. Findings indicate that socio-cultural factors significantly affect demand on market, consumption patterns, organizational culture, and operational activities. The practice of festivals, traditions, and religious system it creates seasonal demand, while rising education and literacy levels it creates synergetic power for consumer awareness and acceptance for quality and ethical products. Similarly, changing family system joint to nuclear and rapid urbanization has increased demand for modern, facility based and technology-based high-quality goods and services. The study also highlights that changing lifestyles such as new markets and innovation create opportunities and increased competition and uncertainty and resistance to change with external changes create threats. In this study we conclude that socio-cultural environment plays a crucial role in base for business success and sustainability. Businesses that understand socio-cultural changes can better identify opportunities, reduce risks, and achieve long-term competitiveness with strategic fit in the Nepalese dynamic market era.

Introduction

Every business organization is born and grows in society to perform its activities. All the internal and external factors that can influence business activities are called the business environment. (Palmer, A., & Hartley, B. (2011). The nature of business environment is dynamic and changing according to time and circumstances. (Otter & Wetherly 2018). The study of business environment is complex. So, the prediction and forecast for future is very difficult. Unless a business adjusts itself according to the changing environment, it may become unprofitable in the future. In this sense, for successful business operation, environmental factors and their effects must be continuously monitored, observed, and analyzed (Worthington, & Britton, 2008). A business cannot be separated from environmental factors. The business environment is generally divided into two types: internal environment and external environment.

The internal environment includes factors such as: Organizational structure, Policies and rules, Employees, Organizational culture. These factors remain under the control of the organization. By studying and using them properly, a business can identify its strengths and weaknesses. Similarly, the external environment is studied under two categories: Task Environment and General Environment. The task environment includes different individuals,

* Corresponding author.

E-mail addresses: pradeep.adhikari2.ad@gmail.com

groups, and organizations that directly affect the operational activity of a business. These include: Customers, Suppliers, Competitors, Pressure groups. (Wetherly & Otter 2014). The general environment refers to external factors that affect the business directly and indirectly after its establishment. These factors are beyond the control of the organization. Under this, the PESTEL framework Political environment, Economic environment, Socio-cultural environment, Technological environment, Ecological (natural) environment, Legal environment are included.

These factors create both opportunities and threats of an organization. (Cherunilam, 2009). Study of business environment is important because it helps optimizing resources utilization, adopting to change, informing strategic decision as well as businesses understand market situation smartly. It supports opportunity spotting, threat identification, better strategy, and reduce risk. Business organization can adjust products, prices, marketing, and operations based on changes in customers, competitors, laws, technology, and the economy. This improves survival and growth. That's why, a business must know its internal and external environment to identify strengths and weaknesses from internal and to respond effectively to external for opportunities and threat. (Craig & Campbell, 2012). The Socio-cultural environment is described as an environment which consisting of everything that is not contained within the economy or political system. It is a social-cultural system which is made up of collection of activities and relationships through which people engage in their personal and private lives which include population features, age, ethnicity, religion, values, attitude, lifestyles and associates (Wetherly, 2012). These environmentally relevant patterns of behavior lead to the creation of different cultural values in different societies, some of which influence the decision to create new businesses. Therefore, culture, as distinct from political, social, technological or economic contexts, has relevance for economic behavior and business performance. Social and Culture Environment: It refers to people's attitude to work and wealth, role of family, marriage, religion and education. The social environment of business includes social factors like customs, tradition, values, beliefs, poverty, literacy, life expectancy rate etc.

The social structure and the values that a society cherishes have a considerable influence on the functioning of business firms. For example, during festive seasons there is an increase in the demand for new clothes, sweets, fruits, flower etc. Due to increase in literacy rate the consumers are being more conscious of the quality of the products. (Shrestha, 2012). Due to change in family composition more nuclear families with single child concepts have come up. This increases the demand for the different types of household goods. It may be noted that the consumption patterns, the dressing and living styles of people belonging to different social structures and culture vary significantly. Nepal is a nation with diverse cultures and a multi ethnic background. These connotations have their own spell on the activities that go on in the Nepalese business environment. (Nepali, Ghale, Hachhethu, Nepali, Ghale, & Hachhethu, 2018). These are the social and cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety nets. Trends in social factors affect the demand for a company's products and how that company operates. (Shrestha, 2012). There are many strong factors which ensure a successful business in the country and abroad. Furthermore, social considerations include protecting the health and safety of the general population, avoiding harm to the natural environment, developing and deploying ethical standards and practices, meeting cultural and social norms, balancing interest of the business with the interests of the society, and being a proactive entity. The culture of a people will go a long way to influence the kind and pattern of business activities to engage in hence the impact of culture on the Nepalese business environment. (Bhandari, 2025)

Method

This study employed a qualitative research design using a descriptive research approach to explore the impact of the socio-cultural environment on business organizations. The study was based on primary data collected from different organizations. After data collection, the information was transcribed, coded, and analyzed systematically. The analysis involved developing basic themes, organizing themes, and global themes to identify and interpret key patterns and insights from the data.

Results and Discussion

Socio-Cultural Environment Focuses on Business Growth and Sustainability

The socio-cultural environment plays a vital role in the growth and sustainability of business organizations. It refers to the social values, beliefs, traditions, lifestyles, attitudes, religion, education, and demographic system that influence consumer's behavior in society. These factors affect consumer's perception, employee behavior, organizational culture, and overall business operation system. Therefore, understanding the socio-cultural environment is essential for businesses to lead society and achieve long-term goal. (Koe, W. L., & Majid, I. A. (2014). The major roles of the socio-cultural environment is influencing consumer and buying behavior. consumer's cultural values and traditions determine

the types of products and services they prefer. For example, during festivals and religious occasions, the demand for clothes, food items, gifts, and other. Businesses that understand these cultural practices can design suitable products and marketing strategies to attract customers and increase sales.

In Nepal, festivals such as Dashain, Tihar, and Teej create seasonal business opportunities for traders and companies. (Çakar, U., & Alakavuklar, O. N. (2014). The socio-cultural environment also affects lifestyle and consumption style. Changes in education, urbanization, income level, and family structure influence consumer's need. The rising trend of nuclear families and modern lifestyles has increased demand for household appliances, packaged foods, education services, and digital technologies. Similarly, increasing literacy and awareness have made consumers more conscious about quality, health, and environmental protection. As a result, businesses are encouraged to improve product quality and adopt ethical practices to satisfy customers. As well as important role of the socio-cultural environment is giving shape of organizational culture and employee behavior. Social beliefs, attitudes toward work, language, and traditions influence how employees interact within an organization. (Otter & Wetherly, 2018).

A positive work culture based on respect, cooperation, and equality can improve employee motivation and productivity. Businesses that respect social and cultural diversity can create a harmonious working environment and maintain better relationships with employees and customers. The socio-cultural environment also contributes to business sustain in long term. Latest societal expect of businesses to act responsibly toward society and the environment. Therefore, organizations are adopting and performing better corporate social responsibility such as environmental protection, ethical business conduct, health and safety measures, awareness and society development programs. Businesses that respect cultural values and maximize social norms to public trust and build goodwill, which supports growth and sustainability in long term. (Fisk, 2010)

In multicultural country like Nepal, cultural diversity influences business activities. Different ethnic groups, languages, religions, and regional traditions create market demands and business opportunities. likely, businesses in mountain, hill, and Tarai region have different local culture and lifestyle. Understanding these differences helps organizations develop effective marketing strategies and maintain competitiveness in the market.

People represent an integral part of every definition of sustainability and sustainable development. Being the ultimate beneficiaries and the critical component (Tran, Pham, Tran, Lam & Nguyen 2026). people are the ones who bring sustainability into each dimension of the built environment, particularly into the social dimension, regardless of laws, regulations, physical space characteristics, etc. Therefore, a strong relationship between social sustainability and sustainable development undoubtedly exists. (Kosanović et al., 2018). The socio-cultural environment plays a vital role in shaping business growth and sustainability. It influences consumer behavior, market demand, organizational culture, and business ethics. Businesses that properly understand and adapt to socio-cultural changes can identify opportunities, reduce risks, and maintain long-term success. Therefore, continuous study and analysis of socio-cultural factors are necessary for sustainable business development in Nepal and around the world. (Bhandari & Bhandari, 2017).

Socio-Cultural Environment and Consumer Behavior

The socio-cultural environment is the factors affecting system of economy. It consists of the values, beliefs, customs, traditions, religion, language, education, lifestyle, and social structure of a society. Consumer behavior refers to the process through which individuals or groups select, purchase, use, and dispose of goods and services. Culture is the core element of the socio-cultural environment. It defines what is acceptable, desirable, and meaningful within a society. It influences people's food habits, clothing preferences, consumption patterns, and even brand choices. (Cherunilam, 2009). For example, in Nepal, festivals such as Dashain, Tihar, and Chhath significantly increase the demand for clothes, food items, gifts, and decorative goods. Religious beliefs also influence consumption decisions, such as dietary restrictions or preferences for specific products. (Bhandari & Bhandari, 2017). Therefore, businesses must understand cultural norms to design appropriate products and marketing strategies.

Social factors also play an important role in shaping consumer behavior. Family is the most influential social unit in purchasing decisions, especially for household goods, education, and healthcare. In many cases, buying decisions are made collectively within families rather than individually. Reference groups such as friends, colleagues, and social networks also influence consumer preferences through opinions, recommendations, and lifestyle trends. Additionally, social class affects consumption patterns, as people from different income levels and social backgrounds have different purchasing power and preferences.

Changes in social structure and lifestyle further influence consumer behavior. Increasing urbanization has led to busy lifestyles, resulting in higher demand for convenience products, ready-to-eat foods, and online services. Similarly, the rise of nuclear families has changed consumption patterns, increasing demand for compact household goods and modern appliances. Education and rising literacy levels have made consumers more informed and conscious about product quality, safety, and environmental impact. As a result, consumers are more likely to compare products and choose those that offer better value and ethical standards. Demographic factors such as age distribution, population growth, and life expectancy also influence consumer behavior. Young populations tend to demand fashion, technology, and entertainment products, while older populations focus more on healthcare and security-related goods.

Businesses must analyze these demographic trends to target the right market segments effectively. The factors of socio-cultural environment influence consumer attitudes toward brands and marketing practices. Today's consumers are increasingly aware of ethical issues such as environmental protection, sustainability, and corporate social responsibility. (Shrestha, 2012). They prefer companies that respect cultural values, follow ethical practices, and contribute positively to society. This has forced businesses to adopt socially responsible strategies and environmentally friendly production methods. Hence socio-cultural environment plays a vital role in consumer behavior by influencing needs, preferences, attitudes, and purchasing decisions. Culture, social structure, lifestyle changes, education, and demographics all interact to determine how consumers behave in the marketplace. For businesses, understanding these factors is essential for developing effective marketing strategies, satisfying customer needs, and achieving long-term success in a competitive environment.

Education and Literacy level effect on Business Operation

Education and literacy ratio are component of the socio-cultural environment that significantly influence business operations. The knowledge, skills, awareness, and decision-making abilities of both consumers and employees effected by literacy level. As literacy system develop the society, changes in consumer demand quality, practice of management system, and overall organizational performance. (Sari et al., 2023). In developing countries like Nepal, the growing emphasis on education has brought noticeable transformations in business activities and consumer behavior.

The most important impacts of education are the change in consumer awareness. Educated consumers known about product quality, pricing, safety standards, and environmental impact. They can compare product and service before making purchasing decisions rather than relying solely on tradition or advertisements. It helps to business improving product quality, ensure transparency, and adopt ethical practice. For example, now consumers focused on brand and certified products rather than non-branded goods.

Education also influences demand patterns in the market. As literacy increases, people tend to adopt modern lifestyles and prefer goods and services that offer convenience, efficiency, and quality. There is a rising demand for electronic devices, online services, packaged food, healthcare products, and educational services. Businesses must continuously innovate and diversify their products to meet the changing expectations of educated consumers. In Nepal, increasing literacy has also contributed to the growth of service-based industries such as banking, insurance, tourism, and information technology.

From an organizational perspective, education and literacy improve the quality of the workforce. Educated employees are more skilled, productive, and capable of handling complex tasks. They can easily adapt to new technologies and modern management systems. This enhances operational efficiency and reduces errors in production and service delivery. Moreover, organizations with a well-educated workforce are better able to implement strategic planning, problem-solving, and innovation.

Management practices are also positively influenced by education. Managers with higher levels of education are more likely to adopt modern management techniques, data-driven decision-making, and participatory leadership styles. They understand the importance of training, motivation, and employee development, which leads to improved organizational performance. Education also promotes better communication within organizations, reducing misunderstandings and increasing coordination among departments. Education and literacy promote social responsibility and ethical business practices. Educated societies demand accountability from businesses regarding environmental protection, labor rights, and corporate governance. As a result, businesses are encouraged to adopt corporate social responsibility (CSR) initiatives and sustainable practices. (Anwar et al., 2020).

In conclusion, education and literacy have a profound influence on business operations by shaping consumer behavior, improving workforce quality, enhancing management practices, and encouraging entrepreneurship. They also

push businesses toward innovation, quality improvement, and ethical conduct. Therefore, increasing education and literacy levels in society is essential for sustainable business growth and economic development, especially in countries like Nepal.

Perform consumer with their Religions

Belief in religion play significant role for perform the people in society. Religion influence in value, lifestyle, attitude as well as decision making system of religious group which directly affect how to buy, why to buy, what they buy, when to buy, where to buy the product and service. From culturally and religiously guided consumer behavior are different. (Hyodo, & Bolton, 2021). One primary influencing way of consumer performance from religion is food choice and dietary restriction. For example, Hindu people avoid beef due to belief in religion where Muslim people avoid pork and accept halal dietary. Buddhism prefer less violent or vegetarian meals. These are the different guidelines of demanding and consuming system of people's expectation on different products.

Religious rituals and festivals influence consumer's consumption system. In Nepal different festivals like Dashain, Tihar, Loshar, Chhat, Eid increase demand of specific product and service (Nepali, et al., 2018). During these period people buy gift, clothes, sweets, fruits, decorative items. Cultural ceremonies like pujas, wedding ceremonies such as weddings, pujas, born and funerals also create demand for special goods and services such as clothing, decoration, catering and religious materials. Businesses often plan marketing campaigns and product launches around these religious occasions to maximize sales. In religious beliefs influence consumer attitudes toward ethical and moral values in consumption. Many consumers prefer to purchase products from companies that respect religious and moral values, such as honesty, fairness, and respect for cultural traditions. Businesses that align their practices with these values often gain greater trust and loyalty from customers. On the other hand, products or advertisements that conflict with religious sentiments may face rejection or social criticism.

Religious beliefs also shape service preferences and market segmentation. For example, pilgrimage tourism is an important sector in Nepal, with destinations like Pashupatinath, Lumbini, and Muktinath attracting both domestic and international visitors. These religious sites create demand for transportation, accommodation, food services, and souvenirs. Businesses operating in these areas must understand religious sensitivities and provide appropriate services to meet consumer expectations.

In conclusion, religious beliefs have a strong and lasting influence on consumer preferences by shaping food habits, clothing choices, festival spending, ethical expectations, and service demand. In a diverse society like Nepal, businesses must carefully understand and respect religious values to effectively serve customers and remain competitive. Aligning products and marketing strategies with religious beliefs not only increases customer satisfaction but also ensures long-term business success and sustainability.

Effects of Family Structure and Urbanization

Family structure and urbanization are two major socio-cultural factors that significantly influence business growth. Changes in these factors directly affect consumer behavior, demand patterns, lifestyle choices, and market opportunities. In developing countries like Nepal, rapid urbanization and the transformation of traditional family systems have created both opportunities and challenges for business organizations (Ketkar & Ketkar, 1987).

The changes is the society shift from joint family systems to nuclear families, due to migrate in city area, searching employment opportunity, need of higher education. (Ritchie et al., 2024). By these days nuclear family has become more common. The change increased the demand of separate house, kitchen appliances, furniture. As a result, businesses dealing in home appliances, real estate, furniture, and consumer goods have experienced significant growth.

Rising of nuclear family has also changed consumption system of society. Smaller families prefer compact, convenient, and time-saving products. This has increased demand for ready-to-cook food, packaged snacks, microwaves, washing machines, and online delivery services. Businesses that provide convenience-oriented products and services are growing rapidly, while traditional bulk-based consumption patterns are gradually declining. Urbanization is another key factor driving business growth. Urbanization refers to the movement of people from rural to urban areas and the expansion of cities. (Bhattarai et al., 2023). In Nepal, cities like Kathmandu, Chitwan, Pokhara, Butwal and Biratnagar are growing rapidly. Urban areas provide better infrastructure, income opportunities, education, and access to technology, which increases consumer purchasing power and demand for diverse products and services.

Urbanization has expanding of service-based industries such as banking, insurance, education, healthcare, tourism, and information technology. It has also increased demand for modern retail stores, supermarkets, restaurants, entertainment centers, and e-commerce platforms. Businesses operating in urban areas benefit from higher population density and

improved market access, which supports faster growth and profitability. The urbanization also brings certain challenges. Increased population density leads to competition among businesses, higher operating costs, and resource constraints. Businesses must invest more in marketing, innovation, and customer service to remain competitive in urban markets. Additionally, changing urban lifestyles require continuous adaptation to new trends and technologies.

The combined effect of changing family structure and urbanization has also influenced housing and infrastructure-related businesses. There is growing demand for apartments, rental housing, construction materials, and interior design services. Real estate and construction industries have expanded significantly due to the increasing number of nuclear families and urban migration. Changing lifestyle associated with urbanization have increased awareness of health, education, and convenience. This has created opportunities for gyms, private schools, hospitals, and online service providers. Businesses that align with modern urban lifestyles tend to grow faster and achieve longer sustainability. (Kakati, & Ahmed, 2016). Changes in family structure and urbanization have a profound impact on business growth. The shift toward nuclear families increases demand for household and convenience products, while urbanization expands markets and promotes service industries. Although these changes create competition and challenges, they also offer vast opportunities for innovation and expansion. Businesses that understand and adapt to these socio-cultural changes are more likely to achieve long-term success and competitiveness.

Changing Lifestyle create Opportunity and Threat

Changing consumer lifestyle is one of the most important socio-cultural factors that influence business activities in modern economies. Lifestyle refers to the way individuals live, including their habits, preferences, spending patterns, work routines, and leisure activities. With globalization, urbanization, technological development, and rising income levels, consumer lifestyles are continuously changing. (Simanjuntak et al., 2024). Especially these changes create opportunities and threats for business organizations in the developing countries like Nepal. Convenience oriented product and service create opportunity. Modern consumers have busy schedules due to work, education, and urban living. As a result, they prefer ready-to-eat food, fast food, online shopping, home delivery services, and time-saving household appliances. This has created significant growth opportunities for businesses in the food industry, retail sector, e-commerce platforms, and service industries. Another opportunity is growing in quality and health-conscious product. People are more aware of health, hygiene, and nutrition, they prefer organic food, branded products, fitness services, and safe consumer goods.

It focused on businesses to innovate and improve product quality, labeling, and packaging. Business organization focus on health, safety, and sustainability are gaining strong customer loyalty and market share. Changing consumer lifestyle plays a dual role as opportunity and a threat for business organizations. It creates new market scenario, increases demand for modern products, and focus on innovation, but it also brings high competition, maximize risk, uncertainty in result and challenges for small and traditional businesses. Therefore, businesses must learn consumer lifestyle trends and adapt their strategies accordingly to achieve sustainable growth and long-term success (Veleva, 2021). Changing lifestyles have also increased the demand for technology-based services. The use of technology i.e.: smartphones, internet services, digital banking, and social media has uprated consumer behavior. Now businesses can meet consumer through online marketing, e-commerce platforms, and digital payment systems. So, technology create opportunities for IT companies, digital marketers, and online service providers.

The changing scenario of consumer lifestyle also create threats for business house. One threat is the decline of traditional products and services. As consumers shift toward modern and convenient goods, traditional businesses such as small local shops or handmade product industries may lose demand if they fail to adapt to new trends. Next threat is the level of competition in modern markets. Change of lifestyle lead to rapidly evolving consumer preferences, forcing businesses to continuously innovate. Business house cannot keep up with trends risk bearing on more dynamic competitors. This increases pressure on pricing, quality improvement, and marketing strategies. Additional threats of changing lifestyles can lead to uncertain and unpredictable demand patterns. Consumer preferences may shift quickly due to fashion trends, social media influence, or global exposure. This makes it difficult for businesses to forecast demand accurately and plan production effectively, increasing business risk.

Findings

The study found that the socio-cultural environment influence on consumer behavior, business operation and sustainability. Culture, tradition, religion and festivals affect consumers buying pattern in society. In Nepal several festivals create seasonal business opportunity and create demand for goods and services. This study found next is literacy

and education level have increase awareness of consumer in quality of product, health, environmental protection. Growth of urbanization and nuclear family made change in demand with changing lifestyle pattern like technology, goods and services. The study also revealed that socio-cultural factors influence organizational culture, employee behavior, and workplace relationships. Consumers are increasingly attracted toward businesses that follow ethical practices and corporate social responsibility activities. Therefore, businesses that understand and adapt to socio-cultural changes are more likely to achieve long-term growth and sustainability.

Conclusion

The socio-cultural environment plays a significant role in influencing business growth, consumer behavior, and long-term sustainability. Factors such as culture, religion, education, literacy, family structure, urbanization, lifestyle, and social values directly affect market demand, organizational culture, and purchasing decisions. In Nepal, cultural diversity, religious traditions, and social practices strongly influence how businesses operate and how consumers select goods and services. Festivals such as Dashain, Tihar, Chhath, and Teej create seasonal business opportunities and increase demand for various products and services.

The study highlights that rapid urbanization, modernization, and the shift from joint families to nuclear families have transformed consumer lifestyles and consumption patterns. As a result, demand for modern household appliances, convenience goods, online services, packaged food, healthcare, and technology-based products has increased significantly. Similarly, rising education and literacy levels have made consumers more aware of product quality, health, environmental protection, and ethical business practices. Consumers are increasingly attracted to businesses that follow corporate social responsibility, maintain ethical standards, and provide environmentally friendly products and services. At the same time, socio-cultural changes also create challenges for businesses, including changing consumer expectations, market uncertainty, and increased competition. Therefore, businesses must continuously study and adapt to socio-cultural trends to develop suitable products, effective marketing strategies, and sustainable business practices. The socio-cultural environment is a key determinant of business growth and sustainability. Businesses that properly understand and respond to socio-cultural changes are more likely to achieve customer satisfaction, maintain competitiveness, and ensure long-term success in the dynamic and diverse business environment of Nepal and the global market.

Suggestion

Businesses should continuously analyze socio-cultural trends and changing consumer preferences to remain competitive in the market. Organizations need to design products and marketing strategies that respect cultural values, religious beliefs, and regional diversity, especially in multicultural countries like Nepal. Companies should focus on improving product quality, adopting environmentally friendly practices, and maintaining ethical business conduct to satisfy modern consumers. It is also important for businesses to invest in innovation, digital technology, and customer-oriented services to meet the demands of urbanization and changing lifestyles. Traditional and small businesses should modernize their operations and adapt to current market trends to avoid losing competitiveness. Organizations should promote a positive organizational culture based on equality, cooperation, and respect for cultural diversity to improve employee performance and workplace harmony. Furthermore, businesses should actively participate in corporate social responsibility activities to build trust, goodwill, and long-term sustainability. Government and educational institutions should also support literacy, entrepreneurship, and business awareness programs to strengthen sustainable economic development.

Reference

- Craig, T., & Campbell, D. (2012). *Organisations and the business environment*. Routledge.
- Cherunilam, F. (2009). *Business environment* (p. 642). Himalaya Publishing House.
- Palmer, A., & Hartley, B. (2011). *The Business Environment 7e*. McGraw Hill.
- Worthington, I., & Britton, C. (2008). *The business environment*.
- Wetherly, P., & Otter, D. (2014). *The business environment: themes and issues in a globalizing world*. Oxford University Press, USA.
- Wetherly, P. (2012). *The social and cultural environment*.
- Otter, D., & Wetherly, P. (2018). Conclusion: Looking ahead—managing in a dynamic environment. *The Business Environment: Themes and Issues in a Globalizing World*, 456.
- Shrestha, S. (2012). *Nepalese Business Environment (A Perceptual Study of Small and Medium Enterprises)* (Doctoral dissertation, Faculty of Management).

- Bhandari, S. P. (2025). Cultural Effect on Business in Nepal. *CHINTAN-DHARA*, 18, 47-59.
- Nepali, S., Ghale, S., Hachhethu, K., Nepali, S., Ghale, S., & Hachhethu, K. (2018). Federal Nepal: Socio-cultural profiles of the seven provinces. *Kathmandu: Governance Facility*.
- Koe, W. L., & Majid, I. A. (2014). Socio-cultural factors and intention towards sustainable entrepreneurship. *Eurasian Journal of Business and Economics*, 7(13), 145-156.
- Çakar, U., & Alakavuklar, O. N. (2014). Sustainability and environmental perspectives in Turkey: a socio-cultural analysis. In *Corporate social responsibility and sustainability: Emerging trends in developing economies* (pp. 117-137). Emerald Group Publishing Limited.
- Tran, C. D., Pham, T. M. L., Tran, T. T. H., Lam, T. V., & Nguyen, N. T. N. (2026). The Role of Socio-Cultural Factors in Sustaining Economic Growth: The Mediating Effect of Perceived Marketplace Influence. *Journal of Small Business Strategy*, 36(1).
- Fisk, P. (2010). *People planet profit: How to embrace sustainability for innovation and business growth*. Kogan Page Publishers.
- Kosanović, S., Glažar, T., Stamenković, M., Folić, B., & Fikfak, A. (2018). About socio-cultural sustainability and resilience. *Sustainability and resilience socio-spatial perspective. TU Delft Open Publication*, 89-102.
- Ketkar, K. W., & Ketkar, S. L. (1987). Population dynamics and consumer demand. *Applied*
- Kakati, R. P., & Ahmed, S. (2016). Dynamics of family role structure in consumer behaviour. *Indian Journal of Marketing*, 51-61. *Economics*, 19(11), 1483-1495.
- Simanjuntak, A. S., Cecylia, C., Situmorang, K. J., Simanjuntak, M. W., Fadhiil, R., Tambunan, W. N., & Rumambi, F. J. (2024). Opportunities And Threats In Online Business: The Perspectives Of Entrepreneurs And Consumers. *Jurnal Ekonomi*, 13(04), 1239-1245.
- Veleva, V. (2021). The role of entrepreneurs in advancing sustainable lifestyles: Challenges, impacts, and future opportunities. *Journal of cleaner production*, 283, 124658.