Culture and Indecisiveness

Andy Ng, York University, Canada
Michaela Hynie, York University, Canada

Using an experimental approach and a chronic individual difference approach, results of three studies show that East Asian (vs. European) Canadians experience more choice and decision difficulty, with dialectical thinking giving rise to general indecisiveness. Moreover, this general indecisiveness leads to reduced life satisfaction among East Asian Canadians.

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69. Status Products; When the Informed Consumers Turn More Generous
Reza Movarei, Grenoble Ecole de Management, France
Olivier Trendel, Grenoble Ecole de Management

We show that product information (those not implying additional features) affect WTP for status-products only when they manipulate perceived recognition of others. So recognition-facilitating information leads to higher WTP for status products and perceived recognition of others by self mediates it. We both measure and manipulate (by memorizing) the mediator.

70. Culture and Indecisiveness
Andy Ng, York University, Canada
Michaela Hynie, York University, Canada

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71. Technology vs. Fashion Branded Wearable Devices
Saraphine Pang, Korea University, Korea
Sukyung Kang, Korea University, Korea
Kyunhoon Boo, Korea University, Korea
Sejung Marina Choi, Korea University, Korea

As wearable devices posses both technology and fashion characteristics, an experiment was conducted to test whether the product fared better as a technology branded or fashion branded product. In addition, the effectiveness of type of advertising message (rational vs. emotional) was also tested.

72. Cultural Differences in Celebrity Endorsement Evaluation: Holistic vs. Analytic Thinkers
Hayeon Park, Korea University, Korea
Jung-Ah Lee, Korea University, Korea
Young Shin Sung, Korea University, Korea
Yongjun Sung, Korea University, Korea

The objective of the current research is to test the impact of the congruency between brand and celebrity on consumers’ celebrity endorsement evaluation. Our findings show that Easterners (i.e. holistic thinkers) are more tolerant of low celebrity-brand fit endorsements than are those from Western cultures (i.e. analytic thinkers).

73. The Effect of Spatial-Temporal Congruency on the Evaluation of a Retro Product
Jaewoo Park, Chiba University of Commerce, JAPAN
Charles Spence, University of Oxford, UK

The present study investigated whether the horizontal position of a product, the hand used to hold that product, and their interaction would influence people’s evaluation of a retro product. A significant interaction term was obtained. This result supports the view that spatial-temporal congruency can enhance product evaluation.

74. Underdog Positioning Can Backfire
Kiwan Park, Seoul National University, Korea
Yae Ri, Sophia Kim, Seoul National University, Korea

The underdog brand positioning may not always work positively for the corporate. The present research proposes and finds that the negative consequence of the underdog effect is more pronounced when ethical transgressions take place than the ethical or functional transgressions are committed.