Individualistic Vs Collectivistic Culture: the Effect on Consumer-Brand Relationships

Salvador Trevino, Tecnologico de Monterrey, Mexico
Sandra Nunez, Tecnologico de Monterrey, Mexico

Consumer-brand relationships have been studied as independent from culture. However, previous research has demonstrated the need to validate consumer behavior theories in cross-cultural contexts. The conclusion of this article is that consumer-brand relationships will vary across cultures with different levels of individualism versus collectivism.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1016805/la/v3_pdf/LA-03

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
12. The Influence of Active Goals on Evaluation of Hybrid Products

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea

This research proposes that (1) consumer’s inferences of a hybrid product generating multiple-category inference can change if only one of the key focal goals attached to the hybrid product is activated; and (2) the active goal can lead to a higher evaluation of the hybrid product (i.e., the valuation effect).

13. Individualistic vs Collectivistic Culture: The Effect on Consumer-Brand Relationships

Sandra Nunez, Tecnológico de Monterrey, Mexico
Salvador Trevino, Tecnológico de Monterrey, Mexico

Consumer-brand relationships have been studied as independent from culture. However, previous research has demonstrated the need to validate consumer behavior theories in cross-cultural contexts. The conclusion of this article is that consumer-brand relationships will vary across cultures with different levels of individualism versus collectivism.


Yaara Offir, Ben-Gurion University of the Negev, Israel
Hila Riemer, Ben-Gurion University of the Negev, Israel

Integrating research on brand personality, self-brand-connection (SBC), and culture, we propose: collectivists (individualists) have stronger SBC with sincere (exciting) brands (H1). This leads to differences in stability of attitude toward various brands (H2). Study 1 partially supports H1; future studies will be conducted to further support H1 and test H2.

15. The Mediating Effect of Customer Satisfaction Between Shopping Centre Attractiveness and Mall Loyalty

Ma Margarita Orozco-Gómez, Tecnológico de Monterrey, Mexico
Eva María González, Tecnológico de Monterrey, Mexico
Josep Rialp-Criado, Universidad Autónoma de Barcelona, Spain

This study was conducted at five shopping centres, and 1271 questionnaires were collected during customers’ shopping trip. Structural equations models results showed that shopping centre attractiveness has a positive impact on mall loyalty and, consumer satisfaction has a mediating effect between shopping centre attractiveness and mall loyalty.

16. Self-gifting as a Therapeutic Reward for Success

Jihye Park, Hankuk University of Foreign Studies, South Korea

This study discussed a therapeutic reward of self-gifting in the context of success and examined a dynamic mechanism of motivational conflict in self-gifting from the cost-reward perspective. Sacrifice perceived from conflicts in achievement motivation and locus of achievement causality were critical indicators of predicting material self-rewarding intention.

17. Superordinate vs. Subordinate Hierarchical Choice in Self-bundling

Jihye Park, Hankuk University of Foreign Studies, South Korea

A series of experiments showed that temporal distance increased superordinate/broader selection of multiple products in self-bundling. The effect of temporal distance on hierarchical selection criteria for subsequent choice was attenuated in the sequential choice condition when the core product choice was risky.