Decoding B2c E-Commerce: the Invisible Hand of National Culture

Lei Song, Drexel University, USA
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Lab experiment reveals significant differences between Chinese and U.S. consumers in their reactions to deviation between the actual service delivered and the service level promised. We find that Chinese consumers exhibit a) more tolerance to negative disconfirmation, and b) less reactions to positive disconfirmation, than U.S. consumers.

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38. **Style Reimagined: Exploring Fashion and Identity among South African Smarteez**  
   Kevin Thomas, University of Texas at Austin, USA  
   Guillaume Johnson, University of the Witwatersrand, South Africa  
   Marike Venter, University of the Witwatersrand, South Africa  
   Kristin Stewart, University of Texas at Austin, USA

This paper explores style and identity among the Smarteez, a youth subculture in South Africa. Using several ethnographic techniques, we demonstrate that the Smarteez use elements of style to reify nonconformist aspects of self, aid in the performativity of identity factors, and promote a uniquely cosmopolitan worldview.

39. **A Cross-Cultural Comparison of the Impact of Consumers’ Conspicuous Consumption Orientations on Brand Attitude and Purchase Intention**  
   Xia (Linda) Liu, Louisiana State University, USA  
   Alvin C. Burns, Louisiana State University, USA  
   HongYan Yu, Sun Yat-Sen University, China

This research compares the impact of conspicuous consumption orientation on brand attitude and purchase intention across individualistic and collectivistic cultures.

40. **Does Accent Matter? The Impact of Ethnic Similarity and Product Congruence on Spokesperson Credibility and Purchase Intention**  
   Aarti S. Ivanic, University of San Diego, USA  
   Kenneth Bates, University of San Diego, USA  
   T. Somasundaram, University of San Diego, USA

This research examines whether and when firms should use accented spokespersons in radio ads. A 2 x 2 between-subjects experiment finds spokespersons are evaluated more positively and have greater perceived credibility when there is high listener-spokesperson similarity. Purchase likelihood is highest when there is high listener-spokesperson similarity and spokesperson-product congruence.

41. **Acculturation, Brand Personality and Brand Preferences**  
   Umut Kubat, University of Pittsburgh, USA  
   Vanitha Swaminathan, University of Pittsburgh, USA

The present research examines the relationship between acculturation, brand personality and brand preferences, in the context of bilingual advertising. We hypothesize that biculturals will not demonstrate a strong affinity to any particular brand. We further test how bilingual advertising can enhance biculturals’ brand preferences, and how brand personality moderates this relationship.

42. **Decoding BE-Commerce: The Invisible Hand of National Culture**  
   Lei Song, Drexel University, USA  
   Srinivasan Swaminathan, Drexel University, USA  
   Rolph E. Anderson, Drexel University, USA

A lab experiment reveals significant differences between Chinese and U.S. consumers in their reactions to deviations between the actual service delivered and the service level promised. We find that Chinese consumers exhibit more tolerance to negative disconfirmation, and less reactions to positive disconfirmation than U.S. consumers.