“Following Behind” Versus “Keeping Up”: the Effect of Power Distance Belief and Superior’S Consumption on Consumer’S Preference For Status Related Products

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We propose that consumers’ preference for status-related products will be affected by power distance belief (PDB) and the presence of their superior’s status consumption. High (vs. low) PDB consumers prefer lower (vs. higher) status products when superior’s consumption is present, as they are motivated to “follow behind” (vs. “keep up”).

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12-D: Creativity in New Product Development; When Collectivistic Values Outperform Individualistic Values

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Research shows that individualism is preferable to collectivism when we desire creativity as an outcome. However, empirical evidence shows that countries or organizations from Eastern cultures (e.g., Japan, Korea, etc.) often outperform those from Western cultures when it comes to new patents and other proxies of creative activity. Across two studies, we highlight a situation under which a collectivistic mind-set outperforms an individualistic mind-set in terms of creative output. Specifically, in a high construal scenario, ideas generated by participants primed with an interdependent mind-set were judged to be more creative relative to ideas by participants primed with an independent mind-set – on both dimensions of creativity: originality and usefulness. However, no differences in creativity were found between interdependent and independent participants in low construal. Our nascent findings have the potential to advance knowledge of creativity and its processes, in general, and its effects on cross cultural performance, in specific.

12-E: You Touch it, You Buy it: Cross-cultural Differences in Consumers’ Attitudes Towards Local Food

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Marie Lachance, University of Laval, Canada
Maryse Côté-Hamel, Concordia University, Canada

Why do some consumers go out of their way to buy local food, while others do not bother? Findings from semi-structured interviews with French and Canadian consumers suggest that non-diagnostic tactile information about food acquired even as children translates into persistent positive attitudes and evaluations of local food and producers.

12-F: “Following Behind” Versus “Keeping up”: The Effect of Power Distance Belief and Superior’s Consumption on Consumer’s Preference for Status Related Products

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Yinlong Zhang, University of Texas at San Antonio, USA

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12-G: Shared Decisions in Emotionally Difficult Situations

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Medical consumer decisions-making process is analyzed. A high, moderate and low gradation of “emotionally difficult decisions” is introduced. Findings on autonomous, shared and externally made decisions are summarized. External decision mode is preferred for the highest extreme of emotional difficulty; in this work, we propose that preferences shift toward autonomous and shared decisions under moderate and low emotional difficulty.

12-H: Looking for a Cultural Border Condition for the Experiential Recommendation

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With a series of studies, it is attempted to establish some border conditions of "the experiential recommendation" for happiness. Two main notions of the cultural self are incorporated as the independent variable and a differentiation has been made between the concepts of in-group vs. out-group consumption / service experience.