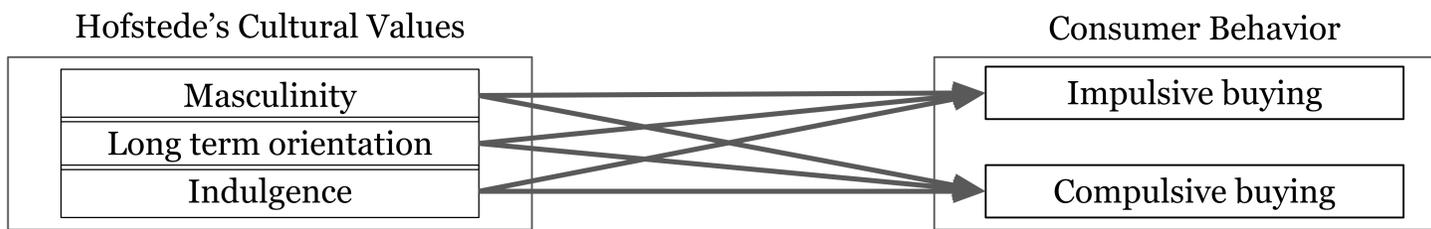




Multi-cultural Consumer Behaviors Research

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Introduction

IB is an unplanned purchasing behavior or no pre-shopping intentions behavior, which is characterized by rapid decision-making processes during shopping and payment (Beatty & Ferrell, 1998; Bayley & Nancarrow, 1998). CB is defined as repetitive and uncontrollable shopping behaviors, and CB is usually a coping response during negative psychological situations (Faber & O'Guinn, 1987, 1989). Additionally, impulsive buying is generally caused by external stimuli, while compulsive buying is precipitated by internal stimuli and impulsive (Black, 2007; DeSarbo & Edwards, 1996). Limited research has been conducted to test associations between impulsive and compulsive buying. Additionally, Hofstede's cultural value theory dimensions may influence consumer behavior significantly (de mooji & Hofstede, 2011). However, little empirical research has explored impulsive buying and compulsive buying in the context of Hofstede's cultural value theory.

Method

- Online survey was conducted to collect data on 3 different countries including, China, India and US, on a national panel in each country
- The variables measured in the survey include alpha of masculinity, long-term orientation, and indulgence.
- 250 surveys were administered for each country for a total of 750 survey respondents.
- Gender balanced sample with respondents being ages 18-65 and older.
- H1, masculinity is associated with IB in 3 countries. H2, long term orientation is associated with IB in 3 countries. H3, indulgence is associated with IB in 3 countries. H4, masculinity is associated with CB in 3 countries. H5, long term orientation is associated with CB in 3 countries. H6, indulgence is associated with CB in 3 countries.

Cronbach's Alphas	US	INDIA	CHINA
MAS	0.88	0.85	0.78
LTO	0.77	0.79	0.83
IDG	0.93	0.87	0.88
IB	0.95	0.93	0.9
CBB	0.92	0.96	0.95

Results

- H1 is supported with results showing a significantly ($p < 0.001$) positive relations exist between MAS and IB in the US, India and China
- H2 is supported with results showing a strong relationship for long term orientation in all 3 countries however, a negative association was found in the US
- H3 is supported as a strong positive relationship was found for indulgence in the US, India, and China
- H4 is supported as the results showed that significant ($p < 0.01$) positive relations exist between MAS and CB in the US, India and China
- H5 is supported as results present negative relations in the US, while positive relations in India and China
- H6 is supported as results present positive relations in the US, India and China

Table 11. The results of Correlation Analyses (H1-H6)

	Estimation (Standard Error)		
	The US	India	China
MAS~IBB	0.259 (0.072) ***	0.785 (0.038) ***	0.493 (0.059) ***
LTO~IBB	-0.241 (0.083) **	0.186 (0.088) *	0.145 (0.069) *
IDG~IBB	0.246 (0.072) **	0.786 (0.041) ***	0.678 (0.044) ***

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Conclusion

Higher levels of masculinity and indulgence were found in 3 countries. Indian consumers with higher levels of masculinity and indulgence are more motivated to buy impulsively. This relationship demonstrates that Indian consumers have the highest associations with indulgence and impulsive buying compared to consumers in the US and China. Regarding compulsive buying, the same positive correlation was found with masculinity and indulgence in all 3 countries. Consumers with higher levels of masculinity and indulgence are more motivated to buy compulsively. The correlation values are highest in India, with China following next and lastly the US.

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