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*Cross-Cultural Comparison between US and
China on Perception of Time, Creative Attitudes,
and Adoption of Fashion Innovations*

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Purpose of the study

- Various relationships may exist between different levels of innovation adoption groups and creative attitudes or time perception.
- There is no research that has examined the relationships among these variables.
- To examine how earlier (vs later) adopters of innovation differ in time perception and creative attitudes, comparing Chinese and U.S. college students.

Adoption of innovations & time perception

- Time is central to many consumer behavior issues.
- Many products are time-bound, especially fashion products.
- Time perceptions are a blend of individually, socially, and culturally created traits that affect consumer behaviors.

Consumer variables affected by time

- Earlier (vs later) adopters of fashion:
Spend more time seeking information about fashion (e.g, shopping trips, attend fashion shows, read more fashion advertising/magazines, watch more TV dealing with fashion styles)
- ⇒ *Earlier adopters are expected to differ from later adopters in time perception.*

Hypothesis 1

H1a-g: Earlier (vs. later) adopters of innovations will differ in time perceptions.

- (a) economic time
- (b) non-organized time
- (c) orientation toward the past
- (d) orientation toward the future
- (e) time anxiety
- (f) tenacity
- (g) preference for quick return
- (h) time submissiveness

Culture affects time perceptions

- Time-laden activities (e.g., fashion shopping) display cultural, situational and individual variability.
- According to *Theory of Cultural Dimensions* (Hofstede, 1980)
 - ⇒ China: 87 on long-term orientation indicating an ability to adapt traditions to changing conditions.
 - ⇒ US: 26 indicating a society whose members prefer to preserve time-honored customs and are suspicious of changes in society.
- ⇒ *Chinese participants are expected to differ from US participants in time perceptions.*

Hypothesis 2

H2 a-g: Chinese and U.S. participants will differ in time perceptions.

- (a) economic time
- (b) non-organized time
- (c) orientation toward the past
- (d) orientation toward the future
- (e) time anxiety
- (f) tenacity
- (g) preference for quick return

Creative attitudes and time of adoption

- Traits of creative people: achievement motivation, openness to new experiences, self-confidence, or impulsivity.
 - Earlier adopters of fashion display many attitudes related to creativity, e.g., greater need for variety, higher sensation seeking, less susceptible to boredom, and more innovative
- => *Earlier adopters are expected to differ from later adopters in creative attitudes.*

Hypothesis 3

H3 a-d: Earlier (vs. later) adopters of innovations will differ in creative attitudes

- (a) general creative attitudes
- (b) creative capacity
- (c) creative collaboration
- (d) creative risk-taking

Creative attitudes and culture

- Creativity is culturally bound--not just a mental process (Csikszentmihalyi, 1999)
- Compared to other cultures, US was high in self-acceptance, achievement motivation, openness to experience, nonconformity, self-confidence, impulsiveness
- US (vs Chinese) students were higher on divergent thinking --fluency, originality, elaboration, and titles.

=> Chinese participants are expected to differ from US participants in creative attitudes.

Hypothesis 4

H4 a-d: Chinese and U.S. participants will differ in creative attitudes

- (a) general creative attitudes
- (b) creative capacity
- (c) creative collaboration
- (d) creative risk-taking

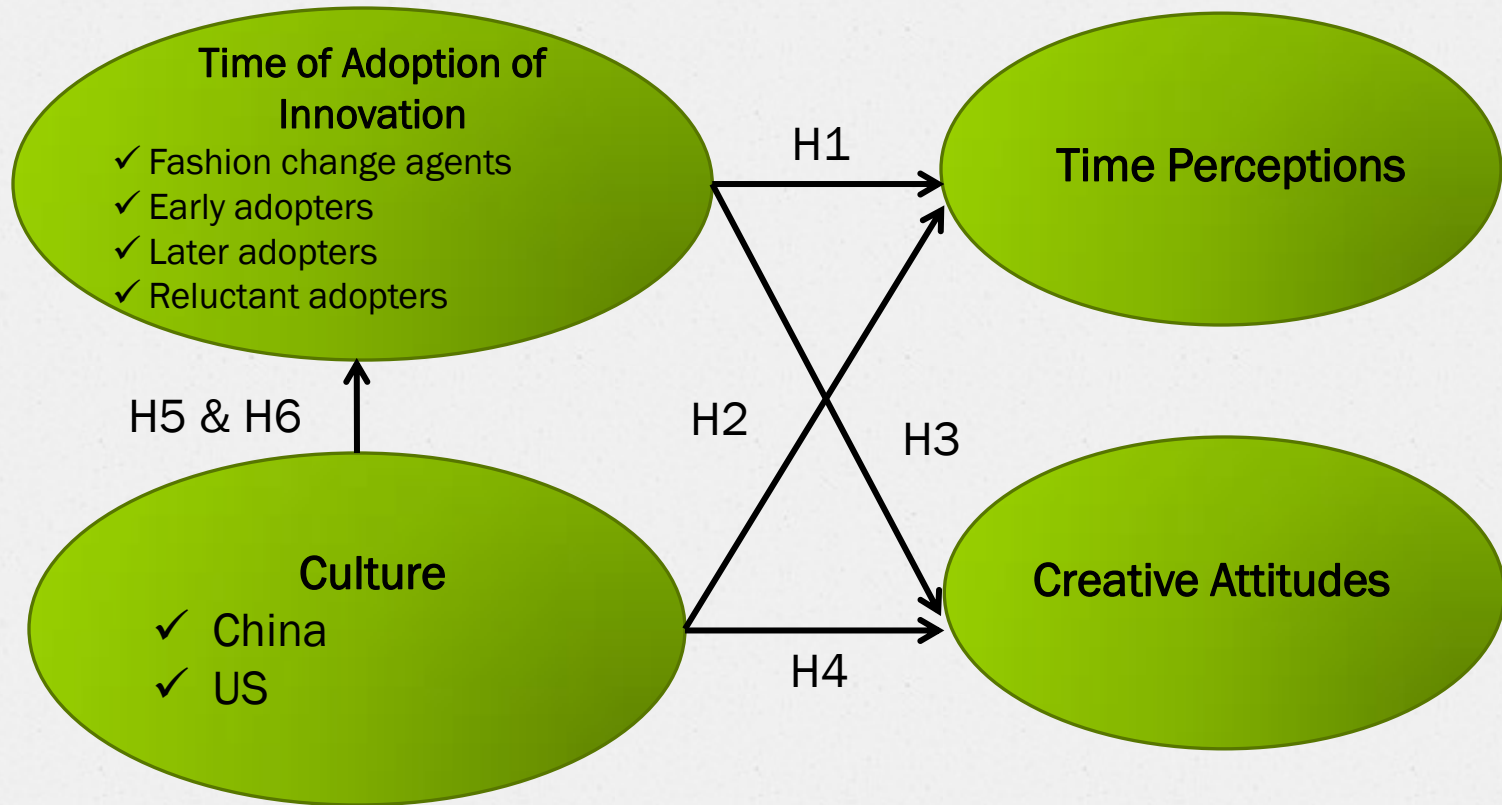
Culture & time of adoption

- China is collectivist while US is individualist
- In countries with collectivist values (e.g., China), a relatively smaller group of fashion consumers may be willing to purchase products early in the life cycle.
- Conversely, in countries with individualist values (e.g., U.S.), relatively more consumers may be willing to purchase products early in the life cycle

Hypotheses 5 & 6

- Lee and Workman (2013) found that a smaller percentage of fashion consumers were early adopters in Korea (a collectivist culture) than in the US (an individualist culture).
- H5: Chinese and U.S. participants will differ in time of adoption of innovations.
- H6: A smaller percentage of consumers will be early adopters in China than in the US.

Research Model



Procedure

- Data were collected in large lecture classes from US and Chinese university students.
- The questionnaire contained demographic items and measures of
 - ✓ Time perception
 - ✓ Creative attitudes
 - ✓ Fashion innovativeness and opinion leadership

Scales

- **Time Perception Scale**
(Usunier & Valette-Florence, 2007)
- **Creative Attitudes Scale** (Serrat ,2009)
- **Fashion Innovativeness and Opinion Leadership** (Hirschman & Adcock, 1978)

Data Analysis

- Descriptive statistics
 - ✓ Culture: 209 US; 193 Chinese university students
 - ✓ Age: $M = 21.13$ (17-32)
 - ✓ Gender: male = 215; female = 185

- Cronbach's alpha reliability: acceptable ranging from .60 to .90.
- MANOVA/ANOVA
- Pearson's Chi-square

MANOVA

Time-of-adoption & time perceptions

- MANOVA was conducted with time-of-adoption groups and culture as *independent variables*; 7 sub-dimensions of time perception as *dependent variables*
- Significant effects for time-of-adoption groups [F(8, 387) = 4.39, $p < .000$] and
- culture [F(8, 385) = 20.79, $p < .000$] on the dependent variables

ANOVA

Time-of-adoption & time perceptions

- Significant effects for time-of-adoption group on 3 of 7 time variables: economic time, future orientation, and time anxiety.
- Earlier adopters scored higher on economic time and future time orientation, but later adopters scored higher on time anxiety.
- **H1a, d, and e were supported**

ANOVA

Time-of-adoption & culture

- Significant effects for culture on 5 of 7 time variables: economic time, non-organized time, past orientation, future orientation, and time anxiety
- US participants scored higher on economic time and future orientation.
- Chinese participants higher on non-organized time, past orientation, and time anxiety.
- **H 2a, b, c, d, and e were supported.**

MANOVA

Time-of-adoption & creative attitudes

- MANOVA was conducted with time-of-adoption groups and culture as *independent variables*; four creative attitudes as *dependent variables*
- Significant effects for time-of-adoption group [$F(4, 391) = 4.32, p < .002$] and
- for culture [$F(4, 389) = 6.15, p < .000$] on the dependent variables

ANOVA

Time-of-adoption & creative attitudes

- Significant effects for time-of-adoption group on all four creative attitude variables.
- Earlier adopters higher on general creativity, creative capacity, creative collaboration, and creative risk-taking than later adopters.
- **H3 a-d were supported.**

ANOVA

Culture & creative attitudes

- Significant effects for culture on creative capacity and creative collaboration.
- US participants scored lower than Chinese on creative capacity and creative collaboration.
- **Hypothesis 4 b and c were supported.**

ANOVA

Time-of-adoption & culture

- ANOVA revealed no significant effect for culture [F(1, 399) = 1.14, $p < .286$] on time-of-adoption:
- **H5 was not supported.**

Chi-square test

Time-of-adoption & culture

- Chi-square test was not significant (df = 3; Pearson Chi-Square = 1.033; $p < .793$).
 - ✓ consumer change agents US (19.7%); Chinese (16.1%)
 - ✓ early adopters US (32.7%); Chinese (35.8%)
 - ✓ late adopters US (28.8%) Chinese (29.5%)
 - ✓ reluctant adopters US (18.8%); Chinese (18.7%).
- **H6 was not supported.**

Discussion

- Differences were found in time perception and creative attitudes among earlier (vs later) adopters of innovation and between Chinese and US students.
 - Based on the results, cultural values seem to be a definitive force among Chinese students in terms of time perception and creative attitudes.
- ⇒ A better understanding of consumers in a variety of cultures is called for if international corporations or marketers want to succeed.

Implications

➤ ***From academic perspective,***

⇒ Adds a new perspective to the literature about relationships among time of adoption, time perception, creative attitudes, and cultural values

➤ ***From a practitioner perspective***

⇒ Provides information for fashion marketers or retailers that will help them understand earlier adopters' consumption behavior.

⇒ Help international marketers to adapt their new brand marketing strategies for different cultures.

Further study

- Extend to other cultures
- Extend to other industry contexts
 - ✓ Mobile phone
 - ✓ Automotive
- Extend to adult population
- Use other measures of creativity or time-of-adoption
- Add other variables, e.g., attitudes toward technology



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