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

Seung-Hee Lee, Southern Illinois University
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
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**

- **Time of Adoption of Innovation**
  - Fashion change agents
  - Early adopters
  - Later adopters
  - Reluctant adopters

- **Culture**
  - China
  - US

- **Time Perceptions**

- **Creative Attitudes**

H1, H2, H3, H4, H5 & H6
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-adopterion & 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.
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
For further information contact:
Dr. Seung-Hee Lee
shlee@siu.edu