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Abstract
Based on materialism theory, the present study measured the effects of cultural differences on desired values, the effects of cultural differences on materialism, and the effect of desired values on materialism.

Keywords
pop-up, independent self, interdependent self, materialism

Disciplines
Fashion Business | International Business | Marketing | Sociology of Culture

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How Cultural Values Affect Materialism through Desired Benefits of Pop-up Retail by Chinese (Taiwanese) Consumers

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Keywords: Pop-up, independent self, interdependent self, materialism

Introduction. Brands have implemented pop-up retail as an important global strategy from Western countries to Eastern countries. Researchers report that consumers in collectivist cultures are more materialistic than individual consumers (Tatzele, 2002). Specifically, researchers have found that cultural differences influence consumption behavior and desired values of Chinese consumers (Xian & Kim, 2009). Members of a collectivist culture emphasize social roles and how the individual is perceived by others (Tatzele, 2002). Values (e.g., social status) derived from cultural contexts may affect Chinese to become materialistic. However, no research has examined the impact of cultural differences on materialism at an individual level (independent/interdependent) rather than a country level (individualism/collectivism) through desired values. The purpose of the present study was to investigate how cultural differences at an individual level affect materialism through desired values of pop-up retail by Chinese consumers. Based on the materialism theory developed by Richins and Dawson (1992), the present study measured (a) the effects of cultural differences on desired values, (b) the effects of cultural differences on materialism, (c) the effect of desired values on materialism (see Figure 1).

![Figure 1. Structural model](image)

Note: * p < .05; ** p < .01; FPE = Facilitators of product evaluation; SE = Self-enhancement

Method. A reliable self-construal scale from Lu and Gilmour (2007) was adopted; the survey instrument of pop-up retail was adapted from the study of Niehm, Fiore, Jeong, and Kim (2007). Because there may be other perceived benefits of importance to consumers from Taiwan, additional items were developed by the researchers to reflect potential perceived benefits of pop-up retail, based on the literature review for the present study. The survey was translated into Chinese using a “translation and back translation” procedure. Before survey data were collected, the present study conducted a focus group to ensure the descriptions and images of pop-up retail
provided in the survey were effective and understandable, and understand the potential benefits offered by pop-up according to Taiwanese consumers. A pretest followed the focus group to ensure clarity of the survey. A paper survey was distributed in class to 1,000 college students in three urban areas—Taipei, Taichung, and Kaohsiung City.

**Results.** Confirmatory factor analysis in Structural Equation Modeling (SEM) was used to form factors based on these criteria: eigenvalues ≥ 1, and factor loadings above .50 on a factor but below .30 on other factors. The SEM structural model had a fairly good fit (see Figure 1 for fit indices). Self-construal (cultural differences) was associated with desired values. Those desired values were associated with materialism. Taiwanese consumers with a higher level of independent and interdependent self were positively associated with hedonic and both utilitarian values (“facilitators of product evaluation” and “self enhancement”). However, Taiwanese consumers with a high level of interdependent self were not associated with materialism, but through desired hedonic and both utilitarian values. Conversely, Taiwanese consumers with a high level of independent self were associated with materialism. Based on results, Taiwanese consumers with a high level of interdependent self were associated with materialism through desired hedonic and both utilitarian values.

**Conclusion.** The study found an important utilitarian value, which was not discovered in the Western study of pop-up retail (i.e., Niehm et al., 2007). Based on these results, hedonic values (e.g., novel stimuli offered by exclusive products, experiences, and/or retail designs) and utilitarian values of self-enhancement (e.g., products that enhance social standing and admiration of others) were important elements, which explained Taiwanese consumers with a higher level of independent self were positively associated with materialism through seeking desired benefits. Thus, marketers may stress such hedonic and/or utilitarian benefits for Taiwanese consumers when developing their marketing mix (product, promotion, place, and price) to capture consumers in materialism. Furthermore, the non-significant results regarding the influence of interdependent self on materialism suggest that marketers should create extensive marketing and public relations campaigns to promote word-of-mouth and help reluctant, risk-averse Taiwanese consumers to become familiar with the new format. In turn, this may lead consumers in higher materialism to develop a positive attitude toward pop-up retail.


