

Paper –Marketing Management

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Paper Code-MB-105,

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Topic- A Case Study on Cultural Differences

Do consumers desire quicker service and delivery of product? Do they prefer options that offer early pay offs? Are consumers willing to pay more for immediate rather than delayed gratification (satisfaction)? Answers to these queries probably reflect consumers' impatience, which is a contemporary research area in consumer behaviour has been found that cross-cultural variations are possible in such consumer behaviour, specifically in consumer impatience.

Previous studies say that time orientation varies with culture for some, time is less important and irrelevant while others value the time element. There are many consumers who want to buy their desired product immediately rather than wait. This behaviour is manifested in consumer impatience.

Research to understand the degree to which this behaviour manifests reveals that promotional message that emphasise negative info evoke more attention and may lead to more impatience. Further, nature of the goal emphasized in the message and culture's dominant self-view will affect impatience of consumers. Researchers discuss two types of self-regulatory goals-promotion goal (motivation to get desirable result) and prevention goal (motivation to avoid undesirable outcome). It has also been perceived that prevention goals are consistent with Asian cultures and promotion goals are typical of the Western culture. Thus, at congruency in self-view and the way the message is framed will impact persuasion of consumers.

Research findings suggest that the consumers exhibiting Western culture placed a higher value on immediate consumption opportunity by fulfilling a promotion goal and showing a higher willingness to pay. Whereas, consumers exhibiting Asian culture viewed the consumption opportunity as fulfilling a prevention goal and showed a higher willingness to pay. That means, Westerners are willing to pay more to achieve a desirable outcome, while Easterners are willing to pay to avoid an undesirable outcome.

Hence, researchers say in Western cultures, ad messages must suggest that standard delivery limits the early enjoyment of a product and this can yield a higher degree of impatient behaviour and thus a higher willingness to pay for faster delivery. In Eastern cultures, ad messages must emphasise how standard delivery extends the waiting time and this possibility can lead to a higher degree of impatient consumer behaviour and could enhance the consumers' willingness to pay.