Exploring Cross-Cultural Differences in Consumers
A Comparison of NAFTA-based Cultures
CONAHEC - 2008
Dr. José Barragán Codina
FACPYA - UANL

Research Description

• This is an inter-institutional research project involving students in Business, comparing consumer attitudes in Canada, Mexico, and the United States.

• This research project is a marketing subset of the current inter-university agreement “NAFTA: Challenge of Accounting and Business Systems”.
  – the accounting group is in its 3rd year of a 5 year agreement (2005).

• In 2006, under the leadership of Dr. John Drea (Western Illinois University), the marketing venue was created.
The Participants

- Western Illinois University
  *John Drea*
- Laurentian University
  *Luc Lagrangeur*
- Central Connecticut State University
  *Anita Jackson*
- University of Moncton
  *Souad H'Mida Lakhal*
- FACPYA – Universidad Autonoma de Nuevo Leon
  *Jose Barragan-Codina*

Research Objectives

- This is an exploratory research project to better understand the cross-cultural differences in consumers in NAFTA-based countries.
- This study measures cultural differences and similarities in attitudes between students in the three countries in several different marketing areas.
- A series of constructs have been identified and was measured at each of the participating campuses.
The Constructs

1. Value consciousness
2. Internet search behaviour
3. Brand switching
4. Fashion consciousness
5. Believability of information
6. Materialism
7a. Occupational prestige
7b. Occupational believability
8. Perceived accuracy of accounting statements

Methodology & Approach

• A survey instrument has been developed during the summer of 2005 by all participating members.

• Subjects are business/commerce university students.
  – They were asked to complete the questionnaire in the Fall 2005.

• These questionnaires have been sent to Dr. John Drea of WIU.
  – Data entry into SPSS & first level data analysis
  • ANOVA and t-tests to determine if there are differences between respondents from the three nations or from any of the five campuses.
  – In January 2006, each participating institution has received the complete data set and will use it for more extensive analysis.
Methodology & Approach

- Each institution has been assigned to a construct, and is expected to develop a hypothesis for that construct
  - example: “No differences are expected between consumers in the US, Canada, and Mexico on the issue of value consciousness”.

- Each organization will use the data to support or reject the identified hypothesis they created.

- The agreement among all participants is that each faculty member will be the lead author on the publication for the construct addressed by their institution.
  - The faculty member would be the lead author with all other participating faculty listed as co-authors (listed alphabetically).

The Sample  n=1201

- Location of respondents:
  - Canada: 47%
  - Mexico: 31%
  - USA: 22%

- Gender:
  - Male: 46%
  - Female: 54%

- Year in university:
  - 1st: 34.1%
  - 2nd: 30.3%
  - 3rd: 16.1%
  - 4th: 11.8%
The Sample

Do you have an internet connection at home?

| Country   | Percentage
|-----------|-------------
| USA       | 94.5%       
| Mexico    | 74.4%       
| Canada    | 6.9%        

Yes | No
---|---
96.5% | 3.5%
74.4% | 25.6%
6.9%  | 93.1%

The Sample

Highest educational level for your parent with the highest educational level

<table>
<thead>
<tr>
<th>Level</th>
<th>Canada</th>
<th>Mexico</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th grade or less</td>
<td>40%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>High School graduate or less</td>
<td>30%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Some college, but less than a BA/BS degree</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>BA/BS Degree</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>
The Sample

Household income level

Canada | Mexico | USA

- < $10,000
- $10,000 - $25,000
- $25,001 - $40,000
- $40,001 - $60,000
- $60,001 - $100,000
- > $100,000

The Results - Methodology

- For each question, we will present:
  - The measured construct (the item)
  - The question asked to respondents
    - English, French & Spanish
  - The scale
    - Totally Agree
    - Totally Disagree
    - No Opinion
    - Results of Anova test
    - Results of Contrast coefficients
The Results - Methodology

• The Anova Test
  – \( [h] \): mean for \( \text{CA} = \text{MX} = \text{US} \)
  – 2 possible results:
    • If \( \text{sig.} \leq 0,05 \) the \( [h] \) is REJECTED
    • If \( \text{sig.} > 0,05 \) the \( [h] \) is NOT REJECTED

• The Contrast Coefficients

<table>
<thead>
<tr>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
</tr>
</tbody>
</table>

– Assume equal variances in the distribution for the 3 groups

– If \( \text{sig.} > 0,05 \), then consumers between these 2 countries are NOT statistically different from each other.
  • The mean of the country will be displayed below the scale
  • Will be represented by \( \) for ease of understanding to represent that they are the « same ».

– If \( \text{sig.} \leq 0,05 \), then consumers between these 2 countries ARE statistically different from each other.
  • The mean of the country will be displayed above the scale.
The Results - Explanation

• Contrast Coefficients = 4 scenarios

• A
Consumers are statistically not significantly different from one another. They are represented under the scale and inside the ellipse.

• B
Consumers are statistically all significantly different from one another. They are all represented above the scale.

• C
1 group of consumers (country) is statistically different from the other 2 countries and is represented above the scale. The other 2 groups of consumers are not statistically significantly different from each other. They are represented under the scale and inside the ellipse.

• D
1 group of consumers (country) is not statistically significantly different from the other 2 countries. Hence, they share the same aspect of that construct – they are joined by the ellipse. The other 2 groups of consumers (above the scale) are statistically significantly different from one another.

The results of the survey for the following construct:

6. Materialism
– 6 scaled items (questions)
– has all possible 6 scenarios!
– no general conclusion
It is really true that money can buy happiness.

Il est certain que l’argent peut acheter le bonheur.

Es verdad que el dinero puede comprar la felicidad.

Consumers from all 3 countries are statistically significantly different from one another. CA agree more to the statement then do US and MX consumers. Anova test: $[h]$ mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>CA / MX</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7,050</td>
<td>0,000</td>
</tr>
<tr>
<td>2</td>
<td>3,599</td>
<td>0,000</td>
</tr>
<tr>
<td>3</td>
<td>-3,607</td>
<td>0,000</td>
</tr>
</tbody>
</table>

My dream in life is to be able to own expensive things.

Mon rêve dans la vie est de posséder des choses qui coûtent cher.

Mi sueño en la vida es comprarle cosas muy caras.

Mexicans are statistically significantly different from CA and US for this scaled item: Anova test: $[h]$ mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>CA / MX</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6,835</td>
<td>0,000</td>
</tr>
<tr>
<td>2</td>
<td>0,139</td>
<td>0,889</td>
</tr>
<tr>
<td>3</td>
<td>-6,240</td>
<td>0,000</td>
</tr>
</tbody>
</table>
People judge others by the things they own.

Canadians are statistically significantly different from US and MX for this scaled item:

<table>
<thead>
<tr>
<th>Anova test: [h] mean for CA=MX=US</th>
<th>sig. = .000 REJECTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contrast coefficients:</td>
<td></td>
</tr>
<tr>
<td>1 CA / MX</td>
<td>-5,582</td>
</tr>
<tr>
<td>2 CA / US</td>
<td>-8,571</td>
</tr>
<tr>
<td>3 MX / US</td>
<td>-1,895</td>
</tr>
</tbody>
</table>

I buy some things that I secretly hope will impress people.

Consumers in all 3 countries are not statistically significantly different from one another for this scaled item:

<table>
<thead>
<tr>
<th>Anova test: [h] mean for CA=MX=US</th>
<th>sig. = .229 NOT REJECTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contrast coefficients:</td>
<td></td>
</tr>
<tr>
<td>1 CA / MX</td>
<td>1,534</td>
</tr>
<tr>
<td>2 CA / US</td>
<td>-0,176</td>
</tr>
<tr>
<td>3 MX / US</td>
<td>-1,572</td>
</tr>
</tbody>
</table>
Money is the most important thing to consider when choosing a job.

L’argent est l’élément le plus important dont il faut tenir compte lorsqu’on choisit un emploi.

El dinero es lo más importante considerar al escoger un trabajo.

Americans are statistically significantly different from MX and CA for this scaled item: 1 scaled item out of 1.

Anova test: [h] mean for CA=MX=US  sig. = .000  REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>-1,934</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>3,696</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>4,871</td>
</tr>
</tbody>
</table>

I think people judge me as a person by the kinds of products and brands that I use.

À mon avis, les gens me jugent d’après les produits et les marques que j’utilise.

Piens que la gente me juzga por el tipo que uso de productos y marca.

Canadians are not statistically significantly different from MX, nor with US. However, MX and US are significantly statistically different from one another for this scaled item: 1 scaled item out of 1.

Anova test: [h] mean for CA=MX=US  sig. = .061 NOT REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>-1,817</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>0,762</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>2,324</td>
</tr>
</tbody>
</table>
The results of the survey for the following constructs:

1. Value consciousness
2. Internet search behaviour
3. Brand switching
4. Fashion consciousness
5. Believability of information
   - 2 issues (language & source of information)
6. Perceived accuracy of accounting statements
   - 2 issues (investor confidence & comparison of statements)

When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.

Lorsque je fais mes achats d'épicerie je compare les prix des différentes marques pour m'assurer d'avoir le meilleur rapport qualité prix.

Cuando hago las compras, comparto los precios de las diferentes marcas para estar seguro/a que tengo lo mejor por mi dinero.

By observation, Mexicans tend to have higher value consciousness:

5 scaled items out of 7.

Anova test: [h] mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>-9,09</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>0,85</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>9,14</td>
</tr>
</tbody>
</table>
2. Internet search behaviour (2 of 7)

Searching for product information on the Internet prior to purchase is a good idea.

Chercher de l’information dans Internet sur un produit avant de l’acheter est une bonne idée.
Buscar información en el Internet sobre el producto antes de comprarlo es una buena idea.

Consumers in all 3 countries tend not to be different from one another when searching the Internet:

3 scaled items out of 7.

Anova test: [h] mean for CA=MX=US sig. = .535 NOT REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>0.951 0.342</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>-0.220 0.826</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>-1.058 0.290</td>
</tr>
</tbody>
</table>

3. Brand switching (5 of 8)

A lot of the time I feel the urge to buy something really different from the brands I usually buy.

J’éprouve souvent le besoin d’acheter quelque chose de vraiment différent des marques que j’achète d’habitude.
Muchas veces me dan ganas de comprar algo diferente a las marcas que normalmente compre.

By observation, Mexicans tend to agree more to switching brands (less loyal):

4 scaled items out of 8.

Anova test: [h] mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>-6.735 0.000</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>-0.063 0.950</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>6.209 0.000</td>
</tr>
</tbody>
</table>
4. Fashion consciousness (3 of 4)

An important part of my life and activities is dressing fashionably.

M’habiller à la mode constitue une partie importante de ma vie et de mes activités.
Una parte importante de mi vida y mis actividades es vestir a la moda.

By observation, Canadians tend to have a higher fashion consciousness:

Anova test: [h] mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>5.081</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>3.635</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>-1.747</td>
</tr>
</tbody>
</table>

5. Believability of information - Language (1 of 5)

When I am searching for product/service information on the Internet, I prefer sites in my first language.

Je préfère les sites Internet dans ma langue maternelle pour faire des recherches sur un produit ou un service.
Cuando busco información sobre productos y servicios en el Internet, prefiero sitios en mi idioma.

By observation, US consumers have a higher agreement level to wanting sites in their first language. CA consumers always agree less than the MX and US consumers.

Anova test: [h] mean for CA=MX=US sig. = .000 REJECTED

Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA / MX</td>
<td>-3.343</td>
</tr>
<tr>
<td>2</td>
<td>CA / US</td>
<td>-9.236</td>
</tr>
<tr>
<td>3</td>
<td>MX / US</td>
<td>-4.584</td>
</tr>
</tbody>
</table>
5. Believability of information (5 of 5)
The information I receive from advertisements about products/services is generally truthful.

L’information que j’obtiens des annonces publicitaires sur des produits ou sur des services est en général vraie.

La información que recibo de publicidad sobre productos o servicios es generalmente verdadera.

By observation, Mexicans have a higher believability level for information received from advertisements & salespeople than that from the internet:

Anova test: [h] mean for CA=MX=US      sig. = .001     REJECTED
Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-3.394</td>
<td>0.001</td>
</tr>
<tr>
<td>2</td>
<td>0.089</td>
<td>0.929</td>
</tr>
<tr>
<td>3</td>
<td>3.224</td>
<td>0.001</td>
</tr>
</tbody>
</table>

8. Perceived accuracy of accounting statements (4 of 7)
Current accounting standards are appropriate for building and maintaining investor confidence.

Les normes comptables en cours sont appropriées pour bâtir et maintenir la confiance de l’investisseur.

Los estándares actuales de contabilidad son apropiados para crear y mantener seguridad en los inversionistas.

Consumers in all 3 countries tend not to be different from one another in regards to the perceived accuracy of accounting statements for investor confidence:

Anova test: [h] mean for CA=MX=US   sig. = .555 NOT REJECTED
Contrast coefficients:

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>Sig (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.445</td>
<td>0.656</td>
</tr>
<tr>
<td>2</td>
<td>-0.762</td>
<td>0.446</td>
</tr>
<tr>
<td>3</td>
<td>-1.055</td>
<td>0.292</td>
</tr>
</tbody>
</table>
Compared to accounting statements from around the world, the accounting statements from companies in my country are more accurate.

En comparaison avec d'autres états financiers au monde, ceux des entreprises de mon pays sont plus exacts.

Comparando estados contables de alrededor del mundo, los estados contables de las compañías de mi país son mas confiables.

By observation, Mexicans tend to have lower perceived accuracy of accounting statements than US and CA when comparing them to other countries:

7a. Occupational prestige
   – graph & chart only
7b. Occupational believability as University spokesperson
   – graph & chart only
7a. Occupational prestige (top 10 average)

Level of prestige that you believe certain types of jobs have.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Canada</th>
<th>Mexico</th>
<th>US</th>
<th>Signif.</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor</td>
<td>81.5%</td>
<td>82.4%</td>
<td>77.7%</td>
<td>0.440</td>
<td>80.5%</td>
</tr>
<tr>
<td>Business Executive</td>
<td>56.0%</td>
<td>70.4%</td>
<td>50.5%</td>
<td>0.000</td>
<td>59.0%</td>
</tr>
<tr>
<td>Scientist</td>
<td>38.9%</td>
<td>68.8%</td>
<td>42.9%</td>
<td>0.000</td>
<td>50.2%</td>
</tr>
<tr>
<td>Member of Congress/Parliament</td>
<td>45.2%</td>
<td>39.7%</td>
<td>56.9%</td>
<td>0.000</td>
<td>47.3%</td>
</tr>
<tr>
<td>Lawyer</td>
<td>62.8%</td>
<td>32.1%</td>
<td>46.8%</td>
<td>0.000</td>
<td>47.2%</td>
</tr>
<tr>
<td>Engineer</td>
<td>44.0%</td>
<td>45.4%</td>
<td>32.2%</td>
<td>0.000</td>
<td>40.5%</td>
</tr>
<tr>
<td>Architect</td>
<td>39.6%</td>
<td>28.2%</td>
<td>33.7%</td>
<td>0.008</td>
<td>33.9%</td>
</tr>
<tr>
<td>Athlete</td>
<td>33.3%</td>
<td>26.6%</td>
<td>41.5%</td>
<td>0.000</td>
<td>33.7%</td>
</tr>
<tr>
<td>University Professor</td>
<td>39.3%</td>
<td>31.9%</td>
<td>27.9%</td>
<td>0.000</td>
<td>33.0%</td>
</tr>
<tr>
<td>Actor</td>
<td>29.7%</td>
<td>30.4%</td>
<td>32.4%</td>
<td>0.000</td>
<td>30.0%</td>
</tr>
<tr>
<td>Military Officer</td>
<td>21.4%</td>
<td>24.1%</td>
<td>37.3%</td>
<td>0.000</td>
<td>26.1%</td>
</tr>
<tr>
<td>Priest/Minister/Clergyman</td>
<td>13.5%</td>
<td>38.3%</td>
<td>24.3%</td>
<td>0.000</td>
<td>21.0%</td>
</tr>
<tr>
<td>Accountant</td>
<td>27.7%</td>
<td>28.9%</td>
<td>12.7%</td>
<td>0.000</td>
<td>20.1%</td>
</tr>
<tr>
<td>Stockbroker</td>
<td>16.0%</td>
<td>34.5%</td>
<td>17.6%</td>
<td>0.000</td>
<td>22.5%</td>
</tr>
<tr>
<td>Banker</td>
<td>20.2%</td>
<td>27.8%</td>
<td>14.7%</td>
<td>0.000</td>
<td>22.5%</td>
</tr>
<tr>
<td>Fireman</td>
<td>17.8%</td>
<td>11.1%</td>
<td>26.0%</td>
<td>0.000</td>
<td>17.5%</td>
</tr>
<tr>
<td>Nurse</td>
<td>15.7%</td>
<td>12.5%</td>
<td>14.4%</td>
<td>0.000</td>
<td>13.8%</td>
</tr>
<tr>
<td>Police Officer</td>
<td>17.6%</td>
<td>5.0%</td>
<td>19.8%</td>
<td>0.000</td>
<td>13.0%</td>
</tr>
<tr>
<td>Entertainer</td>
<td>11.6%</td>
<td>9.2%</td>
<td>18.6%</td>
<td>0.000</td>
<td>12.4%</td>
</tr>
<tr>
<td>Union Leader</td>
<td>13.4%</td>
<td>12.9%</td>
<td>10.5%</td>
<td>0.000</td>
<td>11.3%</td>
</tr>
<tr>
<td>Elem/Secondary School Teacher</td>
<td>10.3%</td>
<td>9.1%</td>
<td>16.2%</td>
<td>0.000</td>
<td>11.4%</td>
</tr>
<tr>
<td>Journalist</td>
<td>9.8%</td>
<td>15.7%</td>
<td>4.4%</td>
<td>0.000</td>
<td>9.7%</td>
</tr>
<tr>
<td>Real Estate Broker/Agent</td>
<td>7.5%</td>
<td>10.0%</td>
<td>5.5%</td>
<td>0.000</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

If signif. value is ≤ 0.05, significant differences exist between the countries for that occupation.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

Opinion sur le degré de prestige dont certaines professions jouiraient.
Opinión sobre el nivel de prestigio – ocupaciones.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.

Athletes are considered “very great prestige” in % indicating this occupation has “very great prestige”.

% indicating this occupation has “very great prestige”.

Athletes are considered “very great prestige” in %. Differences exist between the countries for that occupation.

Doctor is ranked #1 in every country.
7b. Occupation believability as University spokesperson (top 7)

How believable that someone in that occupation would be perceived as a spokesperson for your university.

Fiabilité en tant que porte-parole de votre université.
Credibilidad como Portavoz de su universidad.

If signif. value is ≤ 0.05, significant differences exist between the countries for that occupation.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Canada</th>
<th>Mexico</th>
<th>US</th>
<th>Signif.</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor</td>
<td>65.9%</td>
<td>76.7%</td>
<td>59.5%</td>
<td>0.000</td>
<td>67.4%</td>
</tr>
<tr>
<td>University Professor</td>
<td>53.1%</td>
<td>41.2%</td>
<td>53.4%</td>
<td>0.037</td>
<td>49.2%</td>
</tr>
<tr>
<td>Scientist</td>
<td>63.1%</td>
<td>60.9%</td>
<td>42.3%</td>
<td>0.000</td>
<td>48.8%</td>
</tr>
<tr>
<td>Business Executive</td>
<td>44.5%</td>
<td>57.2%</td>
<td>38.1%</td>
<td>0.000</td>
<td>46.6%</td>
</tr>
<tr>
<td>Accountant</td>
<td>42.5%</td>
<td>43.4%</td>
<td>30.7%</td>
<td>0.002</td>
<td>38.9%</td>
</tr>
<tr>
<td>Engineer</td>
<td>42.5%</td>
<td>38.7%</td>
<td>32.0%</td>
<td>0.000</td>
<td>37.7%</td>
</tr>
<tr>
<td>Elem/Secondary School Teacher</td>
<td>26.5%</td>
<td>27.5%</td>
<td>43.6%</td>
<td>0.000</td>
<td>32.5%</td>
</tr>
<tr>
<td>Priest/Minister/Clergyman</td>
<td>22.2%</td>
<td>38.4%</td>
<td>34.5%</td>
<td>0.000</td>
<td>31.7%</td>
</tr>
<tr>
<td>Architect</td>
<td>33.3%</td>
<td>29.1%</td>
<td>30.1%</td>
<td>0.343</td>
<td>30.8%</td>
</tr>
<tr>
<td>Lawyer</td>
<td>38.8%</td>
<td>27.5%</td>
<td>20.3%</td>
<td>0.000</td>
<td>28.9%</td>
</tr>
<tr>
<td>Member of Congress/Parliament</td>
<td>30.5%</td>
<td>25.3%</td>
<td>28.9%</td>
<td>0.586</td>
<td>28.2%</td>
</tr>
<tr>
<td>Military Officer</td>
<td>20.3%</td>
<td>19.5%</td>
<td>37.0%</td>
<td>0.000</td>
<td>25.6%</td>
</tr>
<tr>
<td>Nurse</td>
<td>27.9%</td>
<td>20.7%</td>
<td>26.1%</td>
<td>0.000</td>
<td>24.9%</td>
</tr>
<tr>
<td>Banker</td>
<td>24.8%</td>
<td>28.0%</td>
<td>20.6%</td>
<td>0.346</td>
<td>24.5%</td>
</tr>
<tr>
<td>Fireman</td>
<td>20.9%</td>
<td>17.6%</td>
<td>29.5%</td>
<td>0.000</td>
<td>22.7%</td>
</tr>
<tr>
<td>Police Officer</td>
<td>22.3%</td>
<td>4.6%</td>
<td>24.6%</td>
<td>0.000</td>
<td>17.2%</td>
</tr>
<tr>
<td>Athlete</td>
<td>17.8%</td>
<td>15.0%</td>
<td>17.0%</td>
<td>0.852</td>
<td>16.6%</td>
</tr>
<tr>
<td>Journalist</td>
<td>13.0%</td>
<td>20.9%</td>
<td>12.4%</td>
<td>0.040</td>
<td>15.4%</td>
</tr>
<tr>
<td>Stockbroker</td>
<td>11.7%</td>
<td>22.3%</td>
<td>7.5%</td>
<td>0.000</td>
<td>13.8%</td>
</tr>
<tr>
<td>Union Leader</td>
<td>14.6%</td>
<td>12.4%</td>
<td>10.9%</td>
<td>0.000</td>
<td>12.6%</td>
</tr>
<tr>
<td>Actor</td>
<td>10.3%</td>
<td>11.3%</td>
<td>9.5%</td>
<td>0.282</td>
<td>10.4%</td>
</tr>
<tr>
<td>Entertainer</td>
<td>8.3%</td>
<td>3.8%</td>
<td>9.0%</td>
<td>0.000</td>
<td>7.0%</td>
</tr>
<tr>
<td>Real Estate Broker/Agent</td>
<td>6.5%</td>
<td>5.6%</td>
<td>5.7%</td>
<td>0.067</td>
<td>5.9%</td>
</tr>
</tbody>
</table>
Discussion

• Using scaled items is an untypical way to present the results
  – Results are normally presented by taking individual scale items and creating a measure of a construct.
    • Common way of doing this is to take the mean of the items that are intended to measure a specific construct and use that.

• Assumed equal variance for the contrast coefficients in the interest of saving time
  – The issue is whether one would expect the distributions for the 3 groups to be different.
    • Ideally, we’d go back and check the normality (skewness & kurtosis).
    • I thought it was reasonable to assume that the variances for the groups are relatively equal.

• Sample for our “consumers”
  – University business students
    • Ideally, the sample would have been “real” consumers, not only university business students.

Anticipated Significance of the Research Results

• For students:
  – Used in class to discuss cross-cultural differences and similarities for each construct, and how such differences/similarities can be used as a basis for strategy development.

• For faculty:
  – Two kinds of output are planned on “cross-cultural differences in (name of construct)”: refereed publications and conference presentations.
  – With five institutions, nine constructs, and five participating faculty, we will potentially generate nine refereed publications.

• For the university:
  – This provides a newsworthy activity that will generate positive press for each institution and serve as a basis for seeking additional grant funding by demonstrating inter-institutional cooperation.

• In the long term…
  – This project could be repeated to determine, for example, any attitudinal changes in behaviour as the use of the internet increases in each country – globalization of businesses, of society, etc…
Merci ! Gracias !
Thank You !