

2013 EACR conference “Consumer Research in turbulent times - managing a balancing act”

## **When East Meets West: Cross-Cultural Consumer Research**

**Round Table** (Friday July 5 15:00 to 16:20)

### Round Table Chair:

Gregory Kivenzor, Rivier University

### Expert Panel (in alphabetical order):

1. Amaleya Goneos-Malka, University of Pretoria, South Africa
2. Andriy Ivchenko, Universitat Pompeu Fabra, Spain
3. Gregory Kivenzor, Rivier University, USA
4. Elena Reutskaja, IESE Business School, Spain
5. Roy Toffoli, University of Quebec at Montreal, Canada
6. Mirella Yani-de-Soriano, Cardiff University, UK

### Discussion purpose:

A round table will discuss differences between patterns of consumer behavior in developed countries and these in countries with transitional economies. Consumers in developing markets represent more than a half of the world population. Turbulent times associated with rapid economic transition change consumer behavioral patterns, needs and wants at a pace by far exceeding these in developed economies. Western marketing theory has yet to adequately explain consumption phenomena and address cross-cultural issues in marketing strategies and tactics.

Those topics require most attention from researchers because they are either grossly under-researched or controversial. Under-researched topics may be supported by the existing theories, but require attention, funding, effort, etc., from researchers to formulate and test respective hypotheses. Controversial topics are in need of conceptual development to establish common views BEFORE any empirical research can be considered.

### Discussion format:

- Duration of the whole Round Table discussion is 80 minutes. The following format is chosen to allow for a well-rounded discussion within the allotted time.
- For each discussion topic, one participant serves a "topic champion" and other experts voice their comments and opinions, thus adding "flavors" to a discussion. This shall result in a comprehensive review of each topic to increase value of discussion.
- The "topic champion" presents a brief overview and problem outline – 5 minutes – followed by the inputs from other participants and audience – also 5 minutes. Overhead projector will be available if PowerPoint slides are used by the "topic champion." Portable microphone shall be available as well.
- The Chair, serving as a moderator, leads the discussion flow and invites questions from the audience. In the end, the Chair briefly summarizes the results and allocates time for a free-wheeling exchange among the Round Table participants and audience.

Discussion topics and champions:

- Opening note – Gregory Kivenzor
- Choice perception and its effect on subjective well-being – Elena Reutskaja
- Cultural transition from collectivism to individualism, and subjective well-being: BRICS perspective – Gregory Kivenzor
- Trends in consumer behavior and managerial implications: Eastern European perspective – Andrej Ivchenko
- Socio-economics of consumption and effect of country of origin: African perspective – Amaleya Goneos-Malka
- Luxury consumption motivations: differences between East and West – Roy Toffoli
- Biases and ethical issues in cross-cultural consumer research - Mirella Yani-de-Soriano
- Open floor discussion