Understanding Chinese Consumers' and Chinese Immigrants' Purchase Intention toward

Global Brands Using Chinese Elements: The Moderating Role of Acculturation

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8

ABSTRACT

Understanding Chinese Consumers' and Chinese Immigrants' Purchase Intention toward Global Brands Using Chinese Elements: The Moderating Role of Acculturation

Muxin Shao

Nowadays, it is prevalent that global brands use Chinese elements in their products to attract more consumers and increase market share. However, the relevant research on this topic is still in its infancy. This article aims to investigate the relationship between the three independent variables (cultural pride, cultural compatibility, and Chinese elements authenticity) and the dependent variable (purchase intention) toward the global brands using Chinese elements in their products in Chinese market and North American market. Another aim of this research is to understand how acculturation moderates the relationship between cultural pride and purchase intention, and the relationship between cultural elements authenticity and purchase intention. The findings show that cultural pride, cultural compatibility, and Chinese elements authenticity are positively related to the purchase intention of the global brands' products with Chinese elements for both Chinese consumers and Chinese immigrants in North America. There is a partial moderation effect of acculturation on the relationship between cultural pride and purchase intention; however, the moderation effect on the relationship between cultural elements authenticity and purchase intention has not been found.

Keywords: Chinese elements; Cultural pride; authenticity; cultural compatibility; moderation; acculturation; global brands.

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Table of Contents

List of Tables

List of Figures

1. INTRODUCTION

It is clear that China is a large market not only because of its population, but also because of the fact that China is ranked as number one in the purchasing power parity (PPP) according to the data from The World Bank ("GDP ranking, PPP based", 2018). When the Chinese economy began to take off, there was a trend named Chinoiserie, which means emphasize more on traditional Chinese elements (Clark & Milberg, 2011). Nowadays, an increasing number of global brands are using Chinoiserie strategies to localize their brands in the Chinse market or attract overseas Chinese immigrants. For example, Chinese use different twelve animals to represent different Lunar years, fashion brands (*e.g.*, Louis Vuitton, Gucci) used the specific animal in the corresponding year for their Chinese Lunar New Year collections. The global brands use traditional Chinese elements in their products due to an enhanced national image and also due to numbers of influencing international events such as 2008 Olympic and Asia-Pacific Economic Cooperation (APEC) (Zhao, 2013; Wang, Ye & Yang, 2017). With the Chinese economy booming, the Chinese government is eager to improve the national image on the global stage and use global events to demonstrate the Chinese culture and Chinese elements. For example, in 2001, the Tangzhuang (traditional Chinese clothes) was known in the world because of the APEC, the heads of states showed the beauty of the traditional Chinese apparel by wearing them. Moreover, in the 2008 Beijing Olympic opening ceremony, the Qipao, the Peking opera, the blue and white porcelain, etc., impressed the world. Even though there are studies about the relationship between the global brands using Chinese elements and purchase intention, the research on this topic is still in its infancy. In 2003, Kim and Arthur (2003) found a relationship between ethnic identification, cultural pride and cultural products attitude, and proved that if consumers identified themselves more with their ethnic group, they felt more pride and more positive of their ethnic products. Wang and Lin (2009) researched the current consumption pattern of Chinese customers and discussed the emerging trend named Cultural renaissance, which means Chinese customers begin to focus more on the traditional Chinese elements, and the trend was influencing the way that Chinese people buy products. He and Wang (2015) examined the impact of cultural identity and consumer ethnocentrism on the global brands and the purchase intention of Chinese customers. They found that cultural identity has a positive influence on the purchasing of domestic brands; by contrast, consumer ethnocentrism has a

negative influence on the purchasing of imported brands (He & Wang, 2015). Liu and Xing (2017) examined the relationship among cultural pride, perceived practical usefulness fashion leadership, attitudes and purchase intention. Moreover, they also involved international event endorsement as a moderator but failed to verify the moderation effect (Liu & Xing, 2017). To sum up, the effect of Chinese elements on global brands has been a prevalent topic. However, the main factors that will influence the purchase intention towards global brands using Chinese elements are still obscure. In this article, the three independent factors, cultural compatibility, Chinese elements pride, and Chinese elements authenticity, as well as the dependent variable, purchase intention towards global brands with Chinese elements are studied. When international brands release their new products with Chinese elements, their target market is not only the Chinese market but also the global market. In this situation, the Chinese immigrants will be the potential consumers and should be taken into consideration. According to Yinger (1985), psychological change is one of the change dimensions of new immigrants' groups, and it stressed the change of the self-identification after interacting with the local ethnic group. After moving to a new culture, immigrants have to face the new environment and adjust their living style changes, language changes even the psychological states changes. In this situation, the acculturation effect on the immigrants needs to be studied. Berry (1997) defined acculturation as a concept referring to the cultural adoption after contacting a new culture. In this study, acculturation is used as a moderator to study the overseas immigration markets and it will be discussed later.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Cultural Pride

According to Kim and Arthur (2003), if the Asian American consumers feel more pride of their culture, they are more likely to choose cultural apparels. For example, Qipao is traditional apparel for Chinese women. Chinese women are willing to wear traditional clothes to express their ethnic pride and to show the beauty of traditional Chinese culture. Liu and Xing (2017) propose the term of cultural pride which is derived from national pride and nationalism. Even though both of the national pride and nationalism are similar terms that have psychological bases, they have different connotations that should not be mixed up. Hjerm (1998) differentiate

the two terms by stating that national pride is individual sentiments, by contrast, nationalism involves the individual and society sentiments, also known as the ideology (Billig, 1995). If deep distinction should be found, nationalism implies negative connotations, but national pride does not (Keane 1994, Billing 1995). Moreover, national pride does not imply either negative or positive connotation from itself, the positive or the negative aspects rely on what national pride is based on, e,g, politics, economics, ethnic (Hjerm, 1998). Different from national pride and nationalism, Liu and Xing (2017) define cultural pride as: "cultural pride as individuals' positive attitudes toward their cultural heritage and resources and feeling proud to have an ethnic identity associated with a specific culture." Taking clothing as examples, when people feel more pride in their original culture, they may have more positive attitudes towards cultural apparel (Jorae, 2010; Kim and Arthur, 2003). Fournier (1998) finds that national identity relates to the purchase intention of certain products and brands when consumers feel strong emotional attachment to the country of origin. Botschen and Hemettsberger (1998) propose that consumers always relate the country of origin to national pride. Liu and Xing (2017) shed light on the relationship between cultural pride and purchase intention, and find that people who feel more pride in Chinese culture are more likely to buy Chinese fashion clothes. Combining the previous research statements, the following hypotheses are developed.

Hypothesis 1a: The cultural pride of Chinese consumers has a positive effect on purchase intention of global brand products using Chinese elements.

Hypothesis 1b: The cultural pride of Chinese immigrants has a positive effect on purchase intention of global brand products using Chinese elements.

2.2. Cultural compatibility\Cultural Congruence

Cultural congruence and Cultural compatibility are similar terms. Even though they have nuanced differences according to the literal meaning, the two terms are always used together in the research of international marketing field (e.g., Torelli, Özsomer, Carvalho, Keh & Maehle, 2012). According to Keller (1993), congruence means the degree to which one item matches the content and meaning of another item. Moreover, according to Rogers' diffusion theory (1995), compatibility is one of the attributes that can influence the rate of acceptance. When brands want consumers to accept new products, compatibility is the essential factor. Moreover, Littrell and

Miller (2001) summarized the definition of the compatibility, which is the extent that the innovation can match or coexist with preceding accepted thoughts and products. In another word, when brands launch new products and want to make them a success, the products should inherit some factors from the old collections, or the products should accord with the things that already existed in consumers' mind. Moreover, Melnyk, Klein, and Völckner (2012) find out that the incongruence of brand name between the original country and the implied country of origin have the influence on the purchase intention, and the intention proved to be negative when the products are hedonic. The previous research reveals that when global brands involved in another culture, cultural compatibility is a determinant factor. Moon (2016) believes that cultural compatibility will increase purchase intention because consumers can find the cultural elements that they are familiar with in the global products. This familiarity will evoke their intention to spread the information online, hence increase the purchase possibilities (Moon, 2016). With the increasing number of global brands using localization strategies to infiltrates the Chinese market, the culture compatibility between the global brands' products and the existing Chinese consumers' thinking is crucial. He and Wang (2015) started to do the research of cultural compatibility of global brands in the Chinese market in 2015, and they gave the definition of the cultural compatibility. The cultural compatibility is defined as "the degree of consistency between the connotations evoked by the elements of the host country's culture and the symbolic meanings of foreign cultures sourced from global brand perceived by consumers in the same branded product." (He & Wang, 2015, P.465).

Hypothesis 2a: Chinese consumers' perceptions of cultural compatibility/cultural congruence are positively related to purchase intention of global brand products using Chinese elements.

Hypothesis 2b: Chinese immigrants' perceptions of cultural compatibility/cultural congruence are positively related to purchase intention of global brand products using Chinese elements.

2.3. The Concept of Authenticity

In tourism, food and beverage industries, "authenticity" is a frequently mentioned word in the advertisements to attract consumers (Jang, Liu & Namkung, 2011). There are mainly three approaches to understand the concept of authenticity: objectivism, constructivism and

postmodern method. Objective authenticity assumes that authenticity derives from the originality of an object, which can be measured by standard criteria or determined by "experts" who are knowledgeable about local traditions. (Appadurai, 1986). Among the research, the objective authenticity is often used in the tourism study, especially in the craft souvenir (e.g., Littrell, Anderson & Brown, 1993; Revila & Dodd, 2003; Chang, Wall & Chang, 2008). According to Littrell et al. (1993), the content categories of how tourists perceive the authenticity of craft has been studied, and the weight of each category has also been studied, which are uniqueness and originality (22.5%), workmanship (18.9%), cultural and historical integrity (18.9%), aesthetics (6%), function and use (1.6%), craftsperson and materials (21.2%) as well as shopping experience and geniuses (2.2%). Based on the categories above, Lee, Ko, Chae and Minami (2017) study the relationship between the authenticity of traditional cultural products (TCPs) and purchase intention. They shed light on four main categories of the TCPs authenticity, which are cultural/historical integrity, uniqueness, manufacturing properties, and aesthetic properties. Lee et al. (2017) obtained the results that only cultural/historical integrity and aesthetic properties have a significant influence on purchase intention. Even though many research studies the authenticity toward souvenir and cultural products, the authenticity of global brands utilizing cultural elements has been neglected. In the context of my research, the TCPs have similarities with the products of global brands that use traditional Chinese elements. The global brands' products should satisfy the aesthetic requirement of local Chinese customers, and they also should conform to the existing cultural and historical values held by Chinese consumers. Therefore, the two variables of the authenticity of TCPs have crucial reference values, which are cultural/historical integrity and aesthetic properties (Lee *et al*., 2017). Based on the definition of the two elements of Lee *et al.* (2017), the cultural/historical integrity can be defined as the extent that the traditional cultural elements involved in the products released by global brands hold authentic historical value as well as illustrate the cultural meaning and notion that are in accordance with those in the original culture. The aesthetic value refers to the "materialistic characteristics of color, design, and motive" meeting the traditional aesthetic satisfaction of original culture people (Lee et al., 2017, P98). According to the above, the following hypotheses are developed.

Hypothesis 3a: Chinese consumers' perceptions of cultural elements authenticity are positively related to purchase intention of global brand products using Chinese elements.

Hypothesis 3a: Chinese immigrants' perceptions of cultural elements authenticity are positively related to purchase intention of global brand products using Chinese elements.

2.4. Acculturation Effect

Culture plays a significant role in people's daily life. The expectations and influences of culture can influence how people react to the stimuli in their daily life (Berry, Poortinga, Segall & Dasen, 1992). With the globalization, an increasing number of people face two or more cultures in their life. The immigrants are dealing with the inevitable problem: how to manage their identities in the new culture. With the appearance of this problem, many researchers concentrate on how people manage their identities when they attempt to live in the dominant culture (e.g., Gordon, 1964; Berry 1997). Acculturation is a concept that refers to the cultural adoption after contacts with a new culture (Berry, 1997). Earlier, Redfield, Linton, and Herskovits (1936, P149) gave the classic definition of acculturation: "acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups". Moreover, many researchers focus on studying the ways that individuals cope with acculturation problems. For example, Berry (1997) proposed four types of acculturation strategies, which are assimilation, integration, separation, and marginalization. Assimilation refers to engaging into the dominant society but gradually losing the identities of original culture; integration refers to maintain the behaviors and culture identities of the home country, and also engaging in the host culture; separation refers to cultural and psychological maintenance of the home culture, but withdrawing from the dominant culture; marginalization means cultural and psychological losses in the dominant culture and home culture (Berry, 2008; Berry, 1997). Liu and Xing (2017) study the international event effect on cultural pride and purchase intention, but the hypothesis was not supported by their research. According to the study of Berry (2001), acculturation influences the psychology of immigrants. It is true that when people immigrates to another culture, the psychology will change with time and with contacts with the local culture. There is a blank about how the acculturation will influence the way that immigrants perceive the Chinese elements used by global brands, and how the acculturation will influence the purchasing intention.

According to Padilla (1980), cultural pride is one of the dimensions of acculturation. The pride emotion to the host culture strongly relates to acculturation. Padilla (1980) believes that acculturation effects do not completely work on immigrants who have cultural pride in their original culture. When immigrants have higher levels of cultural pride of their host culture, the acculturation effect is not apparent. Deshpande, Hoyer, and Donthu (1986) researched the purchase intention of Hispanics and Anglo-Americans in Texas towards the product directly advertised to them and found that the cultural pride of Hispanics and Anglo-Americans positively related to the purchase intention of those products. When immigrants are exposed to a new foreign environment for a long time, the nostalgia emotion may increase with time, and they may feel more pride in their original culture. In this context, when some products with their cultural element heave in sight, immigrants potentially will buy them to express their cultural pride.

Hypothesis 4: Acculturation influence the effect of the cultural pride on purchase intention of global brands' products using Chinese elements.

Moreover, when immigrants stay in a foreign country for a long time, the living habits, the perceptions, and even aesthetics may change with time, because different cultures have their cultural traditions and notions. Jacobsen (2010) stated that aesthetic appreciation is related to culture and history. Many researchers believe that the aesthetic differences are shaped by cultural differences (Masuda, Gonzalez, Kwan & Nisbett, 2008; Baldwin, 1992; Ritterfeld, 2002). Manstead (1997) states that people's behaviors are influenced by cultural variations through their views towards the world. In this situation, how immigrants perceive the notion of global brands and the aesthetics may change when they are exposed to a new culture and new environment. Therefore, the influence can be generalized by the following moderating factor hypothesis:

Hypothesis 5: Acculturation influence the effect of cultural elements authenticity on purchase intention of global brands' products using Chinese elements.
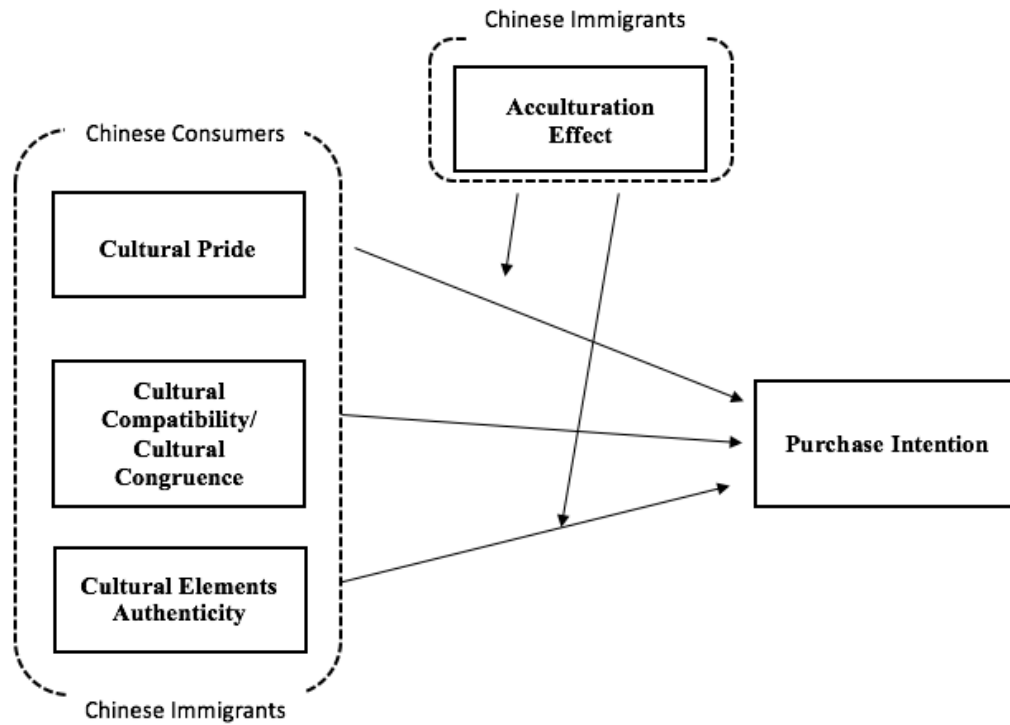
Figure. 1. The Research Model

3. METHODOLOGY

3.1.Stimuli and Pretest

The stimuli of global brands using Chinese elements in their products were selected from brand ranking sources, such as Interbrand Top 100 Best Global Brands (He & Wang, 2015). The stimuli brands were chosen from the fashion accessories, such as handbags, jewelry, shoes and so on because the Chinese elements are frequently used in fashion accessories. Another reason is that fashion accessories are a good carrier for Chinese elements. In another word, the color, the specific motif, and patterns are easily recognized and identified among fashion accessories.

Before the actual data collection, pretests were done to choose the final stimuli. In the first pretest, 13 products including Chinese elements, released by the global brands in the past decade were distributed to 77 participants. They were asked to choose if the Chinese elements in those products can be identified. 32.5% of the participants believed that they could not identify any Chinese elements in the Louis Vuitton Lovely Birds Wallet designed for the Chinese rooster lunar new year. Thus, the Louis Vuitton wallet was removed from further tests. Moreover, the Dior breastpin, Longchamp bag, and FIYTA watch were also removed (7.8% of the participants believed that there were no Chinese elements of those items). Secondly, 37 participants were asked to choose the most compatible and least compatible global brands through the nine products. Gucci Chinese New Year Dionysus Shoulder bag was regarded as the high cultural compatibility product. On the contrary, Nike Air Foamposite One Tianjin was regarded as the product has low cultural compatibility. Moreover, according to the pretest of 35 participants among the nine products, the Chinese wealthy charm of Tiffany&Co was regarded as the high cultural elements authenticity product, the Timberland Chinese New Year limited edition boots were rated as the low cultural elements authenticity product.

3.2. Procedure and Samples

The data were collected from China and North America respectively. Wenjuanxing, a Chinese data collection and survey company was used to collect the data from China. Amazon MTurk was used to collect the data from North America. According to Goodman, Cryder, and Cheema (2013), the data results from Amazon Mturk are reliable and valid, and there is also no significant difference between the traditional samples and Amazon Mturk participants. 163 Chinese participants and 165 Chinese immigrants from the U.S. and Canada participated in this research. Both Chinese participants and Chinese immigrants assigned to finish study 1 and study 2, and for the Chinese immigrants in North American, acculturation questions were added. For study 1, parts of the respondents are assigned to answer the questions about their self-assessment of their pride to the Chinese culture and their purchase intention toward the global brand products utilizing Chinese elements (the Chinese wealthy charm of Tiffany& Co). For study 2, the other participants were given both the high and low cultural compatibility stimuli pictures, as well as the Cultural elements authenticity stimuli pictures from the pretest result. After seeing the four pictures, they were asked to answer questions about the cultural compatibility and

authenticity perception respectively and the corresponding purchase intention. The data was analyzed by combining the low and high stimuli results together. This method is recommended by Bowman and Gatignon (1995), and used by many researchers (e.g., Lunardo and Guerinet, 2007; He & Wang, 2015). The 7-point Likert scale was used for the research. 1 stands for completely disagree, 7 stands for completely agree. The online questionnaire was used to get the data. To achieve language equivalence (Nasif, Al-daeaj, Ebrahimi, & Tibodeaux, 1991), the questionnaires were translated from English to Chinese, and then back-translated to English. The original translated version and the back-translated version were examined and verified by two people who speak fluent English and Chinese. The SPSS 24.0 Version was used for the validity analyses, reliability analyses, exploratory factor analyses, moderation analyses and other analyses related to this research. Hierarchical regression analyses were used to control brand familiarity, and to measure the relationship between independent variables and dependent variables.

3.3. Measures

For cultural pride, the measurement was adopted from Liu and Xing (2017). They combine the four items from Laroche, Zhiyong, Chankon, and Richard (2007) and Verkuyten and Yildiz (2007) for better construct validity. The measurement of cultural compatibility was from He and Wang (2015). According to Littrell (1993) and Lee (2017) for the TCPs authenticity, only cultural/historical integrity and aesthetic properties have a significant influence on purchase intention. Thus the two factors were selected to measure the cultural elements authenticity. Moreover, according to the authenticity research of traditional handicraft (Revilla & Dodd, 2003; Chang, Wall & Chang, 2008, Littrell *et al*., 1993), the items of cultural/historical integrity and aesthetic were developed. The scales are elaborated in Table 1. Three-items product purchase intention scale was used in this research (Hung, Huiling Chen, Peng, Hackley, Amy Tiwsakul and Chou, 2011). The acculturation scale was from Kim, Laroche, and Tomiuk (2004). The scale of the control variable, brand familiarity, was adopted from Kent and Allen (1994).

Table 1

Measurement Scales and Cronbach's Alpha

	Chinese Consumers	Chinese Immigrants
Cultural Pride (Liu & Xing, 2017).	0.79	0.80
My cultural/ethnic background has the most positive impact on my life		
I feel very much attached to all aspects of my native/ethnic culture		
I feel very proud of my cultural ethnic background		
I always have the tendency to distance myself from my background culture or ethnic identity		
Cultural compatibility (He and Wang, 2015)	0.62	0.91
Not congruent / completely congruent		
Not compatible / Completely compatible		
Cultural Elements Authenticity (Revilla & Dodd, 2003; Chang, Wall & Chang, 2008, Littrell *et al.*, 1993)	0.89	0.92
Aesthetic		
The product has a nice color		
The product looks nice		
Cultural/historical integrity		
The product uses the traditional Chinese color		
The product has the traditional Chinese designs		
The product has traditional elements		
The product has traditional motifs or patterns		
The product conforms to my cultural knowledge		
The product conforms to my historical value		
Purchase Intention (Hung *et al*., 2011)	0.86-0.91	0.94-0.95
I have strong possibility to purchase Luxury Brand X's product		
I am likely to purchase luxury Brands X's product		
I have high intention to purchase Luxury Brand X's product		
Acculturation (Kim *et al*., 2004)		0.91-0.92
English/French language use		
I speak English when I am angry		
I use the English language when talking about a person or emotional problem with family members		
I speak English at family gatherings		
I speak English with my spouse		
English Mass Media Exposure		

The newspapers/magazines I read are mostly in the English language			
The movies/video tapes I see are mostly in the English language			
English-Canadian social interaction			
Most of my friends are English-Canadian			
I participate in activities of an English-Canadian church or association			
Most of the people who visit me are English-Canadian			
Most people I visit are English-Canadian			
My closest friends are English-Canadian			
Brand Familiarity（**Kent & Allen, 1994**）		0.91-0.93	0.94-0.97
Familiar/unfamiliar			
inexperienced/experienced			
knowledgeable/not knowledgeable			

4. RESULTS

4.1. Overview

Concerning study 1 results, the Wenjuanxing can automatically screen out invalid answers. Thus the 106 questionnaires of are all usable answers. For North American results, after screening out the results that are not from Chinese immigrants and not from Chinese immigrants of North American, 83 are valid questionnaires. Concerning the questionnaires of study 2, 57 Chinese respondents and 98 North American respondents filled the questionnaires respectively. All the Chinese questionnaires are usable, and 54 of the North American questionnaires are valid. Table 2 shows the summarized information of the demography.

Table 2

Demographic Summary

	China	North America
Cultural Pride (Study 1)	46.23% Male; 43.4% are between 31-40 years' old	54.95% Male; 41.44 % are between 26-30
Compatibility & Authenticity (Study 2)	47.37% Male; 33.33% are between 18-25 years' old	53.7% Male; 44.44% are between 26-30 years' old

4.2. Factor Analysis and Exploratory Factor Analysis (EFA)

Because the measures of cultural pride, cultural compatibility, and purchase intention are adopted from previous research and had examined the validly and reliability, the factor analyses are not necessary for these variables. On the contrary, the cultural elements authenticity is first utilized in the global products with cultural elements, and the items were developed in different research; therefore, the factor analysis and exploratory factor analyses (EFA) are imperative. The 105 data from both Chinese consumers and Chinese immigrants in the North America were used for the factor analysis.

The eight items of cultural elements authenticity, which are reported in Table 3, were entered to do the factor analysis and exploratory factor analysis. According to the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test, the KMO (0.77) and the Bartlett's Test ($x228=351.41, p=0.00$) provide the evidence that data is suitable for the factor analyses (Malhotra, 2004). According to the eigenvalues bigger than 1 and the Scree Plot, two factors were extracted from the eight items by using the Principal Component Analysis. The two factors account for 63.4% of the total variance. The two factors were still described by using the label of Lee (2017), as cultural\historical integrity and aesthetic properties. Varimax with Kaiser Normalization method was used to rotate the factors. Table 3 shows the result that "The product has a nice color" and "The product looks nice" loaded in the aesthetic factor (the factor loading are 0.83 and 0.91 respectively), the other six items loaded in the cultural\historical integrity (all bigger than 0.4).

Table 3

Rotated Component Matrix[a]

	Component	
	1	2
The product uses the traditional Chinese color	.48	.22
The product has the traditional Chinese designs	.74	.14
The product has a nice color	.23	.83
The product looks nice	.15	.91
The product has traditional elements	.83	.10

The product has traditional motifs or patterns	.81	.13
The product conforms to my cultural knowledge	.80	.29
The product conforms to my historical value	.61	.42

4.3. Measurement Assessment

The reliability of the factors has been examined by measuring the Cronbach's Alpha. The results are shown in Table 1. For the cultural compatibility, the original alphas are 0.55 and 0.54 of Chinese consumers and Chinese immigrants respectively. Because the third item is a reverse item and influences the reliability of the factor, it was deleted for the final analysis. After removing the third item, the alphas turn to be 0.62 and 0.91, which are acceptable. Moreover, the Cronbach's Alpha of all the variables are above 0.78 (except the cultural compatibility in Chinese Market).

4.4. Direct Effects Testing

Hierarchy linear regression was used to test the H1, H2, and H3 by controlling the control variable. First, the brand familiarity and purchase intention were put into the regression equation, then entered the independent variables. H1 focused on the relationship between cultural pride and purchase intention. H1a and H1b were tested in two different markets, the Chinese market for Chinese immigrants and the North American market for Chinese immigrants. The results (Table 4) show salient positive effects between cultural pride and purchase intention for both markets ($\beta 1a=0.26$, $p<0.01$, $\beta 1b=0.33$, $p<0.01$, Chinese consumers and Chinese immigrants respectively); therefore, the H1a and H1b are supported.

As for H2, it addresses the impact of Chinese cultural compatibility on the purchase intentions of the global brands' products with Chinese elements. The results significantly support the hypotheses H2a and H2b ($\beta 2a=0.65$, $p<0.01$, $\beta 2b=0.60$, $p<0.01$, Chinese consumers and Chinese immigrants respectively). The last direct effect hypotheses of this research, H3a, and H3b, are about the relationship between Cultural elements authenticity and purchase intention.

The Chinese cultural elements authenticity is relatively a new concept. According to the results, H3a and H3b are supported (β3a=0.45, *p*<0.01, β2b=0.22, *p*<0.05, Chinese consumers and Chinese immigrants respectively). Table 5 shows the results and conclusion of all the direct effects.

Table 4

The Results of Hierarchical Regressions

Steps		Cultural Pride-CC	Cultural Pride-CI	Cultural Elements Authenticity-CC	Cultural Elements Authenticity-CI	Cultural Compatibility-CC	Cultural Compatibility-CI
Step1	Control Variable						
	Brand Familiarity	0.29*	0.33*	0.65**	0.28*	0.46**	0.19*
	R2	0.09	0.11	0.42	0.08	0.21	0.04
	Adjusted R2	0.08	0.10	0.42	0.07	0.20	0.03
Step2	Cultural Pride	0.25*	0.32**				
	Cultural Elements Authenticity			0.45**	0.60**		
	Cultural Compatibility					0.36**	0.32*
	Brand Familiarity	0.28*	0.23*	0.45**	0.28**	0.38**	0.12(*p*=0.24)
	R2	0.15	0.20	0.59	0.44	0.33	0.13
	Adjusted R2	0.13	0.18	0.58	0.43	0.32	0.11

Note. CC-Chinese Consumers, CI-Chinese Immigrants, **$p \leqq 0.001$, *$p \leqq 0.01$

Table 5

Summary of Direct Effects Results

Relationships			Coefficient	Hypotheses	Results
Cultural pride (Chinese Consumers)	⟶	Purchase Intention	0.25*	H1a	Supported
Cultural pride (Chinese Immigrants)	⟶	Purchase Intention	0.32**	H1b	Supported
Cultural Compatibility (Chinese Consumers)	⟶	Purchase Intention	0.45**	H2a	Supported
Cultural Compatibility (Chinese Immigrants)	⟶	Purchase Intention	0.60**	H2b	Supported
Cultural Elements Authenticity (Chinese Consumers)	⟶	Purchase Intention	0.36**	H3a	Supported
Cultural Elements Authenticity (Chinese Immigrants)	⟶	Purchase Intention	0.32*	H3b	Supported

Note. $**p \leqq 0.001$, $*p \leqq 0.01$

4.5. Moderation Effect

The moderation test followed the methods and procedures of Sharma, Durand, and Gur-Arie (1981). First, the moderators were tested to see if they significantly interacted with the dependent variable by using the Moderated Regression Analysis (MRA) method. From this step, the results demonstrate that the acculturation has no moderation effect on the relationship between cultural elements authenticity and purchase intention ($p=0.997$, B=0). Meanwhile, the interacting effect of cultural elements authenticity and acculturation was examined. In order to eliminate the problem of multicollinearity, the standardized value of the independent variable and moderators were used. The result shows the same result; there is no moderation effect between cultural

authenticity and purchase intention ($p>0.1$). Thus the H5 is not supported. On the contrary, the moderation effect of acculturation on cultural pride and purchase intention can be processed to the subgroup analysis (no significant interaction with predictor and criterion variable). First, the acculturation scores were sorted according to ascending order, and were trichotomously divided into "high", "moderate" and "low". Afterward split the file to get the regression results. The results show that acculturation effect of the "low" group is not significant ($p=0.93$), but the acculturation effect of "moderate" and "high" groups are significant ($p<0.01$, $\beta moderate=0.57$, $\beta high=0.52$). According to the results (Figure 2), the acculturation effect on cultural pride to purchase intention is a non-linear regression effect. The "moderate" group has the highest coefficient and strongest acculturation effect; therefore, H5 is partially supported.
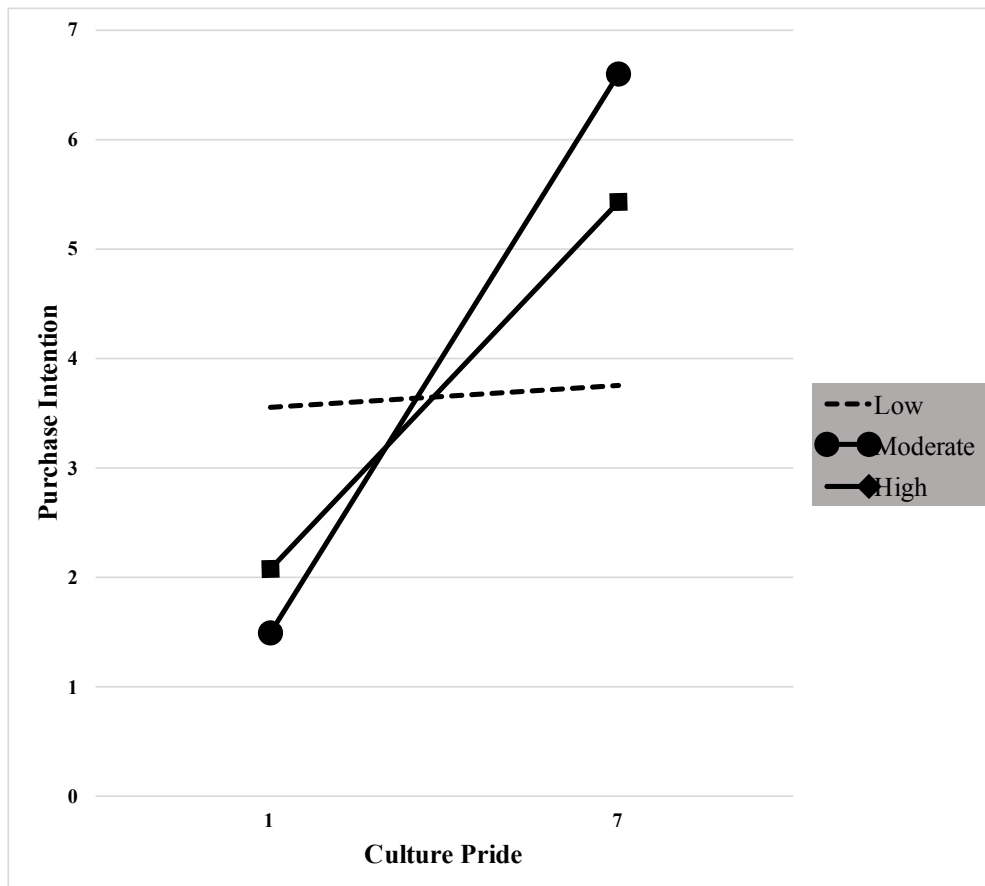

Figure 2 The Subgroup Analysis result: Moderation effect of Acculturation on the Relationship between Cultural Pride and Purchase Intention

5. DISCUSSION

This study illustrates the crucial factors that influence purchase intention towards the global brands' products using Chinese elements. First, Chinese consumers and Chinese immigrants who feel more pride in their culture will buy more products with Chinese elements for self-expression. Especially when the Chinese elements are used in the global brands' products, consumers are willing to put their pride sentiments into the products to manifest their cultural identity. Schlosser and Shavitt (2002) believe that the way people choose fashion cloth and their attitude towards fashion can be influenced by ethnic identity and patriotic emotion. With the renaissance of Chinese traditional culture, increasing Chinese consumers and immigrants are more likely to use the traditional elements to express their patriotic image to others. This trend provides an opportunity for global brands to localize their brands and products into the Chinese market. This opportunity is a double-edged sword. If the brands use Chinese elements properly and congruent with their brand image, it is good for the brands to promote their products and to attract more Chinese consumers. If not, the brands may lose their prestige and market share. Secondly, Masuda *et al.* (2008) assert that it is hard for people from a culture to understand the cultural elements and images from another culture. China, as a country of thousands year history, the culture system is huge and may have tremendous different with other Asian countries. Global brands need to know better the Chinese culture and scrupulously use the cultural elements in their products for the sake of cultural compatibility. Because cultural compatibility directly relates to purchase intention, the products with high cultural compatibility are more likely to be purchased by Chinese consumers and Chinese immigrants abroad. Thirdly, the cultural elements authenticity is first studied in this research. Both the Chinese consumers and the Chinese immigrants are more likely to buy the products using traditional Chinese color, pattern, motif, and design, as well as the elements that conform to their cultural knowledge and historical value. Those are the criteria for high authentic products. It is worth mentioning that acculturation effect of Chinese immigrants on the relationship between cultural pride and purchase intention is a non-linear moderation effect. Iwamasa (1996) mentioned the similar argument that the relationship between the acculturation and the ethnical pride is not linear. When Chinese immigrants of North America have low acculturation, the effect is not significant and can be considered as no moderation effect. When the immigrants are not strongly acculturating into the local culture, their ethnic identity, their living habits, and their thinking styles are closer to the host culture;

Therefore, their attitude and intention are similar to the Chinese consumers. With more assimilation into the North American culture, if the Chinese immigrants feel more pride in the host culture, they will buy more global brands' products with Chinese elements. However, for the immigrants who have high levels of acculturation, the cultural pride is fading, and the purchase intention drops correspondingly.
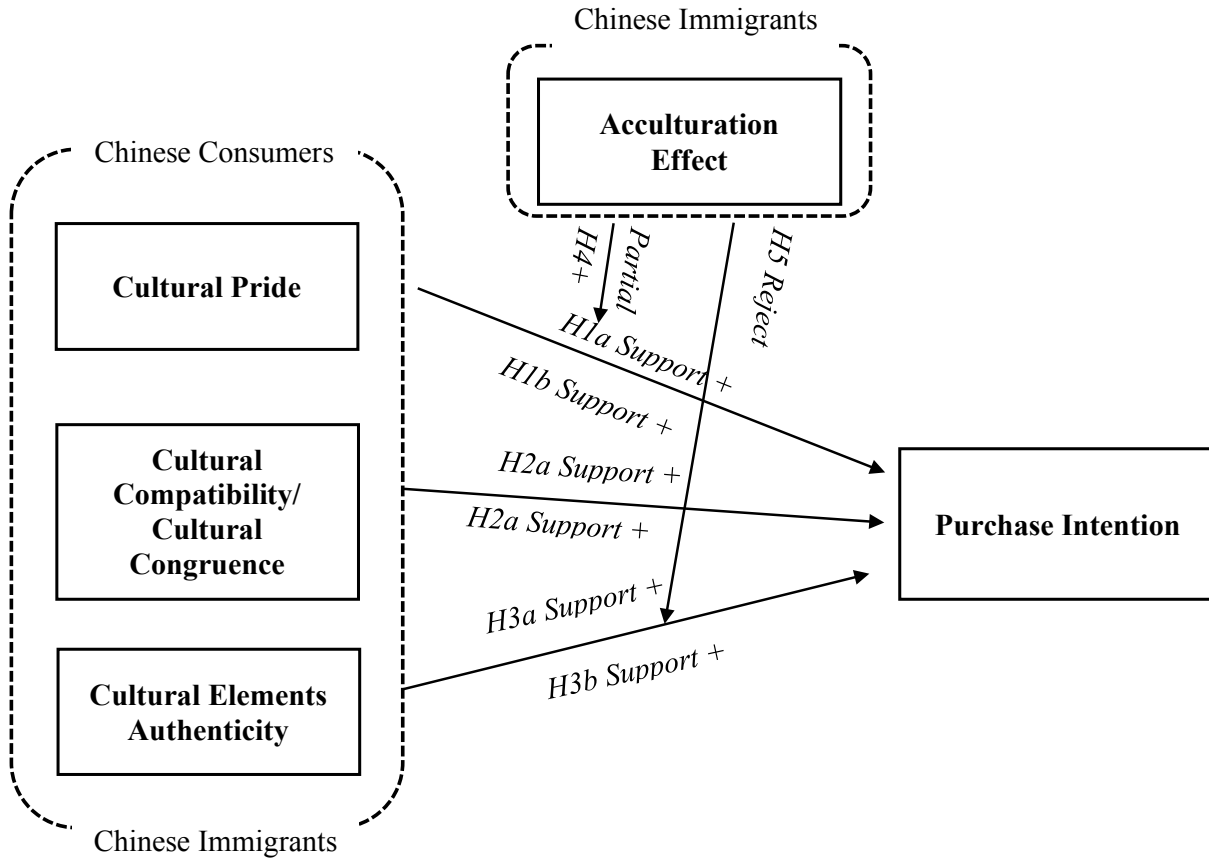

Figure 3 The Model with Hypotheses Results

6. CONTRIBUTION

6.1. Theoretical Contributions

First, compared to the previous research (Liu and Xing, 2017; He and Wang, 2015) that studied the antecedents of purchase intention towards the global brands' products using Chineses elements separately, this research studies the three antecedents (cultural pride, cultural

compatibility, and Chinese elements authenticity) together and helps better understand the Chinoiserie strategy of global brands. The study of the three main factors influencing the purchase intention gives a comprehensive understanding of global brands using Chinese elements.

Second, the Chinese elements authenticity is studied for the first time in this research, and the related scales are developed to measure the Chinese elements authenticity. Two different factors are involved in measuring the Chinese elements authenticity, which are aesthetics and cultural/historical integrity, according to the research of Littrell *et al.* (1993) and Lee *et al*. (2017).

Last but not the least, the acculturation effect is studied in this research, giving a comprehensive understanding of the global brands using Chinese elements. The acculturation effect works on the relationship between cultural pride and purchase intention. It is interesting to find that the moderation effect of the acculturation is non-linear. According to the finding, those Chinese immigrants who have "moderate" acculturation have the strongest willingness to buy these global brands' products compared to the "low" and the "high" acculturation groups.

6.2. Managerial Contributions

First, with the development of China and with the irresistible attraction of its significant market size, a large number of global brands are using Chinese elements to attract Chinese consumers. Some of them are successful, but some of them are not. Porter (1998) stresses that it is vital for the companies to thoroughly understand the culture before they market to specific ethnic groups. The study of the factors (cultural pride, cultural compatibility, and Chinese elements authenticity) can give global brands hints, what should be paid attention to when they design and launch new products that use Chinese elements. The connotation evoked by the elements of the products should be compatible with the existing Chinese consumers' perceptions. Meanwhile, the use of Chinese elements should be authentic. After doing so, the products can be accepted by the Chinese consumer, and the purchase intention can be improved accordingly.

Second, when global brands release the products that have Chinese elements, China is not their only market. The products are often released to the global markets. It is essential to know

that if the Chinese immigrants have the same consumption needs of the products with cultural elements with the Chinese consumers. Different marketing tactics and different marketing strategies should apply to different consumer needs (Ogden, Ogden & Schau, 2004). The study of the acculturation effect can help global brands better understand the differences between Chinese consumers and Chinese immigrants; therefore, deciding the products volume in different markets. For the immigrants with high levels of acculturation, the purchase intention toward these products with cultural elements drops. If companies can know that the general acculturation effect of immigrants in a specific market is high, they can reduce the product's launch in that market. On the other hand, sometimes, when brands launch new products with the Chinese elements, they only launch the products in the Chinese market. By doing so, the company may lose their profit in the foreign markets, because the immigrants who are not deeply acculturated into the local culture still have a strong willingness to buy the products with Chinese elements to express the pride of their Chinese identity.

7.   LIMITATION AND FUTURE RESEARCH

This research only studies the purchase intention of fashion accessories, such as purses, shoes, scarfs, wallets, etc. However, there are other categories of products that also deserve to be studied in future research. Several global brands use Chinese elements on the product packaging during the Chinese lunar new year, for example, beverage companies like Coke Cola, Pepsi; cosmetic companies like Givenchy, Armani, etc. The packaging authenticity and culture compatibility of these can also be studied in future research. Global brands not only use the Chinese elements on tangible products but also in advertisement. Every year Coke Cola launches special TV advertising for the Chinese New Year on mainstream media. The ads are considered successful, because the music, the elements, and the color they use conform to the Chinese understanding of Chinese culture. On the contrary, Toyota launched a print ad for the new model Prado in the Chinese market, but the slogan and the picture they used had some humiliating meaning (Wang, Ye & Yang, 2017). This is a failing case of the advertising using Chinese elements. Thus, the cultural elements authenticity of advertisements are also worthy of study in future research.

Second, this research only focuses on the reaction of Chinese consumers and Chinese immigrants to products with Chinese elements. The reaction of foreign consumers to global brand products using Chinese elements is also an interesting topic. The Universalism (Bhawuk & Brislin, 1992; Cho & Lee, 2013), world-mindedness (Cho & Lee, 2013) and novelty seeking (Lee, Kim, Seock, & Cho, 2009) are considered related to the attitude towards the cultural products and can be examined in future research.

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CONSENT FORM

English Version

INFORMATION AND CONSENT FORM

Study Title: Understanding Chinese Consumers' and Chinese Immigrants' Purchase Intention of
Global Brands Using Chinese Elements
Researcher: Muxin Shao
Researcher's Contact Information: shaomuxin@gmail.com
Faculty Supervisor: Michel Laroche
Faculty Supervisor's Contact Information: Michel.laroche@concordia.ca
Source of funding for the study:

You are being invited to participate in the research study mentioned above. This form provides
information about what participating would mean. Please read it carefully before deciding if you
want to participate or not. If there is anything you do not understand, or if you want more
information, please ask the researcher.

A.   PURPOSE

The purpose of the research is to study the factors that influence the purchase intention of
Chinese consumers and Chinese immigrants towards global brands using Chinese elements.

B.   PROCEDURES

If you participate, you will be asked to answer different questions about your perceptions and
preferences, and demographics for this study

In total, participating in this study will take approximately 10 minutes.

C.   RISKS AND BENEFITS

There are no risks associated with participating in this research, and this research is not intended
to benefit you personally.

D. CONFIDENTIALITY

We will gather the following information as part of this research: your perception and
preferences towards global brands using Chinese elements, your self-cognition of your culture,
and your demographics.

We will not allow anyone to access the information, except people directly involved in conducting the research. We will only use the information for the purposes of the research described in this form.

The information gathered will be anonymous. That means that it will not be possible to make a link between you and the information you provide.

We will protect the information by saving the final data information in the personal laptop and archiving the information, only the researchers can access the information.

We intend to publish the results of the research. However, it will not be possible to identify you in the published results.

We will destroy the information five years after the end of the study.

F.   CONDITIONS OF PARTICIPATION

You do not have to participate in this research. It is purely your decision. If you do participate, you can stop at any time. You can also ask that the information you provided not be used, and your choice will be respected. If you decide that you don't want us to use your information, you must tell the researcher [within one month after you receive the questionnaire.

There are no negative consequences for not participating, stopping in the middle, or asking us not to use your information.

G. PARTICIPANT'S DECLARATION

I have read and understood this form. I have had the chance to ask questions and any questions have been answered. I agree to participate in this research under the conditions described.

ELECTRONIC CONSENT: Please select your choice below. You may print a copy of this consent form for your records. Clicking on the "Agree" button indicates that

You have read the above information
You voluntarily agree to participate

☐ Agree

☐ Disagree

If you have questions about the scientific or scholarly aspects of this research, please contact the researcher. Their contact information is on page 1. You may also contact their faculty supervisor.

If you have concerns about ethical issues in this research, please contact the Manager, Research Ethics, Concordia University, 514.848.2424 ex. 7481 or oor.ethics@concordia.ca.

Chinese Version

信息和同意书
研究题目：了解中国消费者和中国移民使用中国元素购买全球品牌的意图
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该研究的资金来源：
您被邀请参加上述研究。此表单提供有关参与意义的信息。在决定是否参加之前，请仔细阅读。如果有任何您不理解的内容，或者您想了解更多信息，请咨询研究人员。
A.目的
研究的目的是研究影响中国消费者和中国移民对于使用中国元素的国际品牌的购买意愿的因素。
B.程序
如果您参加，您将被要求回答有关您的感知和偏好以及本研究的人口统计学的不同问题。总的来说，参与这项研究大约需要 5 分钟。
C.风险和福利 参与本研究没有任何风险，本研究并非旨在使您个人受益。
D.保密 作为本研究的一部分，我们将收集以下信息：您对使用中国元素的全球品牌的认知和偏好，您对自己文化的自我认知以及您的基本信息。 除直接参与研究的人员外，我们不允许任何人访问这些信息。我们仅将此信息用于本表所述研究的目的。 收集的信息将是匿名的。这意味着您无法在您与您提供的信息之间建立链接。 我们将通过将最终数据信息保存在个人笔记本电脑中并存档信息来保护信息，只有研究人员才能访问这些信息。 我们打算公布研究结果。但是，无法在已发布的结果中识别您。 我们将在研究结束五年后销毁这些信息。
E.参与条件 您不是强制性的参与此研究。这纯粹是你的决定。如果您参加，您也可以选择随时停止。您也可以要求不使用您提供的信息，并且您的选择将得到尊重。如果您决定不希望我们使用您的信息，您必须在收到调查问卷后的一个月内告诉研究人员。 不参与，中止作答或要求我们不使用您的信息不会产生负面影响。
F.参与者的声明 我已阅读并理解此表格。我有机会提问，任何问题都已得到解答。我同意在所描述的条件下参与这项研究。 如果您同意，请选择下一页继续答题；如您不同意，您可以直接退出此问卷。
如果您对本研究的科学或学术方面有疑问，请联系研究员。他们的联系信息在第 1 页。您也可以联系他们的教师主管。 如果您对本研究中的伦理问题有疑虑，请联系 Concordia 大学研究伦理经理，514.848.2424 ex。 7481 或 oor.ethics@concordia.ca。

Questionnaires

Cultural Pride and Purchase Intention (Chinese Consumers)

1. 我的中国文化背景对我的生活有着最积极的影响 [单选题] *

完全不同意　　○1　　○2　　○3　　○4　　○5　　○6　　○7　　完全同意

2. 我非常依恋于中国文化的各个方面 [单选题] *

完全不同意　　○1　　○2　　○3　　○4　　○5　　○6　　○7　　完全同意

3. 我非常自豪我的中国文化背景 [单选题] *

完全不同意　　○1　　○2　　○3　　○4　　○5　　○6　　○7　　完全同意

4. 我总是倾向于把我自己从我的中国文化背景中疏离 [单选题] *

完全同意　　○1　　○2　　○3　　○4　　○5　　○6　　○7　　完全不同意

5.
请根据上述产品图片，回答下列问题（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○

我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

6. 我对于上述图片中的品牌 [矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没经验	○	○	○	○	○	○	○	非常有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

7. 看到此题，请选答案 C [单选题] *

○A

○B

○D

○C

8. 您的年龄段：[单选题] *

○18 岁以下　　○18~25　　○26~30　　○31~40　　○41~50　　○51~60　　○60 以上

9. 您目前从事的职业：[单选题] *

○全日制学生

○生产人员

○销售人员

○市场/公关人员

○客服人员

○行政/后勤人员

○人力资源

○财务/审计人员

○文职/办事人员

○技术/研发人员

○管理人员

○教师

○顾问/咨询

○专业人士(如会计师、律师、建筑师、医护人员、记者等)

○其他

10. 您的性别： [单选题] *

○男　　　　○女

11. 您的家庭月收入是？ [单选题] *

○3000 元以下

○3000-8000 元

○8000-13000 元

○13000-18000 元

○18000－23000 元

○23000 元以上

12. 您的教育程度是？[单选题]

○高中

○大学本科

○研究生

○博士

○其他（请注明）_____

Cultural Pride and Purchase Intention (Chinese Immigrants)

1. 请问您在美国（或加拿大）现在的身份是？[单选题] *
○持绿卡（枫叶卡）的永久居民

○美国（加拿大）国籍

○持工作签证的工作人士

○持学生签证的学生

○出生在美国（加拿大）（请跳至第问卷末尾，提交答卷）

2. 您在美国（或加拿大）多久？[单选题] *
○1 年以下

○1-3 年

○3-5 年

○5-10 年

○10－20 年

○20 年以上

3. 我的中国文化背景对我的生活有着最积极的影响。（1 代表完全不同意，7 代表完全同意）[单选题] *
完全不同
意   ○1   ○2   ○3   ○4   ○5   ○6   ○7   完全同意

4. 我非常依恋于中国文化的各个方面。（1 代表完全不同意，7 代表完全同意）[单选题] *

| 完全不同意 | ○1 | ○2 | ○3 | ○4 | ○5 | ○6 | ○7 | 完全同意 |

5. 我非常自豪我的中国文化背景。（1 代表完全不同意，7 代表完全同意）[单选题] *

| 完全不同意 | ○1 | ○2 | ○3 | ○4 | ○5 | ○6 | ○7 | 完全同意 |

6. 我总是倾向于把我自己从我的中国文化背景中疏离。（1 代表完全同意，7 代表完全不同意）[单选题] *

| 完全同意 | ○1 | ○2 | ○3 | ○4 | ○5 | ○6 | ○7 | 完全不同意 |

7.
请根据上述产品图片，回答下列问题（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

8. 我对于上述图片中的品牌 [矩阵量表题] *

	1	2	3	4	5	6	7	

不熟悉	○	○	○	○	○	○	○	熟悉
没经验	○	○	○	○	○	○	○	非常有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

9. 请根据您的实际情况，回答一下问题。（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
在我生气的时候我会讲英语	○	○	○	○	○	○	○
当与家人谈及个人及情感问题时，我会用英语	○	○	○	○	○	○	○
我会在家庭聚会时说英语	○	○	○	○	○	○	○
我用英语与我的配偶交谈	○	○	○	○	○	○	○

10. 请根据您的实际情况，回答以下问题。（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
我所阅读的报纸杂志大多数是英语的	○	○	○	○	○	○	○
我看的电影或者视频大多数是英语的	○	○	○	○	○	○	○

11. 请根据您的实际情况，回答以下问题。（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
我大多数的朋友是讲英	○	○	○	○	○	○	○

语的美国人（或加拿大人）							
我参加由美国人（或加拿大人）的教会或团体所举办的活动	○	○	○	○	○	○	○
到我家作客的人大部分是说英语的美国人（或加拿大人）	○	○	○	○	○	○	○
我经常到说英语的美国人（或加拿大人）家里作客	○	○	○	○	○	○	○
我最亲近的朋友是美国人（或加拿大人）	○	○	○	○	○	○	○

12. 看到此题，请选答案 C [单选题] *

○A

○B

○D

○C

13. 您的年龄段：[单选题] *

○18 岁以下　　○18~25　　○26~30　　○31~40　　○41~50　　○51~60　　○60 以上

14. 您目前从事的职业：[单选题] *

○全日制学生

○生产人员

○销售人员

○市场/公关人员

○客服人员

○行政/后勤人员

○人力资源

○财务/审计人员

○文职/办事人员

○技术/研发人员

○管理人员

○教师

○顾问/咨询

○专业人士(如会计师、律师、建筑师、医护人员、记者等)

○其他

15. 您的性别： [单选题] *

○男　　　　　○女

16. 您的家庭年收入是？ [单选题] *

○$20,000 以下

○$20,000-$34,999

○$35,000-$49,999

○$50,000-$74,999

○$75,000-$99,999

○$100,000 以上

17. 您的教育程度是？ [单选题]

○高中

○大学本科

○研究生

○博士

○其他 （请注明） _____

18. 此问卷的提交代码是：Concordia123。请将此代码填写到 Amazon 页面的对话框中。感谢您的宝贵时间，点击"是"结束问卷。 [单选题] *

○是

○退出问卷

Cultural Compatibility and Cultural Elements Authenticity (Chinese Consumers)

1. 我的中国文化背景对我的生活有着最积极的影响 [单选题] *

完全不同意　　○1　　　○2　　　○3　　　○4　　　○5　　　○6　　　○7　　　完全同意

2. 我非常依恋于中国文化的各个方面 [单选题] *

完全不同意　　○1　　　○2　　　○3　　　○4　　　○5　　　○6　　　○7　　　完全同意

3. 我非常自豪我的中国文化背景 [单选题] *

完全不同意　　○1　　　○2　　　○3　　　○4　　　○5　　　○6　　　○7　　　完全同意

4. 我总是倾向于把我自己从我的中国文化背景中疏离 [单选题] *

完全同意　　○1　　　○2　　　○3　　　○4　　　○5　　　○6　　　○7　　　完全不同意

5.

请根据上述产品图片选择最符合的选项：1 代表完全不同意，7 代表完全同意[矩阵量表题] *

	1	2	3	4	5	6	7
这个产品运用了传统的中国颜色	○	○	○	○	○	○	○
这个产品采用了传统的中国设计	○	○	○	○	○	○	○
这个产品颜色很漂亮	○	○	○	○	○	○	○

这个产品看起来很美观	○	○	○	○	○	○	○
这个产品运用了传统的中国元素	○	○	○	○	○	○	○
这个产品运用了传统的中国图案和花纹	○	○	○	○	○	○	○
这个产品符合我对于中国文化的了解	○	○	○	○	○	○	○
这个产品符合我的历史价值观	○	○	○	○	○	○	○

6. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

7. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

8.

请根据上述产品图片选择最符合的选项：1 代表完全不同意，7 代表完全同意[矩阵量表题] *

	1	2	3	4	5	6	7
这个产品运用了传统的中国颜色	○	○	○	○	○	○	○
这个产品采用了传统的中国设计	○	○	○	○	○	○	○
这个产品颜色很漂亮	○	○	○	○	○	○	○
这个产品看起来很美观	○	○	○	○	○	○	○
这个产品运用了传统的中国元素	○	○	○	○	○	○	○
这个产品运用了传统的中国图案和花纹	○	○	○	○	○	○	○
这个产品符合我对于中国文化的了解	○	○	○	○	○	○	○

这个产品符合我的历史价值观	○	○	○	○	○	○	○

9. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

10. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

11.
我认为上述产品中的国际品牌和其所运用的中国元素是......(1 代表完全不同意，7 代表完全同意)[矩阵量表题] *

	1	2	3	4	5	6	7
一致的	○	○	○	○	○	○	○
兼容的	○	○	○	○	○	○	○

Nike 耐克 Air Foamposite One "Tianjin" 天津喷篮球鞋

12. 我认为上述产品的国际品牌和其所运用的中国元素是矛盾的。（1 代表完全赞同，7 代表完全不赞同）[单选题] *

完全赞同　　○1　　　　○2　　　　○3　　　　○4　　　　○5　　　　○6　　　　○7　　　　完全不赞同

13. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

14. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

15.
我认为上述产品中的国际品牌和其所运用的中国元素是......(1 代表完全不同意，7 代表完全同意)[矩阵量表题] *

	1	2	3	4	5	6	7
一致的	○	○	○	○	○	○	○
兼容的	○	○	○	○	○	○	○

Gucci 古琦 Dionysus 系列酒神手袋

16. 我认为上述产品的国际品牌和其所运用的中国元素是矛盾的。（1 代表完全赞同，7 代表完全不赞同）[单选题] *

完全赞同　　○1　　　　○2　　　　○3　　　　○4　　　　○5　　　　○6　　　　○7　　　　完全不赞同

17. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

18. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

19. 看到此题，请选择答案 C [单选题] *

○A

○C

○B

○D

20. 您的性别：[单选题] *

○男　　　　○女

21. 您目前从事的职业：[单选题] *

○全日制学生

○生产人员

○销售人员

○市场/公关人员

○客服人员

○行政/后勤人员

○人力资源

○财务/审计人员

○文职/办事人员

○技术/研发人员

○管理人员

○教师

○顾问/咨询

○专业人士(如会计师、律师、建筑师、医护人员、记者等)

○其他

22. 您的年龄段： [单选题] *

○18 岁以下　　○18~25　　　○26~30　　　○31~40　　　○41~50　　　○51~60　　　○60 以上

23. 您的家庭月收入是？[单选题]

○3000 元以下

○3000-8000 元

○8000-13000 元

○13000－18000 元

○18000-23000 元

○23000 元以上

24. 您的学历是？[单选题]

○高中

○大学本科

○研究生

○博士

○其他（请注明）_____ *

Cultural Compatibility and Cultural Elements Authenticity (Chinese Immigrants)

1. 请问您在美国（或加拿大）现在的身份是？[单选题] *

○持绿卡（枫叶卡）的永久居民

○美国（加拿大）国籍

○持工作签证的工作人士

○持学生签证的学生

○出生在美国（加拿大）(请跳至第问卷末尾，提交答卷)

2. 中国的中秋节传统美食是？[单选题] *

○饺子

○月饼

○粽子

○火锅

3. 您在美国（或加拿大）多久？[单选题] *

○1 年以下

○1-3 年

○3-5 年

○5-10 年

○10–20 年

○20 年以上

4.

请根据上述产品图片选择最符合的选项：1 代表完全不同意，7 代表完全同意[矩阵量表题] *

	1	2	3	4	5	6	7
这个产品运用了传统的中国颜色	○	○	○	○	○	○	○
这个产品采用了传统的中国设计	○	○	○	○	○	○	○
这个产品颜色很漂亮	○	○	○	○	○	○	○
这个产品看起来很美观	○	○	○	○	○	○	○
这个产品运用了传统的中国元素	○	○	○	○	○	○	○
这个产品运用了传统的	○	○	○	○	○	○	○

中国图案和花纹							
这个产品符合我对于中国文化的了解	○	○	○	○	○	○	○
这个产品符合我的历史价值观	○	○	○	○	○	○	○

5. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

6. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验

完全没有了解	○	○	○	○	○	○	○	非常了解

7.

请根据上述产品图片选择最符合的选项：1代表完全不同意，7代表完全同意[矩阵量表题] *

	1	2	3	4	5	6	7
这个产品运用了传统的中国颜色	○	○	○	○	○	○	○
这个产品采用了传统的中国设计	○	○	○	○	○	○	○
这个产品颜色很漂亮	○	○	○	○	○	○	○
这个产品看起来很美观	○	○	○	○	○	○	○

这个产品运用了传统的中国元素	○	○	○	○	○	○	○
这个产品运用了传统的中国图案和花纹	○	○	○	○	○	○	○
这个产品符合我对于中国文化的了解	○	○	○	○	○	○	○
这个产品符合我的历史价值观	○	○	○	○	○	○	○

8. 请根据上述产品，回答以下问题，1代表完全不会，7代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

9. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

10.

我认为上述产品中的国际品牌和其所运用的中国元素是......(1 代表完全不同意，7 代表完全同意)[矩阵量表题] *

	1	2	3	4	5	6	7
一致的	○	○	○	○	○	○	○
兼容的	○	○	○	○	○	○	○

Nike 耐克 Air Foamposite One ”Tianjin“ 天津喷篮球鞋

11. 我认为上述产品的国际品牌和其所运用的中国元素是**矛盾的**。（1 代表完全赞同，7 代表完全不赞同）
[单选题] *

完全赞同　○1　　　　○2　　　　○3　　　　○4　　　　○5　　　　○6　　　　○7　　完全不赞同

12. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7

我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○
我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

13. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

14.

我认为上述产品中的国际品牌和其所运用的中国元素是......(1 代表完全不同意，7 代表完全同意)[矩阵量表题] *

	1	2	3	4	5	6	7
一致的	○	○	○	○	○	○	○
兼容的	○	○	○	○	○	○	○

Gucci 古琦 Dionysus 系列酒神手袋

15. 我认为上述产品的国际品牌和其所运用的中国元素是**矛盾的**。（1 代表完全赞同，7 代表完全不赞同）[单选题] *

完全赞同　○1　　　　○2　　　　○3　　　　○4　　　　○5　　　　○6　　　　○7　　完全不赞同

16. 请根据上述产品，回答以下问题，1 代表完全不会，7 代表完全会[矩阵量表题] *

	1	2	3	4	5	6	7
我有极大的可能性去购买上述图片中的产品	○	○	○	○	○	○	○

我可能会购买上述图片中的产品	○	○	○	○	○	○	○
我有很强的意愿去购买上述图片中的产品	○	○	○	○	○	○	○

17. 我对于上述图片中的品牌[矩阵量表题] *

	1	2	3	4	5	6	7	
不熟悉	○	○	○	○	○	○	○	熟悉
没有经验	○	○	○	○	○	○	○	有经验
完全没有了解	○	○	○	○	○	○	○	非常了解

18. 看到此题，请选择答案 C [单选题] *

○A

○C

○B

○D

19. 请根据您的实际情况，回答一下问题。（1 代表完全不同意，7 代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
在我生气的时候我会讲英语	○	○	○	○	○	○	○

当与家人谈及个人及情感问题时，我会用英语	○	○	○	○	○	○	○
我会在家庭聚会时说英语	○	○	○	○	○	○	○
我用英语与我的配偶交谈	○	○	○	○	○	○	○

20. 请根据您的实际情况，回答一下问题。（1代表完全不同意，7代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
我所阅读的报纸杂志大多数是英语的	○	○	○	○	○	○	○
我看的电影或者视频大多数是英语的	○	○	○	○	○	○	○

21. 请根据您的实际情况，回答一下问题。（1代表完全不同意，7代表完全同意）[矩阵量表题] *

	完全不同意	2	3	4	5	6	完全同意
我大多数的朋友是讲英语的美国人	○	○	○	○	○	○	○

（或加拿大人）	○	○	○	○	○	○	○
我参加由美国人（或加拿大人）的教会或团体所举办的活动	○	○	○	○	○	○	○
到我家作客的人大部分是说英语的美国人（或加拿大人）	○	○	○	○	○	○	○
我经常到说英语的美国人（或加拿大人）家里作客	○	○	○	○	○	○	○
我最亲近的朋友是美国人（或加拿大人）	○	○	○	○	○	○	○

22. 您的性别： [单选题] *

○男　　　　○女

23. 您目前从事的职业： [单选题] *

○全日制学生

○生产人员

○销售人员

○市场/公关人员

○客服人员

○行政/后勤人员

○人力资源

○财务/审计人员

○文职/办事人员

○技术/研发人员

○管理人员

○教师

○顾问/咨询

○专业人士(如会计师、律师、建筑师、医护人员、记者等)

○其他

24. 您的年龄段： [单选题] *

○18 岁以下　　○18~25　　　○26~30　　　○31~40　　　○41~50　　　○51~60　　　○60 以上

25. 您的家庭年收入是？ [单选题]

○$20,000 以下

○$20,000-$34,999

○$35,000-$49,999

○$50,000-$74,999

○$75,000-$99,999

○$100,000 以上

26. 您的学历是？ [单选题]

○高中

○大学本科

○研究生

○博士

○其他（请注明）_____ *

27. 此问卷的提交代码是：Concordia999。请将此代码填写到 Amazon 页面的对话框中。感谢您的宝贵时间，**点击"是"结束问卷。** [单选题] *

○是

○退出问卷