

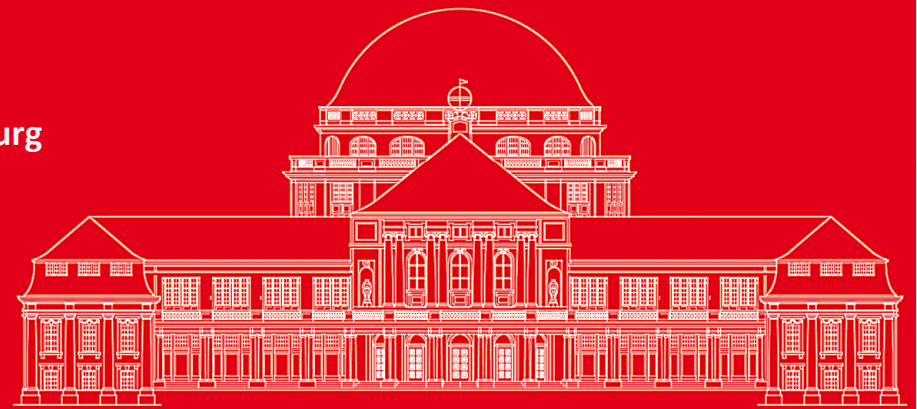


Universität Hamburg
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The Impact of Culture on Mobile Service Adoption & Usage

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(with T. Mandler, R. Seifert, I. Knuth & R. Kunz)

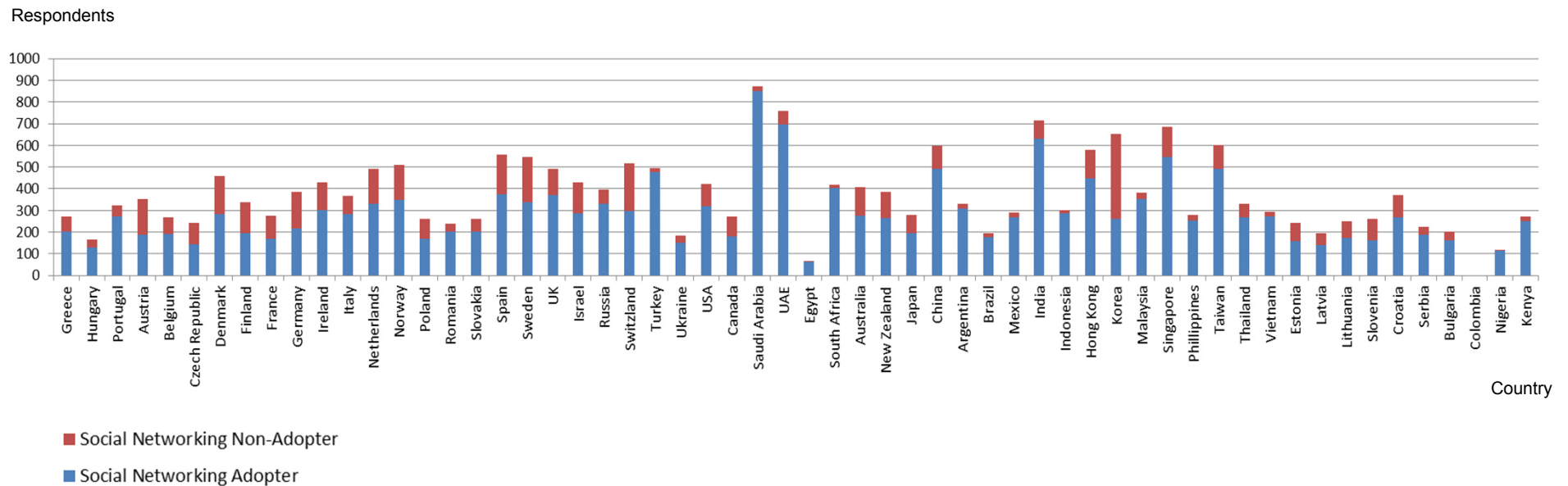


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1. Introduction

Cross-Country Differences in Adoption of **Social Networking** as a Mobile Service

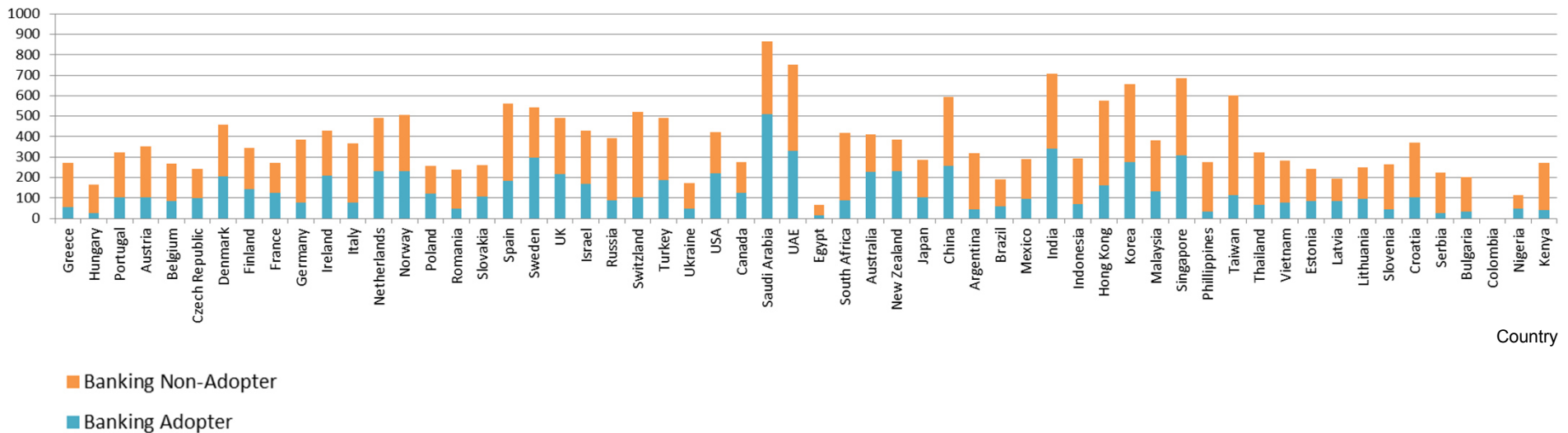




1. Introduction

Cross-Country Differences in Adoption of **Banking** as a Mobile Service

Respondents





2. Research Questions

What is the effect of cultural values (at the national level)

(1) on consumers' mobile service **adoption**?

(2) on consumers' **usage intensity** of mobile services?



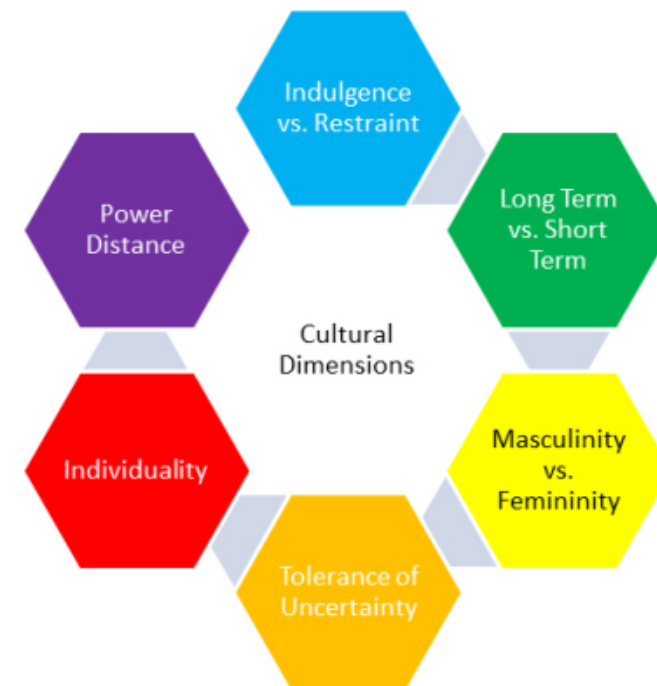
3. Definitions

Culture:

the collective programming of the mind that distinguishes the members of one group or category of people from others (Hofstede, 1980)

Value:

a centrally held, enduring belief which guides actions and judgments across specific situations (Rokeach, 1968)



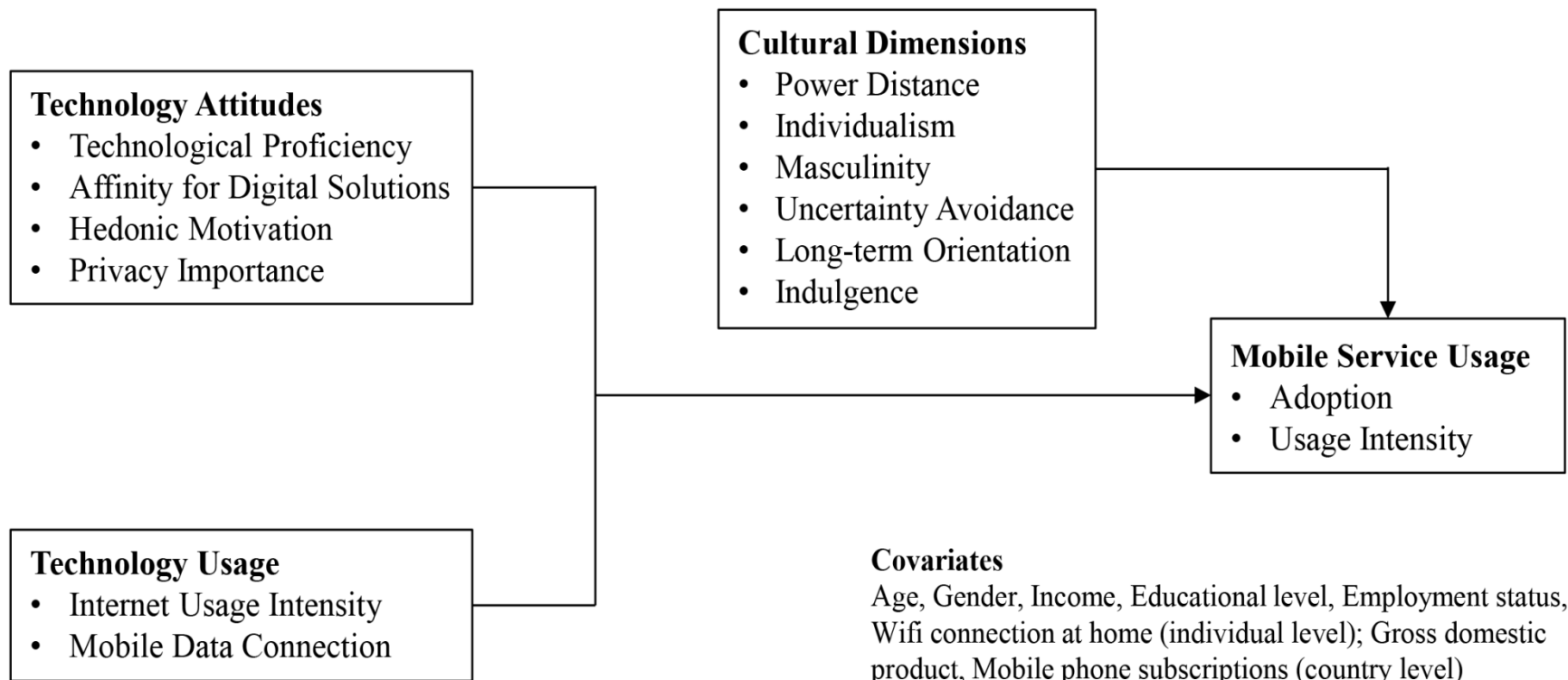


4. Operationalization of „Culture“ following Hofstede

<i>Variable</i>	<i>Description</i>
Power Distance Index (PDI)	the extent to which less powerful members of a society accept and expect that power is distributed unequally
Individualism versus Collectivism (IDV)	the extent to which people are looking after themselves and their immediate family only versus belonging to in-groups that look after them in exchange for loyalty
Masculinity versus Femininity (MAS)	dominant values in a masculine society are achievement and success; the dominant values in a feminine society are caring for others and quality of life
Uncertainty Avoidance Index (UAI)	the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations
Long Term Orientation versus Short Term Normative Orientation (LTO)	the extent to which a society exhibits a pragmatic future-oriented perspective rather than a conventional historic or short-term point of view
Indulgence versus Restraint (IND)	relatively free gratification of basic and natural human desires related to enjoying life and having fun



5. Conceptual Framework





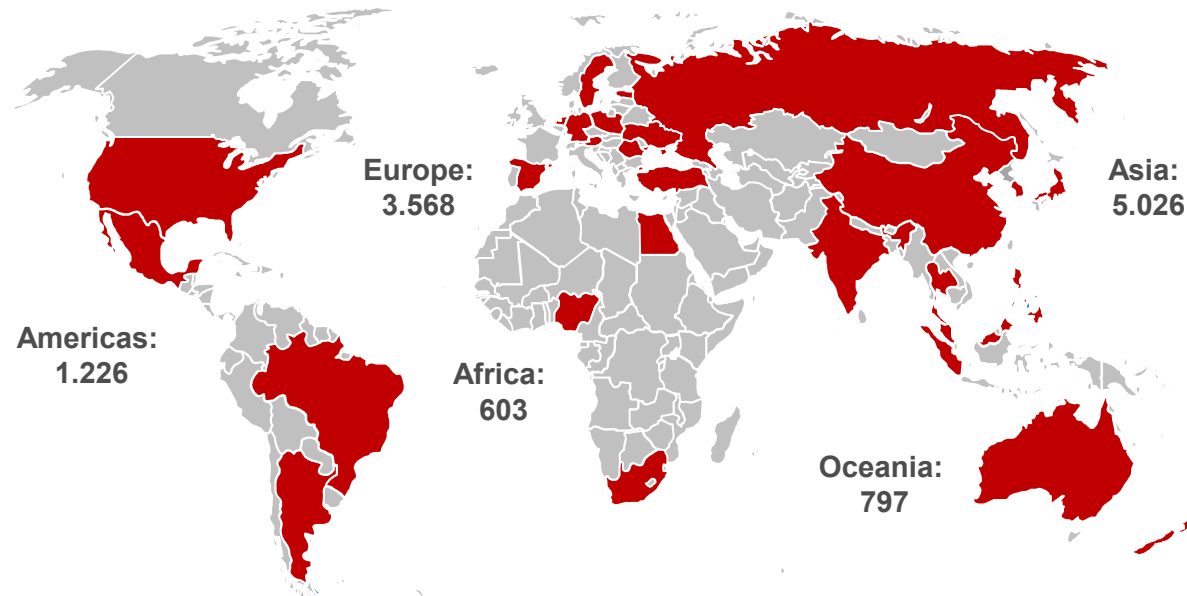
6. Method and Data

Level 1: Connected Consumer Study by Google and TNS (2014)

Individual data on device usage, attitudes, and demographics; Nationally representative for 56 countries (16Y+, n>1.000)

Level 2: World Value Survey (2010-2014) & World Bank (2014)

Aggregated data on countries' cultural values (and more); Nationally representative for 57 countries (18Y+, n>1.000)





7. Results – Adoption

	SOCIAL NETWORKING	INSTANT MESSAGING	GAMING	VIDEO	SHOPPING	PRODUCT INFO	BANKING	PAYMENT
PDI	1.018519	1.025324	1.004694	1.007345	1.000882	1.002644	1.000437	1.006903
UAI	0.994095	0.983438	0.984033	1.000092	0.992893	0.998755	0.990323	0.990528
IDV	0.998503	0.995967	0.980497	0.990299	0.996534	0.999697	1.008115	1.013197
MAS	1.001916	1.011322	1.005039	1.004498	1.010139	1.00674	0.997285	1.002244
LTO	0.984234	0.982044	0.996306	0.996623	1.001787	0.99919	1.003954	1.000053
IND	1.007442	1.004532	1.005531	0.999679	1.000635	0.999024	1.003835	1.000936

- **Power Distance (PDI)** is a positive driver for mobile communication services
- **Masculinity (MAS)** is a positive driver for mobile commerce services
- **Uncertainty Avoidance (UAI)** appears to be a key driver, especially for mobile services that involve direct interactions and/or transactions



7. Results – Usage Intensity

	SOCIAL NETWORKING	INSTANT MESSAGING	GAMING	VIDEO	SHOPPING	PRODUCT INFO	BANKING	PAYMENT
PDI	-0.003044	-0.003063	-0.004357	0.001507	-0.006823	-0.000166	-0.005655	0.002502
UAI	0.003278	0.002578	-0.013355	0.002965	-0.006967	0.004399	-0.002409	0.005945
IDV	-0.004097	-0.003803	-0.021477	-0.007397	-0.008754	-0.002541	0.016892	0.006302
MAS	-0.001212	0.000905	0.002793	-0.001511	0.011771	0.002916	-0.007908	0.000239
LTO	0.002025	0.002506	-0.00306	-0.002139	0.004498	-0.002237	0.005302	0.00068
IND	0.003727	0.000957	0.00235	-0.001983	0.005757	-0.002199	0.009338	0.004219

- Cultural dimensions affect Mobile Banking
- No systematic effects



8. Interpretation

- Adoption is driven by culture, Usage Intensity is not
- **Power Distance** has a positive impact on social networking and instant messaging
 - people might be more reluctant to face-to-face communication in countries with high power distance (Arab countries, South East Asia, Latin America)
- **Masculinity** has a positive impact on Shopping and Product Information (Japan, Hungary)



8. Interpretation

- **Uncertainty Avoidance** has a negative effect for all services that involve exchanges and/or transactions
 - Business activities in Central and Eastern European as well as Latin American countries, Japan and South Korea should go along with marketing efforts aiming at reducing the perceived uncertainty that such a new service might entail



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Thank You!

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