

# A Reexamination of Cultural-Based Effects on Judgment: The Impacts of Consumer Involvement and Product Involvement

Guohua Wu, Xin Liu, and Jing Hu

## Abstract

The study examined the moderating role of consumer and product involvements on product evaluation in a cross-cultural context. A 2 (product involvement: low vs. high) × 2 (time pressure, low vs. high) × 2 (self-construal: independent, interdependent) between-subjects design was used to test the hypotheses. One hundred and ninety-eight subjects participated the study. Results supported a significant interaction effect between self-construal and product involvements. When product involvement levels change from low to high, the increased level of elaboration magnifies the cultural impact on interdependent, but no such effect was observed among independents.

References available upon request.

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G. Wu

Xi'an Jiaotong Liverpool University, Suzhou, China

e-mail: [guohua.wu@xjtlu.edu.cn](mailto:guohua.wu@xjtlu.edu.cn)

X. Liu (✉) • J. Hu

California State Polytechnic University Pomona, Pomona, CA, USA

e-mail: [xinl@cpp.edu](mailto:xinl@cpp.edu); [hu@cpp.edu](mailto:hu@cpp.edu)

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