

Measuring the Independent Effects of NATIONAL Culture and Personality on Marketing Behavior: A Canadian – Korean Comparison using the Cognitive Theory of Strategy ¹

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Abstract

The personality psychology literature has predicted that national culture and personality will have independent effects in cross-cultural research. This position is at variance with the usual approach of comparative management, which has primarily focused on national cultural effects alone. This paper demonstrated empirically the independent effects of culture and personality temperament on the buyer-seller preferences of Canadian and Korean managers. Canadians and Koreans with a logistical temperament shared similarities related to the use of old friend networks, rank and hierarchy, smoothing conflict, and expectations of relationship influence. These personality-based behavioral similarities seemed to ameliorate the more divisive effects of cultural dissimilarity, and increased the probability of successful buyer-seller relationships.

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