



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

بسم الله الرحمن الرحيم



MONA MAGHRABY



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التوثيق الإلكتروني والميكرو فيلم



شبكة المعلومات الجامعية التوثيق الإلكتروني والميكرو فيلم



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جامعة عين شمس

التوثيق الإلكتروني والميكروفيلم

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***Measuring the Role of Personality Traits on
the Relationship between Consumers'
Culture & Their Adoption of New Products***

**قياس دور السمات الشخصية في العلاقة بين ثقافة المستهلكين
وتبنيهم**

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Abstract

Prior research studies have explored the impact of national cultural values on new product adoption behavior, neglecting the ecological fallacy trap and ignoring the individual variations that could be prominent within the same nation. This research is focusing on three foci, firstly to investigate how the youth segment individual cultural orientation differs from the aggregate scores identified by Hofstede (1980, 2001). Secondly, exploring the impact of consumers' individual culture orientation on new product adoption behavior. Thirdly, measuring the role of innate consumer innovativeness and need for uniqueness personality traits on the relationship between individual cultural orientation and new product adoption behavior among the youth segment. The results showed that the youth segment cultural orientation differs significantly from the national tendencies. Moreover, the results revealed that uncertainty avoidance in addition to collectivism individual cultural orientations significantly and positively affect new product adoption behavior. Moreover, the research results showed that consumers' need for uniqueness personality trait has a significant negative effect on the relationship between individual cultural orientation and new product adoption behavior. The research study findings highlight the importance of studying the individual cultural orientation. Further, this research study contributes to extend and enriches the cultural theoretical framework and new product adoption behavior by providing several substantial novel theoretical and practical implications.

Keywords:

National Culture, Individual Cultural Orientation, New Product Adoption Behavior, Consumer Innate Innovativeness Personality Trait, Consumer Need for Uniqueness Personality Trait.

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