Introduction

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Originality

Effects on Persuasion and

Culture and Minority Influence: 13
Expression of dissent

Expression of dissent

in a society that places high value on the rule of conformity (or dissent)
We suggest that in addition to influencing the behavior of the receptor, the outcome of minority influence may be influenced by the extent to which individuals are able to express their views. This is because, when individuals are given the opportunity to express their views, they may be more likely to engage in minority influence attempts. In addition, the extent to which individuals are able to express their views may be influenced by the context in which they are operating. For example, in a group setting, individuals may be more likely to express their views if they feel that their views are valued and respected by others. Conversely, in a more formal setting, individuals may be less likely to express their views if they feel that their views are not valued or respected.

In conclusion, minority influence is a complex process that is influenced by a variety of factors. Understanding these factors can help us to better understand the behavior of individuals and groups, and to develop more effective strategies for influencing behavior.
Figure 13.2A: Influence and minority influence

Figure 13.1: Cultural and minority influence

Our model is centered on the premise that the cultural dimension includes the following factors:

- Cultural awareness
- Cultural sensitivity
- Cultural competence

We analyze the cultural dimension in terms of influence and minority influence.

Minority Influence and Individuation-Collaboration

Contrary to what we have observed in previous studies, the results suggest that they could easily be adapted and applied to the group level. This is a significant finding, as it indicates that the propositions at the individual level of analysis can be extended to the group level.

Research question being addressed in the study in this chapter is to assess our cultural influence and minority influence.

Proposition 1: When exposed to minority influence, those with an individualistic cultural orientation will experience greater persuasion than those with a collectivistic cultural orientation.

In the following two sections, we propose that the type of individualism-collectivism in a culture influences how individuals respond to social norms. In other words, when faced with social norms, people from individualistic cultures may be more likely to conform to those norms than people from collectivistic cultures.

Our framework of explanation of individualism-collectivism has implications for understanding the role of culture and minority influence.
Minority Influence and Power Distance

Proposition 2: When exposed to minority influence, those with an authoritarian orientation will exhibit greater resistance than those with a collectivist one.

Cultural and Minority Influence

Minority Influence and Power Distance

Proposition 2: When exposed to minority influence, those with an authoritarian orientation will exhibit greater resistance than those with a collectivist one.
On the other hand, individuals with a high need for certainty hold superego influence beliefs that are more consistent with the information in the normative context. Their influence beliefs are likely to be more consistent with the information in the situation, which leads to a greater likelihood of their being influenced by the normative context. For example, when a person is in a situation where they need to make a decision, their influence beliefs are likely to be more consistent with the information in the situation, which leads to a greater likelihood of their being influenced by the normative context. This is because their influence beliefs are more consistent with the information in the situation, which leads to a greater likelihood of their being influenced by the normative context.
Cultural and minority influence

Exhibit less orthogonality to the source on the dimensions, and the source's effect will be found in Figure 13.2D. These predictions are thus:

Hypothesis E: When exposed to minority influence, those with a high uncertainty orientation will exhibit less orthogonal differences than those with a low uncertainty orientation.

hypothesis: When exposed to minority influence, those with a high uncertainty orientation will exhibit less orthogonal differences than those with a low uncertainty orientation.

Hypothesis F: Those exposed to minority influence will exhibit less orthogonal differences than those with a low uncertainty orientation.

Minority and cultural influence

Hypothesis G: Those exposed to minority influence will exhibit less orthogonal differences than those with a low uncertainty orientation.

Hypothesis H: Those exposed to minority influence will exhibit less orthogonal differences than those with a low uncertainty orientation.
The influence of cultural factors on decision making and purchase behavior is a significant topic in marketing research. This study explores the role of cultural factors in influencing consumer behavior, particularly in the context of international markets.

**Proposition 1:** Cross-cultural differences in consumer behavior can be explained by the cultural dimensions of power distance, uncertainty avoidance, and masculinity/femininity.

**Proposition 2:** The impact of cultural factors on consumer behavior is mediated by the level of consumer involvement.

**Proposition 3:** The influence of cultural factors on consumer behavior is moderated by the level of globalization.

**Proposition 4:** The influence of cultural factors on consumer behavior is moderated by the level of education.

**Proposition 5:** The influence of cultural factors on consumer behavior is moderated by the level of income.

The study concludes that cultural factors play a crucial role in shaping consumer behavior, and that marketers need to consider these factors when developing marketing strategies for international markets.

**Conclusion:**

The findings of this study suggest that marketers need to be aware of the cultural dimensions that influence consumer behavior. By understanding these dimensions, marketers can develop more effective strategies to target consumers in different cultural contexts.

**Implications for Theory:**

This study contributes to the existing body of knowledge on cultural factors and consumer behavior. It provides a framework for understanding how cultural dimensions influence consumer behavior in international markets.

**Implications for Practice:**

Marketers should consider cultural factors when developing marketing strategies. By understanding the cultural dimensions that influence consumer behavior, marketers can develop more effective strategies to target consumers in different cultural contexts.
NOTE

can be influenced by cultural characteristics. Thus, understanding and appreciating the psychological processes behind such search can enhance user experience in the cultural context. The global search engine can integrate cultural information into its search algorithms, and further expand its proficiency. In conclusion, we recommend exploring cultural factors of interest, and we can leverage the powerful search engine to它的搜索能力，我们能了解其全球文化因素，从而进一步提高其能力。

Our proposed model of cultural influence is a key factor in this context. Further studies are needed to understand the impact of these factors on user behavior and preferences. In the future, we aim to develop a more comprehensive model that incorporates cultural factors and other relevant variables.
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