

**Summaries of Selected Sessions from the
2008 AMA Winter Educators' Conference
(Austin, TX)**

March 2008

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3.3 Global Marketing

International Marketing of Services

Chair:

Saeed Samiee, University of Tulsa
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Discussant:

Sengun Yenyurt, Rutgers University
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Participants:

Cross-Cultural Differences in the Development of Trust in Relational Service Exchange - An Empirical Analysis in the Banking Context in China and Germany

Jan H. Schumann, Technical University of Munich

Florian Wangenheim, Technische Universitaet Muenchen

Zhilin Yang, City University of Hong Kong

Consumer Responses to Service Failures: a Cross-Cultural Comparison across two Service Sectors

Venkatapparao Mummalaneni, Virginia State University

Offshoring Customer Service: Communicating Across the Cultural Divide

Anne Stringfellow, Thunderbird

Session Summary Writer: James Loveland, Arizona State University

This session discussed the problems of marketing services across different cultures. One important theme in this domain was the development of trust in service providers and how this trust might be based on different facets across different cultures. Research from a financial services setting, for example, found that factors such as ability and integrity are more important drivers of trust in western cultures, whereas in eastern cultures, trust is based more on factors such as diligence and thriftiness. These (and other) drivers of trust were examined to see if they differed in importance. Among the key findings, it was found that power-distance moderates the relationship between ability and trust, and that integrity was a more important driver of trust in low-collectivist cultures.

The role of trust in service failures was also discussed, first in terms of what different cultures might consider an “ideal” customer, as well as what sorts of responses firms might expect from customers after a service failure. Using the exit, loyalty, voice, framework, research findings suggested that more aggressive customers tend to exhibit voice and are less likely to exit, and that customers from individualistic cultures tend to exert more voice than customers in collectivist cultures. It was also found that in medical settings (compared to retail) that customers were more likely to exit and less likely to exercise voice following a service failure.

Given the potential expense of service provision, and the potential for significant cost savings, outsourcing service centers overseas has been considered by many firms. Given the tremendous public backlash against this so-called outsourcing, it is important to examine some of the reasons for this anathema towards outsourcing. Among the topics discussed were how speaking rates, accents, formality and directness norms, and lack of fluency might be responsible for the negative response customers have.