

**HOW NATIONAL CULTURE INFLUENCES CUSTOMERS' MOTIVATION FOR RELATIONSHIP
MAINTENANCE: THE ROLE OF HOFSTEDE' CONFUCIAN DYNAMISM DIMENSION**

Weiling Zhuang, Eastern Kentucky University, USA

dx.doi.org/10.18374/RBR-13-1.6

ABSTRACT

Marketing research highlights national culture is a critical determinant that influences how consumers of one country behave differently comparing to consumers from other countries. With the emergence of China as a major economic entity in the world, increasing attention should be devoted to the study of this country which has 1.3 billion potential consumers who are able to purchase the goods and service provided by multinational companies. With the call for attention on Chinese consumers' attitude and behavior, the debate of whether to apply standardized marketing strategies which have been used in developed countries for decades or to use customized ones which need to be modified and redesigned to fit the consumers in this region is still a vexing question for academicians and practitioners. Long-term marketing relationships favor both consumers and service providers (e.g., Bendapudi and Berry, 1997). Loyal consumers have stronger commitment with their service organizations and they want to keep a stable connection with the current organizations. More specifically, loyal consumers have potent either psychological or economic attachment to the organizations. Despite marketing literature acknowledges that cultural characteristics play a vital role in predicting consumers' behavior, there remains paucity to understand the different nature of customer relationship maintenance across various cultures. Thus, several unanswered questions related to cross-culture relationship marketing are developed in this study: "Are there different commitment patterns exist across the relationship between consumers and their service providers?" "Do culture characteristics matter in consumers' relationship maintenance?" The goal of this paper is to provide an avenue to understand consumers' relationship marketing in different countries. A conceptual framework is thus developed to depict that cultural differences have strong impact on consumers' motivation for maintaining the relationship with the organizations. Our paper also provides managerial suggestions to practitioners.

Keywords: