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### Customer loyalty & face concerns

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# STELLINGEN

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## **Customer Loyalty & Face Concerns: Differences between Eastern (Chinese) and Western (Dutch) Consumers**

van Sha (Sandy) Zhang

1. There are no universal marketing strategies that are effective across Eastern and Western cultural markets. (entire dissertation)
2. Eastern (Chinese) consumers initially have higher loyalty intentions than Western (Dutch) consumers. (Chapters 3 & 2)
3. In Eastern cultures, it is more efficient for MNC managers to focus their marketing efforts on customer acquisition, rather than on customer retention. In Western cultures, MNC managers instead should be customer focused and implement active relationship marketing strategies. (Chapter 3)
4. Eastern (vs. Western) consumers are more likely to buy a high-priced option, regardless of product visibility, product tangibility, or social presence. Thus, MNC managers might consider maintaining a stable price or even raising it in Eastern (vs. Western) cultural markets. (Chapter 4)
5. Face is one of the most salient variables for explaining Chinese consumer behavior. (Chapters 1, 2, & 4)
6. The indirect effect of face concerns on choosing a high-priced option through the price–face link is an increasing function of product tangibility. Setting a price higher than competitors' might work for companies that produce material products. If companies instead produce experiential products, it would be wise to set a comparable price. (Chapter 4)
7. Face is not only associated with absolute high price; a relatively higher price also has the potential to elicit face concerns. (Chapter 4)
8. People in vertical, collectivistic cultures tend to have the highest face concerns, whereas those in horizontal, individualistic cultures have the lowest. (Chapter 4)
9. With expanding globalization, cultures interact more, so the differences between Eastern and Western consumers are likely to decrease over time.
10. We agree with Kotler (2010) when he states that: "Marketing takes a day to learn. Unfortunately it takes a lifetime to master."