126. In collectivist cultures, individuals engage in more conspicuous consumption behaviors compared to individualistic cultures.

299. Employees who experience higher levels of social media disengagement and work under supervisors who are human-like bots are more likely to be subjected to abusive supervision compared to employees who are more engaged on social media and work under human supervisors.

308. Organizations that use chatbots with more human-like interactions during the recruitment process will have a higher success rate in attracting and hiring top talent.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 126 | | | 299 | | | 308 | | |
|  | Validness | Novelty | Helpfulness | Validness | Novelty | Helpfulness | Validness | Novelty | Helpfulness |
| EXP1 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| EXP2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 4 |
| EXP3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 |

Comments for #126

The main reason I give a high mark for both three dimensions of this hypothesis is because:

(1) For validness, this hypothesis is based on existing cultural theories and empirical evidence that suggests cultural values significantly impact consumer behavior. It aligns with established concepts like collectivism and individualism that have been widely studied in cross-cultural psychology.

(2) For novelty, this hypothesis is counterintuitive to some extent. Prior research has shown that collectivist cultures often prioritize group harmony, cooperation, and social cohesion over individual desires or displays of wealth. This emphasis on collective well-being might suggest a reduced inclination toward overt displays of personal wealth or status through conspicuous consumption. However, this hypothesis suggests the opposite and says individuals in collectivist cultures could engage in more conspicuous consumption, which is more commonly linked to individualistic societies in popular perceptions. This challenges the notion that members of collectivist cultures avoid conspicuous consumption behaviors.

(3) For helpfulness, if this hypothesis is confirmed, it could have significant practical implications. Understanding the impact of cultural values on conspicuous consumption can assist businesses and marketers in crafting more effective cross-cultural marketing strategies. It could also aid policymakers in addressing societal issues related to consumerism.