

The School of Business Presents a Research talk by



Dr. Fang Wan

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Professor Fang Wan is a Professor of Marketing, Ross Johnson Research fellow at the Asper School of Business of the University of Manitoba, Canada. She joined Asper School in 2003. Her research interests include Brand Management, Cross-Cultural Consumer Behavior and Media and Advertising Effects. Professor Wan has published more than 30 articles some of which appeared in Organization Behavior and Human Decision Process, Journal of Personality and Social Psychology, Journal of Business Ethics, Journal of advertising and Journal of Interactive Marketing.

▶ **“That’s bitter!” Culture specific effects of gustatory experience on judgments of fairness and advancement**

In English, unfair treatment and social injustice are often described as “bitter” experiences, whereas “eating bitterness” refers to endurance in the face of hardship in Chinese. We tested the influence of these metaphors by assessing Canadian and Chinese participants’ responses to scenarios involving fairness and achievement after incidental exposure to a bitter, sweet or neutral taste. A bitter taste experience increased Chinese, but not Canadian, participants’ judgments of effort and motivation in the face of hardship (Studies 1 and 4). However, a bitter taste experience increased perception of unfairness for Canadian participants (Studies 1-3), but not for Chinese participants living in China (Study 2). Yet for Chinese participants who had lived in Canada for 4 years or more (vs. less than 4 years), their unfairness judgements were affected by a bitter taste, but only when they were tested in English (Studies 1 and 3), not when they were tested in Chinese (Study 3). For Chinese participants, acquisition of the English metaphor did not eliminate use of the Chinese metaphor. This is evidenced by the findings that Chinese students tested in English applied the Chinese metaphor when asked about motivation and the English metaphor when asked about fairness (Study 4). Different culture motives in two cultures (self-improvement in China, and self-enhancement in Canada) trigger different strategies (improve themselves in China) in motivation and (blame others) in fairness related scenarios when they face negative information such as bitter taste (Study 5).

- **Date**
Thursday, February 14, 2019
- **Time**
1:00pm
- **Location**
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