Emerging Opportunities & Challenges in Cross-Cultural Survey Research

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Economic Growth Engines for the World

Western Europe

U.S. / Canada

Large Emerging Nations

1800s

1900s

21st Century
New Measures of World Economies

- The new measure is *Purchasing Power Parity (PPP)*.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>U.S.</td>
<td>$10 trillion</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>$6 trillion</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>$3.5 trillion</td>
</tr>
<tr>
<td>4</td>
<td>India</td>
<td>$2.6 trillion</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>$2.1 trillion</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>$1.5 trillion</td>
</tr>
<tr>
<td>7</td>
<td>U.K.</td>
<td>$1.5 trillion</td>
</tr>
<tr>
<td>8</td>
<td>Italy</td>
<td>$1.4 trillion</td>
</tr>
<tr>
<td>9</td>
<td>Brazil</td>
<td>$1.4 trillion</td>
</tr>
<tr>
<td>10</td>
<td>Russia</td>
<td>$1.3 trillion</td>
</tr>
</tbody>
</table>
New Measures of World Economies (cont.)

- China is the second largest economy based on PPP index and just surpassed Japan. It will be the largest single economy by the year 2020.

- India is the fourth largest economy, and it will become the third largest economy by the year 2020.
The Triad Power

As of 1987

- 75% of world trade was concentrated among the triad power nations.
- 70% of world GDP was concentrated among the triad power nations.
- The triad power desperately needs economic growth to sustain employment and political stability.
Evolution of the Triad Power: First Round
Evolution of the Triad Power: Second Round

- **900 Million People**
  - **North & South America**
  - **EU & Eastern Europe**
  - **Asia Pacific Region**

- **600 Million People**

- **1800 Million People** (Including China)
Some Observations for Cross-Cultural Research Realities

- 1.5 billion people in the world live on less than one dollar per day income. 70% of them are in rural areas.

- 3.0 billion people live on less than two dollars per day income

- 92% of the world’s net new population will come from the emerging nations as a consequence of rapid aging of population in advanced countries

<table>
<thead>
<tr>
<th></th>
<th>China</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1/day</td>
<td>19%</td>
<td>44%</td>
</tr>
<tr>
<td>Less than $2/day</td>
<td>53%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Source: Earl Kellogg, Vice Chancellor International Programs, UIUC
There is an emerging gap between bottom of the pyramid cross-cultural research opportunities and top of the pyramid cross-cultural research methods.
Non-Traditional Cross Cultural Survey Research Methods & Techniques

1. Six Degrees of Separation
2. Story Telling
3. Gossip Research
4. Key Informant
5. Listening Posts
6. Odyssey Research
7. Inventory Research
8. Usage Research
9. Experimental Surveys
10. On-Line Chat Research

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Portfolio of Cross-Cultural Survey Research Methods

BEHAVIOR

- Usage Research
- Experimental Surveys
- Inventory Research

COGNITIVE

- Traditional Cross Cultural Research Methods
- Six Degrees of Separation
- Story Telling
- Dialog Research
- On-line Chat Research

NON-INTERACTIVE

INTERACTIVE

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Emerging Issues in Cross-Cultural Survey Research

- Tom Swift and his Electronic Machine
- Analytics becomes as important as data collection
- Parametric vs. non-parametric statistical inferences
- Increasing role of the researcher in addition to research method
- Interaction effects (researcher $\times$ method $\times$ respondent) interaction are key to understand
- Ethics and integrity of researcher and research methods
- Rise in the outsider-insider perspective debates
Conclusion

- In the 21st Century, economic growth is more likely to come from emerging large nations such as Brazil, Russia, India and China (BRIC Report).
- Most people in the emerging markets live in non metro areas and they are illiterate.
- Traditional cross-cultural survey research methods will not be universally useful in these markets.
- We must develop a portfolio of cross-cultural research techniques that includes both cognitive and behavior domains (what to research) and both non interactive and interactive process (how to research).
- Several non traditional techniques such as six degrees of separation, listening post, key information and inventory research may be useful additions to traditional cross-cultural research methods.