Advocating the Use of Cultural Archetypes in Cross-Cultural Studies

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Empirical Research Incorporating Cultural Values

<table>
<thead>
<tr>
<th></th>
<th>Individual level</th>
<th>Group/organization level</th>
<th>Country level</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture as a main effect</td>
<td>64</td>
<td>6</td>
<td>78</td>
<td>148</td>
</tr>
<tr>
<td>Culture as a moderator</td>
<td>23</td>
<td>5</td>
<td>4</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>87</td>
<td>11</td>
<td>82</td>
<td>180</td>
</tr>
</tbody>
</table>


Often single dimensions are focused on!
Most commonly applied dimension is collectivism!

Often country is used as a proxy of culture!
Reviews point to up to 79% of studies!

Oversimplification!

Consider the group property of culture

- Considerable within-nation variation of many culture dimensions
- Focus on the variance of culture held by the individuals in a nation!

Consolidate cultural values: a configuration approach

- "Culture is a latent construct, and most definitions refer to culture as a pattern. It is not a list of independent dimensions but is the integrated complex set of interrelated and potentially interactive characteristics of a group of people."
- Future research should develop patterns that may describe a particular nation or groups of nations!


The Idea of Cultural Archetypes

Cultural Archetypes
(following a nation-independent gestalt perspective):

- configurations of multiple cultural dimensions
- defined by the magnitude of as well as the interrelationships between cultural dimensions


Hypotheses

**H1:** There are cultural archetypes representing specific configurations of cultural dimensions which are independent of national boundaries.

**H2:** The use of cultural archetypes allows better to capture the complex and multifaceted nature of culture when measuring its impact in cause-effect-relations compared to either using single cultural value dimensions or countries as proxies.

Research Design (1/2)

1. Measuring Cultural Dimensions

2. Develop cultural archetypes

3. Illustrate predictive validity of archetypes

THE SAMPLE (n=2175):
Survey of business students (in classroom), in 10 countries (in 8 cultural clusters)

Factor analysis
Hofstede's concept
COL, MAS, PD, UA, LTO
*as extraction communalities and factor loadings for some items were low some were excluded
**we assessed measurement invariance employing multi-group confirmatory factor analysis

Cluster analysis
a] Hierarchichal clustering (Ward)
b] Centroid-based clustering (k-means)

Illustrative Example: Entrepreneurial Intent
(PLS-SEM)


Research Design (2/2)

A Base Model of Entrepreneurial Intention (EI)

Multi-Group Analyses: Cultural Archetypes

Moderation Analyses: Cultural Dimensions

Multi-Group Analyses: Countries

Description of Cultural Archetypes (k-means)

Archetype 1: 'Masculine Individualists' (n=314)
Archetype 2: 'Masculine Collectivists' (n=482)
Archetype 3: 'Risk Takers' (n=475)
Archetype 4: 'Low Power Distant Feminines' (n=537)
Archetype 5: 'Short Term Orienteds' (n=255)
Archetype 6: 'Power Distsants' (n=269)

Distribution of Cultural Archetypes across Countries

- Low PD Femin.: 40%
  - Masculine Collect.: 21%

- Low PD Femin.: 44%
  - Short Term Orienteds: 19%

- Low PD Femin.: 47%
  - Risk Takers: 16%

- Low PD Femin.: 28%
  - Masculine Collect.: 23%

- A1: Masculine Indiv.: 45%
- A6: Power Distants: 21%

- Masculine Collect.: 28%
- Masculine Collect.: 19%
- Risk Takers: 15%

- Masculine Indiv.: 42%
- Masculine Collect.: 19%
- Risk Takers: 16%

- Masculine Collect.: 30%
- Low PD Femin.: 30%

H1: We can reveal cultural archetypes that do not correspond to national cultures which provides support to our first hypothesis!

Results of the EI-Model

Moderated by formal and informal context
(Aggregate psychological traits; social legitimation; dissatisfaction approach)

N=2175; ***p<0.01; **p<0.05; *p<0.10


### Results of the Multi-Group Analyses using Archetypes

<table>
<thead>
<tr>
<th>Archetype</th>
<th>Innovative ness</th>
<th>Proactive ness</th>
<th>Risk Taking</th>
<th>Age</th>
<th>Education</th>
<th>Gender</th>
<th>R-square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full set of data (n = 2175)</td>
<td>0.185***</td>
<td>0.132***</td>
<td>0.120***</td>
<td>-0.047**</td>
<td>0.025</td>
<td>-0.156***</td>
<td>0.135</td>
</tr>
<tr>
<td>A1: Masculine Indiv. (n = 382)</td>
<td>0.271***</td>
<td>0.108</td>
<td>0.132***</td>
<td>0.003</td>
<td>0.052</td>
<td>-0.137***</td>
<td>0.192</td>
</tr>
<tr>
<td>A2: Masculine Coll. (n = 446)</td>
<td>0.234***</td>
<td>0.141***</td>
<td>0.100**</td>
<td>-0.026</td>
<td>-0.024</td>
<td>-0.147**</td>
<td>0.161</td>
</tr>
<tr>
<td>A3: Risk Takers (n = 255)</td>
<td>0.157*</td>
<td>0.039</td>
<td>0.125</td>
<td>0.045</td>
<td>0.026</td>
<td>-0.197**</td>
<td>0.106</td>
</tr>
<tr>
<td>A4: Low PD Fem. (n = 537)</td>
<td>0.225**</td>
<td>0.225***</td>
<td>0.139***</td>
<td>-0.034</td>
<td>0.011</td>
<td>-0.070***</td>
<td>0.179</td>
</tr>
<tr>
<td>A5: Short Term Or. (n = 286)</td>
<td>0.146**</td>
<td>0.154**</td>
<td>0.118</td>
<td>-0.131</td>
<td>0.027</td>
<td>-0.065</td>
<td>0.121</td>
</tr>
<tr>
<td>A6: Power Distr. (n = 269)</td>
<td>0.207*</td>
<td>0.052</td>
<td>0.064</td>
<td>-0.124</td>
<td>0.067</td>
<td>-0.190**</td>
<td>0.112</td>
</tr>
</tbody>
</table>

***p<0.01; **p<0.05; *p<0.10; significance determined using clustered regressions which produces robust standard errors.

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Proposition 1: Innovativeness has a positive and significant effect on EI for all cultural archetypes.

Proposition 2: Proactiveness has a positive and significant effect on EI which is contingent on cultural archetypes. For archetypes with a rather high collectivism, an average uncertainty avoidance and a rather low power distance (A2, 4, 5), proactiveness is comparably more important to EI.

Proposition 3: Risk taking has a positive and significant effect on EI which is contingent on cultural archetypes. For archetypes with a rather high long-term orientation and a rather low power distance (A1, 2, 4), risk-taking is comparably more important to EI.

Findings about Cross-Cultural Measurement

Moderation of single cultural dimensions:
- innovativeness has a higher effect on EI in LTO cultures (e.g. A6)
- innovativeness and proactiveness have a lower effect on EI in high PD cultures (e.g. A6)
- proactiveness has a lower effect on EI in masculine cultures (e.g. A2)

Interrelationships of culture, e.g. LTOxPD?

Multi-group analyses: Russia (A1: 45%; A6: 21%)
- proactiveness by far most important determinant of EI
- risk taking also significant determinant of EI
- innovativeness no significant determinant of EI

Is this country effect really due to culture?

Findings about Cross-Cultural Measurement

**H2**: Cultural archetypes offer a more realistic picture of cultural configurations and the complex sub-national configurations involved in any measurement of culture on the national level; they are superior when assessing the strengths of culture’s moderating effects on cause-and-effect relationships.

Limitations: 5 dimensions of Hofstede, simple EI model, student sample, 8 cultural clusters, cluster analyses.

Thank you!

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