

Saturday, May 18, 2002	10:45 – 12:30
Session 6A Cross-Cultural Research II	
	In Search of a Broadened Paradigm for Cross-Cultural Study: The Influence of Bicultural Competence On Cross-Cultural Chinese Consumption
	Jufei KAO (City University of New York, The Graduate Center/Baruch College, USA)
	Compensation Structure in the Chinese Travel Services Industry: Problems and Solutions
	Lily Chunlian Dong (University of Kentucky, USA), Scott B. DROEGE (University of Kentucky, USA) & Nancy B. JOHNSON (University of Kentucky, USA)
	A Meta-Analysis of the Relationships between Happiness, Materialism, and Spirituality in the U.S. vs Singapore
	William R. SWINYARD (Brigham Young University, USA), Ah-Keng KAU (National University of Singapore, Singapore) & Hui-Yin PHUA (Media Research Pte, Ltd, Singapore)
	Traditionalism and Modernism in Chinese Weddings: Spousal Materialistic Contributions and Expectations
	Francis PIRON (Nanyang Technological University, Singapore) & Hong Xia ZHANG (Peking University, China)
	Understanding Software Piracy in Collectivistic Countries
	C. Simmons LEE (The Nanyang Technological University, Singapore) & Brian R. TAN (The Nanyang Technological University, Singapore)
	Profiling Chinese Consumers Styles - A Cross-Cultural Generalizability Study of the Consumers' Decision-Making Style
	Sio Wang NG (Macao Polytechnic Institute, Macao)
Session 6B Quality of Life and Health and Safety Issues	
	Psychographic Segmentation of Beijing Adult Population and Food Consumption
	Anthony Chun-Tung LOWE (RMIT University, Australia) & Anthony WORSLEY (Deakin University, Australia)
	Fear Appeals in Anti-Tobacco Campaigns: Cultural Considerations, Role of Fear, Proposal For an Action Plan
	Karine GALLOPEL (Université de Rennes, France) & Pierre Valette-FLORENCE (Université Pierre Mendès-France, France)
	Drifting Away from the Consumption Spiral: Trait Aspects of Voluntary Simplicity

	Hélène CHERRIER (University of Arkansas , USA)	
	Quality of Life in Singapore: An Analysis of the Influence of Materialism Religiosity	
	Kau Ah KENG (National University of Singapore, Singapore), William R. SWINYARD (Brigham Young University, USA) & Phua Hui YIN (National University of Singapore, Singapore)	
	Session 6C Special Session: Values of Young Asia Pacific Consumers: Consumption, Tradition and Innovation	
	Chair: Siok Kuan TAMBYAH	Discussant:
	Values and Consumption Behaviors of Young Adults in Singapore	
	Siok Kuan TAMBYAH (National University of Singapore, Singapore), Ah Keng KAU (National University of Singapore, Singapore), Kwon JUNG (National University of Singapore, Singapore) & Soo Jiuan TAN (National University of Singapore, Singapore)	
	Traditional Values versus Modern Values: Measuring Status Orientations in the Context of Vietnam, a Transitional Economy	
	Thi Tuyet Mai NGUYEN (National Economics University, Vietnam)	
	Value Systems and Consumer Innovativeness	
	Daniel John CHESSON (Southern Cross University, Australia)	