Moviegoers' Use of Film Reviews in the Search for Information:

An Inter-Cultural Comparison of the Impact of Individual Variables

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ABSTRACT

A cross-cultural study was conducted among Italian and Canadian moviegoers. Based on Hofstede's (1983) well-known value framework as well as some findings in the consumer information search literature, six research hypotheses were put forward and tested. The hypotheses were based in part on presumed differences between the two countries on three central cultural values: uncertainty avoidance, power distance, and masculinity. As predicted by Hofstede's (1983) framework, Italian moviegoers appreciated a significantly smaller number of movie genres than Canadian moviegoers. Furthermore, in the Canadian sample the degree of consultation of film reviews depended to a greater extent on the participants' susceptibility to social influence than in the Italian sample. Finally, whereas self-esteem had a significant impact on the extent of consultation of film reviews among Canadian moviegoers, it did not have an impact among Italian moviegoers. Although not all research hypotheses were supported by the results, this study shows the value of using a theoretical framework to make predictions about consumer behavior differences attributable to varying cultural orientations.

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INTRODUCTION

One significant impact of the globalization of markets on marketing practice and consumer research is that academic researchers are becoming increasingly interested in examining the generalizability of consumer behavior theories and concepts across different cultures. In the past consumer behavior cross-cultural studies often consisted simply in contrasting consumers' responses collected in different countries without any theoretical framework. More recently, cross-cultural research has generally become theory-based and aimed at producing results that contribute significantly to cumulative knowledge about consumer behavior in an international context. The research presented in this paper adopted such a theory-based strategy. Hofstede's (1983) cross-cultural value framework was used to make predictions regarding the differences between Canadian and Italian moviegoers with respect to the impact of some key individual factors on their consultation of film reviews as well as other cinema-related consumption variables.

RESEARCH ON THE INFLUENCE OF FILM REVIEWS

Although the influence of film reviews on moviegoers has been investigated in many studies, the results are equivocal. Boor (1992) observed significant positive correlations between the ratings given to 568 movies by six reputable film critics and the evaluations of moviegoers compiled in *Consumer Reports*. Levene (1992) found that film critics' positive reviews were ranked tenth in importance by moviegoers among different sources of influence. Eliashberg and Shugan (1997) studied the extent to which film reviews could predict box office sales and concluded that they did not necessarily have an influence on moviegoers. Reinstein and Snyder (2000) studied how consumer behavior is influenced by published film reviews and found that positive reviews had a positive effect on box office revenue. In a series of studies, Wyatt and

Badger (1984; 1987; 1990) examined the impact of positive and negative reviews on moviegoers' interest in attending movies. Unsurprisingly, they found that the expressed interest in a movie was generally consistent with the review. Holbrook (1999) showed that although film critics and ordinary consumers use different criteria in evaluating movies, expert judgments and popular appeal are positively correlated.

Most studies that have looked at the influence of film reviews have focused on the nature and content of film reviews and have neglected to take into account the characteristics of consumers. In addition, these studies have centered on estimating the influence of the information diffused by film critics on the intention to see and/or the evaluation of movies, assuming that moviegoers would in a way or another be exposed to that information. The current study adopted a different perspective. Specifically, it focused on the pre-consumption stage by looking at the impact of some key personal characteristics on the extent of consultation of film reviews by moviegoers.

Moreover, the majority of studies in this area have been conducted in North America (i.e., the U.S.) which, given that cinema is a global product, appears to be a serious limitation in the quest for the development of general theories of consumer behaviour. In the present research, our interest centres on looking at the effect of some key individual variables on the consultation of film reviews by moviegoers in two countries: Italy and Canada.

DEVELOPMENT OF THE RESEARCH HYPOTHESES

In this section some individual variables that may impact on the consultation of film critics by moviegoers are identified. Next, Hofstede's (1983) conceptual value framework is used to make predictions about the differential impact of some of these individual variables in two countries: Canada and Colombia.

Individual Variables

The consultation of film reviews can be seen as a special case of consumer information acquisition. The consumer behavior information search literature was therefore examined in order to identify relevant explanatory individual variables.

Knowledge. Many studies have looked at the impact of knowledge on consumer information search. A negative relationship between knowledge and search was observed in some studies (Anderson, Engledow, and Becker 1979; Monroe and Lehmann 1980; Newman and Staelin 1972) whereas in other studies, the observed relationship was positive (Brucks 1985; Duncan and Olshavsky 1982). Some authors have proposed that these contradictory results can be explained by the fact that although knowledge may facilitate information search and processing, it may simultaneously render information less necessary. A curvilinear (U-inverted) relationship between knowledge and information search was in fact reported in some studies (Bettman and Park 1980; Johnson and Russo 1984) in attempts at reconciling the differences. Hoyer and MacInnis (2001) have proposed that a positive knowledge-search relationship is more probable when the search involves new products because knowledge has in this case a facilitating impact on information acquisition and comprehension.

In a thorough examination of this literature, Fiske, Luebbehusen, Miyazaki, and Urbany (1994) concluded that the knowledge-search relationship was moderated by several factors. Although it is difficult to specify precisely the types of interactions that should be obtained, the authors noted that when the knowledge measure assesses general as opposed to brand-specific knowledge, a positive knowledge-search relationship is expected.

Susceptibility to Social Influence. Consumer susceptibility to social influence corresponds to one's receptivity to the opinions of others with regards to the products and services one should

buy or consume. Consumers who are highly susceptible to social influence seek to obtain information about products and services from significant others that can help them either make better decisions (informational group influence) or maintain (or improve) their social image (value-expressive group influence) (Park and Lessig 1977). In general, one would expect that the consultation of film critics be positively linked to consumer susceptibility to social influence.

Involvement. Consumer involvement in some objects has been defined as "a person's perceived relevance of the objects based on inherent needs, values, and interests" (Zaichkowsky 1985, p. 342). Few studies have examined the relationship between product involvement and information search. One often cited study is that of Bloch, Sherrell, and Ridgway (1986) who reported positive and significant correlations between personal involvement in different products (personal computer, clothes) and the propensity to search for information regarding these products.

Self-Esteem. A negative relationship has been observed between self-esteem (i.e., a person's generalized self-confidence) and the propensity to be persuaded easily (Janis 1954). Duncan and Oshalvsky (1982) have found that information search is significantly greater among consumers having a bad opinion of their abilities to judge product quality. Therefore, moviegoers who consult film reviews should have a more negative image of themselves than those who do not.

Applying Hofstede's Value Framework

Hofstede's (1983) value framework is considered by many as a useful tool for making predictions about behaviors in different cultures. Although oriented towards differentiating workers in various countries on the basis of their fundamental values, Hofstede's (1983) work can be applied to consumers as well (Milner, Fodness, and Speece 1993). According to this

framework, members of a given culture can be positioned on four basic value dimensions: power distance, uncertainty avoidance, individualism/collectivism, and masculinity/feminity.

Table 1 presents the rankings of Canada and Italy on Hofstede's (1983) dimensions. The higher the rank, the higher the country's score on the dimension (lowest rank = 1; highest rank = 50). As can be seen, Canada is lower that Italy on power distance, uncertainty avoidance, and masculinity. Both countries are similar on individualism. These differences can be used to make predictions about the impact of some individual variables on the extent of consultation of film reviews and, as we shall see, about differences in some variables related to cinema consumption.

[Insert Table 1 about here]

Research Hypothesis Related to Uncertainty Avoidance. The uncertainty avoidance dimension is mainly concerned with the extent of tolerance for ambiguity. Members of a culture that is high on uncertainty avoidance generally prefer situations which are clearly defined, with known rules or guidelines. They are less open to opinions that differ from their own and are less likely to make risky decisions (Aune and Aune 1996). Milner, Fodness, and Speece (1993) speculated that brand loyalty would be higher among consumers of high uncertainty avoidance countries. Extending this prediction to the consumption of cinema, we posit that consumers in a high uncertainty avoidance culture should express significantly less variance in their preference for different movies genres.

H_1: Canadian moviegoers appreciate a greater number of movie genres than Italian moviegoers.

Research Hypotheses Related to Power Distance. Societies that are high on power distance are characterized by a strong desire for hierarchy. People from such societies accept and value the hierarchical order in which they and other members of their culture evolve. They do not strive to

impress others in order to obtain a higher social status because their social position and that of others are perceived as justified. Therefore, consumers in high power distance countries should be less susceptible to social influence with regards to cinema and their consultation of movie reviews should depend less on their susceptibility to social influence than consumers in low power distance countries. The following research hypotheses stem from this rationale:

H_2: Canadian consumers are more susceptible to social influence with regards to cinema than Italian consumers.

H_3: The impact of susceptibility to social influence on the extent of consultation of film reviews is positive and stronger among Canadian moviegoers than among their Italian counterparts.

Research Hypotheses Related to Masculinity. Societies that are high on masculinity are characterized by values that are more popular among men than among women, such as achievement, heroism, assertiveness, and material success (Hofstede 1983). Members of a masculine culture should therefore have more confidence in their abilities to make the right consumer choices than those of a feminine culture. This rationale can be applied to the context of cinema as shown in the following research hypotheses:

H_4: The extent of consultation of film reviews is greater among Canadian consumers than among their Italian counterparts.

H_5: The impact of self-esteem on the extent of consultation of film reviews is negative and stronger among Canadian moviegoers than among their Italian counterparts.

Additional Research Hypothesis. There was no *a priori* conceptual basis for a differential impact of knowledge and involvement on the extent of consultation of film critics. Because in this study the interest is on the impact of general knowledge about cinema and because film reviews essentially focus on “new products” (new plot, cast, etc.), a positive knowledge-search

relationship was predicted (Fiske et al. 1994; Hoyer and MacInnis 2001). In the case of involvement, no research hypothesis was formulated.

H_6: There is a positive relationship between moviegoers' knowledge about cinema and the extent of their consultation of film reviews.

METHOD

To test the research hypotheses, a survey was conducted with moviegoers in French-Canada (n = 120) and Italy (n = 153). Both samples were composed of university students. The use of students as research participants was deemed acceptable because students belong to an age group (18-24 years) where movie attendance is high (Dortch 1996). In addition, students form a rather homogeneous group. In turn, this may contribute to better isolate the effects of cultural differences on cinema-related consumer behavior.

Measures

The original questionnaire was written in the French language and translated to Italian using appropriate methods (i.e., back translation – see Hui and Triandis 1983). It consisted in Likert scales designed to measure the concepts of interest, namely the *extent of consultation of film reviews*, *subjective knowledge about cinema*, *susceptibility to social influence*, and *personal involvement with cinema*. In addition, the questionnaire included measures of *cinema attendance* (number of times a year), *appreciation of 13 different movie genres* (action, adventure, biography, comedy, drama, history, horror, police, science fiction, spectacle, spy, thriller, and war) as well as socio-demographic items (age, income, sex, domain of study, and number of completed years in school).

The extent of consultation of film reviews was measured with four items on which respondents were asked to indicate their level of agreement on seven-point agree/disagree bipolar

scales (e.g., "Most of the time, I read critiques of movies in newspapers and magazines"). Knowledge about cinema was assessed using a five-item scale made up of statements such as: "I have more knowledge about cinema than others." Again, respondents indicated their level of agreement on seven-point bipolar scales. A subjective measure of general knowledge was used for convenience but also because objective and subjective knowledge are generally positively correlated (see e.g., Brucks 1985). In addition, some researchers have argued that subjective measures of knowledge may be preferable because they are indicators of one's level of objective knowledge as well as of one's level of self-confidence (Park and Lessig 1981). Susceptibility to social influence was measured by eleven items adapted from a scale developed in Bearden, Netemeyer, and Teel (1989). Finally, *personal involvement with cinema* was measured by means of ten seven-point bipolar scales taken from Zaichkowsky (1985) (to me cinema is: unimportant/important, irrelevant/relevant, superflous/vital, etc.).

RESULTS

Description of the Samples

The survey participants were students in a French-Canadian university (n = 120) and in a Italian university (n = 153). The total sample was comprised of an approximately equal number of men (48.4%) than women (51.6%). Their age varied between 19 and 29 years with a mean of 22.7 years. On average, they went to the movies 25 times a year. There was a high disparity among students in movie attendance. While some of them said that they went to the movies only once a year, others mentioned that they went up to 8 times a month. Knowledge about cinema also varied significantly: on the subjective knowledge scale (minimum = 1, maximum = 7), 21.6% had a score of 2 or less, 52.4% had a score comprised between 2 and 4, and 26% had a score superior to 4 (mean knowledge = 3.28, standard deviation = 1.33).

Some statistically significant differences were observed between Canadian and Italian moviegoers. Italian survey participants were younger on average (21 years versus 25 years, $t = 28.89$, $p < 0.001$) and went to the movies less often (21 versus 30 times a year on average, $t = 3.67$, $p < 0.001$). In addition, the survey participants displayed a completely different pattern of movie genre appreciation depending on their national origin. Canadians liked significantly ($p < 0.05$) more adventure, biography, drama, spy, history, police, and thriller movies than Italians whereas the latter liked more horror movies than Canadians.

Psychometric Qualities of the Measures

A principal components analysis of items was performed for each scale in the Canadian sample, the Italian sample, and also in the total sample. In all three cases, the factor analysis of the consultation of film reviews, knowledge, and personal involvement scales resulted in one dominant factor explaining a substantial portion of the total variance (ranging from 48% to 75%). The principal components analyses of the susceptibility to group influence scale items resulted in two factors. One tended to be associated with informational motives whereas the other reflected value-expressive motives.

Scale reliability was assessed using Cronbach's coefficient alpha (Nunnally 1978). The results are displayed in Table 2. The magnitude of the reliability coefficients went from 0.73 (consultation of film reviews) to 0.91 (e.g., involvement with cinema). When summated scales were used, the mean of the composite of items served as the indicator of a construct.

[Insert Table 2 about here]

Additional results allow for preliminary validity assessments of the knowledge and personal involvement scales. Specifically, knowledge about cinema was positively correlated with the total

number of movie genres that were appreciated (total sample: $r = 0.29$, $p < 0.001$; Italian sample: $r = 0.31$, $p < 0.001$; Canadian sample: $r = 0.18$, $p < 0.05$). Also, knowledge about and personal involvement with cinema were positively correlated with movie attendance (total sample: $r = 0.60$, $p < 0.001$ and $r = 0.38$, $p < 0.001$, respectively; Italian sample: $r = 0.64$, $p < 0.001$ and $r = 0.36$, $p < 0.001$, respectively; Canadian sample: $r = 0.55$, $p < 0.001$ and $r = 0.31$, $p < 0.001$, respectively). These correlational results are consistent with what one would expect and as such, provide some empirical evidence for the construct validity of these scales.

Test of H_1, H_2, and H_4

Hypotheses $\mathbf{H_1}$, $\mathbf{H_2}$, and $\mathbf{H_4}$ are concerned with differences between Canadian and Italian moviegoers with respect to the variety of movie genres appreciated ($\mathbf{H_1}$), their susceptibility to social influence ($\mathbf{H_2}$), and their extent of consultation of film reviews ($\mathbf{H_4}$). As predicted, Canadian moviegoers appreciated a significantly greater number of movie genres (mean = 6.60) than Italian moviegoers (mean = 3.37) ($t = 6.97$, $p < 0.001$). This result is consistent with some empirical evidence drawn from a research that was conducted among university students in Milan (Italy). In this research, it was found that one of the main criteria in choosing a movie is its genre (Botti and Santese, 1999). This result suggests that in choosing a movie Italian moviegoers may be less interested is discovering unknown genres. Canadians were also significantly more susceptible to social influence (mean = 3.06) than Italian moviegoers (mean = 2.53) ($t = 5.03$, $p < 0.001$).

Although the extent of consultation of film reviews was higher in the Canadian sample (mean = 3.37) than in the Italian sample (mean = 3.17), the mean difference was only marginally significant ($p < 0.10$, one-tailed test). It is worth noting that in the Botti and Santese (1999) study as well as in a study of the opinions of scholars and industry insiders gathered through the Delphi

method (Salvemini 2002), the main information source for Italian moviegoers was word-of-mouth, which was considered more relevant than reviews.

Test of H_3, H_5, and H_6

A multiple regression model was specified and estimated to test $\mathbf{H_3}$, $\mathbf{H_5}$, and $\mathbf{H_6}$. This model comprised consultation of film reviews (*Reviews*) as the dependent variable and knowledge about cinema (*Know*), self-esteem (*Esteem*), susceptibility to social influence (*Social*), and personal involvement with cinema (*Involv*) as independent variables. A binary dummy variable (*D*) was introduced in the model to account for the group (Canadian/Italian) effect. Because $\mathbf{H_3}$ and $\mathbf{H_5}$ predicted a significant interaction effect between the group variable (*D*) and the *Social* and *Esteem* variables, corresponding multiplicative terms were added to the regression model. The specified multiple regression model was the following:

$$Reviews_i = \beta_0 + \beta_1 Know_i + \beta_2 Esteem_i + \beta_3 Social_i + \beta_4 Involv_i + \beta_5 D_i + \beta_6 (D \times Esteem)_i + \beta_7 (D \times Social)_i + \varepsilon_i$$

Table 3 summarizes the model estimation results. The regression coefficient associated with the knowledge about cinema variable was positive and statistically significant. This result supported $\mathbf{H_6}$. A subsequent regression model which included an interaction term between knowledge and the grouping variable was estimated in order to confirm that there was no significant interaction between the two variables. The interaction was not statistically significant ($t = 1.00$, $p > 0.3$) and all results associated with the other effects were equivalent. A third regression model which included age and cinema attendance as additional independent variables was estimated to take into account the differences between the Canadian and Italian survey participants on these two variables. Age was not statistically significant ($t = 0.51$, $p > 0.6$),

cinema attendance was not significant either (t = -0.93, p > 0.3), and the other effects remained the same. Accordingly, the initial regression model was used to test the research hypotheses.

[Insert Table 3 about here]

As shown in Table 3, the interaction terms which involved self-esteem and susceptibility to social influence were statistically significant. This indicated that the impact of self-esteem and that of susceptibility to group influence was not the same in the two samples. In order to interpret the interactions, a regression model which included as independent variables knowledge, self-esteem, susceptibility to social influence, and involvement with cinema was estimated in each sample. The results are reported in Table 4.

[Insert Table 4 about here]

As can be seen in Table 4, the impact of self-esteem was negative and statistically significant in the Canadian sample and not significant in the Italian sample. This result provided support for $\mathbf{H_5}$. Although the impact of moviegoers' susceptibility to social influence was positive and statistically significant in both samples, it was stronger among Canadian moviegoers. This result was consistent with $\mathbf{H_3}$.

DISCUSSION

Five out of the six research hypotheses put forth in this paper received empirical support. As predicted by $\mathbf{H_6}$, a positive relationship between subjective knowledge about cinema and the extent of consultation of film critics was observed. This relationship is consistent with what other researchers found in very different consumption domains (Brucks 1985; Duncan and Olshavsky 1982) and consistent also with what one would expect when a general measure of knowledge is used (Fiske et al. 1994). This finding implies that the more an individual knows about cinema, the

greater his/her receptivity to information about movies. Knowledgeable moviegoers may be looking for some objective information in film reviews including the movie genre and the actors involved in order to shape their opinion. Nevertheless, it is quite possible that they are interested in getting information simply because they like to know more about cinema thus trying to increase their knowledge base rather than facilitating their decision process. This suggests that the reasons why film critics are consulted should be studied in order to define segments of moviegoers with different information motives.

By considering the findings of this study, the performance of Hofstede's (1983) theoretical framework in predicting cinema-related behavior and preferences of consumers in two different cultures, although not perfect, was in fact very acceptable. Firstly, in agreement with what was expected from individuals belonging to a society characterized by a higher level of uncertainty avoidance, Italian moviegoers were shown to appreciate a significantly smaller number of movie genres than Canadian moviegoers (**H_1**). This result is consistent with Milner, Fodness, and Speece's (1993) speculation that consumers in high uncertainty avoidance countries would display a greater degree of brand loyalty. Although the variety of movie genres appreciated by moviegoers may not be the best indicator of one's brand loyalty, it probably reflects moviegoers' general openness toward cultural "products" that compete for their preference.

Secondly, as predicted on the basis of the difference between Canada and Italy on power distance, the impact of susceptibility to social influence on the extent of consultation of film was generally positive and significantly stronger among Canadian than among Italian moviegoers. This, as we argued, follows from the fact that individuals in such high power distance society as Italy should be less likely to base their decision to consult film reviews on their desire to better position themselves relative to other people because of their inherently greater acceptance of

social inequalities. Moreover, consistent with the power distance difference between the two countries, susceptibility to social influence was stronger among Canadian than among Italian moviegoers.

On the masculinity value dimension, Italy scores higher than Canada (Hofstede 1983). This was the basis for predicting that the extent of consultation of film reviews would be smaller among Italian than among Canadian moviegoers. However, the results did not support this prediction in an unequivocal manner. Although the mean difference in self-esteem was in the predicted direction, it did not quite reach statistical significance. On the other hand, the impact of self-esteem on the extent of consultation of film reviews was significantly different between the two samples. Whereas self-esteem had a negative and statistically significant effect on the extent of film review consultation among Canadians, its impact was not significant among Italians. This result is consistent with what was expected given the two countries' difference on masculinity. Members of a society that is more masculine (i.e., Italy) should tend to display behaviors that are coherent with traits associated with males (e.g., assertiveness, confidence) and their decision to consult movie reviews would not be expected to be a function of their general opinion of themselves.

CONCLUSION

The globalization of markets forces consumer researchers to examine attentively the generalizability of their theories and concepts in an international context. The findings of this study show that Hofstede's (1983) value framework offers a useful tool for making predictions about consumer behavior differences in different countries (see also Milner, Fodness, and Speece 1993). Such theory-driven research appears to be a commending way to produce valuable knowledge in international consumer research.

One should be cautious in attributing the differences observed in this study uniquely to culture. There are structural variables related to the movie market in both countries that may play a significant role in shaping the survey results. The Italian movie industry is characterized by a very fragmented structure as compared with the concentration of the few and large U.S. studios. Focusing on the end of the industry chain (the screen display of the movie), since the 90s in Italy there has been more attention given to the improvement of existing theatres than to the creation of multiplexes. In Italy, the multiplexes are less spread than in North America and in other European countries (Salvemini 2002). That low diffusion may explain why movie consumption is lower among Italian moviegoers in comparison with Canadians. Moreover it may be associated with a lower differentiation in the availability of movie genres in Italy and, consequently, may lead Italian moviegoers to restrict their preferences to fewer movie genres. In other European countries, the innovation of the theatres has pushed the old theatres to face the new competition through a differentiation of the genres offered. That has not happened in Italy (Delmestri 2002) where the improvement of movie theatres has just enlarged the audience and increased the frequency of movie going. A higher number of theatres and the broadening of the genres offered may have an impact on the number of released titles. Thus, in 1995 in Italy 343 movies were released, whereas in the U.S. there were 410 (Creton 1997). These structural differences between the Italian and Canadian (North-American) markets should be kept in mind when judging the value of this study's results.

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TABLE 1

Contrast between Canada and Italy on Hofstede's Value Dimensions

	Value Dimension			
	Power Distance	**Uncertainty Avoidance**	**Individualism/ Collectivism**	**Masculinity/ Feminity**
Canada	39	48	80	52
Italy	50	75	76	70

Source: Hofstede (1983)

TABLE 2

Reliability Analysis

Scale		**Italy**		**Canada**		**Total sample**	
	Number of items	**Alpha**	**Mean**	**Alpha**	**Mean**	**Alpha**	**Mean**
Consultation of film reviews	4	0.73	3.17	0.76	3.37	0.74	13.17
Knowledge about cinema	5	0.91	3.09	0.91	3.53	0.91	16.75
Involvement with cinema	10	0.89	4.54	0.90	5.25	0.91	47.38
Self-esteem	10	0.86	5.41	0.83	5.26	0.84	16.17
Susceptibility to social influence	11	0.82	2.53	0.75	3.06	0.80	2.77

TABLE 3

Multiple Regression Results (Total Sample)

Variable	**B**	**Standardized *b***	***t***	***p*-Value**
Know	0.39	0.41	2.29	0.000
Esteem	- 0.08	- 0.06	- 0.92	0.357
Social	0.34	0.24	3.25	0.001
Involv	0.01	0.01	0.11	0.909
D	0.32	0.13	0.37	0.713
D × *Esteem*	-0.39	-0.83	-2.89	0.004
D × *Social*	0.51	0.66	3.41	0.001

Adjusted $R^2 = 0.32$
Test of the full model: $F = 18.88$, $p < 0.001$

TABLE 4

Multiple Regression Results (by Sample)

	Italian sample			**Canadian sample**		
Variable	**Stand. *b***	***T***	***p*-Value**	**Stand. *b***	***t***	***p*-Value**
Know	0.27	3.10	0.002	0.64	7.26	0.000
Esteem	-0.06	- 0.7	0.441	-0.36	-5.30	0.000
Social	0.22	2.97	0.003	0.65	9.45	0.002
Involv	0.18	2.13	0.035	-0.26	-3.18	0.000
	Adjusted R^2: 0.19 Full model: $F = 9.68$, $p < 0.001$			Adjusted R^2: 0.51 Full model: $F = 31.85$, $p < 0.001$		