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**The Influence of Cultural Differences
on Global Advertising Strategy**

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**The Influence of Cultural Differences
on Global Advertising Strategy**

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Dedication

In dedication to my dearest mother and father
for making me to be who I am,
as well as my best sister and brother
for supporting and comforting me all the way to my success.

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Abstract

The Influence of Cultural Differences on Global Advertising Strategy

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Do cultural differences influence on consumers' purchase decision making? The emergence of a global consumer culture emphasizes the idea that sharing similar needs and wants is common among group of people, and several international marketing literatures assert that many products are developed to serve universal needs. However, global marketing practitioners today have encountered a paradigm shift from the old globalism to the new globalism, which states that products and messages developments are not necessary to maximize economies of scale, but that it is more important to understand consumers' specific needs and local conditions. This study attempts to empirically test this issue by asking consumers in two different cultures, the American individualist culture and the Thai collectivist culture, to identify the attributes they consider important in the purchase of three product categories, as well as the advertising messages that they feel effectively suit to each product category.

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Chapter 1: Introduction

Over the past five decades, when discussing the issue of global advertising, it has been debated whether and to what degree advertising should be standardized. Since the 1960s, the advertising industry has been growing dramatically in the amount of consideration paid to global advertising (John et al., 2011). Also, the emergence of consumer segmentation occurred around the world. Sharing similar needs and wants among groups of people has developed the growth of global consumer segments (Holt, Quelch & Taylor, 2004), which were likely to have similarities in consumption behaviors (Keillor, D'Amico & Horton, 2011). The result was the growth of a global consumer culture (GCC) turned into a primary source of self-expression and identity, which contributes to the desire of global branding (Waters, 1995). For more than five decades, researchers and practitioners have been trying to answer this issue; however, there has been no general conclusion on it.

This chapter discusses the general information towards global advertising. Starting with the background of this research study to describe pertinent factors that influence the familiarity of customer needs and desires. The emergence of a global market has affected global marketers either in developing standardized advertising strategies as well as the global advertising trends between individualism and collectivism cultures.

The next parts of this chapter include the statement of the problem and the purpose of the study, which describe primary research questions and objectives in this study. Finally, the definition of all terms used in this research is illustrated.

Background of the Study

Global advertising is a predication of the human being belief, which shares similar aspirations, needs, and desires (Shelly & Marcio, 2008). It has been centered at the heart of global campaigns. This scenario generates opportunities to global marketers to develop standardized advertising that delivers a brand image consistently over the world. Varsha and Subhadip (2012) asserted that consumers tended to be more attentive about the products and services they bought, thus advertisements are grounded by their desires and expectations (Shah, 2011). As a result of the advance in communication technology and transportation, the world's needs and expectations developed globally similar consumers (Levitt, 1983), and as people around the world are enthusiastic about modernity's attractions, a global market was created (Sirisagul, 2000).

The Emergence of Global Market

Paralleling the emergence of global segments is the evolution of global consumer cultures, which shared identical sets of consumption-related symbols such as product categories, activities of brands consumption, and so on (Terpstra & David, 1991). The world marketplaces have changed from what they were in the past. Myriad of companies have been trying to find attractive opportunities for expansion in other countries rather than focusing solely on their traditional home market (Buzzel, 1968).

John et al. (2011) mentioned in their research that a major focus of attention toward international advertising research has begun for over the past five-decades, particularly since the 1960s. Many advertising researchers and practitioners have been investigating whether

or not, and to what degree, advertising should be standardized. Elinder (1965) suggested that the possession and availability of particular goods would change people's lives into a more uniform pattern. After Elinder first raised the issue of advertising standardization, it has become more important due to the increase of global competition facing marketers. Likewise, Fatt (1967) argued that the United States itself is a heterogeneous market including the variety of demographic, ethnic, culture, and psychographic consumer characteristics and asserted that those who opposed to standardized advertising were disregarding the opportunities to capitalize on absolute advertising ideas.

However, other researchers and practitioners have dissented about standardized advertising and proposed that different attitudes, customs, and consumer needs required adaptation from the U.S. market and that specific cultural issues were strenuous to overcome (John et al., 2011). Sommers and Kernan (1967) recognized that standardized advertising was possible when products served the same needs across cultures. Different products would not be used globally for the same reasons; therefore they would require the use of different appeals in the nations where the products were sold.

In 2005, Taylor wrote an article on the *Journal of Advertising* (Moving International Advertising Research Forward), which scrutinized the state of advertising research. He suggested that the debate of standardization required more managerially relevant research to analyze what perspectives of an advertisement should be standardized and to what degree. Some global marketers and advertisers had already realized that a standardized advertising strategy worked at a general strategic level but that they needed to customize it or adjust executional methods and language when necessary (Taylor & Okazaki, 2005). The focus of

this debate have changed into to an examination the advantages of global advertising. Academicians and advertisers look beyond economies of scale, and concentrate more on how to build a uniform brand image (Duncan & Ramaprasad, 1995).

Trend of Global Market

Globalization is neither inevitable nor irrevocable. Developing technologies particularly in transportation and communications have been the driver of global economic integration over the past century (World Trade Organization, 2013). According to World Trade Report of 2013, international trade has grown tremendously in the past thirty years. The dollar value of world merchandise trade increased by more than seven percent per year on average between 1980 and 2011, reaching the highest point of US18 trillion dollar at the end of that period.

The report also indicates that new markets, most notably big developing countries and rapidly industrializing Asian economies, have played prominent roles in world trade. For example, exports from China increased its share of world export from one percent in 1980 to eleven percent in 2011, making China the world's largest exporter (excluding members of the European Union). Due to improvements in transportation, telecommunications and information technology, and the increase of economic integration and greater trade openness technological diffusion has been accelerated and this has facilitated developing countries to become less specialized in exporting their particular products.

According to the McKinsey & Company Global Media Report (2013), consumers around the world have spent their money on media and entertainment increasingly. In the meantime, advertisers have never stopped to follow consumers' behavior and spending their budget on advertising within these new media, especially digital. These are the reason for the increase in global spending on media and entertainment of 5.8 percent in 2012. In addition, the McKinsey report also indicates that over the next five years, global spending on media and entertainment is expected to increase at a gradually faster 6.1 percent compounded annual rate. Particularly, new media has taken dramatically a new space in the advertising world (Varsha & Subhadip, 2012). Mobile and Internet usage have grown rapidly, giving more opportunities and a wider platform for advertisers and marketers.

Global Advertising

Global advertising is a specific practice, which is created for particular campaign and requires a comprehension of what is universal (Shelly & Marcio, 2008). During the last fifty years of advertising, multi-country brands have showed a phenomenal growth and become more and more pertinent in the global business industries. Varsha & Subhadip (2012) assumed that there had been a phasing of global branding and advertising. They asserted that the first phrase, started from the 1950s through 1980s, was called as 'Glocalization'. This term was formed by increasing of homogeneity and heterogeneity of worldwide consumption, attitudes, and patterns (Akaka & Alden, 2010). In this era, many global brands expanded themselves in other parts of the world and adopted the freedom of selecting the brand names and market strategies to position their products.

The second phase started from early 1990s; in that phase which global brands created the effort of delivering the same characteristics and relationships together with delivering a consistent experience to customers of different cultures and countries (Varsha & Subhadip, 2012). Consequently, global companies either pursued standardized communication or adjusted their main strategies to each different country in developing the promotional mix along with media variations and the language used.

Additionally, Marcio (2008) stated that there were a few pertinent stages in the history of internationalization of brands. Stage one happened when global companies determined that their brands were strong and influential, therefore they needed to harmonize their brands and images with those of the core brands. Marcio mentioned that this was the era of “one sight, one sound, and one sell”.

At stage two, global companies were behaving in overseas markets more or less like they advertised at their country of origin. For instance, the 1965 Esso advertisement was created in the United States for the domestic market. It was greatly successful with the icon of the Esso Tiger, which was transplanted to other cultures as a symbol of power and also of the brand personality itself. In this stage, Marcio asserted that global companies might want to pursue the same product positioning and tried to create a central campaign but allowing for different cultures or countries to develop their own campaign version: thinking globally, acting locally.

Lastly, stage three, each culture could design its own promotional appeals, but all appeals would be controlled by a centralized brand platform. This stage would occur when

global brands designed their core brand proposition and positioning first, then adapted to local markets. MasterCard is a primary example of this stage.

Additionally, since the developing of communication technology, consumers can dictate the behavior of brands, and companies do not control their brands anymore. This world has become an interactive world. Consumers can decide what products they want and tell the companies whether their products should have certain functions functioned or not. Marcio concluded that in the world of interactivity, advertisers and marketers should consider their consumers as the author of what is being advertised.

Individualism and Collectivism Cultures

Individualism and collectivism can be defined as people considering themselves and their immediate family only, versus people belonging to in-groups that look after themselves in exchange for loyalty. In individualistic cultures, a person's identity is in the person or 'I'-conscious and self-actualization is crucial. Individualistic cultures are universalistic, assuming their values are legitimate for the whole world. They also are low-context communication cultures with explicit verbal communication. In contrast, collectivistic cultures believe in 'we'-conscious, and their identity is based on the social norm to which they belong. Collectivistic cultures are complex communication cultures, with an indirect style of communication (De Mooij & Hofstede, 2010).

When considering the term sales process, in individualistic cultures parties want to get to the point rapidly, while in collectivistic cultures, there is a need to build a relationship and trust between parties first. This difference has influenced the different

roles of advertising when developing persuasion and building trust. In collectivism cultures; for example China and Korea, advertising appeals focus on in-group benefits, conformity and family are more compelling, while in individualism cultures such as the United States, advertising appeals intend to convey individual benefits and preferences, independence and personal success in order to persuade consumers (Han & Shavitt 1994). Additionally, Cheng and Schweitzer (1996) noted that themes in Chinese advertisements seem to manifest family values, tradition, and technology, while themes in American advertisements seem to signify the pertinence of enjoyment, cost saving, and individualism.

Statement of The Problem

The debate toward the issue of whether global advertising should be standardized or localized has been continually argued for more than five decades. Most of the discussions have been based on conducting more researched and examining on theoretical arguments rather than creating empirical studies.

This study is an investigation of the potential influence of cultural differences on global advertising strategy by comparing consumers' perception across different cultures: Thai culture (Collectivism) and American culture (Individualism). Therefore, the country-of-origin in each different culture is the categorical independent variable and the dependent variables are the consumers' expectations and perceptions for each different product category. This study examines two primary research questions acquired from the concept of standardized advertising and the related research. The primary research questions are

1. Do different consumers in collectivism and individualism cultures evaluate each product categories by the same criteria?
2. What kind of product appeal works more efficiently with standardized advertising?

In order to examine the issue of standardized advertising precisely, the analysis should focus on all multi-consumer cultures perceptions, values, and appeals for each product category. However, given the limited resources, this research study compares only two consumer cultures: American and Thai and merely focuses on three product categories, which are hair shampoo, dishwashing liquid, and yogurt.

Purpose of The Study

This research study compares issue of global advertising in different consumer cultures, American and Thai. Additional purposes of this study are as follow:

1. To identify and evaluate the similarities and differences in consumer's perceptions and attitudes toward product appeals in three selected product categories (hair shampoo, dishwashing liquid, and yogurt).
2. To examine the extent of standardized advertising strategy with regard to different consumer-cultures specifically between these two subsamples.
3. To examine the level and the effectiveness of standardization across rational and emotional product advertisements.

The following chapter will discuss the literature review. An examination of existing literature on the subjects of advertising standardization and global advertising is the subject of chapter 2.

Chapter 2: Literature Review

This chapter examines the theoretical literature on advertising strategy and global advertising which are relevant to this study. Empirical studies and research studies are presented to describe the issue and to develop the hypotheses for this study. First, this chapter discusses the extent of global advertising strategies. The second part of the chapter describes the influence of different culture on advertising strategies in both conceptual and empirical literatures, as well as global consumer segmentation. The third part of the chapter describes consumers' perception and attitude toward the decision making process for different product categories. Finally, the fourth part explains the principles and elements of advertising messages based on previous studies.

The Extent of Global Advertising Strategy

The issue of standardized advertising in international market was first debated in the early 1960s (Elinder, 1961; Fatt, 1964). An examination of previous research studies classifies two main approaches: standardization and adaptation of advertising strategies.

Papavassiliou and Stathakopoulos (1997) assert that the standardization approach is used when a single message is advertised in every country with only minor modifications or proper translations. In contrast, opponents of the standardization approach argue that distinct messages should be used to reach consumers in different markets in order to conform the message to each particular country (Kotler, 1986). These scholars are advocates of the adaptation strategy.

Standardization Approach

The rationale behind the standardization approach is that consumers everywhere in the world share the same or related needs and wants, thus, they can be persuaded by standardized advertising appeals (Buzell, 1968; Fatt, 1967; Killough, 1978; Levitt, 1983; Sorenson & Weichmann, 1975). This approach benefits advertising campaigns for four main reasons (Papavassiliou & Stathakopoulos, 1997). First, the multinational corporation can maintain and keep its image and identity consistently throughout the world. Second, a unified global brand image helps the multinational company and avoids confusing consumers who travel frequently between countries and in the areas where media overlap (Peeble, et al., 1987). Third, it allows the multinational corporation to establish a single advertising campaign across different countries. Finally, it is resulting in cost saving because of economies of scale when a single idea is created and produced for a universal campaign in different countries.

Many global companies that developed standardized advertising campaigns to build their global brands and become successful in global marketing such as Coca-Cola, McDonald's, Dell, and Apple (Zou & Volz, 2010).

McDonald's global marketing pursues standardized advertising in its positioning and distribution strategies. The corporation markets its services through over 35,000 outlets in 119 countries (McDonald's, 2014). The company maintains a standardization approach for its value, equipment technology, product offering, operation systems, and customer service in all multinational countries. Even though its menus have been varied following country to country, the company keeps its core product offering consistently on

a global basis (Samiee & Roth, 1992).

However, when advertising concept does not match the local environments of the particular country, for example, language, religious beliefs, and social traditions, merely standardized advertising seems not to be suitable for global advertisers to pursue (Mooij, 1994; Ricks, 1983). For example, Procter & Gamble failed after they launched Cheer laundry detergent into Japan local market without adapting the advertising message (Sirisagul, 2000). Cheer was the laundry detergent that was effective in water of all temperatures whereas, it was irrelevant to the Japanese, which usually washes clothes in cold water (Yip, 1989). Furthermore, the company's advertisement focused on product benefits and testimonial, which Japanese consumers were not familiar with (Tanzer, 1986).

Adaptation Approach

In contrast, the adaptation approach argues that there are some insuperable factors such as cultural, linguistic, historical, religious, socio-economic, legal, media, and product dissimilarities between countries, which require the adaptation or development of advertising strategies unique to each country because such factors would affect the interpretations of advertising messages by buyers (Mueller, 1987; Tansey et al., 1990; Kanso, 1992; Roth, 1995; Shoham, 1996; Papavassiliou & Stathakopoulos, 1997; Cateora & Graham, 2002; An, 2007). Furthermore, uniqueness in consumption patterns, psychosocial characteristics, and cultural criteria in different countries might also affect standardized advertising campaigns negatively by hampering a company from transferring

its advertising message from one country to other countries (Britt, 1947). Consequently, when a standardized global advertising concept is not adequate for a specific market, an adaptation approach should usually be utilized in order to adjust both the advertising concept and creative execution from the original versions. Mueller (1987) conducted an experimental research by comparing Japanese advertisements with American advertisements for similar products. His findings indicated that advertisements in each country presented some degree of sensitivity to cultural uniqueness of the target consuming market. In addition, Synodinos, Keown, and Jacobs (1989) investigated advertising strategies across 15 countries and found significant differences in the creative approach, not only because of cultural factors but also in production costs and the length of time the advertisements were shown.

However, Papavassiliou and Stathakopoulos (1997) mention that the decision whether to standardize or localize cannot be defined dichotomously, therefore the continuum concept of international advertising decisions must be either standardized or not standardized. Unless advertisers use the standardized approach, they must utilize the adapted approach, and need to determine how many adaptations are most applicable in different situations. The two-position at opposite ends of the continuum with a multitude of options allow an advertiser to employ both strategies in the middle (Papavassiliou & Stathakopoulos, 1997), and that is known as the contingency approach (Agrawal, 1995).

Contingency Approach

Contingency approach is based on the belief that both complete standardization and complete adaptation are unnecessary. The most effective advertising strategy varies depending on the situation because an advertising strategy using a combination of these two approaches can be developed after a meticulous evaluation of the possible factors, that might affect advertising effectiveness in the countries involved (Kotler, 1986; Walters, 1986).

According to Agrawal's (1995) literature, academicians strongly advise adapting and/or contingency advertisements for international consumers because the level of familiarity with foreign markets is probably low and the promotion tactics depend upon a local host or the country personnel. As more research began to be conducted on different countries markets, academicians continued to develop frameworks to facilitate practitioners in determining the appropriate level of standardization/adaptation necessary in advertising (Britt, 1974; Sheth, 1978). In 1980s, research confirms that differences among people from different countries continue to remain as great as ever (Agrawal, 1995).

Global Brand Positioning and Perception

Global consumer culture (GCC) represents a collection of common signs and symbols (e.g. brands, products) that are interpreted by significant numbers of certain consumers around the world (Alden et al., 1999; Cleverland & Laroche, 2007; Zhou et al., 2008). It projects the global diffusion of consumptions signs and behaviors, especially

from Western and Asian developed countries (Akaka et al., 2010). Despite the fact that consumers understand GCC signs and behaviors, they regularly tend to be depended on their own local meaning systems of interpretation, usage, and presentation (Akaka et al., 2010).

International advertising is perceived as a crucial factor for driving the transitioning global culture and an important means for studying cultural change (McCracken, 1986; Mazarella, 2003). Akaka et al. (2010) attempts to understand the relationship between international advertising and global consumer culture by integrating two theoretical constructs: global consumer culture positioning (GCCP; Alden et al., 1999) and perceived brand globalness (PBG; Steenkamp et al., 2003), which may shed light on the long-standing debate of standardization versus adaptation advertising strategy.

Global Consumer Culture Positioning (GCCP)

Alden et al. (1999) defined global consumer culture positioning (GCCP) as a strategy that identifies the brand as a symbol of a particular global culture since brand positioning strategies in different cultures are aligned with the development of the global market. According to the study, Alden et al. (1999) investigated language, aesthetic styles, and story themes in television commercials from seven countries to compare the extent of global consumer culture positioning (GCCP), foreign consumer culture positioning (FCCP)*, and local consumer culture positioning (LCCP)** in their multinational advertisement samples. The analysis indicates that global common consumption signs exist, and that the firms whose advertisements were studied contribute particular efforts to feature signs and appeals to consumers' participation with global culture.

*Foreign consumer culture positioning (FCCP) is defined as a strategy that the brand is associated with a specific foreign culture e.g., Singapore Airline's use of the "Singapore Girl" in their global media advertising, Volkswagen has used the slogan "Fahrvergnugen" in U.S. advertisements (Alden et al., 1999).

**Local consumer culture positioning (LCCP) is defined as a strategy that the brand is associated with the local consumer culture e.g., Budweiser associates with small-town American culture in its U.S. advertising (Alden et al., 1999).

GCCP contributes to the understanding of international advertising and global consumer culture (GCC) of those firms that use widely understood symbols to communicate similar meanings across different countries and cultures and to connect their brands with consumers across the globe (Alden et al., 1999). Alden also found that some symbols and appeals are commonly shared among certain global consumer segments (e.g. middle- to upper-class urban or teens) who associate with a specific GCC, while those symbols are not interpreted or shared among the global population as a whole (Akaka et al., 2010). For example, Procter & Gamble launched "all-in-one" shampoo with conditioner named Wash & Go. The shampoo was positioned globally as a time saver in a hectic world. In the United States and Europe, the creative content projected a woman rushing into a gym locker room and slamming the locker door, while in Thailand, it was adjusted to be less extreme, but it still presented its convenience in people's busy life (The Economist, 1992).

In addition, Alden et al. (1999) states that GCCP is used more often a soft-sell rather than a hard-sell approach. Soft-sell approach is the use of visual imagery that conveys more subtle and ambiguous messages, while hard-sell approach is more informational and emphasize on functional product features (Bradley, Hitchon & Thorson, 1994). Because soft-sell advertisements generally use a lot of visual, their

messages tend to require implicit rather explicit communication (Messaris, 1997). Alden et al. (1999) studied 1,267 advertisements from seven countries: India, Thailand, Korea, Germany, the Netherlands, France, and the United States and discovered that more than half of the GCCP advertisements (56.4 percent) utilized the soft-sell advertising approach.

Zhou and Belk (2004) apply the GCCP framework to examining audience responses towards globalized versus localized advertisements among Chinese consumers. They separated respondents to two distinct groups: one attracted to global advertising appeals and another to local advertising appeals. The findings indicate that global advertisements were found to use less literal appeals, and portrayed the feeling of cosmopolitan sophistication, beauty, and status, while the group attracted to local appeals associated advertisements with Chinese cultural values and feelings of nationalism (Zhou & Belk, 2004).

Although researches related to GCCP present the existence of common elements associated with international advertising and GCC (e.g. brand quality and prestige), other factors also influence attitudes and perceptions towards global brands (Alden et al. 2006). Several marketing and advertising studies have presented GCCP in conjunction with research related to consumer perceptions, and there are several studies that emphasize individual and cultural differences in responsiveness to advertising communications (Zhou & Belk, 2004; Akaka et al., 2010; Ford et al., 2011; Okazaki, Mueller, & Diehl (2013).

Perceived Brand Globalness (PBG)

Steenkamp et al. (2003) proposed a framework of perceived brand globalness (PBG). Based on the consumers' belief, they state that the brand is marketed in multinational markets and is normally recognized as global in these countries. Brand exposure via general media such as sporting events, word of mouth, or travelling and via marketing promotion such as advertising or packaging is the important factor that creates PBG. According to Steenkamp et al.'s (2003) study, they analyzed how PBG influenced brand purchase likelihood through pathways of perceived brand quality and brand prestige, in both direct and indirect ways in two countries: the Republic of Korea and the United States. The results of this study (Steenkamp et al. 2003) indicated that PBG positively affected perceptions of both brand prestige and brand quality, but had a stronger relationship with perceived brand quality. However, the effect of local icon value was positively related to perceived brand prestige but not perceived brand quality. Additionally, PBG positively affected purchase likelihood only for consumers with low ethnocentrism. These results were consistent across countries.

Amine et al. (2005) research focuses on the topic of brand quality. The authors alluded to both GCCP and PBG frameworks in their case study analysis, which examined Taiwan's country-image advertising campaign. The evidence of a semiotic concept and a soft-selling approach in Alden et al.'s (1999) research was considered as a reason to investigate the meaning transfer in advertising, and the identification of quality and excellence as recurring themes in order to respond to the upgraded Taiwan's country image compare to the rest of the world. The use of a quality appeal in the promotion of

Taiwan's image is consistent with the PBG construct (Steenkamp et al. 2003), which suggest that quality is generally related to perceptions of globalness. In addition, Taiwan's advertisements portrayed an affective approach using images of culture and quality of life. This emphasizes on Alden et al.'s (1999) study that the features of soft-sell advertisements would seem to make them more appropriate for the use of GCCP.

Cultural Influences on Global Advertising Strategy

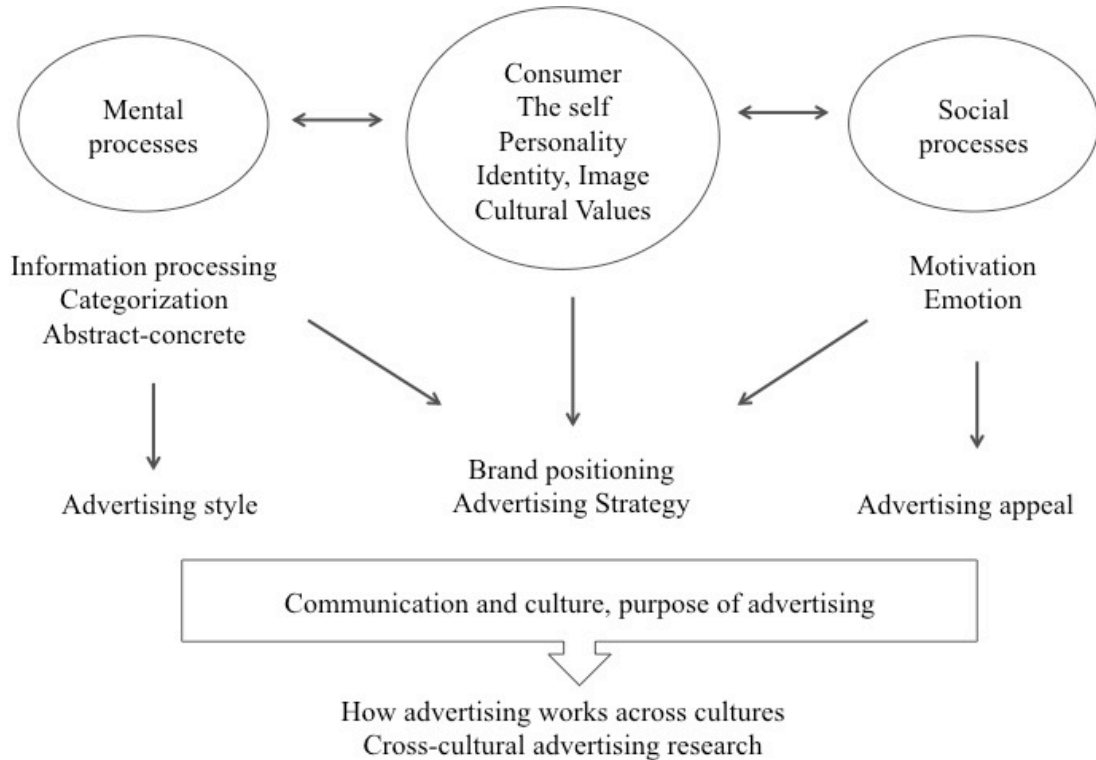
Since the increasing attention on the effects of culture on global marketing and advertising, there have been various studies that focused on the necessity of adapting branding and advertising strategies to different consumer cultures. The Hofstede model has been applied in many studies to explain differences of the notions of self, personality, and identity in global marketing and advertising strategies (Mooij & Hofstede, 2010).

The Hofstede Model

Mooij & Hofstede (2010) review various aspects of consumer behavior that affect global branding and advertising strategies. Their theoretical framework is presented in Figure 1. They view cultural values as an integral part of the consumer's self and personality. In order to create effective advertising, the consumer must be considered centrally. In addition, Mooij & Hofstede (2010) separate mental processes and social processes. Mental processes relate to internal process: how consumers think, learn, perceive, categorize, and process information, while social processes are about how consumers associate with other people, including motivation and emotions. These two

processes generally affect interpersonal and mass communication, which also affect advertising appeals and advertising styles (Mooij & Hofstede 2010).

Figure 1: Understanding cultural values of consumers in global advertising research



Source: Mooij & Hofstede (2010)

The Hofstede model (Hofstede, 2001; Hofstede & Hofstede, 2005; Mooij & Hofstede, 2010) emerged as a result of the research about the values of people in over 60 countries around the world. These people were employees in the local subsidiaries of one large multinational company – IBM. The research incorporated 72 different national subsidiaries, 20 languages, and 38 occupations (Gillespie & Hennessey, 2010). A statistical analysis on questions towards the values of IBM employees in different countries revealed five areas of different answers differing from country to country: social

inequity (including the relationship with authority); the relationship between the individual and the group, the ideas of masculinity and femininity; the ways of dealing with uncertainty situations (including the control of aggression and emotional expression); and a long-term orientation in life to a short-term orientation (Hofstede, 2001; Hofstede & Hofstede, 2005; Mooij & Hofstede, 2010).

These five areas correspond to key dimensions which Hofstede defined Power distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty avoidance, and Long-term/Short-term orientation. Each country is distinguished by a score on each of five components, which provides scale range from 0 to 100. All five components represent dimensions of cultures, and each dimension is an aspect of a culture that can be compared relatively to other cultures (Mooij & Hofstede, 2010).

Firstly, the power distance dimension is the extent to which less powerful members exist in a society and how that society accepts and expects that power is distributed unequally. In large power-distant cultures, every person has his or her own rightful place in a social hierarchy. Clearly understanding the role of global brands helps marketers and advertisers find the rightful place to their brand. Also, global brands serve that purpose; for example, some alcoholic beverages and fashion items typically appeal to social status needs (Mooij & Hofstede, 2010).

Secondly, individualism versus collectivism. In individualistic cultures, one's identity is in the person itself. People in this type of culture assume that their values are valid for the whole world. They are I-conscious and self-actualization is very important. On the other hand, in collectivistic cultures, people are We-conscious and their identity is

based on the social system to which they associate, and being a part of a group is important. Building a relationship and trust between parties is necessary in collectivistic cultures, while in individualistic cultures, getting to the point fast is more important. This contrast is reflected in the different approaches of advertising: persuasion versus creating trust (Mooij & Hofstede, 2010).

Thirdly, the masculinity/femininity dimension illustrates that the prevalent values in a masculine society are achievement and performance, whereas the dominant values in a feminine society are caring for others and quality of life (Mooij & Hofstede, 2010). In masculine-dominated groups, advertising must demonstrate achievement; therefore brand personality or products such as jewelry are indicative of a person's success (De Mooij & Hofstede, 2002; De Mooij, 2010).

Fourthly, the uncertainty avoidance dimension is defined as the situation that people feel intimidated by because of uncertainty and ambiguity. People try to avoid such situations. People of high uncertainty-avoidance culture tend not to be open to change and are less innovative than people of low uncertainty avoidance cultures. In addition, people in high uncertainty-avoidance cultures have a passive belief about health and are concern with pure food and drink and greater use of medications. People in low uncertainty-avoidance cultures have a more active attitude about health by focusing on fitness and sports (De Mooij & Hofstede, 2002; De Mooij, 2010).

Finally, in the long-term orientation, values include perseverance, leveling relationships by status, thrift, and having a sense of shame. On the other hand, short-term orientation includes personal steadiness and stability, and respect for tradition and

focuses on the pursuit of happiness rather than on the pursuit of peace of mind (Mooij & Hofstede, 2010).

When comparing United States culture and Thailand's culture on the five dimensions of the Hofstede model, the index score in each dimensions for the United States is described as follow: power distance: 40, individualism/collectivism: 91, masculinity/femininity: 62, uncertainty avoidance: 46, and long-term/short-term orientation: 29, while Thailand's index score of IBM set is: power distance: 64, individualism/collectivism: 20, masculinity/femininity: 34, uncertainty avoidance: 64, and long-term/short-term orientation: 56 (Clearly Cultural, 2009). According to these numbers, there is no similarity in each dimension between both countries. Particularly, the cultural difference of individualism/collectivism dimension shows the greater contrast.

Individual Differences within Individualist/Collectivist Cultures

As mentioned in Chang's (2006) study, segmentation of a mass market tends to be an effective marketing communication strategy. Within the same culture or market, consumers are varied in their values and traits, and therefore respond to the same advertising appeals or marketing communication tactics in different ways. Additionally, consumers have been found to accept advertising messages that portray the same values as their own (Wang & Mowen, 1997). Consequently, the use of justified segmentation strategies appears to be important among consumers within the same culture (Chang, 2006).

Although the individualism/collectivism dimension has been mostly mentioned to help understand cross-culture differences in research-related values areas, other studies suggest that, within the same culture, advertising messages that portray self-congruent values and account for individualism/collectivism are more forceful than those portraying only self-congruent values (Chang, 2002). Chang (2006) uses the term: idiocentric and allocentric to describe individualism/collectivism at the individual level and proposes that cultures vary from each other primarily in the division of idiocentric and allocentric people. Chang's (2006) concludes that the people in each culture share homogeneity, so there is no need to consider the diversity of that population. In addition, Kim et al. (1994) argue that even when cultures create people's values and emotions, people are not absolutely determined by them; people may accept or refuse cultural influences depending on their own personal characteristics. The association between cultural norms and individual compliance may be adjusted individually; for example, the idiocentric people are usually concerned with personal success but the allocentric people are regularly concerned with obtaining social encouragement (Triandis et al., 1985).

Chang (2006) proposes that advertising messages congruent with consumer self-concepts have been found more effective than incongruent messages. Ad-self congruency effects increased agreement with advertising messages (Brock et al., 1990). Moreover, self-congruent ad messages generated better advertising attitudes and brand evaluations, as well as greater purchase intentions (Hong & Zinkhan, 1995). Likewise Mehta's study (1999), the greater the convergence of self-concept and brand image delineated in ads, the stronger the purchase intentions increased.

Chang (2006) conducted a comparative experiment to feature two factors: culture and advertising user profile (in term of collectivist versus individualist) by recruiting 273 participants, 199 Taiwanese and 74 Americans. Prior to conduct the experiment, the respondents were asked to report their ad liking, perceived ad credibility, and attitudes towards the products on the scales. The findings of the experiment (Chang, 2006) indicated that the degree of congruence between advertising values and viewer self-concept could affect significantly cognitive and affective responses to ads and brands. Higher ad-self congruency related to greater ad liking, greater perceived ad believability, better brand evaluations, and also higher purchase intentions.

McCarty (1994) has asserted that individual value orientations, regardless of the extent to which they are driven by culture, should be clearly distinguished from culture level value orientations. Triandis (1989, 1994) argued that since the collectivist culture gains affluence, complexity, and technological advancement, individualist values seem to become more influential. In Taiwan and other collectivist cultures, their economic development may be developing interdependence less critical to survival, reducing reliance on in-groups relations (Chang, 2006). As a result, the values retain by people in these cultures are probably turning toward individualism. This phenomenon may be more apparent with respect to product consumption, which is a highly personal behavior (Chang, 2006).

However, the cultures they belong are somehow still essential for advertising effectiveness. Regarding Chang's (2006) study, Taiwanese participants tended to engage more on ad messages and have positive emotional responses to ads than American

participants. They also responded to ads and brands more satisfyingly and expressed stronger purchase intentions than American participants did because of a greater effect of social desirability in their culture (Chang, 2006).

Although cultures influence people's values, perceptions, and attitudes, people are not merely dominated by them (Kim et al., 1994). They may accept or reject those cultures based on their own personal values and characteristic (Chang, 2006). Therefore, the degree of relationship between advertising values and viewer self-concept could affect more significantly cognitive and affective responses to ad liking, perceived ad believability, brand evaluations, and also purchase intentions.

Global Consumer Segmentation

According to a study by Amir and Chow's (2006), values are more closely associated to behavior than personality traits and values are more central, and more directly related to motivations than attitudes. Additionally, while the global market is developing dramatically and many national economies amalgamate into one global economy, consumer values become more stable and are more inherited than other human characteristics.

Value systems define lasting subcultures that exist throughout the world (Amir & Chow, 2006). Each value system defines a group of consumers who shares similar underlying motivations and engages in a common pattern of similar beliefs, attitudes, and behavior. Without the value systems, there is no framework to investigate alterations from country to country or region to region. In addition, without this framework it is not

easy to determine the effect of value relationships and brand outcomes such as attitudes and image (Amir & Chow, 2006). Amir and Chow conducted the interview with 1,000 respondents aged 13 to 65 in 30 countries, the surveys were conducted in urban areas in both developed markets and in developing markets. The respondents were asked to rate different 57 personal values into different levels of importance, from being opposed to their values to extremely being important to their values. The analysis presents six groupings of variables identified as: Striver, Fun-Seeker, Creative, Devout, Intimate, and Altruist (Amir & Chow, 2006). These findings emphasize the internal consistency in the grouping of values both at the global level and each country level.

Consumers are classified differently from one another, but in systematic ways, in their innate characteristics such as culture or buying situation, these differences serve as the ground for segmentation (Amir & Chow, 2006). Basically, the fundamental role of values in consumer behavior is not only to encourage search and attention (Howard & Sheth, 1969) but also to enable the perceived product class and brand's benefits with importance weights of consumer consideration (Pitts & Woodside, 1984). Significantly, values are the sources of crucial benefits that drive and direct consumer behavior (Amir & Chow, 2006).

Value Segmentation

Countries vary boardly on their distribution of population across the following six values segments: Striver, Fun-Seeker, Creative, Devout, Intimate, and Altruist. According to Amir and Chow's (2006) analysis, Creatives are Renaissance people who are

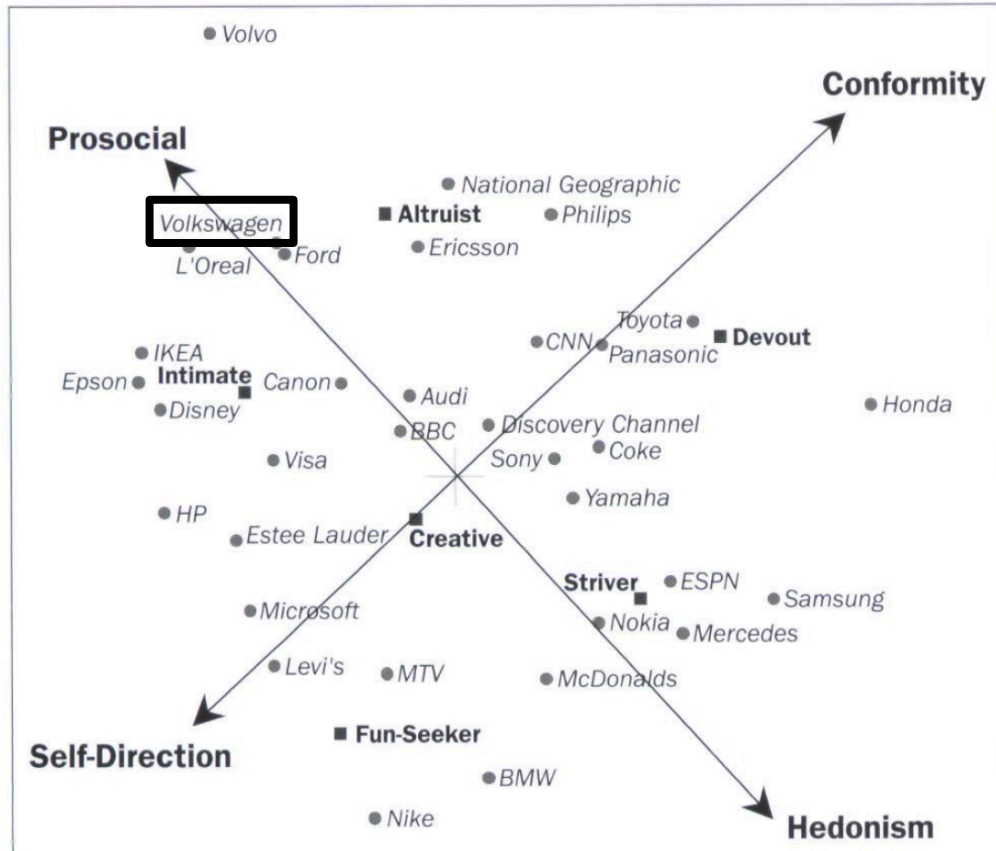
completely involved in all areas of life; Fun-Seekers are social people who focus on social and hedonistic pursuits; Intimates are people who value relationships above everything; Strivers are hard workers motivated by a desire for status and wealth; Devouts are traditionalists who have strong belief and convictions about faith, modesty, duty, and respect for the past; and Altruists are humanitarians who place relatively higher value on social values and the world at large. Consequently, world cultures vary on the ranking of the relative importance values (Rokeach, 1973), which affect each country to hold such values in the different degrees.

The Relationship between Value Segment and Brand Usage

Amir and Chow's (2006) study employs the World Values Compass to find the relationship between their personal values segments and brand and media usage with perceptual representation, which was known as joint space analysis. Utilizing the World Values Compass as a guideline, the brands and channels are distributed along two dimensions: Self-Direction versus Conformity and Prosocial versus Hedonism (Amir & Chow, 2006). The associations presented in the Figure 2 represents the optimum advertising appeals; one example is the Volkswagen campaign in the 1960s created by Doyle Dane Bernbach (Amir & Chow, 2006). The Volkswagen advertisements usually had a large product shot in a setting with a headline and copy below. Those were well known headlines such as "Think Small," "Lemon," and "Ugly is only skin-deep", which stimulated and tempted the readers to continue to the copy. The Volkswagen advertising was particularly fresh when contrasted to the competition by putting real photographs

instead of drawings, which very realistically set forth the product in all its commonness, and its humorous copy created a buzz with the person on the street and won all sorts of creative awards in the profession (Amir & Chow, 2006).

Figure 2: Power brands and values segments across the world



Source: Amir & Chow (2006)

Values influence people's life, attitudes, intentions, and behavior (Rokeach, 1973; Schwartz, 1992) and people vary in the extent to which they satisfy one specific value over another (Hornikx & O'Keefe, 2009). Different individual prioritizes their value in different levels (Hofstede, 2001). In today's market, fulfilling consumers' basic needs

and wants are not adequate because they seek additional factors from their purchase decisions (Amir & Chow, 2006). These factors can be observed by examining the consumers' value system. Due to "motivation for brand selection is rooted in our guiding principles and presents a reflection of self" (Amir & Chow, 2006), it is really important that global advertisers must consider cultures and values of countries or groups of countries in order to develop a successful global brand.

Perception and Attitude toward Different Product Category

Due to the fast growing of advanced technology and the expanding of economic globalization, a proliferation of international marketing and advertising occurs (Albers-Miller & Stafford, 1999). However, the emergence of cross-cultural has become a main concern among the global marketers. It creates some difficulties in the global communication perspective for example, what is acceptable in one country is not in others, meaning are often culturally specific, and the salience of values is different from country to country (Albers-Miller & Stafford, 1999). Consequently, appealing to consumers in different cultures has been continually challenge for international marketers and advertisers. Several studies propose that the use of the emotional/rational framework might suggest the essence of understanding the different appeals to global marketers and advertisers (Abernethy & Butler, 1992; Cutler and Javalgi, 1993; Grove et al., 1995; Zinkhan et al., 1992; Albers-Miller & Stafford, 1999).

Emotional and Rational Appeals

Regarding Copeland (1924), individuals purchase products for either rational or emotional reasons. Rational appeals are developed from the traditional information processing models of consumer's decision making (Copeland, 1924). When a person makes logical and rational decisions; such approaches influence his or her perception towards messages of a brand that is advertised to their persuasive power of arguments or reasons about that brand's attributes (Albers-Miller & Stafford, 1999). Such appeals relate to the person's self-interest by showing product benefits (Kotler & Armstrong, 1994).

On the other hand, emotional appeals are founded in the consumers' experiential consumption (Albers-Miller & Stafford, 1999). These appeals determine to make the consumers feel good about the product by creating a satisfied or friendly brand, and they rely on feelings of effectiveness (Albers-Miller & Stafford, 1999). Likewise, Kotler and Armstrong (1994) state that emotional appeals aim to encourage either negative or positive emotions that can motivate people decision-making. These include fear, guilt and shame appeals. Also, communicators also use positive emotional appeals such as love, humor, pride and joy to persuade consumer's intention (Albers-Miller & Stafford, 1999).

Aaker and Norris (1982) found that rational appeals tend to contribute higher effectiveness ratings than emotional appeals. Similarly, rational commercials that provide more information than emotional commercial were subsequently better liked and resulted in higher purchase intentions (Golden & Johnson, 1983; Coulson, 1989). Additionally, factual content in advertisements is more credible, tends to convey more positive beliefs

towards the brands (Holbrook, 1978), and helps reduce some of the uncertainty often associated with the purchase of services (Albers-Miller & Stafford, 1999). On the contrary, several scholars suggested that appeals stimulating emotional responses tend to produce more positive reactions (Goldberg & Gorn, 1987; Page et al., 1990) and higher levels of recall (Choi & Thorson, 1983).

Towards advertising and marketing practitioners' perspective, emotional appeals appear to be an attractive technique of marketing today. Several marketers use these appeals to increase more customer loyalty and more profitability than many other factors (Kile, 2013). The breakdown is estimated 70 percent emotional technique and 30 percent rational technique (Kile, 2013). Passikoff, the president of Brand Keys defines emotional appeals as anything that the brand creates or stands for. They help upraise such a brand over competitors when all other factors, such as 4P's: product quality, product placement, price, and promotion, are basically similar. Emotional appeals also have an element of personalization for example, increasing expectations in personalization and a sense of enhanced personal productivity in the smart phone category contributed to Samsung's triumph over Apple (Kile, 2013).

Some scholars suggest that the point with ubiquitous agreement toward the effectiveness of the appeal depends on the product type (Holbrook & Shaughnessy, 1984; Johar & Sirgy, 1991; Shavitt, 1990; 1992). They proposed that appeals that were matched to the product types were more effectively to convince than appeals that were related to other functions. In order to create more satisfied attitudes toward the brands or particular products, cognitive response, and preference for purchasing decision, suitably matched

between appeals and product type is considered necessarily (Shavitt, 1992).

Pollay's Value Appeals

Albers-Miller and Gelb (1996) conducted a research study based on the premise that “the principle conduit for incorporating values into advertising is advertising appeals”. They used Hofstede cultural model as a tool for examining cultures, and also used a list of advertising appeals classifications (Pollay, 1983) to examine the relationships between appeals and cultural dimensions in eleven countries: Japan, Taiwan, India, South Africa, Israel, France, Finland, Brazil, Chile, Mexico, and the United States (Albers-Miller & Gelb, 1996).

Later, Albers-Miller and Stafford (1999) developed another study based on the belief that advertising appeals can be categorized on an overall level as either rational approach or emotional approach. In addition, attitudes towards products that serve different functions respond to different types of advertising appeals. Regarding their study, Albers-Miller and Stafford again utilized the list of advertising appeals (Figure 3) developed by Pollay's (1983) to study the degree in which both rational and emotional appeals that were presented in advertisements across four countries: Mexico, Brazil, Taiwan, and the United States.

Except these two studies (Albers-Miller & Gelb, 1996; Albers-Miller & Stafford (1999), Pollay's (1983) list has been used widely as a comprehensive list of all common advertising appeals in the previous advertising literatures, as well as values research in other disciplines (Belk, Bryce, & Pollay, 1985; Mueller, 1987; Tse, Belk, & Zhou, 1989;

Firth & Wesson, 1991; Srikandath, 1991; Cheng & Schweitzer, 1996; Lin, 2001; Begu, 2008). The Pollay's (1983) list includes 42 common culture appeals (e.g. cheap, enjoyment, family, health, status, nature etc.) that are subsequently categorized as either emotional or rational. The list was refined and crystallized by practitioners in the fields of sociology, anthropology, and consumer behavior (Begu, 2008). Finally, it has been accepted and used widely as "dualistic pairs of competitive value" (Pollay, 1983).

Figure 3: Dualistic pairs of competitive value

Appeal	Rational/emotional	Appeal	Rational/emotional
Effective	Rational	Durable	Rational
Convenient	Rational	Ornamental	Emotional
Cheap	Rational	Dear	Emotional
Distinctive	Emotional	Popular	Emotional
Traditional	Emotional	Modern	Rational
Natural	Rational	Technological	Rational
Wisdom	Rational	Magic	Emotional
Productivity	Rational	Relaxation	Emotional
Enjoyment	Emotional	Maturity	Emotional
Youth	Emotional	Safety	Rational
Tamed	Rational	Morality	Emotional
Modesty	Emotional	Humility	Emotional
Plain	Emotional	Frail	Emotional
Adventure	Emotional	Untamed	Emotional
Freedom	Emotional	Casual	Emotional
Vain	Emotional	Sexuality	Emotional
Independence	Rational	Security	Emotional
Status	Emotional	Affiliation	Emotional
Nurturance	Emotional	Succorance	Emotional
Family	Emotional	Community	Emotional
Healthy	Rational	Neat	Rational

Source: Pollay (1983)

Element of Advertising Messages

Advertising message development can be a convoluted problem for multinational companies that position their products on a worldwide basis (Green, Cunningham, Cunningham, & Unwin, 1975). Hall (1966, 1976, 1987) proposes that different languages and cultures connect with contextual variations: high context cultures are intuitive and thoughtful, which lead to the use of indirect and ambiguous message, however; low context cultures are analytical and action oriented, which tend to use explicit and direct messages. Informational messages focus on the consumers' functional needs by emphasize product features or benefits, whereas, transformational messages match the brand with consumers' psychological characteristics (Pae, Samiee, & Tai, 2001). The latter advertising message strategy use selling premises based on the degree of associations: if the association values are universal, transformational styles can be utilized cross-culturally. Transformational styles are suitable in high-context cultures, while informational styles are more appropriated in low-context cultures (Pae et al., 2001). Quelch and Hoff (1986) suggested a global approach on a spectrum from unifying on an advertising concept to adapting on advertising details. They distinguished message strategy into two parts: advertising theme or advertising concept and advertising execution.

Advertising Theme/Concept and Execution

Advertising theme or advertising concept sometimes is known as advertising strategy. It is defined as a policy or guiding principle that determines the general idea of

messages to be created, also embodies theme, positioning, and key points (Charles, 1983; Donald, 2006). Advertising strategy focuses on ‘what it is said’ and plays a role of guiding the execution (Mueller, 1996). Since theme is defined as the overall ideal underlying the advertisement, Wei & Jiang (2005) propose that different themes reflect different cultures. Additionally, portrayal of a model and product in advertisement usually conveys a symbolic association between the two – highly symbolic of culture (Wei & Jiang, 2005).

Advertising execution refers to a selection of advertising appeals, copy, and illustration to produce the chosen advertising strategy (Babara, 1996). It is more likely to concentrate on ‘how it is said’ (Mueller, 1996). A universal execution style regularly presents via non-verbal communications, emphasizes visuals and music, and it is usually translated from one language to another (Quelch & Hoff, 1986). Whereas, different executions can be created to reflect local cultures, which the theme remains the same but the executions are adjusted from one country to the others (Eger, 1987). However, execution styles basically include all verbal and visual elements, which are developed from the advertising concept to position and illustrate the product or service following the insights of potential consumers (Belch & Belch, 1993). These are noticed in the communication modes of cultures that differ with the use of verbal and visual cues (Quelch & Hoff, 1986).

Killough (1978) conducted the survey toward the barriers for standardized advertising concept and found that creative execution cannot generally transfer across other countries as well as advertising propositions as a result of differences in culture and

legal restriction. For example, showing affection in public is unacceptable in Islamic and most of Asian countries; colors, numbers, or symbolic used in advertisements have various meaning in different countries. Whereas, some forms of advertising execution can be utilized around the world. For example, a woman whose skin is so young and healthy is an effective appeal for quality soaps and dishwashing detergents (Killough, 1978).

In order to develop effective global advertising, sometimes, global advertisers should adjust a theme or concept to the values and norms on that market (Ali, 1992). Wei & Jiang (2005) indicated that in multinational advertising campaigns, advertising concept was often standardized, whereas execution was not necessary to be standardized. Cheng and Schweitzer (2001) analyzed content in American and Chinese advertising messages and suggested that Chinese ads tended to develop emotional appeals, indirect expression, and symbolic values, while American ads, direct appeals, and both symbolic and utilitarian values were more likely to be used. Ramaprasad and Hasegawa compared content of TV commercial ads of 373 Japanese commercials to 311 American commercials and found that some adaptations in execution are almost important even assuming that the strategy is universally applicable.

Based on those articles and studies, developing a unified advertising theme or concept on a global scale, global advertisers should consider meticulously towards each particular country, and pertinently take cultural differences into account. Like what Wei and Jiang (2005) stated in their study that the more culturally differences among the target consumers in that home country, the more localized the execution should be.

The Model of the Dynamics between Standardization in Creative Strategy and Execution

According to Duncan and Ramaprasad's (1995) framework, Wei and Jiang (2005) developed further a model of the dynamic relationship between standardization in creative strategy and standardization in execution. The model of configuration composes of four distinctive types of general advertising strategy in international advertisement such as global strategy, glocal strategy, local/country-specific strategy, and single-case strategy (Wei & Jiang, 2005). Based on their study, the global strategy is categorized as both highly standardized creative strategy and highly standardized execution. In this type, advertising messages are used on a global level with no change in themes, positioning, illustrations, or copy, but translation is needed if necessarily. Secondly, the glocal strategy is used when combining a highly standardized creative strategy with highly adapted execution. Sometimes, it is called as glocalization - a combination of globalization and localization. The glocal strategy refers to positioning products in a global market but customizing them with the concerning of local culture (Robertson, 1995). Next, the local/country-specific strategy refers to an adapted creative strategy accompanied with adapted execution. By focusing on the specific socio-cultural conditions of the market, multinational advertisements localize the creative concept, positioning, and production of the advertising message to represent one voice for each market (Mueller, 1996). Finally, the single case strategy refers to a combination of an adapted creative strategy with standardized execution.

Later, Jiang and Wei (2012) conducted an experimental design by comparing pairs of advertisements of the same brand used in the United States and China in order to ascertain

the degree of standardization in two distinct markets along the individualism and collectivism cultures. Its purpose was to explore how multinational companies employed the standardization or adaptation approach in their international advertising by focusing on standardization model of creative strategy and execution, which was designed by Wei and Jiang (2005). The findings indicate that multinational companies are more likely to employ the glocal strategy in their advertising campaigns launched in both countries. The creative strategy was standardized but the execution was localized with a high level of adaptation in tactics (Jiang & Wei, 2012). These findings are consistent with prior research (Duncan and Ramaprasad's, 1995; Wei & Jiang, 2005) which propose that multinational companies' advertising seemed to pursue standardization approach on creative strategy more than execution.

The popularity of the glocal strategy becomes more acceptable because it follows the possibility perspective that “the best advertising strategy depends on the situation in which the most effective advertising combines the standardization and localization approaches” (Melewar & Vemmervik, 2004). Jiang and Wei (2012) concluded that the extent to which international advertising will be standardized or localized depends on cultural influences and the conduciveness of the environment.

Conclusion

The fast growing of advanced technology and the expanding of economic globalization have contributed to the proliferation of global marketing and advertising, and also the development of global consumer culture. As a result, the issue of advertising standardization becomes more crucial for global marketers in the era of global marketing and advertising. More importantly, global marketing practitioners today have encountered a paradigm shift (Roberts & Ko, 2001), which is defined as moving from “old globalism” to the “new globalism” (Schultz & Kitchen, 2000). In this new globalism, products and messages development is not necessary to depend on maximizing economies of scale to be effective, but it is more emphasized on understanding consumers’ specific needs and local conditions (Roberts & Ko, 2001). Although more empirical studies and research studies are presented and described on this issue, there is no general conclusion in these findings of research works. Therefore, more research and findings on this issue would be beneficial for global marketing practitioners to profoundly understand standardized advertising practices, and utilizing this strategy more effectively on a worldwide basis.

Chapter 3: Research Methodology

Based on the literature reviewed, the practice of standardized advertising in multinational companies has changed and has adjusted over the past five decades. Although the state of knowledge of cross-cultural advertising for consumer products is quite well developed, to date research studies have not found the ideal solution for cross-cultural advertising. A pragmatic step in extending the knowledge of international advertising is to find out how to more effectively formulate for the category of consumer products, as known as supply items (Cooperman, 2003), advertising for use by multinational companies. This study further studies on this issue within the confines of two different cultures, individualism culture (American culture) and collectivism culture (Thai culture). The purpose of this study is to investigate and compare what product attributes American consumers and Thai consumers seek when they decide to purchase specific products; and whether or not they use the same criteria to evaluate three common consumer products, hair shampoo, dishwashing liquid, and yogurt. The results of this study will provide global marketers information to understand the precepts for effectively employing a standardized advertising strategy on a global basis.

This chapter presents an overview of the research design, states the research questions and associated research hypotheses, as well as the operationalization of variables and instrumentation, the criteria for selecting the target sample, and the data collection process.

Research Design Overview

This research study is a comparative research, which was conducted between the individualism culture and the collectivism culture, specifically the American culture and the Thai culture. It is important to note that the index score of five dimensions in the Hofstede model (Hofstede, 2001; Hofstede & Hofstede, 2005) shows that the quantification of each dimension are largely different when the United States and Thailand cultures are compared. They also indicate that the cultural differences between individualism/collectivism dimensions are the most contrasted (Clearly Cultural, 2009). Consequently, American culture and Thai culture are appropriate samples for the measurement of the variables in this study. The purpose of the study is to examine what product attributes different consumer cultures consider prior to making a purchase decision. The survey was designed to focus on merely three product categories: hair shampoo, dishwashing liquid, and yogurt. These three product categories are perceived as common consumer products and tend to serve the different functions correspond to different types of advertising appeals.

Research Questions and Hypotheses

Based on the preceding literature review, the following research questions and hypotheses are premised.

Research Questions

1. Prior to making a purchasing decision, do American consumers and Thai consumers evaluate each product attribute by the same criteria?

2. Which product attributes of selected product categories work more effectively with standardized advertising strategy?

Hypotheses

H1₀: Comparing American consumers and Thai consumers, there is no significant difference towards the most important product attributes of hair shampoo, dishwashing liquid, and yogurt that influence their purchase decision.

H1_a: Comparing these two samples, there is no significant difference towards product appeals of hair shampoo that influence their purchase decision.

H1_b: Comparing these two samples, there is no significant difference towards product appeals of dishwashing liquid that influence their purchase decision.

H1_c: Comparing these two samples, there is no significant difference towards product appeals of yogurt that influence their purchase decision.

H1_d: When taking gender into consideration, there is no significant difference between two samples towards product appeals of hair shampoo that influence their purchase decision.

H1_e: When taking gender into consideration, there is no significant difference between two samples towards product appeals of dishwashing liquid that influence their purchase decision.

H1_f: When taking gender into consideration, there is no significant difference between two samples towards product appeals of yogurt that influence their purchase decision.

H2₀: There is no significant difference towards product attributes of hair shampoo, dishwashing liquid, and yogurt that American consumers and Thai consumers have seen in their home country commercials.

H2_a: Comparing these two samples, there is no significant difference towards advertising message of hair shampoo that they have seen in their home country commercials.

H2_b: Comparing these two samples, there is no significant difference towards advertising message of dishwashing liquid that they have seen in their home country commercials.

H2_c: Comparing these two samples, there is no significant difference towards advertising message of yogurt that they have seen in their home country commercials.

H2_d: When taking gender into consideration, there is no significant difference between two samples towards advertising message of hair shampoo that they have seen in their home country commercials.

H2_e: When taking gender into consideration, there is no significant difference between two samples towards advertising message of dishwashing liquid that they have seen in their home country commercials.

H2_f: When taking gender into consideration, there is no significant difference between two samples towards advertising message of yogurt that they have seen in their home country commercials.

H3₀: There is no significant difference towards product attributes of hair shampoo, dishwashing liquid, and yogurt that American consumers and Thai consumers would like to see in their home country commercials.

H3_a: Comparing these two samples, there is no significant difference towards advertising message of hair shampoo that they would like to see in their home country commercials.

H3_b: Comparing these two samples, there is no significant difference towards advertising message of dishwashing liquid that they would like to see in their home country commercials.

H3_c: Comparing these two samples, there is no significant difference towards advertising message of yogurt that they would like to see in their home country commercials.

Variables Operationalization

Product Attributes

Based on the literature review, individuals purchase products for either rational or emotional reasons (Copeland, 1924). Rational appeals are developed from the traditional information processing models of consumer's decision making, whereas emotional appeals are founded in the consumers' experiential consumption (Copeland, 1924). When a person makes rational and emotional decisions; such approaches influence his or her perception towards messages of a brand that is advertised to their persuasive power of arguments or reasons about that brand's attributes (Kotler & Armstrong, 1994; Albers-

Miller & Stafford, 1999).

Acceptance of hypothesis H1₀ would suggest that differences in two consumer cultures do not relate to the way they evaluate each product attribute, consequently in both consumer cultures only either rational or emotional appeal could match with the three product categories: hair shampoo, dishwashing liquid, and yogurt. On the other hand, rejection of this hypothesis would suggest that differences in the two consumer cultures influence how they evaluate each product attribute, so either rational or emotional appeal could be matched to each product attribute differently depending on individuals in different culture.

Advertising Message

Basically, global advertising message is distinguished into two parts: advertising theme or advertising concept and advertising execution (Quelch & Hoff, 1986; Mueller, 1996; Belch & Belch, 1993). Drawn upon the empirical studies, the relationship between standardization in creative strategy and execution is composed of four distinctive types of general advertising strategies: global strategy, glocal strategy, local/country-specific strategy, and single-case strategy (Wei & Jiang, 2005; Jiang & Wei, 2012).

Acceptance of hypotheses H2₀ and H3₀ would indicate that differences in the two consumer cultures do not influence which product attributes have been advertised and/or should be advertised in each home country commercial. Therefore, the global strategy that refers to highly standardized creative strategy and highly standardized execution could be considered in this case. However, the rejection of these hypotheses would suggest that differences in the two consumer cultures influence each of the product

attributes that have been advertised and/or should be advertised in each home country commercial, hence any of three advertising message strategies: glocal strategy, local/country-specific strategy, and single-case strategy needs to be contemplated depending on the degree of dissimilarities.

Standardized Advertising Strategy

Based on the literature review, besides a standardized advertising strategy, an adaptation and a contingency strategy might be implemented if the standardized concept is not adequate for a specific market (Agrawal, 1995; Papavassiliou & Stathakopoulos, 1997).

In this study, participants were asked to indicate how important of each product attribute was in influencing their purchase decision. The degree of standardization is defined as the dependent variable that could range from high standardization to high adaptation. The high standardization refers to the use of the same global advertising while the high adaptation represents the use of unique advertising strategy that are developed both for the advertising concept and for the execution, which differ from the original versions. Acceptance of hypothesis H1₀ – H3₀ would suggest that differences in the two consumer cultures do not influence the evaluation of these product attributes, thus the standardization approach could be a pragmatic strategy to pursue. On the other hand, the rejection of this hypothesis would suggest that differences in the two consumer cultures do affect the evaluation of these product attributes, so either the adaptation or the contingency strategy would be more effective to use.

Instrumentation

Two questionnaires were designed for this research study. The first one is a pre-test questionnaire, which was developed to identify specific product categories for this study. The questionnaire provided the list of six consumer products: detergent, soap, hair shampoo, dishwashing liquid, soft drink, and yogurt with multiple choice answers, asking participants to choose what appeal either rational or emotional or both considered by them when they decide to purchase each of these six particular products.

The second questionnaire was designed to answer the research questions and hypotheses in this study. By utilizing the literature and previous research as a guideline, a group of questions asking what factors influence purchase decision and how important of each factor was developed as well as question to assess, what product attributes each participant had seen and/or would like to see in his/her home country commercial.

Each question was designed based on a specific measurement scale. The first question asked the participants to indicate the importance of each product attribute to them. It was measured on a five-point Likert scale (“1” for not at all important to “5” for extremely important). The second question was an ordinal scale question, the participants were asked to rank the top three most important factors they considered for advertising of each product in their home country commercial. Finally, the third question was design to ask the participants to check which product attributes they had seen in their home country commercial.

These three questions were then restated so as to cover all selected product categories in this study: hair shampoo, dishwashing liquid, and yogurt. The last part of the

questionnaire inquired about demographic characteristics of the respondents such as gender, education level, and household income.

Measures of Validity and Reliability

The accuracy of this instrument was established in two steps. Both questionnaires were reviewed by a third party to assess their content validity. Additionally, the instrument was tested on a small group of the target sample in order to assess whether its content and structure were clear and understandable.

According to Cronbach (2004), a coefficient alpha is the most commonly applied estimated of a composite scale of reliability. A scale exhibits an alpha coefficient between 0.70 and 0.96 is considered to have very good reliability (Cronbach, 2004). Therefore, a coefficient alpha was computed in this study to test for reliability. In the pre-launch survey of the 15 samples of American and 15 samples of Thai participants, the reliability coefficient for 14 attributes of hair shampoo that were evaluated was 0.808 and 0.831 respectively. Later, a Cronbach's alpha was again computed after completing the data collection procedure. From the total 100 samples of both countries, the tests presented a reliability coefficient alpha of 0.817 for American samples and 0.769 for Thai samples. Therefore there is consistency and reliability in the use of the instrument and its scale.

Population and Study Sample

The samples that were recruited in this research study consisted of general consumers from two countries: United States and Thailand. The sample sizes are 100 from

the United States and 100 from Thailand. The subjects are in between 20 – 35 years of age, with college and other upper level education. The ratio of male and female participants is about 40:60. Each sample completed a survey questionnaire using either a Qualtrics survey or a handout survey in their home country. The questionnaire was developed in two languages: English and Thai.

Subjects in the two countries were asked to rate the importance of several factors for each of the following products: hair shampoo, dishwashing liquid, and yogurt. They were selected for this study because they are common consumer products and the subjects use and consume these products in their daily life. Hair shampoo and dishwashing liquid are regularly used in every household and they appear to fulfill necessarily the same needs in both countries. Yogurt is a food or snack that consumers enjoy in many countries (Statista, 2013). Industry experts state that this product has a very high potential of growth untapped markets since over 95 percent of Americans state that they try to include yoghurt in their daily diet (Statista, 2013). Additionally, driven by the increased demand by consumers for convenient and health promoting products, the global yogurt market is projected to increase over 20 percent and surpass \$75 billion by 2018 (DSM, 2014).

The attributes rates for these three product categories were derived from analyzing a large sample of United States and Thailand's commercials in these three categories for the previous 4 years. Attributes that were most often advertised and promoted in both countries were selected for the research. Some attributes, were also derived from previous literature (Green et al., 1975). All attributes analyzed were compiled together, and then it was determined which factors and attributes would be used in the questionnaire: 14 factors were

rated for hair shampoo, 14 factors for dishwashing liquid, and 13 factors for yogurt.

Data Collection Procedures

There were two steps of data collection. The first step was a pre-test survey, which was intended to identify the product categories that should be chosen for this study. To collect the data, thirty-two of American students and Thai students were asked to match rational appeal, emotional appeal, or both appeals to six product categories. The survey was distributed randomly via either an online survey or short questionnaire. After getting the results, three out of six product categories: hair shampoo, dishwashing liquid, and yogurt were selected as variables.

The second step was an online survey, which was created via Qualtrics. Qualtrics is a private research software company that enables users to conduct several kinds of online data collection and analysis in the fields of marketing research, customer satisfaction, product concept testing, and website feedback etc. This software has been used widely in academic and professional fields. Stanford University acclaimed that Qualtrics was the standard that helped make research tremendously more convenient and productive. In consideration of survey validity, the survey was designed to put ‘force response’ setting to all questions. Also, to screen out participants who did not fit to the target profile, ‘skipping through the end of survey’ was used when asking the demographic questions. Additionally, in order to ensure that the participants answered all the questions meticulously, attention filters were put in some of the survey questions.

Prior to launching the online survey, the Qualtrics team did the soft launch survey by gathering about 10% of total sample size in order to see whether there were any discrepancies or data quality issues. Data collection process was conducted twice: gathering Thai participants in Thailand and collecting American participants in the U.S.

The following chapter analyzes the survey result and presents the research findings.

Chapter 4: Analysis and Presentation of Findings

The purpose of this chapter is to analyze the survey results and to assess whether the data supports the hypotheses and premises stated in chapter 3. This chapter covers the analysis of the data, the presentation of the findings and interpretation of the results. The chapter illustrates the descriptive statistics of the two participant groups and examines the hypotheses and the survey results.

Demographic Characteristics of the Samples

The subjects participating in this research study were American and Thai average consumers. The total sample size was 200 subjects: 100 from the U.S., and 100 from Thailand. The demographic characteristics of the samples are as follow: age between 20 – 35 years, college and upper level of education. Each sample is composed of 42 male and 58 female participants. Table 1 presents the frequency distribution of these variables.

In addition, the survey subjects were asked if they personally made the decision to purchase each of the three products in the study or if their decision was made by someone else in the household. The results of what inquiry are show in the Table 2.

Following we will examine the subjects responses in light of the research hypotheses.

Table 1: Frequency distribution for demographic characteristics of the sample participants

Demographic Characteristics	Countries	
	U.S.	Thailand
Gender		
Male	42	42
Female	58	58
Education		
Trade/technical	-	1
Bachelor's degree	83	48
Master's degree	13	51
Doctoral degree	4	-

Table 2: Frequency distribution self-making purchase decision

Self-making purchase decision	Yes	No	Yes	No
Hair shampoo	98	2	98	2
Dishwashing liquid	92	8	61	39
Yogurt	96	4	100	-

Hypotheses Examination: Comparison of Product Attributes

The first null hypothesis (H_{10}) stated that there was no significant difference between the product attributes considering important by respondents when purchasing hair shampoo, dishwashing liquid, and yogurt.

According to the survey questionnaire, the participants were asked to rate the importance of each product attribute for the selected product categories. Each attribute was measured on a five-point Likert scale (“1” for not at all important to “5” for extremely important). Tables 3, 4, and 5, present the compared means of the two consumer groups as well as t-value and f-ratio for those three product categories. A negative value indicates that the U.S. sample rated the attribute higher than the Thai sample, while a positive value indicates the opposite.

Table 3: A comparison of means, T-test, and F-ratio for hair shampoo attributes

Attributes	Means		T-value	F-ratio
	U.S.	Thailand		
More volume	3.30	3.49	1.286	.097
Simply clean	4.18	4.25	.603	.262
Product endorsement	2.59	2.54	-.335	5.772*
Damage repair	3.70	4.11	2.953*	6.977**
Can be purchased in most stores	3.92	3.76	-1.388	.509
Shining hair	3.60	3.29	-2.178*	.137
Stylish endorsed	2.72	2.89	1.151	3.714
Other people like it	2.98	3.04	.408	1.689
Smell is good	4.21	3.69	-4.685**	.082
Comes from organic ingredients	3.20	3.57	2.490*	10.967**
Well known brand	3.30	2.88	-2.833	1.348
Price promotion	3.86	3.18	-5.270**	2.855
Smooth hair	3.91	3.72	-1.596	1.117
For hair coloring	2.85	2.58	-1.455	3.591

*p < .05 level, **p < .01 level

Considering the hair shampoo category, the results in the Table 3 show that “simply clean”, “can be purchased in most store”, and “smooth hair” were the most important factors that both American and Thai consumers considered before making their purchase decision. Therefore, no significant differences was found between the two subject samples as to how important each of these factors was for their purchase decision. The two samples, however, they evaluated other factors in the different ways. An independent sample t-test analysis was performed with the primary purpose of determining magnitude of the difference for each pair. At the 0.05 level (two-tailed test), the t-value of “damage repair”, “shining hair”, and “comes from organic ingredient” were 2.953, -2.178, and 2.490 respectively. In addition, at the 0.01 level (two-tailed test), the t-value of “smell is good” and “price promotion” were -4.685 and -5.270 respectively.

Therefore, when differences were found between the two samples, it appeared that Thai consumers valued “damage repair” and “comes from organic ingredients” more than U.S. consumers, while U.S. consumers considered “shining hair” a more important product attributes than the Thai consumers. Furthermore, U.S. consumers were more likely to consider “smell is good” and “price promotion” as important factors for this purchase.

Table 4: A comparison of means, T-value, and F-ratio for dishwashing liquid attributes

Attributes	Means		T-value	F-ratio
	U.S.	Thailand		
Advanced technology	3.43	2.86	-4.750**	2.486
Gentle on skin	3.99	3.02	-7.470**	18.480**
Pleasant after use	3.91	4.16	2.219*	5.773*
Grease cleansing power	4.41	4.83	5.211**	67.119**
Well known brand	3.38	3.23	-1.115	5.715*
Leaves dishes sparkling	4.19	3.63	-4.664**	3.238
Eco-friendly product	3.55	4.05	3.867**	16.333**
Whole family likes it	3.48	3.50	.151	21.928**
Price promotion	4.02	3.57	-3.861**	10.021**
Has more bubbles	3.06	2.82	-1.654	3.939*
Kills germs on hands	3.92	3.82	-.733	.011
Amount of dish washing efficiency	4.32	3.69	-5.791**	.332
Good scent	4.16	3.59	-5.417**	5.516*
Cleanliness	4.56	4.80	3.017**	23.450**

*p < .05 level, **p < .01 level

According to the Table 4, for dishwashing liquid category, “grease cleansing power” and “cleanliness” were the most important attributes influencing the survey participants’ purchase decision. However, the results also showed that most of the other attributes highlighted significantly differences between the American and the Thai consumers’ responses. At the 0.05 level (two-tailed test), the t-value of “pleasant after use” was 2.219, and at the 0.01 level (two-tailed test), the t-value of “advanced

technology”, “gentle on skin”, “grease cleansing power”, “leaves dishes sparkling”, “eco-friendly product”, “price promotion”, “amount of dish washing efficiency”, “good scent”, and “cleanliness” were -4.750, -7.470, 5.211, -4.664, 3.867, -3.861, -5.791, -5.417, and 3.017 respectively.

The results indicate that U.S. consumers value: “advanced technology”, “gentle on skin”, “leaves dishes sparkling”, “price promotion”, “amount of dish washing efficiency” and “good scent” as more important than their Thai counterparts. On the other hand, “pleasant after used” and “eco-friendly product” were more important to the Thai consumers than their U.S. counterparts.

Table 5: A comparison of means, T-value, and F-ratio for yogurt attributes

Attributes	Means		T-value	F-ratio
	U.S.	Thailand		
Fat free	3.32	3.79	3.372**	10.150**
Good taste	4.61	4.56	-.620	.133
Type of yoghurt (greek, diet, etc.)	4.01	3.82	-1.647	.424
Whole family likes it	3.58	3.03	-3.679**	1.064
Organic ingredients	3.29	4.12	5.710**	14.250**
Product endorsement	2.76	2.39	-2.366*	.751
Well known brand	3.22	3.11	-.761	.107
Expiration date	4.37	4.68	3.099**	21.151**
Total calories per serving	3.75	3.93	1.302	.842
Good for health	4.18	4.44	2.595*	.619
Price Promotion	3.88	3.27	-5.401**	1.590

*p < .05 level, **p < .01 level

Regarding the comparison of the means and the independent t-test of a yogurt category in the Table 5, “good taste”, “expiration date”, and “good for health” were the attributes that presented the highest means among others. No difference was found between the U.S. and the Thai consumers as to their value of “good taste” while Thai consumers seemed to be more concerned about “expiration date” and “good for health”.

At the significant 0.05 level (two-tailed test), the t-value of “product endorsement” and “good for health” were -2.366 and 2.595 respectively. Additionally, at the 0.01 level (two-tailed test), the t-value of “fat free”, “whole family likes it”, “organic ingredients”, “expiration date”, and “price promotion” were 3.372, -3.679, 5.710, 3.099, and -5.401.

Therefore, the results indicate that, for the U.S. consumers, “whole family likes it”, “product endorsement”, and “price promotion” are more important than the Thai consumers. On the other hand, Thai consumers value more “fat free”, “organic ingredients”, “expiration date”, and “good for health” than their U.S. counterparts.

Furthermore, Tables 6, 7, and 8 present the comparison of the means and t-values of male and female U.S. and Thai survey respondents. The comparison of male and female participants in both countries shows that female subjects were likely to present remarkably statistically differences at both the significant 0.05 and 0.01 levels than males. A negative value indicates that the U.S. sample rated the attribute higher than Thai sample, while a positive value indicates the opposite.

Based on these findings, there were some statistically significant differences between American consumers and Thai consumers’ purchase decisions towards the most important product attributes. Furthermore, each product attribute was evaluated differently between males and females in both countries. Females’ evaluations showed higher statistically significant differences than males’ evaluations.

Table 6 shows a comparison of the perception by male respondents of those product attributes that were considered important when making a purchase decision for hair shampoo.

Table 6: A comparison of mean and T-test of male respondents when making a purchase decision for hair shampoo

Attributes	Mean		T-value
	U.S. Male	Thai Male	U.S./Thai Male
More volume	3.19	2.95	-1.028
Simply clean	4.33	4.26	-.356
Product endorsement	2.67	2.45	-.928
Damage repair	3.38	3.81	1.892
Can be purchased in most stores	3.93	3.95	.129
Shining hair	3.26	2.88	-1.680
Stylish endorsed	2.64	2.95	1.262
Other people like it	3.12	3.14	.103
Smell is good	4.17	3.60	-3.013**
Comes from organic ingredients	3.33	3.36	.100
Well known brand	3.38	2.95	-1.746
Price promotion	3.90	3.36	-2.731**
Smooth hair	3.71	3.26	-2.233*
For hair coloring	2.43	1.98	-1.691

*p < .05 level, **p < .01 level

The data shows that the U.S. and Thai male respondents differed in their perception of importance for only three of the fourteen attributes rated, “smell is good”, “price promotion”, and “smooth hair” were considered more important attributes by U.S. male respondents than their Thai counterparts. No difference was found among U.S. and Thai male respondents of their perception of importance of the other 11 attributes.

Table 7: A comparison of mean and T-test of female respondents when making a purchase decision for hair shampoo

Attributes	Mean		T-value
	U.S. Female	Thai Female	U.S./Thai Female
More volume	3.38	3.88	2.849**
Simply clean	4.07	4.24	1.256
Product endorsement	2.53	2.60	.350
Damage repair	3.93	4.33	2.424*
Can be purchased in most stores	3.91	3.62	-2.011*
Shining hair	3.84	3.59	-1.553
Stylish endorsed	2.78	2.84	.375
Other people like it	2.88	2.97	.452
Smell is good	4.24	3.76	-3.606**
Comes from organic ingredients	3.10	3.72	3.300**
Well known brand	3.24	2.83	-2.239*
Price promotion	3.83	3.05	-4.623**
Smooth hair	4.05	4.05	0.000
For hair coloring	3.16	3.02	-.593

*p < .05 level, **p < .01 level

Table 7 shows the same comparing of hair shampoo attributes importance for U.S. and Thai female respondents. There are many significant differences between these two samples. As the table indicated, U.S. female respondents stated that the following attributes of hair shampoo: “can be purchased in most stores”, “smell is good”, “well known brand”, and “price promotion” were significantly more important than their Thai counterparts reported. On the other hand, Thai female respondents stated that “more volume”, “damage repair”, and “comes from organic ingredients” were more important factors for their purchase decision for hair shampoo than that was reported by their U.S. counterparts.

Tables 8 and 9 report the comparison of dishwashing liquid attributes importance for male U.S. and Thai respondents and female U.S. and Thai respondents.

Table 8: A comparison of mean and T-test of male respondents when making a purchase decision for dishwashing liquid

Attributes	Mean		T-value
	U.S. Male	Thai Male	U.S./Thai Male
Advanced technology	3.76	2.93	-4.688**
Gentle on skin	3.95	2.81	-5.499**
Pleasant after use	3.98	4.14	.878
Grease cleansing power	4.26	4.83	4.195**
Well known brand	3.45	3.26	-.916
Leaves dishes sparkling	4.02	3.62	-2.054*
Eco-friendly product	3.52	3.93	1.887
Whole family likes it	3.50	3.33	-.747
Price promotion	3.88	3.81	-.442
Has more bubbles	3.14	2.81	-1.372
Kills germs on hands	3.83	3.69	-.659
Amount of dish washing efficiency	4.12	3.62	-2.765**
Good scent	4.10	3.43	-3.357**
Cleanliness	4.40	4.83	3.146**

*p < .05 level, **p < .01 level

Table 9: A comparison of mean and T-test of female respondents when making a purchase decision for dishwashing liquid

Attributes	Mean		T-value
	U.S. Female	Thai Female	U.S./Thai Female
Advanced technology	3.19	2.81	-2.441*
Gentle on skin	4.02	3.17	-5.142**
Pleasant after use	3.86	4.17	2.245*
Grease cleansing power	4.52	4.83	3.217**
Well known brand	3.33	3.21	-.680
Leaves dishes sparkling	4.31	3.64	-4.500**
Eco-friendly product	3.57	4.14	3.546**
Whole family likes it	3.47	3.62	.962
Price promotion	4.12	3.40	-4.542**
Has more bubbles	3.00	2.83	-.962
Kills germs on hands	3.98	3.91	-.393
Amount of dish washing efficiency	4.47	3.74	-5.488**
Good scent	4.21	3.71	-4.572**
Cleanliness	4.67	4.78	1.107

*p < .05 level, **p < .01 level

Table 8 indicates that there were significant differences between U.S. and Thai male respondents in their perception of the importance of different attributes when making a purchase decision for dishwashing liquid. U.S. respondents stated that “advanced technology”, “gentle on skin”, “leaves dishes sparkling”, “amount of dish washing efficiency”, and “good scent” were more important to them than to their Thai counterparts. On the other hand, Thai male respondents felt that “grease cleansing power” and “cleanliness” were more important than what was reported by their U.S. counterparts.

Table 9 also shows that there were significant differences between U.S. and Thai female respondents in their perception of the importance of different dishwashing liquid attributes when making a purchase decision. U.S. female respondents reported that “advanced technology”, “gentle on skin”, “leaves dishes sparkling”, “price promotion”, “amount of dish washing efficiency”, and “good scent” were more important to them than what was reported by their Thai counterparts. However, “pleasant after used” and “grease cleansing power” were more important than what was reported by their U.S. counterparts.

Tables 10 and 11 report the comparison of yogurt attributes importance for male U.S. and Thai respondents and female U.S. and Thai respondents.

Table 10: A comparison of mean and T-test of male respondents when making a purchase decision for yogurt

Attributes	T-value		T-value
	U.S. Male	Thai Male	U.S./Thai Male
Fat free	3.43	3.64	.982
Good taste	4.52	4.52	0.000
Type of yoghurt (greek, diet, etc.)	3.48	4.00	-3.001**
Whole family likes it	3.45	2.81	-2.739**
Organic ingredients	3.38	3.95	2.531*
Product endorsement	2.98	2.17	-3.281**
Well known brand	3.36	3.10	-1.163
Expiration date	4.26	4.50	1.337
Total calories per serving	3.69	3.55	-.642
Good for health	4.07	4.29	1.195
Price Promotion	3.71	3.36	-1.942
Nutrition content	4.02	4.19	.912

*p < .05 level, **p < .01 level

Table 11: A comparison of mean and T-test of female respondents when making a purchase decision for yogurt

Attributes	T-value		T-value
	U.S. Female	Thai Female	U.S./Thai Female
Fat free	3.24	3.90	3.625**
Good taste	4.67	4.59	-.892
Type of yoghurt (greek, diet, etc.)	4.02	4.07	.354
Whole family likes it	3.67	3.19	-2.516*
Organic ingredients	3.22	4.24	5.368**
Product endorsement	2.60	2.55	-.261
Well known brand	3.12	3.12	0.000
Expiration date	4.45	4.81	3.241**
Total calories per serving	3.79	4.21	2.467*
Good for health	4.26	4.55	2.617*
Price Promotion	4.00	3.21	-5.634**
Nutrition content	4.09	4.43	2.543*

*p < .05 level, **p < .01 level

Table 10 indicates that there were significant differences between U.S. and Thai male respondents in their perception of the importance of different attributes when making purchase decision for yogurt. U.S. respondents indicated that “type of yogurt”, “whole family likes it”, and “product endorsement” were more important to them than what was reported by their Thai counterparts. On the other hand, male Thai respondents indicated that “organic ingredients” was more important attribute for making purchasing decisions for yogurt than for their U.S. counterparts.

Table 11 also indicates that there were significant differences between female U.S. and Thai respondents in their perception of the importance of yogurt attributes. Thai female respondents felt that “fat free”, “organic ingredients”, “product endorsement”, and “nutrition content” were more important than what was reported by their U.S. counterparts. On the other hand, female U.S. respondents indicated that “whole family likes it” and “price promotion” were more important to them than what was reported by their Thai counterparts.

Hypotheses Examination: Comparison of Advertising Messages

The purposes of this section is to find out what advertising messages of selected product categories, American consumers and Thai consumers have seen in their home country commercials, and what advertising messages they would like to see in their home country commercials. To examine the second and the third null hypotheses (H_{20} , H_{30}), the participants were asked to choose any product attributes that they had seen in their

home country commercials. In addition, they were asked to rank the top three important product attributes that should be advertised in their home country commercials.

The Advertising Messages that The Participants Have Seen in Their Local Commercials

The second null hypothesis (H2₀) predicted that there was no significant difference towards product attributes that American and Thai consumers had seen advertised in their home country commercials. Frequency distribution and chi-square test were used to analyze the descriptive statistics and the independence of two samples. The findings are presented in Tables 12, 13, and 14.

Table 12: Chi-Square test of hair shampoo’s benefits that Americans and Thais have seen in the advertisements of their home country

The hair shampoo that	U.S.	Thai	Total	df	Asymp. Sig.
Makes hair beautiful	82	71	153	1	.067
Makes a person look fashionable	32	14	46	1	.002
Is an innovative product	26	8	34	1	.001
Makes a person fascinating	17	37	54	1	.001
Strengthens the hair	74	64	138	1	.126
Makes hair clean.	78	44	122	1	.000
Total	309	238	547		

The findings in the Table 12 indicated that “makes hair beautiful” and “makes hair clean” were the product benefits that the U.S. participants had seen the most in hair shampoo commercials, while among the Thai participants, “makes hair beautiful” and “strengthens the hair” were the familiar benefits. On the other hand, computed chi-square value regarding the hair shampoo’s benefits illustrated that, at the significant 0.01 level, the hair shampoo’s benefits that “makes a person look fashionable”, “is an innovative product”, “makes a person fascinating”, and “makes hair clean” showed statistically

significant differences, while “makes hair beautiful” and “strengthens the hair” benefits presented non-significant differences.

Therefore, the results indicate that for the U.S. consumers, “makes a person look fashionable”, “is an innovative product”, and “makes hair clean” are the benefits that they have seen the most in hair shampoo commercials. On the other hand, “makes a person fascinating” is the benefits that Thai consumers have seen the most in hair shampoo commercials than their U.S. counterparts.

Table 13: Chi-Square test of dishwashing liquid’s benefits that Americans and Thais have seen in the advertisements of their home country

The dishwashing liquid that	U.S.	Thai	Total	df	Asymp. Sig.
Is gentle on skin	71	6	77	1	.000
Is an innovative product	28	12	40	1	.005
Eliminates grease	80	98	178	1	.000
Helps finish washing quickly	41	46	87	1	.476
Leaves dishes sparkling	82	31	113	1	.000
Makes a person feel pleasure after used	20	22	42	1	.728
Total	322	215	537		

In the Table 13, the results demonstrate that the American participants were most familiar with “leaves dish sparkling”, “eliminates grease”, and “is gentle on skin” as dishwashing liquid’s benefits in their local advertisements. The percentage of each presented in similar numbers. However, the Thai participants’ finding remarkably showed that “eliminates grease” was the benefit that they had seen the most. Regarding the co-variation measure of chi-square test, several dishwashing liquid’s benefits presented statistically significant differences at the 0.01 level such as “is gentle on skin”, “is an innovative product”, “eliminates grease”, and “leaves dish sparkling”, while the

other benefits: “helps finish washing quickly” and “makes a person feel pleasure after used” did not present the significant differences at both 0.05 and 0.01 levels.

Therefore, the results indicate that for the U.S. consumers, “is gentle on skin”, “is an innovative product”, and “leaves dish sparkling” are the benefits that they have seen the most in dishwashing liquid home country commercials. However, “eliminates grease” is the benefits that Thai consumers have seen the most in dishwashing liquid home country commercials than their U.S. counterparts.

Table 14: Chi-Square test of yogurt’s benefits that Americans and Thais have seen in the advertisements of their home country

The yogurt that	U.S.	Thai	Total	df	Asymp. Sig.
Is good for health	78	89	167	1	.036
Helps a person lose weigh	46	38	84	1	.252
Is 100% natural	42	33	75	1	.189
Tastes good	83	46	129	1	.000
Is high nutrition	47	35	82	1	.084
Total	296	241	537		

In addition, in the Table 14, the yogurt’s attributes including “tastes good” and “is good for health” were presented mostly in the U.S. yogurt commercials, whereas the yogurt’s attribute, “is good for health”, was remarkably perceived in Thai yogurt commercials. Nevertheless, the co-variation measure of chi-square indicated that the yogurt’s benefits including “is good for health” and “tastes good” presented the statistical significant differences at 0.05 and 0.01 level respectively.

Consequently, the results indicate that for the U.S. sample, “tastes good” is the benefit that they have seen the most in yogurt home country commercials. On the other

hand, “is good for health” is the benefits that Thai consumers have seen the most in their yogurt home country commercials.

When taking gender into consideration, regarding hair shampoo category, the chi-square test between American and Thai females’ presented more statistically differences at the significant 0.05 and 0.01 level than males’. However, considering dishwashing liquid and yogurt categories, American and Thai males’ presented more statistically differences at the significant 0.05 and 0.01 level than females’. The results are presented in Tables 15 - 20.

Table 15: Chi-Square test of hair shampoo’s benefits those American and Thai males have seen in the advertisements of their home country

The hair shampoo that	U.S. Male	Thai Male	Total	df	Asymp. Sig.
Makes hair beautiful	29	27	56	1	.643
Makes a person look fashionable	17	6	23	1	.007
Is an innovative product	10	3	13	1	.035
Makes a person fascinating	11	15	26	1	.345
Strengthens the hair	27	25	52	1	.653
Makes hair clean.	22	30	52	1	.072
Total	116	106	222		

Table 15 indicates that there was only one significant difference between U.S. and Thai male respondents in their perception of hair shampoo benefits that had been advertised in their home country commercials. U.S. male respondents indicated that “makes a person look fashionable” is the benefits that have seen advertised the most in their home country commercials than their Thai counterparts.

Table 16: Chi-Square test of hair shampoo’s benefits those American and Thai females have seen in the advertisements of their home country

The hair shampoo that	U.S. Female	Thai Female	Total	df	Asymp. Sig.
Makes hair beautiful	54	44	98	1	.010
Makes a person look fashionable	16	8	24	1	.067
Is an innovative product	16	5	21	1	.008
Makes a person fascinating	7	21	28	1	.002
Strengthens the hair	46	39	85	1	.142
Makes hair clean.	47	23	70	1	.000
Total	186	140	326		

However, Table 16 indicates that there were more significant differences between U.S. female respondents and Thai female respondents in their perception of hair shampoo benefits that had been advertised in their home country commercials. Thai female respondents felt that “makes a person fascinating” had been seen advertised the most in their local advertisements. On the other hand, female U.S. respondents indicated that “makes hair beautiful” and “makes hair clean” were more seen as a benefit in their home country commercials than what was reported by their Thai counterparts.

Table 17: Chi-Square test of dishwashing liquid’s benefits that Americans and Thais males have seen in the advertisements of their home country

The dishwashing liquid that	U.S. Male	Thai Male	Total	df	Asymp. Sig.
Is gentle on skin	26	3	29	1	.000
Is an innovative product	12	5	17	1	.057
Eliminates grease	27	41	68	1	.000
Helps finish washing quickly	20	19	39	1	.827
Leaves dishes sparkling	30	10	40	1	.000
Makes a person feel pleasure after used	12	8	20	1	.306
Total	127	86	213		

Table 18: Chi-Square test of dishwashing liquid’s benefits that Americans and Thais females have seen in the advertisements of their home country

The dishwashing liquid that	U.S. Female	Thai Female	Total	df	Asymp. Sig.
Is gentle on skin	44	4	48	1	.000
Is an innovative product	16	7	23	1	.036
Eliminates grease	53	56	109	1	.242
Helps finish washing quickly	21	27	48	1	.258
Leaves dishes sparkling	51	21	72	1	.000
Makes a person feel pleasure after used	8	14	22	1	.155
Total	193	129	322		

According to Table 17, the U.S. male sample indicated that “is gentle on skin” and “helps finish washing quickly” were the benefits of dishwashing liquid that they had seen advertised the most in their home country commercials than their Thai counterparts. On the other hand, the Thai male participants indicated that “eliminates grease” was the benefit that was presented the most in their home country commercials for dishwashing liquid than the U.S. counterparts.

Table 18 also indicates that there were significant differences between U.S. and Thai female respondents in their perception of dishwashing liquid benefits that had been advertised in their home country commercials. U.S. female respondents indicated that “is gentle on skin”, “is an innovative product”, and “leaves dishes sparkling” were the benefits that they had seen advertised the most in their local commercials than their the Thai counterparts.

Table 19: Chi-Square test of yogurt’s benefits that Americans and Thais males have seen in the advertisements of their home country

The yogurt that	U.S. Male	Thai Male	Total	df	Asymp. Sig.
Is good for health	26	35	61	1	.028
Helps a person lose weigh	18	14	32	1	.369
Is 100% natural	19	13	32	1	.178
Tastes good	34	19	53	1	.001
Is high nutrition	23	10	33	1	.004
Total	105	106	211		

Table 20: Chi-Square test of yogurt’s benefits that Americans and Thais females have seen in the advertisements of their home country

The yogurt that	U.S. Female	Thai Female	Total	df	Asymp. Sig.
Is good for health	52	54	106	1	.508
Helps a person lose weigh	27	24	51	1	.575
Is 100% natural	23	20	43	1	.564
Tastes good	48	27	75	1	.000
Is high nutrition	24	24	48	1	1.000
Total	174	149	323		

Accordingly, Table 19 indicates that the U.S. male sample rated “taste good” and “is high nutrition” were the benefits of yogurt that they had seen advertised the most in their home country commercials than their Thai counterparts. On the other hand, the Thai male participants indicated that “is good for health” was the benefit that was presented the most in their home country commercials than the U.S. counterparts.

In addition, Table 20 shows that the U.S. female participants were familiar with “taste good” as the benefits of yogurt that they had seen advertised the most in their home country commercials than their Thai counterparts.

The Advertising Messages that The Participants Would Like To See in Their Local Commercials

The third null hypothesis (H_{30}) states that there is no significant difference towards product attributes of hair shampoo, dishwashing liquid, and yogurt that American consumers and Thai consumers would like to see in their home country commercials. To measure this hypothesis, all given product attributes were ranked as the first, the second, and the third important factors that should be advertised in selected product categories by the participants. Each ranking was scored at different value varying from 3 for first rank, 2 for second rank, and 1 for third rank respectively. Accordingly, the total score of each attribute was converted into the same scale as \bar{x} (see Tables 21, 22, and 23). Additionally, in order to compare whether American and Thai participants rank all the given attributes by the same criteria, the Spearman's rho (r_s) was used to analyze in this context. A negative value indicates that the U.S. sample rated the attribute higher than Thai sample, while a positive value indicates the opposite. The details of analysis are presented in Tables 24, 25, and 26.

Table 21: The three most important benefits that should be advertised for hair shampoo

Benefits	U.S.				Thai				x-bar	
	1st (x3)	2nd (x2)	3rd (x1)	Total value	1st (x3)	2nd (x2)	3rd (x1)	Total value	U.S.	Thai
Price promotion	24	7	14	100	5	6	12	39	0.167	0.065
Damage repair	28	19	6	128	42	31	9	197	0.213	0.328
Other people like it	1	4	3	14	5	3	5	26	0.023	0.043
Smell good	14	21	19	103	4	5	10	32	0.172	0.053
Made with organic ingredients	8	11	9	55	18	18	13	103	0.092	0.172
More volume	10	14	14	72	11	14	19	80	0.120	0.133
Can be purchased in most stores	5	11	16	53	1	8	13	32	0.088	0.053
Product endorsement	3	-	4	13	10	4	8	46	0.022	0.077
Shining hair	7	13	15	62	4	11	11	45	0.103	0.075
	Net total value			600	Net total value			600		

Based on the results in the Table 21, the American participants rated “damage repair”, “smell good”, and “price promotion” as the three most important attributes respectively, which should be advertised for hair shampoo commercial, while the Thai participants ranked “damage repair”, “made with organic ingredients”, and “more volume” as the top three important attributes accordingly. However, a rank-order correlation test between the two samples shows that the two sets of rankings of shampoo’s attributes were significantly correlated (see Table 24). At the 0.01 level (2-tailed) significant of Spearman’s rho (r_s) correlation, the correlation coefficient of “price promotion”, “damage repair”, “smell good”, “made with organic ingredients” and “product endorsement” were -0.193, 0.258, -0.336, -0.195, and 0.209 respectively indicating a consistency in the survey subjects’ ranking criteria and in the order in which each sample selected the attributes.

Table 22: The three most important benefits that should be advertised for dishwashing liquid

Benefits	U.S.				Thai				x-bar	
	1st (x3)	2nd (x2)	3rd (x1)	Total value	1st (x3)	2nd (x2)	3rd (x1)	Total value	U.S.	Thai
Low price	22	9	7	91	4	4	7	27	0.152	0.045
Amount of dish washing efficiency	25	10	13	108	2	14	12	46	0.180	0.077
Gentle on skin	6	19	9	65	3	5	4	23	0.108	0.038
Grease cleansing power	20	23	19	125	71	18	3	252	0.208	0.420
Kills germs on hands	9	9	9	54	5	14	12	55	0.090	0.092
Eco-friendly product	9	6	11	50	8	21	27	93	0.083	0.155
Leaves dishes sparkling	6	19	21	77	2	6	7	25	0.128	0.042
Well known brand	1	-	5	8	1	1	6	11	0.013	0.018
Pleasant after used	-	4	3	11	4	15	19	61	0.018	0.102
Advanced technology	2	1	3	11	-	2	3	7	0.018	0.012
	Net total value			600	Net total value			600		

In addition, the results in the Table 22 focus on the three most important attributes of dishwashing liquid in local commercials. “Grease cleansing power”, “amount of dish washing efficiency”, and “low price” were ranked as the first top three attributes among the American participants, while “grease cleansing power”, “eco-friendly product”, and “pleasant after used” attributes were more preferred among the Thai participants. Nevertheless, a rank-order correlation of dishwashing liquid’s attributes was significantly correlated (see Table 25). At the 0.01 level (2-tailed) significant of Spearman’s rho (r_s) correlation, the correlation coefficient of “low price”, “gentle on skin”, “eco-friendly product”, “leave dishes sparkling”, and “pleasant after used” were -0.233, -0.268, 0.317, -0.345, and 0.368 respectively (see Table 25) showing a consistency in the survey subjects’ ranking criteria and in the order in which each group selected the product benefits.

Table 23: The three most important benefits that should be advertised for yogurt

Benefits	U.S.				Thai				x-bar	
	1st (x3)	2nd (x2)	3rd (x1)	Total value	1st (x3)	2nd (x2)	3rd (x1)	Total value	U.S.	Thai
Taste good	64	10	8	220	28	18	11	131	0.367	0.218
Organic ingredients	8	10	6	50	16	11	21	91	0.083	0.152
Total calories per serving	3	12	16	49	11	12	14	71	0.082	0.118
Type of yoghurt	9	24	14	89	2	9	4	28	0.148	0.047
Whole family likes it	2	5	9	25	-	-	1	1	0.042	0.002
Good for health	11	26	22	107	34	27	25	181	0.178	0.302
Product endorsement	1	1	2	7	3	-	3	12	0.012	0.020
Nutrition value content	2	12	23	53	6	23	21	85	0.088	0.137
	Net Total			600	Net Total			600		

Lastly, in the Table 23, three most important attributes that should be presented in the U.S. yogurt advertisement were “taste good”, “good for health”, and “type of yogurt”; however, among Thai participants, they rated for “good for health”, “taste good”, and “organic ingredient” as the top three important attributes respectively. Whereas, at the 0.01 level (2-tailed) significant of Spearman’s rho (r_s) correlation, the correlation coefficient of “organic ingredient”, “type of yogurt”, “whole family likes it” were 0.257, -0.340, and -0.267 accordingly. In addition, the correlation coefficient of “good for health” was 0.152 at the 0.05 level (2-tailed) significant correlation (see Table 26) presenting a consistency in the survey participants’ ranking criteria and in the order in which each sample selected the attributes.

Table 24: The Spearman's rho (r_s) correlation coefficient of three most important benefits that should be advertised for a hair shampoo category

Benefits	Correlation Coefficient	Sig. (2-tailed)
Price promotion	-.193**	.006
Damage repair	.258**	.000
Other people like it	.079	.267
Smell good	-.336**	.000
Made with organic ingredients	.195**	.006
More volume	.068	.342
Can be purchased in most stores	-.101	.155
Product endorsement	.209**	.003
Shining hair	-.090	.206

** . Correlation is significant at the 0.01 level (2-tailed)

Table 25: The Spearman's rho (r_s) correlation coefficient of three most important benefits that should be advertised for a dishwashing liquid category

Benefits	Correlation Coefficient	Sig. (2-tailed)
Low price	-.233**	.001
Amount of dish washing efficiency	-.137	.053
Gentle on skin	-.268**	.000
Grease cleansing power	.015	.831
Kills germs on hands	.059	.406
Eco-friendly product	.317**	.000
Leaves dishes sparkling	-.345**	.000
Well known brand	.039	.587
Pleasant after used	.368**	.000
Advanced technology	-.020	.774

** . Correlation is significant at the 0.01 level (2-tailed)

Table 26: The Spearman's rho (r_s) correlation coefficient of three most important benefits that should be advertised for a yogurt category

Benefits	Correlation Coefficient	Sig. (2-tailed)
Taste good	-.110	.122
Organic ingredients	.257**	.000
Total calories per serving	.049	.495
Type of yoghurt	-.340**	.000
Whole family likes it	-.267**	.000
Good for health	.152*	.032
Product endorsement	.045	.525
Nutrition value content	.079	.268

*. Correlation is significant at the 0.05 level (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed)

Based on the results presented in the Tables 21 - 26, it can be concluded that there were significant differences towards product attributes of hair shampoo, dishwashing liquid, and yogurt that American and Thai consumers had seen in their home country commercials. Moreover, the findings illustrated in the Table 24 – 26 appear to oppose the third null hypothesis, which predicted that there was no a significant difference towards product attributes of selected product categories that both different consumers would like to see in their local commercials. Consequently, the second and the third null hypothesis are rejected.

Conclusion

Regarding sample characteristics, the U.S. and Thai participants were compared on a number of demographic variables including gender, education, and self-making purchase decision. The results show that the two samples were comparable with exception perhaps of total family income and this could be attributed to the different economic conditions of the two countries.

The results of the independent sample t-test showed that at the 0.05 and 0.01 levels, two groups demonstrated statistically significant differences towards the most important product attributes that influenced their purchase decision. Furthermore, a product difference was also found in how each attribute was evaluated by males or females in both countries.

A chi-square test was conducted to measure the extent to which the samples evaluated what product attributes they had seen in their local advertisements. At the 0.05 and 0.01 levels, the results of the tests indicated that there were statistically significant differences across these two samples regarding this issue.

In addition, a rank-order Spearman's rho (r_s) correlation test between the two samples shows that based on the correlation coefficient, the sets of rankings of product attributes were significantly correlated at the 0.01 and 0.05 levels (2-tailed).

Overall the results of this study conclude that both consumer cultures evaluated hair shampoo, dishwashing liquid, and yogurt by different criteria. Thus, the differences between two consumer cultures affect the evaluation of these categories, and merely standardized advertising strategy would be ineffective for global marketers to employ.

Chapter 5: Conclusion

This chapter provides an overall conclusion of this research study. The chapter presents a summary and discussion of the results, its implications, the research limitations, and suggestions for the future studies. Other than that, the specifically attention is to compare results of previous studies regarding this research.

Summary and Discussion of the Results

The study was designed to provide empirical evidence for comparing what product attributes American consumers and Thai consumers seek when they decide to purchase the specific products, whether or not they use the same criteria to evaluate three common consumer products, hair shampoo, dishwashing liquid, and yogurt. It has explored the hypotheses concerning perception and attitude towards product attributes, the element of advertising message, and ultimately the extent of standardization practiced in global advertising strategy between two consumer cultures. Overall the sampled data presented statistically significant differences at both 0.01 and 0.05 level but different variation for each category.

The research findings reinforce certain previous studies and also generate new insights towards the issue of standardized versus localized advertising strategies. Further discussion is needed for elaborating on several interesting aspects regarding this issue.

Perception and Attitude towards Product Attributes

The finding from the study shows that the U.S. and the Thai participants evaluated each attribute of selected product categories by different criteria. Although in some cases, the U.S. and the Thailand respondents did not appear to differ highly for a specific product category, these patterns were not consistent across other categories. For example, the independent t-test of the hair shampoo category exhibited five statistically significant differences in their attribute rating, whereas the dishwashing liquid and the yogurt categories presented nine, and seven statistically significant differences respectively in their attribute evaluation.

In addition, the data present several attributes that seem to distinguish the U.S. consumers and Thai consumers. For instance, considering the hair shampoo results, the U.S. participants paid more attention on “smell is good”, “price promotion”, and “shining hair” attributes than the Thai participants, while the Thai sample were more focused on “damage repair” and “organic ingredients” than the U.S. sample.

Furthermore, regarding the dishwashing liquid findings, “advance technology”, “gentle on skin”, “leaves dishes sparkling”, “price promotion”, “amount of dish washing efficiency”, and “good scent” were rated significantly as more important attributes among the U.S. participants. On the other hand, Thai samples placed significantly more importance on the attributes “eco-friendly product” and “cleanliness” than the U.S. samples.

The U.S. and Thailand also exhibit distinguishing attributes in the yogurt results. The U.S. evaluated greater emphasis on “whole family likes it”, “price promotion”, and

“product endorsement” than Thailand. The Thai subject placed higher focus on the attributes “fat free”, “organic ingredients”, “expiration date”, and “good for health” than the U.S. samples.

In the preceding result summary, the Thai sample seemed to be more concerned about health including pure, fat free, and organic foods. We can speculate that the Thai responses pattern could probably be explained by the Hofstede Model. Thai respondents appear to indicate a high of uncertainty avoidance compare to the U.S. respondents. This could be due to the fact that Thailand is a developing country. A country with high uncertainty avoidance culture seems to have a passive belief about health and concern with pure food and drink, and a greater use of medications (De Mooij & Hofstede, 2002; De Mooij, 2010). When taking price promotion into account, the Thai sample showed less concern than the U.S. sample. This issue might be explained by the fact that in some environments, high price products indicate a higher quality. Many developing countries consumers lack of extensive product knowledge, so they are more likely to infer product quality from price (Rujirutana, Shannon, & Hadjicharalambous, 2007).

In addition, in all three selected product categories, organic and eco-friendly products were perceived as more desirable among the Thai subjects than the U.S. subjects. Regarding these responses, Thai is perceived as a feminine society based on the masculinity/femininity dimension of the Hofstede Model, therefore quality of life and caring for other people are dominant values (De Mooij, 2010).

On the other hand, the U.S. sample generally tended to focus more on price and values for money - low price comes together with product efficiency. They are also

familiar with the value added attributes and more open to innovative products. These distinguishing attributes can also be seen with respect to the dishwashing liquid results. For instance, the U.S. participants showed significant higher rating on the attributes: advance technology, good scent, and gentle on skin. These responses might imply that Americans who have a higher level of income are already satisfied with all basic needs, so they require an emphasis upon the more esoteric aspects of the product (Green et al., 1975).

When taking gender into consideration, there appears to be a culture paradox occurred among American sample. Based on the Hofstede Model, the U.S. falls in a masculine society comparing to Thailand, so the Thai sample should care more about household works and household shopping (De Mooij, 2010). However, the findings showed that at 0.01 and 0.05 significant levels, American male sample placed significant higher rating on these attributes than Thai male sample. In addition, not only collectivist consumers are family oriented, and the findings show that individualist consumers tended to emphasize more on family and other people's satisfaction.

The Element of Advertising Messages

An interesting precept that can be deeply illustrated in this context is based on the premise that different languages and cultures connect with contextual variations (Hall, 1966; 1976; 1987). In the preceding findings summary, although the selected benefits in both the U.S. and Thailand advertisements were sharing some similarities, the statistically significant differences present several interesting issues. For example, "make hair clean"

and “an innovative product” were the advertising messages that the U.S. had mostly seen in the U.S. hair shampoo commercials, in contrast “make a person fascinating” had frequently seen in Thai hair shampoo commercials. Additionally, examining the benefits that should be advertised for the dishwashing liquid category, Thailand placed greater emphasis on “pleasant after used” and “eco-friendly product” than the U.S. However, the subjects in the U.S. attributed higher importance to “low price”, “gentle on skin”, and “leave dishes sparkling”.

These descriptive findings can be explained based on Hall’s proposition that high context cultures (Thai) are more intuitive and thoughtful – dealing with consumers’ psychological characteristics (Pae, Samiee, & Tai, 2001), which lead to the use of indirect message, however; low context cultures (American) are analytical and action oriented, which tend to use direct messages – focusing on consumers’ functional needs such as product features or benefits (Pae et al., 2001).

In addition, either rational or emotional appeals might affect an individual’s purchase decision (Copeland, 1924), specifically appeals that were matched to the product types were more effectively to convince than appeals that were related to other functions (Holbrook & Shaughnessy, 1984; Johar & Sirgy, 1991; Shavitt, 1990; 1992). According to the hair shampoo results, the Thai sample rated the attribute “makes a person fascinating” significantly higher than the U.S. subject. Furthermore, the benefit “pleasant after used” was placed as greatly important factor among Thai sample comparing to the U.S. sample in the dishwashing liquid results. Thai sample tended to accept a higher degree of emotional advertising appeals than the U.S. sample, and tended

to place greater emphasis on hedonic values. It might be asserted that Thai advertisement tended to develop more emotional appeals, indirect expression, and symbolic values, while direct appeals, both symbolic and utilitarian values were more likely to be used in American advertisement (Cheng & Schweitzer, 2001).

The Extent of Standardization in Global Advertising Strategy

The results present numerous disparities in the attribute importance evaluation of the U.S. sample and the Thai sample. As mentioned above, the data reveal several statistically significant differences in all three selected product categories. Therefore, the findings of the study appear to contrast the idea that international advertising should be standardized or employed global strategy. Although important attributes that were rated for each product category, between the U.S. and Thailand, shared little similarities, the findings suggest that several cultural and environmental factors might affect the characteristics of the product that people emphasize on their purchase. Consequently, utilizing standardized or global advertising strategy for hair shampoo, dishwashing liquid, and yogurt is impractical and seems to ignore the differences between markets. In other words, the differences in two consumer cultures affect the evaluation of these product categories, therefore either adaptation or contingency advertising strategy would be more effective to pursue.

Implications

The emergence of international communication and transculturalism might support the idea that consumers everywhere in the world share the same or related needs and wants, so they can be persuaded by standardized advertising appeals (Buzell, 1968; Fatt, 1967; Killough, 1978; Levitt, 1983; Sorenson & Weichmann, 1975). However, the results of this study appear to contradict those authors. Although some similarities exist, the primary element of consistency among the findings shows the existence of uniformity differences between two samples, pertinently differences are observed on almost every attribute rated in this study.

The primary factor of the preceding results can be evaluated to differences in values, norms, and trends that exist in those two countries. It might be assumed that the responses could have been framed by the previous marketing efforts of firms positioning on the particular product. As a result, if a firm has been advertising adequately to influence the characteristic, which underlies product preferences of consumers, these values have indeed become a part of culture at that moment (Green et al., 1975).

Another issue in this study relates to the higher use of emotional appeals on advertising. As the emotional appeals might help to upraise a brand over competitors when all other factors are basically similar (Kile, 2013), they appear to be an engaging marketing technique in positioning itself outstandingly, increasing an element of personalization, and generating more customer loyalty. The results appear to support the idea that appeals that are matched to the product types are more likely to convince effectively than appeals that were related to other functions (Shavitt, 1992). Therefore, in

order to create more satisfied attitudes toward the brands or particular products, cognitive response, and preference for purchasing decision, suitably matched between appeals and product type should be considered necessarily.

Limitations

The limited sample size constrained the generalization that could be made from the findings. Even though the samples are qualified to the requirements of cross-cultural research in that they are parallel, it cannot be concluded that the product attributes and benefits ratings of sample criteria represent those of the nations at large. Furthermore, the purpose of this study is related to the comparison of making purchase decision, which income should have taken into consideration. As a result, the great differences of income range between the U.S. and Thai samples hindered further comparison analysis in this study. Lastly, selected attributes and benefits that were given in this study might limit participants' opinion and perception. They may think about further answers that were not included in this study.

Future Research Directions

This study both confirms findings of previous studies as well as expands insight into new areas. In presenting the findings and limitations, a number of interesting possibilities for future research emerged. For instance, the findings of this study will be deeply emphasized by conducting other qualitative research techniques. It might help

global marketers clearly understand what attributes consumers seek and consider before making the purchase decision.

In order to see how much differences and similarities each consumer cultures relate to others, other product categories might be chosen to conduct further analysis. Finally, future research could investigate the extent of perception and attitude towards product attributes, the element of advertising message, and the standardization practice in global advertising strategy from other countries. Such a study would provide more evidence regarding this issue from other perspectives.

Conclusion

As a result of the advance in communication technology and transportation, the world's needs and expectations developed global consumers to be assimilated, and people around the world are enthusiastic about modernity's attractions; therefore a global market was created. However, consumers tended to be more attentive about the products and services they bought, thus advertisements are grounded by their desires and expectations. Based on the preceding result summary, the findings do not totally refuse the potential value for standardized advertising in global markets. The degree of this approach can be adjusted based on a certain product category. Global marketers and advertisers should be aware that people in different nations may vary significantly in their buying motivations, and should consider meticulously to what extent and method in employing standardized strategy to global advertisements.

Appendix

Research Questionnaire

Q1. When you decide to buy hair shampoo, what factors influence your decision? For each of factors below, please indicate whether they are not at all important, very unimportant, neither important nor unimportant, very important, or extremely important when you make your purchase decision for hair shampoo.

	Not at all important (1)	Very unimportant (2)	Neither important nor unimportant (3)	Very important (4)	Extremely important (5)
More volume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simply clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product endorsement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Damage repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be purchased in most stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shining hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stylish endorsed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people like it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smell is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comes from organic ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well known brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For hair coloring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. If you were ask to design an advertising message for a hair shampoo product, which of the following factors would you think is important in communicating the product's benefits to your prospective customers? Please choose the three most important factors in your opinion and rank them in order of importance as 1, 2, or 3.

- _____ Price promotion
- _____ Damage repair
- _____ Other people like it
- _____ Smell good
- _____ Made with organic ingredients
- _____ More volume
- _____ Can be purchased in most stores
- _____ Product endorsement
- _____ Shining hair

Q3. What are the product attributes that come to mind when you think of the hair shampoo advertisements you are familiar with? Please check all that apply. The shampoo...

- makes hair beautiful.
- makes a person look fashionable.
- is an innovative product.
- makes a person fascinating.
- strengthens the hair.
- makes hair clean.

Q4. When you decide to buy dishwashing liquid, what factors influence your decision? For each of factors below, please indicate whether they are not at all important, very unimportant, neither important nor unimportant, very important, or extremely important when you make your purchase decision for dishwashing liquid.

	Not at all important (1)	Very unimportant (2)	Neither important nor unimportant (3)	Very important (4)	Extremely important (5)
Advanced technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gentle on skin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant after use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grease cleansing power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well known brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leaves dishes sparkling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eco-friendly product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole family likes it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has more bubbles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kills germs on hands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of dish washing efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good scent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. If you were ask to design an advertising message for a dishwashing liquid product, which of the following factors would you think is important in communicating the product's benefits to your prospective customers? Please choose the three most important factors in your opinion and rank them in order of importance as 1, 2, or 3.

- _____ Low price
- _____ Amount of dish washing efficiency
- _____ Gentle on skin
- _____ Grease cleansing power
- _____ Kills germs on hands
- _____ Eco-friendly product
- _____ Leaves dishes sparkling
- _____ Well known brand
- _____ Pleasant after used
- _____ Advanced technology

Q6. What are the product attributes that come to mind when you think of the dishwashing liquid advertisements you are familiar with? Please check all that apply.
The dishwashing liquid...

- is gentle on skin.
- is an innovative product coming with new technology
- eliminates grease.
- helps finish washing quickly.
- leaves dishes sparkling.
- makes a person feel pleasure after used.

Q7. When you decide to buy yogurt, what factors influence your decision? For each of factors below, please indicate whether they are not at all important, very unimportant, neither important nor unimportant, very important, or extremely important when you make your purchase decision.

	Not at all important (1)	Very unimportant (2)	Neither important nor unimportant (3)	Very important (4)	Extremely important (5)
Fat free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of yogurt (greek, diet, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole family likes it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product endorsement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well known brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expiration date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total calories per serving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good for health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price Promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. If you were ask to design an advertising message for yogurt product, which of the following factors would you think is important in communicating the product's benefits to your prospective customers? Please choose the three most important factors in your opinion and rank them in order of importance as 1, 2, or 3.

- _____ Taste good
- _____ Organic ingredients
- _____ Total calories per serving
- _____ Type of yogurt (Greek yoghurt, low fat yoghurt)
- _____ Whole family likes it
- _____ Good for health
- _____ Product endorsement
- _____ Nutrition value content

Q9 What are the product attributes that come to mind when you think of the yogurt advertisements you are familiar with? Please check all that apply. The yoghurt...

- is good for health and digestion.
- helps a person lose weigh.
- is 100% natural.
- tastes good.
- is high nutrition.

Q10. When you buy all of the following product, do you make a decision by yourself?

	Yes	No
Shampoo	<input type="radio"/>	<input type="radio"/>
Dishwashing liquid	<input type="radio"/>	<input type="radio"/>
Yogurt	<input type="radio"/>	<input type="radio"/>

Q11 Gender

- Male
- Female

Q12 Education level

- Less than high school education
- High school or equivalent
- Trade/technical/vocational training
- Some college
- Bachelor's degree
- Master's degree
- Doctoral degree

Q13 Household income

- less than \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$249,999
- \$250,000 or more

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