Index

adaptation, in advertising
standardization, vs. 378, 484–6, 488
theory of 484–5
advertising, generally see also
advertising research; digital advertising;
online advertising;
television advertising
advertising standards/ regulation 239
ambiguity in 379, 381–3, 390–95
benefits and disadvantages of 423–4
children’s understanding of 159
corrective advertising 25
creative strategies 312–13
definition 21–2
effectiveness
influences on 173–4, 476, 483, 485–7
measures, trends in 172–3
effects of
community building 430–33
cultural destruction 425–7
cultural enhancement/ protection 427–9
importance of 482–3
influences on
emerging/ developing markets 399–401, 404
media landscape changes 173–4, 476–7, 511
information cues 311, 313
informativeness 310–11
international advertising
challenges 483
and IMC 474, 482–3
studies of 474
purpose 280, 429
social advantages and disadvantages 427–30
soft-sell vs. hard-sell advertising 160–64, 170, 175–6
tradition, focus on 163–4
trust in
importance of 439–40
variations in 439–40, 443
advertising agencies
advertiser-client relationships 498–502
corporate structure, and 508–9
exclusive or multiple agencies, use of 510–11
forms of 502–3
global influences on, study 502–16
headquarters involvement in 509, 511
Japanese model 499–502
strategy formulation role 511
global influences on, study analysis 505–13
brand consistency 512–16
limitations 516
research design and method 501–7
global network trends 173, 175, 497–8, 500–501
organizational practice, and 24–6, 497–8
recession, influences on 167, 173
advertising content see art and design;
non-verbal content
advertising expenditure
digital advertising 398–9
online advertising 303
SMCR model of communication, and 22
social media 398–9
US trends 20–21, 403
advertising research see also research content analysis
advertising development research 203
advertising effectiveness research 203–4
background 201–2
challenges 227
micro-level theories, and 280–81
online advertising 304, 310–14, 319–21
planning phase
background motivations 207–8
data collection, importance of
205–6, 209–10
global campaigns, establishing
need for 208–9
for new country launches 208–9
for new product launches 208–9
preliminary research 208
purpose 201–4, 227
recession, influences of 166–7
research supplier, choice of 206–7
strategy development research
203
trends 158–60, 201–2, 282
types of 203–4
age, of consumers
social media usage, influence on
413–15
trust in advertising, and 442
Ahuvia, Aaron 49
Aiken, K.D. 442–3
Albers-Miller, N.D. 232
Alden, D.L. 281
allocentrism 35–6
ambiguity, tolerance for
probability markers 379, 381–3
in Belgium and Croatia study
390–95
brand attitude, and 390–95
pledges and hedges 390–93
product/service involvement, and
393–5
purchase intention, and 390–95
American DaMei Tobacco 147
American Marketing Association
207
An, D. 315
analytic thought, and cultural
psychology 112–13, 118–19, 123–4, 128
ancient civilizations, influence on
mental variation 112–13
Anderson, E. 439
Ansari, Ansim 295
Applebee’s 432
Areni, C.S. 380, 382
art and design, cultural differences in analytic vs. holistic thought, and
artistic impressions 121–2
complexity in visual representation 122–3
foreground/ background contrast 121–2
fuzziness and flatness 121–2
landscapes, portrayal of 122–3
linear perspective 119–20, 122
portraiture 121
Ashkanasy, N. 76
assertiveness, as cultural value 68, 102
conceptual culture-based model of 105–6
high/ low-scoring countries 74–5
trust in advertising, and 449–52
attention patterns 118–19
authority
changes in, influence on cultural values 99–101
horizontal vs. vertical values 456–9
traditional vs. secular-rational
99–101
autonomy, effective / intellectual 96–8
Baack, Daniel W. 307–8
back-translation processes 7–8, 15–16, 221–3, 355
Bakhtin, Mikhail 142
Barnard, P. 216
Batra, R. 281
Baumgartner, H. 7, 214, 220
Becker, Jan-Michael 241
Belgium, advertising in
probability markers
ambiguity, tolerance for 390–95
brand attitude, and 390–95
involvement, measurement of 388–95
purchase intention, and 390–95
study 383–95
uncertainty avoidance 379–80
Belk, R.W. 144, 211, 404
Benson, Carlton 137
Berney-Reddish, I.A. 380, 382
Berry, J.W. 211
Bhat, Subodh 294–5
bilingualism see under language
Bishop, Melissa M. 245–6
Blythe, J. 159
BMW Mini 509
Boddewyn, J. 485
Bodur, M. 75
Bonifield, C. 329
Borden, N.H. 399
Boush, D.M. 442–3
brands see also global brands
brand alliances 20
brand attitude, and probability markers 390–95
brand placement, research considering 29
customer need, importance of 481
uniformity, need for 498
Branthwaite, A. 216
Brent, Simon 431
Briley, D.A. 459
British American Tobacco (BAT) 147–50
British East India Company 138–40
British Wales Tobacco 147
Brown, J. 327
Bruner, Jerome 110
Buddhism 112–13, 115, 125
Burton, S. 343
Bush, V.D. 409
buzz marketing 325
Callahan, Ewa 307
Callow, M. 31
Canada, advertising in
online advertising 318
perspective, influences of 120, 126–7
Carlsberg 367–77
Cathey, A. 480
cause-related marketing 429–30
Cavusgil, S.T. 488, 490
Caywood, C. 476–7
census and pseudo-census sampling 234
Chandrasekara, A. 282–3
chat rooms 219
Chen, Ting-Chen 245
Cheon, H.J. 29, 312
Cheung, M.S. 328
children, advertising to 159, 204
Chin, W.W. 362–4
China
  advertising agencies, global strategy study 502–13
  advertising in
  ‘calendar’ advertising (yuefanpai) 144–6, 148
  cigarette cards and tobacco advertising 146–8
  Civil War, influence on 150–52
  development of 144–5
  displays, signs and billboards 145–6
  e-WOM, motivations for 345
  fashion industry 148–9, 151–2
  foreign, resistance to 149–52
  individualism and collectivism in
  narrative forms 146
  political movements, influence of 150–51
  print media forms 145
  product boycotts 149–51
  radio and cinema 145–6
  television 400
  Western successes in 146–8
  women, as targets for 148–9, 151–2
  Cantonese love song 149–50
  Chinese philosophy, influence of 112–13
  consumer culture, Western influences 145–9
  resistance to 149–51, 153
  corporate reputation, study 355–60
  corporate social responsibility 355, 368–72
  likeability 355, 368–72
  named competence 355
  quality 355, 368–72
  e-WOM campaigns in 343, 345
  ethnic minorities, research role 239
  foreign trade
  development, influences on 137–41
  global influence, trends 435
  resistance to 138–40, 149–53
  trade deficit, growth of 140–41
  literacy levels in 144
  market socialism, patterns of 137, 152–3
  newspapers and magazines, development in 145
  online advertising in 317
  ‘saving face,’ importance 212
  Shanghai
  advertising trends in 145–8
  consumer culture of, development 142–5
  contrasts in 142
  decadence in 142–4, 151–2
  fashion advertising 148–9, 151–2
  foreign product boycotts 149–51
  historical development 141–5
  international settlement of 141–2
  retailing, role of 143–4
  Western influences on 141–5
  women, and advertising 148–9, 151–2
  Chirkov, V.I. 458–9
  Chiu, H.C. 335
  Cho, B. 27
  Cho, C.H. 29, 312
  Choi, I. 119, 315–16
  Christianity 125
  cigarette cards, Chinese advertising on 146–7
  cinema advertising 29, 145–6
  cities, cultural influences of 122–3
  Clark, I. 220, 461–2
  Coca Cola 43, 423
  Cochran, Sherman 149
  coding 314
  code-switching, in bilingual advertising 245–6
  focused and initial coding 168–9
  in grounded theory approach 168–9
  Coffey, Steve 295
  Cohen, D. 126–7, 214
  Cole, C. 329
  Coleman, James S. 291
  Colgate Palmolive 43
  collectivism
  advertising message, relevance to 27
  behavioral differences 464–6
  collectivist countries, examples 32
  as cultural dimension 31–2, 65
  Project GLOBE on 68, 71–3, 102
  e-WOM campaigns, and 343–5
  gender differences 455–66
  globalization, and 35
Index 523

high vs. low cultural contextuality, and 33
horizontal and vertical dimensions 33–4, 456–9
advertising implications 466–8
horizontal collectivism 456–9
studies of 459–66
vertical collectivism 456–9
idiocentrism and allocentrism 35–6
in-group collectivism 68, 71–3, 102, 445, 449–52
individualism, and 32–3, 65, 71–3, 93
institutional collectivism 68, 71–3, 102, 445, 449–52
measurement scales 461–2
national-cultural values, influence on 49–50
in online advertising 312–13, 315, 317
relevance, in advertising research studies 24
situational collectivism 34–5
trust in advertising, and 448–52
communication see also GIMC; IMC
advertising as means of 21
digital advertising, and 309
inter-media communication 288–9, 292
mobile communication 287–8, 291–2
social communication 286–7
transmissive communication 285–6
literacy, of consumers 478
online advertising, style in 308–9
research content analysis 28–9
SMCR model of 22–31
community
loss of sense of 430
loyalty, influence of 52
third places, role in 430–33
comparability see equivalence
competition
global, business expansion role 20
trends 477
conference posters 123
conformity see collectivism
Confucianism 112–13, 115
conservatism 96–8
constant comparison, grounded theory approach 159–60
consumer behavior
conceptual equivalence 211–12
cultural customization effect 316–18, 320
data collection 222
digital technology, influence on 279–80
ethnocentrism 242
gender differences 464–5
influences on 90–91
national culture, influence on 282
online advertising, and 315–19
passivity 424–5
research content analysis 30–31
social media advertising, influence of 406
socio-economic influences on 404–5
studies of 166–7
theories of 6
consumer culture theory 43
globalization, and 44–5
homogenization of culture 44–5
consumers
age of, relevance 305, 413–15, 442
audience fragmentation, influences of 477–8
brand attitude, and probability markers 390–95
communication literacy of 478
consumer as researcher concept 293–4
customer domain specific values 51–3
education level 237–8, 442–3, 478
income of, relevance 443
marketing strategies, changing responses to 476
for online advertising 305, 314–19
purchase intention 390–95
retention of, importance 473
targeted marketing 477–8
content analysis see research content analysis
context, cultural influences on 113–14, 116–19, 162–3
individualism vs. collectivism 33
non-verbal content 162–3
online advertising, in 307, 309, 311, 320–21
research content analysis 24–5, 27, 30–31, 37
convenience sampling 224, 234, 242–3
Cooper, P. 216, 217
corporate reputation
attractiveness 355–6, 361–2
benefits 353–4
competence 355–6, 368, 371
corporate social responsibility 355–6, 361–2, 371
globalization, and 354
likeability 355–6, 371–2
measurement model for 353, 355
performance 355–6, 361–2, 368, 371
quality 355–6, 361–2, 371–2
studies of 353, 358, 360–72
limitations 372–3
partial least square analysis 357–60
corporate social responsibility
cause-related marketing, and 429
corporate reputation, influence on 355–6, 361–2, 371
corrective advertising 25
cosmopolitanism 51–2
Costely, Carooy 238, 282
Craig, C.S. 7, 213, 283, 489–90
credibility see trust
Crispin, Porter + Bogusky 510
Croatia, advertising in
probability markers, study
ambiguity, tolerance for 390–95
brand attitude, and 390–95
involvement, measurement of 388–95
purchase intention, and 390–95
study of 383–95
uncertainty avoidance, relevance to 379–80
Cropp, Fritz 312
Crow, Carl 144, 150
Cultural Darwinism 426–7
cultural dimensions see also
collectivism; individualism
cross-cultural advertising research, in 88–90, 280–81
and globalization 281
Hall on high vs. low cultural
contextuality 32–3, 162–3
online advertising, applicability to 307, 309, 311, 320–21
research content analysis 24–5, 27, 30–31, 37
Hofstede on 8
applications of 162, 344
cultural practices, and 91
features 31–2, 47–8, 64–6, 93–5, 306–7
limitations 65, 94
masculinity vs. femininity 48, 93
online advertising, applicability to 307–8, 310, 315, 320–21, 344
orientation, long/short-term 68, 75–7, 93–4
other theories, compared with 67–77, 98–9, 101
power distance 48, 65, 68–70, 93–5, 344
probability markers, and 378–9
research content analysis 24–5, 27, 30–31, 37
uncertainty avoidance 48, 65, 68, 70–71, 93–5, 102, 314
Inglehart on 47, 53, 91, 99–101
cultural factors, influences of see also
cultural dimensions; cultural values; globalization
on advertising media used 29
on advertising type used 5, 21
multiple simultaneous influences 35–6
receivers 29–31
time, synchronicity 50
Westernized values 35, 42, 48, 141–5, 161–2
cultural narratives 129
cultural products 111
analytical vs. holistic thought, relevance to 113–14, 118–19
perception differences, East vs. West 123–4
view of self, and 123–4
cultural psychology, definition 110
cultural psychology, differences
advertising, and
importance of 485
research 205, 218–19
trust, influence on 442–9
ambiguity, tolerance of 390–95
analytical vs. holistic thought 112–13, 118–19, 123–4, 128
ancient civilizations, influence of 112–13
art and design, in
  analytic vs. holistic thought and 118–19
artistic impressions 121–2
complexity in visual representation 122–3
foreground/ background contrast 121–2
fuzziness and flatness 121–2
landscapes, portrayal of 122–3
linear perspective 119–20, 122
portraititure 121
attention patterns 118–19
children, advertising role/ influence of 204
cognitive differences 113–15
conference posters 123
context 33, 112–14, 116–19, 162–3
corporate websites, in 29, 122–3, 127–8
within country differences vs. between country differences 281–2
cross-cultural influences on 425
cultural practices, and 91–2, 103–5
emotional influences
e-WOM/ word of mouth marketing 328–30, 334–6, 342–5
studies of 116–17, 124–5, 344
focus 33, 113–14, 118–19, 162–3
geographical subcultures in 238
globalization, understanding 20
independence vs. interdependence 111, 114–15, 123–5
individualism vs. culturalism 31–5
motivational differences 115–16
online advertising, in 305–6, 314–19
creative strategies 312–13
cultural customization effect 316–18, 320
language effect 318–19
perceptual differences 113–14, 119–20
perspective
  first-person vs. third-person perspective 126–7
  linear perspective 119–20, 122
in sampling 231–2
self, views of 111, 114–15
cultural products, and 123–4
emotional influences 116–17, 124–5
individualism vs. collectivism 125–6, 456–68
self-esteem, and 32, 114–16
social desirability response bias, and 282–3
transmission and dissemination, influences on 128–9
verifying 8, 16
vertical vs. horizontal influences 32–4
well-being, and 116–17
cultural transmission and dissemination
influences on 128–9
methods of 128–9
myths and folktales 129
cultural values see also collectivism;
  individualism
assertiveness 68, 74–5, 102, 105–6
authority, traditional vs. secular-rational 47, 99–101
egalitarianism 96–8
cosmopolitanism 51–2
environmentalism 52–3
ethnocentrism 52
gender differences 442–3, 455, 464–8
masculinity vs. femininity 48, 65, 68, 73–8, 102, 456–9, 463–4
persuasiveness 467–8
status appeals 467–8
trust 442–3
gender egalitarianism 68, 73–4, 102, 445
general values 50–51
global homogenization 44–6, 48–53, 92, 425
harmony 96–8
hierarchy 96–8, 456–68
horizontal vs. vertical values 456–9
advertising implications 465–8
studies of 459–66
independent societies 48–9, 111, 114–15, 123–5
Inglehart on 47, 53, 91, 99–101
innovation 48
interdependent societies 48–9, 111, 114–15, 123–4
LOV scale of 64
mastery 96–8
materialism 47, 51, 404, 423
meaning of 64–5
online consumers 305–6, 314–20
orientation
future 68, 75–6, 102, 444–5, 449
humane/relationship 68, 75, 102, 445
long/short term 65, 68, 75–7, 93–4
performance 68, 76–7, 102, 105, 445
postmaterialism 53
power distance 48, 65, 68–70, 93–5, 344
Project GLOBE, used in 66–7
religion, and 112–13, 115, 125
respect 344
Schwartz's survey of values 50–51,
66–7, 91, 94, 96–9, 101, 307–8
subgroup values, importance of 238
survival 99–101
susceptibility to normative influence
(SNI) 53
tradition 163–4
trust in advertising, relevance to
442–3, 442–9
uncertainty avoidance 48, 65, 68,
70–71, 93–5, 102
well-being 99–101
Western influences on 35, 42, 48,
141–5, 161–2
culture, generally
advertising, impact on 425–7
characteristics of 88–90
interconnectedness of 424–5
objective criteria 88–90
sharing, peacemaking influence of
427–9
subjective criteria 88–90
‘culture à la mind’ 111–12, 117, 127–8
Curran, C.M. 21
customers see consumer behavior;
consumers
Dalal, R. 245
Darwinism, cultural/ international
426–7
data analysis 225–6 see also partial
least squares path modeling
bias, adjustment for 226
data comparability and equivalence
205
variables, analysis of 226
data collection see also sampling
attitudinal data 222
behavioral data 222
data analysis 225–6
database costs, decreasing 477
equivalence tests 7–8, 15–16, 210–13,
221–3
instrument design 219–21
instrument translation 221–3
non-verbal content 222–3
response bias 220–23
socio-economic data 222
Dawson, Chester 511, 512
de Jong, M.G. 47
de Luque, Mary Sully 71
Delirium Tremens 377
Dellarocas, C.N. 341
Delre, S. 332
Dentsu 497, 500, 510
dependence see also independence
cultural values 455–68
gender differences 455–6
depth interviews 217–18
Derbaix, C.M. 329
developing countries see emerging/ developing markets
Dholakia, Utpal M. 295
Diamantopoulos, Adamantios 330
Dickson, P.R. 488
diehl, Sandra 77, 105, 238, 243
digital advertising see also online advertising
audience, concept of 292–3
consumer as researcher concept 292–3
cultural value theories, application to 290–92
differences from traditional advertising 280
expenditure on, trends 398–9
inter-media communication 288–9, 292
measuring, methods for 292–6
media substitution hypothesis 292
mobile communication 287–8, 291–2
niche theory 292
online product reviews 289
research 279–80, 286–96
social capital theory 291
social communication 286–7
social media 286–7, 398–9
social network theory 291
transmissive communication 285–6
uses and gratifications perspective 290–92
word-of-mouth marketing 287
Digital Life (survey) 398
digital technology/ media see also social media
advertising research, and 279–80, 286–96
age of users, and 305
consumer behavior, influence on 279–80
democratization of 398
emerging/ developing markets, benefits for 398
media substitution hypothesis 292
virtual global village 284, 286–7, 305
Dikötter, Frank 148–9
Dodds, W.B. 388–9
Doran, K.B. 345
Douglas, S.P. 7, 213, 283, 489–90
Dowling, Grahame R. 353
Drakatos, Nikoaloas 291
Dubai Internet City 402
Duncan, T. 476–7
Dutch East India Company 138–9
e-WOM (electronic word-of-mouth marketing)
amonymity of 333–4
campaign development 339–42, 345
campaign evaluation 341–2
consumers, influences on 325–7, 337–8
credibility 336–8
cultural differences in 342–5
development of 325–6, 333
differences from traditional WOM 333–8
emotion, diffusion of 334–6
features of 326, 333–4
importance of 326–7, 338–9
individualism vs. collectivism 343–5
misinterpretation, and 344–5
motives for use of 335
objectives of 339–40
opinion leaders, role 340–41
promotion of 342–3
East vs. West see cultural psychology, differences
Eberl, M. 353, 362
economic development
advertising, influence on 5, 399–401
research trends 399–400
social media usage, influences on 413–16
education 478
sampling issues connected with 237–8
teachers and cross-cultural comparison 96–7
trust in advertising, and 442–3
egalitarianism see also gender
egalitarianism
Schwartz on 96–8
Egipt, Harry 186–7
Eisend, M. 315, 443
Elaboration Likelihood Model 381, 393
Elinder, E. 483
emerging/ developing markets
advertising, influence on 399–401, 404
research trends 399–400
digital technology, benefits for 398
Internet penetration rates 303, 309–10
Handbook of research on international advertising

meaning 398
Middle East, progress in 401–2, 414
sampling equivalency issues 237–8, 246–7
technology uptake, trends 303, 309–10, 398, 402, 414
emotion
cultural psychology differences, influences on 116–17, 124–5, 344
in word-of-mouth advertising 328–30, 334–6, 342–5
Emrich, Cynthia G. 73–4
Engel, J.F. 478
environmentalism 52–3
 equivalency 7–8, 241
calibration equivalence 212–13
category equivalence 212, 222
conceptual equivalence 211
construct equivalence 7, 210–12, 222
establishing, difficulties 205
functional equivalence 210–11, 222, 292
importance of 210
measure equivalence 212–14
metric equivalence 7, 213–14
research content analysis 15–16
scalar equivalence 7, 213–14
status symbols 211
translation equivalence 213, 221–3
Ericsson 318
Estonia
advertising, generally
changing trends 190–95
contradictions in 185, 195
development of 184–90
Harry Egypt, influence of 186–7
political influences on 182, 187–92
department store advertising (Tallinn Kaubamaja)
anniversary campaign 194
awards for 191
brand image, development 188–93
changing trends 190–95
customer loyalty schemes 189, 192
development of 184–90
digital media 194–5
foreign competition 189–90
outdoor media 192
print media 192–3
privatization, and 188
renovation/ expansion programs 190–91
repositioning 188–9, 192
social position of 184
store history 183–4
television and radio 184–7, 193–4
European Union Accession 190–92
retail trade, generally
 cooperatives, importance of 182
ethnic influence on 188
foreign-based retailers, competition with 189–90
history of 182–6
political influences over 182–92
special sales campaigns 192
‘turg’ trading 188
Soviet occupation, history of 182
ethnic minorities
retail trade, influence on 188
sampling issues connected with 238–9
trust in advertising, and 442
ethnocentrism 52
European Society for Opinion and Marketing Research (ESOMAR) 207, 215
evangelist marketing 325
Ewing, M.T. 7
Facebook 92, 195, 286, 290
facial expression, influences of 124–5
Faiola, Anthony 317
Fairbank, J.K. 140
Fam, K. 4
Fay, B. 332
femininity, and cultural values 48, 65, 68, 102, 456–9
individualism vs. collectivism 463–8
Project GLOBE, in 73–4
studies of 463–4
Fischer, R. 220
focus, cultural influences on 113–14, 116–17
focus groups 215–16, 218–19
tolktales 129
Fong, J. 343
foreign trade, East-West, development of 137–41
Fornell, C. 269, 358

Frank, G.R. 25
Fraser, C. 485
Friedman, Thomas 427
Fujimoto, Takahito 512–13
Gabriel, S. 456
Gardner, W.L. 456
Geertz, Clifford 110
Gelfand, M. 49, 459–60

gender differences
  advertising implications 442–3, 466–8
  behavioral differences 464–5
  collectivism vs. individualism 455–9
  dependence and interdependence 455–6
  horizontal vs. vertical values 455–9
  masculinity vs. femininity 48, 65, 68, 73–4, 102, 456–9, 463–4
  persuasiveness 467–8
  self-related subjective gender 458–9
  status appeals 467–8
  studies of 455–6
  trust 442–3
  gender egalitarianism 68, 73–4, 102, 445
Ger, Güliz 211
Germany
  corporate reputation study 360–72
  motor companies, brand strategies 514–15
Gevorgyan, Gennadi 317
Ghosn, Carlos 513
Gilbert, F.W. 409
GIMC (global integrated marketing communications) 6, 489–91
Glaser, B. 158–60
Glaser, Evelyn 318

global brands
  advertising research 208–9
  benefits of 42–3
  brand consistency 512–16
  cause-related marketing 429–30
  charitable giving 429–30
  community building, and 429–30
  consumer relationships with 43–5
  cultural influence of 42, 281, 308, 423–4, 426–8
  global identity and citizenship 43–4, 428
  homogenization of 424
  management strategies, study 505–16
  neo-third places, as 430–33
  retailers, power of 477
  symbolism of 44
  Western basis of 42

global consumer culture 6
  acculturation, differences in 44–5
  complex relationships of 44–5
  consumer value homogenization 45–6, 48–53, 92, 425
  criticisms of 428–9
  domain specific values 51–3
  global consumer segments, analysis criteria 42, 92
  global digital consumer culture 290, 296–7
  global identity, and 43–4
  individualism vs. collectivism, in 48–50
  motivations for 45–53
  national-cultural values, and 46–50
  peace-making nature of 428–9
  Project GLOBE, relevance to 92
  social media, and 286–7
  survival vs. self-expression 47
  television advertising 400
  temporal influences on 50
  transmissive communication, and 285–6
  global integrated marketing communications (GIMC) 6, 489–91

globalization
  advertising, and benefits and disadvantages 423–4, 427–9, 433
  research on 37–8
  connectedness of 20, 424–5
  consumption power, trends in 20
  corporate reputation, and 354
  cultural homogenization 44–6, 48–53, 92, 425, 433–4
  cultural interdependency, and 424–5
  ‘glocal’ identities 20, 44–5
  individualism vs. collectivism 35
  outsourcing trends, impact of 435
  peace-making influence 427–9
  political influences on 20
unique cultural identities created by 308
virtual global village 284, 286–7, 305
GLOBE see Project GLOBE
glocalization 20, 44–5, 474, 486–7
Goldenberg, Jacob 332
Gould, S.J. 487
Greek philosophy, influence on cultural difference 112–13
Greenbook (American Marketing Association) 207, 215
Grein, Andreas F. 511, 516
Groh, R. 4
grounded theory approach, in advertising research
applications of 158–9
constant comparison 159–60
development 158–60
Japanese study
coding, initial/ focused 168–9
conclusions 174–6
data collection method 167–8
limitations 176–7
network diagramming 169
theoretical sampling 159–60
theoretical saturation 159–60
Gunz, A. 126–7
Guomindang (New Life Movement, China) 151
Gupta, Vipin 443–4
Gurau, C. 490
Ha, Louisa 284
Haghirian, P. 288
Hakuhodo 497, 500, 510
Hall, Edward T.
on high vs. low cultural contextuality 32–3, 162–3
individualism vs. collectivism 33
online advertising, applicability to 307, 309, 311, 320–21
research content analysis 24–5, 27, 30–31, 37
Hambleton, R.K. 221
Han, S.M. 345
Han, S.P. 35
Hanges, Paul J. 443–4
hard-sell advertising 160–64, 170, 175–6
Harkness, J.A. 220–21
harmony, as cultural value 96–8
Harris, R.J. 380
Hasegawa, Kazumi 164
Haythornthwaite, Caroline 291
Heath, C. 330
hedges 376–7, 380, 383
brand attitude and purchase intention 390–95
utilitarian or hedonic services, and 382–3
hedonic services, and advertising probability markers 376–8, 382–3
study 388–95
Hekmat, F. 241
Hennig-Thurau, T. 335
Henry, Gary T. 235–6
Hermeking, M. 308
hierarchy
horizontal vs. vertical cultural values 96–8, 456–9
advertising implications 466–8
studies on 459–66
Sewartz on 96–8
Himmelweit, Hilde 292
Hirose, Morikazu 289
Hite, R. 485
Höck, Claudia 268, 270
Hofstede, G.
dimensions of culture theory 8
applications of 162, 344
cultural practices, and 91
features 31–2, 47–8, 64–6, 93–5, 306–7
individualism vs. collectivism 32, 65, 93
limitations 65, 94
masculinity vs. femininity 48, 93
online advertising, applicability to 307–8, 310, 315, 320–21, 344
orientation, long/short-term 68, 75–7, 93–4
other theories, compared with 67–77, 98–9, 101
power distance 48, 65, 68–70, 93–5, 344
probability markers, and 378–9
research content analysis 24–5, 27, 30–31, 37
temporal issues, study 75–6
uncertainty avoidance 48, 65, 68, 70–71, 93–5, 102, 314
Hogan, J.E. 332
holistic thought, in cultural psychology 112–13, 118–19, 123–4, 128
Honda 510
Hong Kong 125
horizontal cultural dimensions see collectivism; individualism
House, Robert J. 445
Huang, C.T. 333
Huh, J. 313, 442
Hutchinson, G.E. 292
Hynes, Geraldine 318
IBM attitude survey 69, 93
idiocentrism 35–6
IMC (integrated marketing communications) see also standardization
audience orientation 480
background to 474–5
brands, as focal point of 481
as business process 481
conceptualization of 479–82
contingency approach 489–91
‘coordinated’ marketing communications concept 479–80
database-centered communications 482
development of 474–9
differentiated communications 481–2
direct marketing 480
drivers for 475–6
efficiency, influence of 475–6
GIMC (global integrated marketing communications) 489–91
impact assessment 480
importance of 474–9, 489
‘integrated’ marketing communications concept 479
market-based knowledge, importance of 491
message integration 480–81
‘one voice’ concept 479–80
organizational structure, and 487–8, 490
planning integration 481
principles 479–82
purpose 489
relationship fostering communications 482
response goals 480–81
spread of 473
studies of 479–82
tools for 482–9
unified communications 481–2
independence
gender differences, and 455–6
globalization, and 424–5
interdependence, and 111, 114–15, 123–5
independent self
horizontal vs. vertical values 456–9
advertising implications 466–8
studies of 459–66
India 435
individualism
advertising message, relevance to 27
collectivism, and 32–3, 65, 71–3, 93
as cultural dimension 31–2, 65, 68
Project GLOBE on 68–73
e-WOM campaigns, and 343–5
gender differences 455–6
globalization, and 35
high vs. low cultural contextuality, and 33
horizontal and vertical dimensions 33–4, 456–9
advertising implications 466–8
horizontal individualism 456–9
studies of 459–66
vertical individualism 456–9
idiocentrism and allocentrism 35–6
individualist countries, examples 32
measurement scales 461–2
national-cultural values, influence on 49–50
in online advertising 307, 312–13, 315
relevance, in advertising research studies 24
self-esteem and self-reliance, focus on 32
situational individualism 34–5
information classification 311
information cues 311, 313, 315–16
information technology, influence on IMC 475
Handbook of research on international advertising

Inglehart, Ronald
on cultural practices 91
on national-cultural values 47, 53, 91, 99–101
other theories, compared with 101
innovation, as cultural value 48
integrated marketing communications
see IMC
interdependence
gender differences 455–6
globalization, and 424–5
independence, and 111, 114–15, 123–5
interdependent self
horizontal vs. vertical values 455–9
advertising implications 466–8
studies of 459–66
international advertising see advertising, generally; advertising research; IMC
International Cultural Darwinism 426–7
International Journal of Advertising Research
research content analysis 22–31
International Marketing Review
research bias 240
Internet see also digital advertising;
online advertising; social media
anonymity of 325–6
consumer-advertiser relationships 284–5
cultural boundaries, impact on 305
diffusion through 334–6
instantaneity and flexibility, benefits of 304–5
internet-enabled TV 291
penetration rates 303, 309–10, 398, 402
public/private nature of 297
research, use for 28–9, 217, 219, 293–4
benefits of 246, 249–50
consumer as researcher concept 293–4
limitations 225
online product reviews 289
technological development level 309–10
virtual global village 284, 286–7, 305
IPSOs ASI advertising testing 206
Italy 425
Izawa, M. 330, 335–6
Jackson, M.G. 476
Janson, Marius 318
Japan
advertising agencies
advertiser-client model 499–502
corporate management structures 507–9
global strategies 497–8, 502–13
network trends 173, 175
advertising in
brand consistency 512–16
bubble economy, influence of 165–7, 170–72, 174–6
Chinese product boycotts 150
coding, initial/focused 163–4
cultural values 120, 123–4, 126–7, 162
economic influences on 160–61, 165–6
grounded theory study 174–7
information cues 311, 313
informational/transformational approaches 164
lost decade, influence of 165–7, 171–2, 174–6
mobile phone advertising in 288
motor companies, brand strategies 510–13
non-verbal content 170–71
Olympic Games (2002) media coverage 123–4
online advertising study 311
perspective, first-person vs. third-person 126–7
perspective in art 120
product merit/status appeal 164
soft-sell vs. hard-sell approach 160–64, 170, 175–6
success measurement, shifts in 172–3
talent, use of 174–5
television advertising 171, 173–5
Index 533

traditional approaches to 160, 170, 172–3, 175
US advertising, compared with 160, 163–4, 170
Western influences on 161–2
Javidan, M. 63, 66, 71
Jeong, J. 474, 486
Johal, Parminder 305
Johnson, E. 480–81
Johnston, Kevin 305
Journal of Advertising 22–31, 240
Journal of Advertising Research 22–31, 161–2
Journal of Current Issues and Research in Advertising 22–31
Ju-Pak, Kuen-Hee 311–13

Kaipan (Chinese narrative songs) 146
Kaldenberg, Dennis 241
Kango, A. 485
Katz, Elihu 327, 331
Kaynak, E. 25
Keller, E. 332
Kiely, Michael 476
Kiley, David 512
Kim, H.S. 125–6
Kim, I. 476
Kim, S.H. 312, 315
Kitchen, P.J. 25, 475, 483
Kityama, Shinobu 48, 114–15, 123–4
Kluckholn, F.R. 76, 102–3
Kolsaker, Ailsa 291
Korea, advertising in cultural influences on 119
e-WOM, motivations for using 345
individualism vs. collectivism 34–5, 125–6
mobile phone advertising 288
online advertising studies in 307, 311–12, 315–16
Korgaonkar, Pradeep K. 406
Koslow, Scott 238, 282
Kraft 43
Kubovy, M. 119–20
La Ferle, C. 29
Laband, David 243
Lamoreaux, M. 111–12, 117, 123

language
bilingual advertising
code-switching 245–6
online advertising, in 308–9, 318–19
hedges and probability markers 376–8, 380
language power 381
translation
back-translation processes 7–8, 15–16, 221–3, 355
equivalence tests 213, 221–3
international research, challenges 220–23, 237
variability of 308–9
Larcker, D.F. 269, 358
Laroche, M. 343
Lastovicka, John 242
Lazarfeld, P.F. 327, 331
Lee, D. 481–2
Lee, Leo Ou-fan 144–5
Leung, K. 226
Levitt, T. 483–4, 498
Lievens, F. 331–2
Lin, Carolyn A. 289, 292, 297
Link, G.L. 484, 486
Litvin, S.W. 327, 333
Liu, B.S.C. 342
localization see under standardization
Lohmöller, Jan-Bernd 254, 256, 264–6
lost decade see under Japan
Lu, Hanchao 144
Luna, David 318–19
Lutz, Richard J. 315
Lwin, May O. 244
McDonalds 423–4, 426–30
Manucharova, Naira 317
Mao, L.R. 212
marketing strategies see also e-WOM;
IMC; standardization
advertising agency practice, relevance 25
challenges for 477–8
cross-border marketing 475–6
importance of 473
influences on 476–7
research on 478
target marketing, growth of 477–8
trends in 476–8
Markus, Hazel 48, 114–15, 123–6
Marteneson, Chris 163
masculinity, and cultural values 48, 65, 68, 102, 456–9
individualism vs. collectivism 463–8
Project GLOBE, in 73–4
studies of 463–4
mastery, as cultural value 96–8
Masuda, T. 112–13, 118–20, 122
Matei, Sorin A. 317
materialism 47, 51, 404, 423
media see also digital technology;
social media
communication channels 28–9, 37–8
consumer trust in 476
cost increases, impact of 476
fragmentation, influence of 476–7
media spillover 284
research content analysis 28–9, 37–8
supranational 284
media substitution hypothesis 292
Mehta, A. 406
Melewar, T.C. 488
memories, in myths and folktales 129
Menon, A.M. 441
Mesquita, B. 343
message, in communication model
content 27–8
cultural values, and 27
research content analysis 26–8
Microsoft 340–41
Millan, Elena 243
Miller, C. 219
Millward Brown 206–7
‘the mind à culture’ 111–12, 117
analytical vs. holistic messages
113–14, 118–19, 123–4
independent vs. interdependent
messages 113–14, 118–19, 123–4
Miracle, G.E. 5
Mitchell, L.A. 25
Mittal, B. 243, 404–5, 409, 415
mobile phones
advertising
consumer trust in 441
international advertising 287–8
online advertising 318, 441
global usage trends 287, 414
mobile communication culture 291–2
privacy concerns 288
surveys conducted using 241–2
mobile viral marketing 159
Möller, J. 315, 443
Money, Bruce 331
de Mooij, M.K. 91
Moon, Y.S. 25
Morling, B. 111–12, 117, 123
motivation, as cultural value 114–16
motor companies
advertising agency accounts 500
client relationships 505–16
advertising expenditure 510
brand consistency 511–16
movies, brand/ product placement 29
Mueller, B. 6, 61, 64–7, 77, 102, 243
Mulhern, Frank 287
Mullen, M.R. 212–14
multinational corporations see also
global brands
reducing brand portfolios 42–3
myths and folktales 129
Nantel, Jacques 318
narratives, in advertising 129, 146
Nathan, Andrew 144
nations/ nationality
characteristics of 88–90
within country vs. between country
282
meaning 231
national-cultural values 46–50, 47, 53, 91, 101
supranational media formats 284
Neira, L. 214
Nelson, M.R. 232, 467
Nelson, R. 485
New Life Movement (China) 151
New Zealand, mobile phone
advertising in 288
niche theory 292
Nintendo 332
Nisbett, R.E. 112–13
Nissan 512
Nokia 318, 341
non-verbal content
high and low-context cultures 162–3
importance of 27–8
in Japanese advertising 170–71
research 220, 222–3
Index 535

Norenzayan, A. 129
Nowak, G. 479
nudity, in advertising 232
Nutra-Life Cold and Flu Fighter 377

Okazaki, S.
on advertising research 6, 61
on classification of values 64–7
on consumer trust 440–41
on digital advertising 289
on mobile phone advertising 288
on online advertising 312, 440–41
Olay 377
Oldenberg, Ray 430–31
Olive Garden 432–3
Olympic Games, Japan (2001), media coverage 123–4
Onkvisit, S. 486–7
online advertising 249, 284 see also e-WOM
advertising expenditure trends 303
banner advertising 315
brand image, and 314
collectivism 312–13, 315, 317
communication style 308–9
consumer attitudes to
  cultural customization effect 316–18, 320
drivers 315–16
language effect 318–19
purchase intention, and 406
trust 440–43, 448–52
creative strategies 312–13
cross-cultural issues 303–4
  advertising practice, and 310–14
  cultural context, high vs. low 307, 309, 311, 320–21
  cultural psychology, differences 305–6, 314–19
  cultural value theories, application to 307–9, 320–21
  informational content 310–11
  interactivity 312–313
  technological development, consideration of 310
entertainment values 315–16
individualism 307, 312–13, 315, 317
information classification/cues 311, 313
instantaneity and flexibility, impact of 304–5
internet penetration rates, and 303, 309–10
language, influences on 308–9, 318–19
online product reviews 289
personalization in 312
pharmaceutical information, and 441–2
research 304, 310–14
  inter-firm vs. intra-firm approach 313
  limitations 319–21
standardization vs. localization of 304–6, 320
uncertainty avoidance 307, 310–11, 314–15
opium trade 139–40
orientation see cultural values
Overby, J.W. 486
Oyserman, D. 461–2
Pae, Jae H. 400
Paek, H. 232, 307
Palka, W. 159
Papavassiliou, N. 488
Park, C. 481–2
Park, Taezoon 291
Parker, P. 338
partial least squares path modeling (PLS)
  benefits of 252–3, 264–7, 357
  bias 263–4
coded data, use of 266
in corporate reputation, studies of 357–8, 360–72
data characteristics 262, 264–6
errors, reduction of 263–4
evaluation 265, 267–72
focus of 252–3
goodness of fit criteria 267–8, 363
heterogeneity 270–71
indicators, reflective/formative 254, 269
key features 261–72
latent variables, approximation 255–60, 261–4, 268–9
measurement models, reflective/formative 269–71
model characteristics 262, 266–7
model principles 253–60
multi-group comparisons, pre-
requisites for 264, 367
non-recursive modeling 266–7
non-response rates, and 264
popularity of 253, 272
purpose 268, 272
sample size, and 264–5
scales and distribution 265–8
Smith-Satterthwaite test 267–8, 363
soft modeling 265–6
statistical properties 261–4
structural equations modeling,
compared with 252, 261, 263,
266–7, 271–2
structural models, assessment 271
two stage approach of 254–60
uses for 253
weighting schemes 254–60
Pawle, J.S. 217
Peebles, D. 484
PepsiCo 43, 434
Perdue Chicken 434
performance
corporate reputation 355–6, 361–2,
368, 371
orientation 68, 76–7, 102, 105, 445
partial least squares path modeling
(PLS) 265
perspective
first-person vs. third-person
perspective 126–7
linear perspective 119–20, 122
uses and gratifications perspective
290–92
Peters, K. 330
Peterson, Mark 245–6
Petty, R.E. 381
pharmaceuticals, online drug
information 441–2
Phelps, J. 336, 479, 480–81
Pieters, R. 329
pledges 376–7, 380, 382
brand attitude and purchase
intention 390–95
utilitarian or hedonic services, and
382–3
PLS see partial least squares path
modeling
politics, influence on globalization 20
Pollay, R. 404–5, 409, 415, 423
portraiture, cultural differences in 121
postmaterialism 47, 53
power distance, as cultural value
high/ low-scoring countries 70
Hofstede on 8, 48, 65, 68–70, 93–5,
344
Project GLOBE on 68–70, 102,
445
trust in advertising, and 378–9,
448–52
Preble, John. F. 498
printing press, invention of 428–9
probability markers
ambiguity, tolerance for 379, 381–3,
390–95
background 376–8
campaigns using, examples 367–77
culture, role of 378–80
hedges and pledges 376–7, 380,
382–3, 390–93
involvement factors
role of 378, 380–81
study 383–95
language power, and 377–8
on products or services
differences between 377
utilitarian vs. hedonic 376–8,
382–3
Project GLOBE model, and 379
research on
in Belgium and Croatia,
comparison 383–95
brand attitude, and 390–95
generally 377–8
limitations 377–8
purchase intention, and 390–95
stimuli development procedures
383–5
study measurement criteria 388–9
study methods 383–8
standardization vs. adaptation
approaches 378
uncertainty avoidance, and 378–9
probability sampling 235–6
Proctor & Gamble 43, 88
products and services
brand consistency, and 512–16
consumer need, as focal point 481
hedonic services 376–8, 382–3, 388–95
‘me-too’ products 477
message contextual differences, relevance to 27
probability markers 376–8, 382–3, 388–95
product boycotts 149
product diffusion patterns 27
product placement 29
universality, and standardization of advertising 487
utilitarian services 376–8, 382–3
Project GLOBE
applications of 105–6
assertiveness 68, 74–5, 102, 105–6, 444
background 101, 103
collectivism vs. individualism 104
in-group collectivism 68, 71–3, 102, 445
institutional collectivism 68, 71–3, 102, 445
trust in advertising, and 449–52
contributors 62–3, 103
cross-level mediated effects model 78
cultural values vs. cultural practices 91–2, 103–5
culturally-endorsed theory, and 80–82
definitions used in 63–4
gender egalitarianism 68, 73–4, 102, 445
Hofstede’s culture theory, compared 48, 65, 67–77, 93–5, 102
implicit motivation theory, and 80–82
leadership theory, and 80–82
limitations 104
methodology 103–4
models for
cross-level complex fit model 80–82
cross-level fit model 78–80
cross-level mediated effects model 78–9
orientation
future 68, 75–6, 102, 444–5
humane 75, 102, 445
performance 68, 76–7, 102, 445
phases of 62
power distance 68–70, 102, 445
probability markers, and 379
purpose 62
societal culture, measurement of 63–4
study basis 101–2
trust in advertising 442–9
uncertainty avoidance 68, 70–71, 102, 445
projective research techniques 217
Przeworski, A. 222
psychology, cultural influence on see cultural psychology
Puffs 434
purchase intention, influence on advertising probability markers
ambiguity, tolerance for 390–95
brand attitude, and 390–95
social media advertising 404–6
quality, and corporate reputation 355–6, 361–2, 371–2
Quan-Haase, Anabel 290
quota sampling 235
racial minorities, and trust in advertising 442
radio advertising 145–7, 184–5, 442
Ramaprasad, Jyotica 164
Ramirez, A. 159
Rau, Pradeep 498
receivers
attention and comprehension of 30
cultural influences on 30–31
definition 29–30
research content analysis 29–31
recession, influences of 402–3
advertising, in Japan 161–2, 165–7, 171–2, 174
advertising agencies 167
consumer behavior 166–7
Reichart, T. 159
religion 112–13, 115, 125
research content analysis 22–4, 36–8
analytical techniques 7, 12–15
back-translation processes 7–8, 15–16, 220–23
communication channels 28–9, 37–8
consumer behavior 30–31
cross-functional research teams 5, 11–12
cross-national research teams 5, 11–12
cultural differences, verifying 8, 16
data collection techniques 5–6, 12–14
equivalence tests 7–8, 15–16
geraphical scope/ selection rationale 4–5, 10–11, 34, 231–2
country focus/ bias 4, 239–40, 246
guidelines for researchers 4–8
journal coverage 9–10
message, content of 26–8
methodology 8–9
need for 3
receivers 29–31
results and conclusions 9–18
sampling difficulties 243–4
SMCR model of communication 22–31
source factors 24–6
Resnik, Alan 311
resource advantage theory 6
responsibility see corporate social responsibility
retail advertising, department store see Estonia
retailers, power of 477
Richards, J.I. 21
Riès, Philippe 512
Riffe, Daniel 244
Roberts, P.W. 353
Rodgers, Shelly 295
Rokeach, M. 64
Romania 315
Rowley, J. 342
Russell, P. 213
Russia
advertising, changing attitudes to 179–81, 185
competitions, importance of 184
consumer ethnocentrism 242
gender differences 458
retail demand forecasting 181
United States, influence on 180
Sagiv, L. 96–9
sampling advantages of 233
advertising standards/ regulation, and 239
approaches
attention samples 243
census and pseudo-census sampling 234
convenience sampling 224, 234, 242–3
depth interviews and focus groups 217–19
probability sampling 235–6
quota sampling 235
self-selected/ volunteer samples 234
theoretical sampling 159–60
theoretical saturation 159–60
typical case sampling 235
co-authorship/ collaboration, advantages of 246–8
common variables, as basis for 248–9
data accessibility 240
data collection costs 237, 243
digital advertising, and 293
equivalency 224–5, 241
education 237–8
emerging/ developing markets 237–8, 246–7
ethnic minorities 238–9
experiments and preliminary testing 244–6
inter-firm vs. intra-firm sampling 313
Internet, use for 225, 246, 249–50, 313–14
language barriers 237
limitations/ challenges 215, 224–5, 236–40, 242–4
solutions 246–50
meaning 233
online advertising 313–14
population definitions 233–4, 236
reliability of 215, 224–5, 236, 239–40, 246
sample administration 224–5
sample size 235–6, 245
selection criteria 215, 223–4, 231–2
standardization strategies in 249
study time period 240, 244
telephone surveys 241–2
Schein, E.H. 91
Schiffman, L. 31
Schoefer, K. 330
Schultz, D.E. 25, 475, 481, 490
Schumann, D.W. 480
Schwaiger, M. 353, 355
Schwartz, Shalom
general values, theory of 50–51, 66–7, 94
conservatism 96–8
cultural practices 91
egalitarianism 96–8
harmony 96–8
hierarchy and autonomy 96–8
mastery 96–8
online advertising, applicability to 307–8
other theories, compared 98–9, 101
Sears, R.R. 211
secular-rational societies, cultural values 47
Segal, Madhav 241
self, views of
conceptual equivalence 211–12
cultural psychology differences 111, 114–15
cultural products, and 123–4
emotional influences 116–17, 124–5
individualism vs. collectivism 125–6, 456–68
self-esteem, and 32, 114–16
horizontal vs. vertical values 456–9
advertising implications 466–8
gender differences 459–66
measurement scales 461–2
studies of 459–66
self-esteem 32, 114–16
self-expression, consumer value of 47
self-reliance 32
Shanghai see under China
Sharma, Subhash 282
Shavitt, Sharon 21, 34–5
Shaw, J.J. 486–7
Shen, Yung-Chen 245
Shin, K.A. 313
Shoham, A. 488
Shweder, Richard 110
Sia, Choon Ling 317
Sibley, Stanley D. 289
Singh, Nitish 307–8, 316–17
SMADV see social media advertising
SMCR see social media advertising
SMCR model of communication 22–3
communication channels 28–9
message, content of 26–8
receivers 29–31
source factors/ agency practice, and 24–6
Smith, R.E. 331
Smith, Tom W. 220
social capital theory 291
Social Darwinism 426
social media see also e-WOM
expenditure trends 398–9
growth trends 403
influence of 297
in emerging/ developing markets 398
in retail advertising 194–5
social communication, for 286–7
study, US usage compared with UAE 400–401
results and conclusions 409–16
study method 406–9
virtual global village, and 286–7
social media advertising (SMADV)
absorption analysis 409–13
activity/ usage analysis 408–11, 415–16
consumer beliefs and attitudes
age of users, and 413–15
cultural differences in 409–13
responses, trends in 405–6
studies 404–5, 409–13
influences, socio-economic 403–5, 409, 415–16
economic development condition 415
economy benefit 404
falsity/ lack of sense 404–5
hedonism/ pleasure 405
materialism 404
personality/ utility factors 405
product information 405
social role and image 405
value corruption 404–5
social networking websites 92 see also social media
cultural value theories, application to 290–92
Estonian retail advertising, and 195
Facebook 92, 195, 286, 290
research measurement and analysis 295
Twitter 195, 286
usage, comparison of 286
Society for Personality and Social Psychology 123
soft-sell advertising 160–64, 170, 175–6
Soh, H. 439, 441, 443
source factors, of advertising cultural background 24–5
organizational culture 24–5
research content analysis 24–6
Sparkman, Richard 238, 243
Spencer, Herbert 426
Srintvasan, V. 245
standardization, in advertising/marketing adaptation, vs. 378, 484–6, 488
benefits of 484, 498
competitive environment, and 487–8
consumer homogeneity, and 488
contingency approach to 489–91
cultural differences between markets, and 487
environmental influences on 487–8
glocalization, and 474, 486–7
limitations/challenges 483–5
localization, vs. 473–4, 484, 497–8
global brands, and 431–3
in online advertising 304–6, 320
probability markers, and 378
research trends 444, 473–4, 498
third places, of 431–3
websites, of 304–6, 320
organizational experience, and 487
places of leisure, of 430–33
policy restrictions, and 487–8
product universality, and 487
reconciliation, and 486–7
sampling strategies, in 249
theory of 483–4
Starbucks 431–2
Stathakopolous, V. 488
status symbols/appeal
advertising use of 164, 467–8
equivalence tests 211
horizontal vs. vertical values, and 456–9
advertising implications 466–8
gender differences 467–8
studies of 459–66
Steenkamp, J.E.M. 7, 47, 214, 220, 281
Stern, Bruce 311
Stevenson, H.W. 406
Strauss, A. 158–60
Strodtebeck, F.L. 76, 102–3
structural equations modeling (SEM) 252–3 see also partial least squares
path modeling (PLS)
Sudweeks, Fay 308
Sullivan Mort, Gillian 291
Sun, Shaojing 315
Sundaram, D.S. 328
survival, as cultural value 99–101
susceptibility to normative influence (SNI) 53
Sweden 467
Sweeney, J.C. 329–30
Tai, S.H.C. 400
Taiwan
advertising agencies, global strategy study 503–13
cultural psychology, influences on 35, 124–5, 245
online advertising in 318
Tallinn Kaubamaja (department store) see Estonia
tanci (Chinese story-telling) 146
Taoism 112–13, 115
Taylor, C.R. 5–6, 8, 13, 27, 158, 279, 444
teachers, suitability for cross-cultural comparison 96–7
telephone surveys 241–2
television advertising attention samples 243
in China 400
collectivism 34–5
in Estonia 184–7, 193–4
Internet-enabled TV, and 291
in Japan 171, 173–4
mass media influence on 476–7
research content analysis issues 243–4
trust in 442
Tellis, Gerard D. 282–3
Terlutter, Ralf 74–5, 77, 105, 238, 243
Teune, H. 222
Thailand 318
Tharp, M. 474, 486
theoretical bases for 6–7, 14, 23–4
theoretical sampling 159–60
theoretical saturation 159–60
third places
changing trends 430–31
characteristics 430–32
meaning 430–31
neo-third places, businesses as 431–3
standardization of 431–3
time
future orientation values 75–6
sampling time period 240
Tomlinson, John 45
Toyota 499–500, 511
tradition
advertising focus on 163–4
as cultural value 47, 99–101
translation
back-translation processes 7–8,
15–16, 221–3, 382
equivalence tests 213, 221–3
errors in, impact on foreign
advertising campaigns 434
international research, difficulties
with 220–23, 237
transmissive communication 285–6
transnational trust see trust
Triandis, H.C. 36, 49, 459–60
Trompenaars, F. 50
Trusov, Michael 287, 338
trust
in advertising
collectivism, and 448–52
cultural value differences, and 442–9
effects of 441
importance of 439–40
measurement of 440–41
as multidimensional construct 441
online advertising 440–43, 448–52
power distance 378–9, 448–52
source credibility 440
studies of 441–9
variations 439–40, 443
in word-of-mouth/e-WOM
marketing 330–31, 334,
336–8
generally
consumer decrease in 476
meaning 439
Tsai, J.L. 124–5
Tsang, M. 288
Tsao, James C. 289
‘turg’ trading 188
Twitter 195, 286
typical case sampling 235
uncertainty avoidance
as cultural value 48, 65, 102
e-WOM campaigns, and 342–4
Hofstede on 48, 65, 68, 70–71, 93–5,
314
online advertising, and 307, 310–11,
314–15
probability markers, and 378–9
Project GLOBE, in 68, 70–71, 102,
445
Unilever 43, 88–9
United Arab Emirates
advertising trends 401–2
economic development 400–402
internet penetration trends 402
social media usage 401–2
study, comparing with US
400–401
results and conclusions 409–16
study method 406–9
United Kingdom
corporate reputation study 360–72
online product reviews 289
trade with China 138–9
United States
advertising agency advertiser-client
model 499–502
global strategy study 502–13
advertising in
compared with Japanese
advertising 160, 163–4, 170
cultural dimensions, applied to
162
definitions 232–3
disastrous campaigns 434
e-WOM, motivations for using e-WOM, motivations for using 345 expenditure on 20–21, 403 informational/ transformational approach to 164 online advertising, reactions to 315–17 product merit/ status appeals 164 television advertising, regional content in 243 tradition, focus on 164 Chinese product boycotts 149–51 context and focus, influences on 119, 162–3 corporate reputation study 360–72 cultural psychology 123–4 emotional influences on 124–5 first-person vs. third-person perspective 126–7 cultural sensitivity, lack of 434 economic growth, influences on 402–3 gender differences 458 motor companies, brand strategies 509–12 social media usage development trends 403–4 study, compared with UAE 400–401 results and conclusions 409–16 study method 406–9 uses and gratifications perspective 290–92 utilitarian services, and advertising probability markers 376–8, 382–3 values see cultural values
Van de Vijver, F.J.R. 226
Van Hoey, G. 331–2
Vanhamme, J. 329
vertical cultural dimensions see collectivism; individualism viral marketing 159, 325, 338–9 virtual global village 284, 305 global digital consumer culture 290, 296–7 social media, and 286–7 visual content, importance of 27–8 Viswanathan, N.K. 488

Index

Wu Chien-Jen 144
Wyer, R.S. 459
Xu, Heng 291
Yaprak, Attila 282–3
Yip, George S. 498
Yoon, Doyle 312
Yoon, S-J. 442

Young, Alyson 290
Youtbe 92
yuefanpai (Chinese ‘calendar’ advertising) 144–6, 148

Zakaria, Fareed 20
Zanasi, A. 219
Zeelenberg, M. 329
Zhao, X. 144, 312