

Is the concept of national culture of any use to global advertisers of 'global' products?

Authors:

Barbara Czarnecka (corresponding author)
Senior Lecturer
University of Bedfordshire
Park Square Luton LU1 3JU
e-mail: barbara.czarnecka@beds.ac.uk

Ross Brennan
Professor of Marketing
University of Hertfordshire
Hatfield AL10 9AB

Abstract

Focusing on the linkage between national culture, advertising content and effectiveness in Poland, Hungary and England, the paper assesses the extent to which culturally congruent value appeals in advertising are used, and the relationship between the usage and effectiveness of these appeals. The GLOBE study was used as the theoretical framework for cultural values. Content analysis of advertisements was employed to examine the presence of appeals. An online questionnaire was used to test the effectiveness of the appeals. It was found that advertisers seldom used culturally congruent appeals and that GLOBE offers limited predictive value with respect to advertising content. In addition, the correlations between value appeal usage and advertising effectiveness were small and insignificant. The results suggest that the concept of national culture may be of less relevance than previously suggested in global advertising.

Keywords: culture, advertising

Presented at the 9th Annual
Global Brand Conference
Hertfordshire Business School
Hatfield, Hertfordshire, UK
April 9-11, 2014

Introduction

National culture and its role in international branding and advertising are acknowledged to be increasingly important topics for research (Ford et al. 2011). There is a lively debate about the usefulness of the concept of national culture. Leung et al. (2011) argue that national culture plays an important role in cross-cultural research, and that it is of enduring significance. However, Gould and Grein (2009) argue that national culture is of diminishing importance. This issue matters to both marketing researchers and practitioners.

International managers must often make decisions at the country level; culture is one of the aspects they consider when selecting business markets (Magnusson et al. 2008). Descriptions of national culture are one of the readily available tools to study country markets, since most market characteristics in international trade are measured on a country basis.

The debate concerning the role of culture in advertising, within the broader debate about adaptation/ standardization of marketing communications, is enduring (Papavassiliou and Stathakopoulos 1997; Magnusson et al. 2008). It has been proposed that advertising both reflects and influences cultural values (Pollay and Gallagher 1990; Albers-Miller 1996). Proponents of the idea that advertising and culture are strongly related argue that an understanding of national cultures is essential for the development of effective advertising campaigns (Hollis 2011). Practitioners also emphasize the importance of culture in marketing (Barnett 2012). From this point of view, research that classifies national cultures using dimensions, such as the GLOBE nine dimensions of culture (House et al. 2004), should be valuable as a guide to international advertising research and practice.

Studies that have tested cultural frameworks and their use in advertising have offered only limited support for the expected relationships between culture, advertising content and advertising effectiveness. This study looks at both advertising content and effectiveness, to explore the use of culturally congruent appeals, to test the predictive value of GLOBE dimensions (House et al. 2004), and to examine whether advertisers use appeals that consumers find effective. The study examines advertising in three European countries: Poland, Hungary and England.

Cross-cultural advertising research

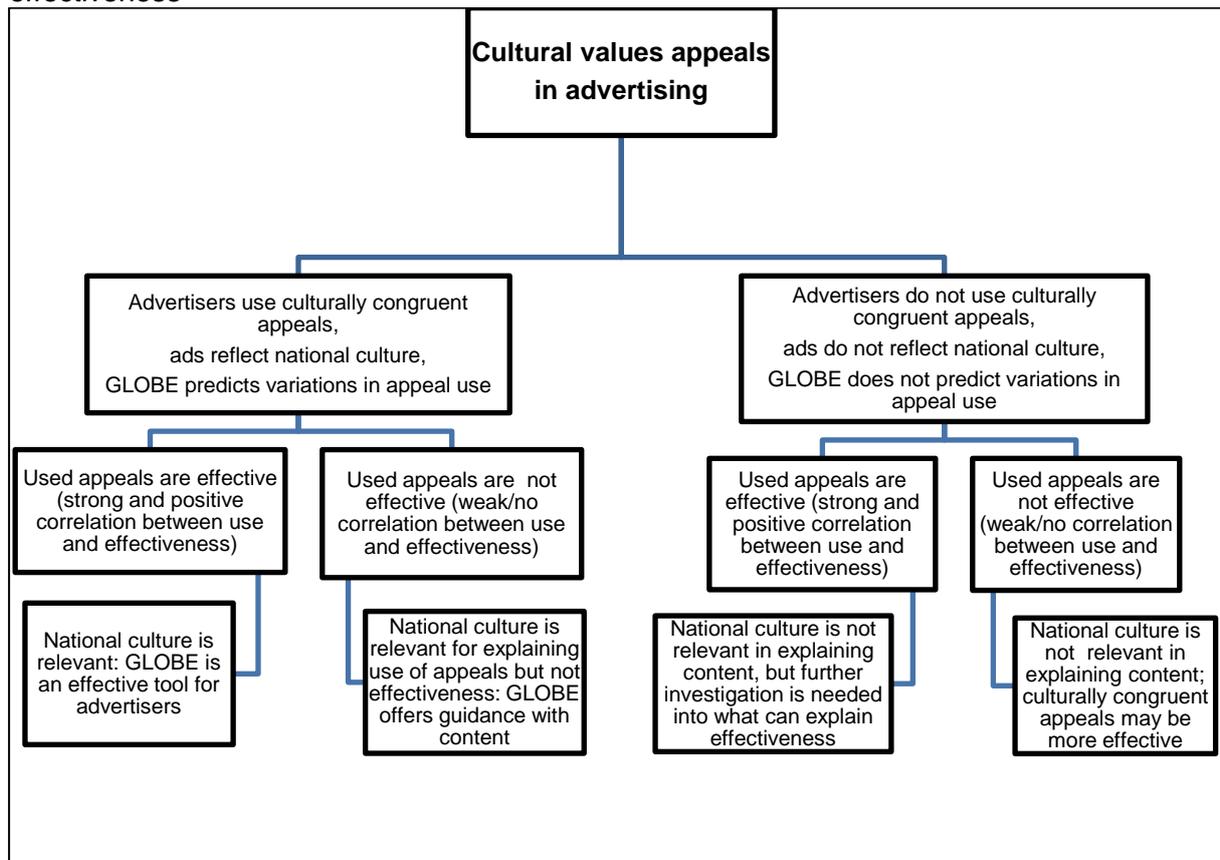
Research on cultural values in advertising usually involves analysis of the use of value appeals. The argument is that advertising appeals should be based on an understanding of the cultural values of the target audience, and that appeals to cultural values can be

identified through content analysis of advertising material (Pollay 1983). Following this line of argument, advertising should be designed to appeal to the values held by the target consumer group. If advertising fails to reflect the target audience's values then it is less likely to be effective. Thus, advertising is often said to be the reflection of the cultural values prevailing in a society because only culturally congruent representations in advertising are likely to be effective. Moreover, if advertising differences across cultures are predictable, the task of the advertiser in multiple cultures can be simplified (Albers-Miller and Gelb 1996).

Studies that have tested cultural frameworks and their use in advertising have offered only limited support for the expected relationships between culture, advertising content and advertising effectiveness. These studies usually focus on either advertising content (Albers-Miller 1996) or effectiveness (Jung et al. 2009), and apply frameworks based on data collected several decades ago which is often related to work-place issues. Since culture is a dynamic social construct which changes over time, it is important to apply more up-to-date frameworks based on more recent data to advertising research (Ford et al. 2011).

The present study looks at both advertising content and effectiveness, to explore the use of culturally congruent appeals, to test the predictive value of cultural dimensions identified in the GLOBE study (House et al. 2004), and to examine whether advertisers use appeals that consumers find effective. The study examines advertising content and advertising effectiveness in three European countries: Poland, Hungary and England. The design of the study lends itself to the four possible outcomes presented in Figure 1. First, that advertisers use culturally congruent appeals, advertising content reflects national cultural values, and this advertising is effective. This outcome would suggest that the GLOBE framework is potentially valuable as a guide to developing advertising messages. Second, that advertising content reflects cultural values but is ineffective. This would suggest that GLOBE is not helpful in developing effective advertising messages. The third and fourth possible outcomes are that advertising content does not reflect cultural values, and is either effective, or ineffective. If advertisers are ignoring local cultural variations and their advertisements are effective, then this would again suggest that approaches based on national cultural values (such as GLOBE) are not helpful in developing advertising messages. On the other hand, if advertisers are ignoring local cultural variations and their advertisements are ineffective, then one possible method of enhancing advertising effectiveness would be to develop messages based on local cultural variations.

Figure 1: Relationship between national culture, advertising content and advertising effectiveness



Several cross-cultural frameworks have been applied in advertising research: GLOBE (Diehl et al. 2008), Hofstede (Moon and Chan 2005, Zhang and Gelb 1996), Hall (Callow and Schiffman 2004; Zhou et al. 2005), and Kluckhohn and Strodbeck's dimensions (Cho et al. 1999). Some have been widely tested, whilst others have not. For example, Hofstede's dimensions have been used in many studies, while GLOBE has been tested infrequently in cross-cultural advertising studies. Engelen and Brettel (2011) found that, out of 99 cross-cultural studies, 59 employed Hofstede's dimensions, 14 used Hall's dimensions, six used Schwartz's cultural types and only one employed GLOBE dimensions. A few studies have employed individual GLOBE dimensions to study advertising; for example, Terlutter et al. (2010) used the Assertiveness dimension, and Diehl et al. (2008) used the Performance Orientation dimension. However, those studies did not comprehensively test the GLOBE framework because they only applied one of its dimensions.

Based on the gaps identified in the literature, this study focuses on the following questions:

RQ1: Do advertisers from Poland, Hungary and England use culturally congruent appeals? In other words, do the similarities and differences in the message content of advertising from Poland, Hungary and England reflect the cultural similarities and differences as described by the GLOBE framework?

In order to answer RQ1 we will investigate which set of scores: Society Values or Society Practices predict the variations in value appeal usage better. This leads us to RQ1a:

RQ1a: What is the explanatory and predictive value of GLOBE dimensions and which scores, Society Values or Society Practices, are more accurate at predicting variations in advertising content?

H1: Advertisers use culturally congruent appeals as predicted by GLOBE scores.

It is hypothesized that advertising messages will be more closely aligned to GLOBE Society Values scores than to GLOBE Society Practices scores. Society Values measure how society “should be”, whereas Society Practices scores measure society “as is”.

H1a: GLOBE Society Values scores will predict the similarities and differences between the use of appeals more accurately than Society Practices scores.

Many studies have focused only on message content (Moon and Chan, 2005). Others have focused only on effectiveness (Diehl et al. 2008; Money et al. 2006). The unique characteristic of the present study is that all three elements, advertising content, cultural values and effectiveness, are included.

Researchers (Albers-Miller and Gelb 1996; Moon and Chan 2005) have often drawn conclusions, based on the results of their content analysis studies, that because the content of advertisements differed by country, standardization would not be possible. However such conclusions regarding the possibility of standardization are incorrectly drawn from content analysis studies. Although content analysis studies establish what appeals are used, they do not provide data on effectiveness of these appeals. We do not know whether the most (or least) used appeals are also the most (or least) effective. If we can establish whether the most used appeals are also the most effective appeals, it could help us explain the relationship between culture, content and effectiveness. Therefore, in this study, we measure the effectiveness of the value appeals and examine whether the most used appeals are indeed as well the most effective in order to answer the following question:

RQ2: Are the most frequently used appeals to GLOBE values also the most effective? In other words, do advertisers in Poland, Hungary and England use the most effective appeals to cultural values?

In order to answer this question, the following hypothesis is proposed:

H2: There will be a positive association between the frequency of use of GLOBE appeals and the effectiveness of those appeals; that is, the most-used appeals will be the most effective.

H1 and H1a are tested by conducting a series of inter-country paired comparisons of the relative frequency with which advertising appeals based on GLOBE dimensions are used. Where country X and country Y are in the same score band for a GLOBE dimension (Table A1), it is hypothesized that there will be no difference between them in terms of the relative frequency with which advertising appeals based on that dimension are used. Where country X is in a higher score band than country Y for a GLOBE dimension, it is hypothesized that country X will see significantly more advertising appeals to the high end of that dimension, and significantly fewer appeals to the low end of that dimension, than country Y. For example, Hungary is in GLOBE band A for Society Values/Future Orientation, while Poland is in band B. Therefore, it is hypothesized that there will be significantly more advertising appeals to the high end of Future Orientation in Hungary than in Poland, and more appeals to the low end of Future Orientation in Poland than in Hungary.

Research methods

Two research methods were used in this study: content analysis and an on-line questionnaire.

Content analysis was used to identify the presence of appeals to cultural values in advertisements for consumer electronic products, in order to test the extent to which the advertisements reflected GLOBE cultural dimensions. Choosing only one product category controls for variation in value appeals across product categories. The highest circulation national TV guide in each country was chosen as the source magazine and a total of 194 distinct full page advertisements of electronic products were collected (Poland – 46, Hungary – 65, England – 83).

The content analysis coding framework was developed by linking Pollay's (1983) appeals to GLOBE dimensions (apart from Gender Egalitarianism for which a separate set of coding guidelines was developed based on literature review (Gilly 1988)). Of 42 appeals, 38 were used in the coding framework. The development of the coding framework consisted of several stages. First, two researchers well-versed in the concept of cultural dimensions and in the GLOBE study linked the appeals to the dimensions individually. In the second stage, the two researchers met and discussed any differences until they agreed on all appeals. This draft coding was sent to a researcher involved in the GLOBE study to confirm the framework. The final framework was used in the study.

Content analysis was performed by two coders from each country using the protocols proposed by Kolbe and Burnett (1991). Inter-coder reliability was measured using Cohen's kappa, measured at Poland 0.92, Hungary 0.91, England 0.86, indicating high inter-coder agreement (Neuendorf 2002).

An online questionnaire was used to test the effectiveness of the advertising appeals based on GLOBE dimensions. Mock advertisements were created with a single visual image (a mobile phone) and different advertising copy statements designed to operationalise the GLOBE cultural dimensions. Eighteen versions of the advertisement were created, representing 'high' and 'low' ends of the nine GLOBE cultural dimensions. Every respondent rated every advertisement. The coding framework used in the content analysis study was used to create the mock advertisements. The questionnaire comprised a demographic section and a section using scaled responses to measure attitudes towards the mock advertisements. Zhang and Gelb's (1996) four-item, seven-point semantic differential advertising evaluation scale was adapted for the purpose.

Sampling and data collection

For the purpose of collecting data, snowball sampling was employed. An email with a short description of the study and a link to the questionnaire was sent to a start-list of known contacts in England, Poland and Hungary. A request to forward this email to anyone of Polish, Hungarian and English nationality was included in the email. Only people who were born, raised and lived in one of those countries were asked to fill out the questionnaire. This method generated a total sample of 285 complete responses. Table 1 presents the sample characteristics.

Table 1: Demographic characteristic of respondents.

<i>Characteristic</i>	<i>England</i>	<i>Poland</i>	<i>Hungary</i>	<i>Total</i>
------------------------------	-----------------------	----------------------	-----------------------	---------------------

		<i>N</i> = 67	<i>N</i> = 108	<i>N</i> = 110	<i>N</i> = 285
Age	Mean	43.4	38.0	32.4	37.1
	SD	16.7	13.5	10.9	14.1
Gender %	Male	55.2	53.7	69.1	57.2
	Female	44.8	46.3	30.9	42.8
Education level %	High-school graduate	6.0	13.9	30.9	18.6
	Undergraduate	26.9	17.6	60	36.1
	Postgraduate	67.2	68.5	9.1	45.3
Professional status %	Unemployed	14.9	4.6	6.4	7.7
	Working	71.7	81.4	87.3	81.4
	Studying	13.4	13.9	6.4	10.9

Results

RQ1 and RQ1a refer to the use of culturally congruent appeals in advertising and ask if variations in the use of appeals to values in advertising can be predicted and explained more effectively by country scores on GLOBE Society Values or Society Practices.

Hypothesis 1 was that advertisers would use culturally congruent appeals as predicted by GLOBE scores, while hypothesis 1a proposed that Society Values scores would predict the variations more accurately than Society Practices scores.

In Table 2 the three countries are placed in their expected order based on the Society Values and Society Practices score bands. According to H1, it is expected that the frequency with which appeals to GLOBE dimensions are made in the print advertisements will be ordered according to national GLOBE scores. According to H1a, it is expected that Society Values scores will predict the ordering of appeals to GLOBE cultural values more accurately than Society Practices scores.

The proportions of advertisements featuring the GLOBE appeals are presented in Table A2. In order to test the hypothesized relationships, the chi-square test was used; Fisher's Exact Test was used where the chi-square test was inappropriate. The GLOBE appeals occurring in significantly different proportions between countries are presented in Table A3 (appendix). For each GLOBE appeal there were three inter-country comparisons (England/Poland;

England/Hungary; Poland/Hungary). If all three comparisons were as predicted by GLOBE scores, then the overall hypothesis for that GLOBE dimension (H1: advertisers use culturally congruent appeals as predicted by GLOBE scores) was considered fully supported. If two out of the three paired country comparisons were as predicted by GLOBE, then H1 was considered partially supported. If one or zero paired comparisons were as predicted by GLOBE, then H1 was considered not supported. The results of this analysis are presented in Table 2.

Table 2: Tests of hypotheses.

<i>Value appeals</i>		<i>Society Values scores</i>		<i>Society Practices scores</i>	
		<i>Expected order</i>	<i>S/NS</i>	<i>Expected order</i>	<i>S/NS</i>
<i>Performance Orientation</i>	Hig h	England=Poland=Hungary	NS	England=Poland>Hungary	NS
	Lo w	England=Poland=Hungary	NS	Hungary>England=Poland	NS
<i>Future Orientation</i>	Hig h	Hungary>Poland>England	NS	England>Hungary>Poland	NS
	Lo w	England>Poland>Hungary	NS	Poland>Hungary>England	NS
<i>Gender Egalitarianism</i>	Hig h	England=Hungary>Poland	NS	Hungary=England=Poland	NS
	Lo w	Poland>Hungary=England	NS	Poland=England=Hungary	NS
<i>Assertiveness</i>	Hig h	England=Poland=Hungary	S	Hungary=England>Poland	NS
	Lo w	England=Poland=Hungary	NS	Poland>England=Hungary	NS
<i>Institutional Collectivism</i>	Hig h	England=Poland=Hungary	NS	Poland=England>Hungary	NS
	Lo w	England=Poland=Hungary	S	Hungary>England=Poland	NS
<i>In-group Collectivism</i>	Hig h	Poland=England=Hungary	NS	Poland>Hungary>England	S
	Lo w	Hungary=England=Poland	NS	England>Hungary>Poland	S
<i>Power Distance</i>	Hig h	Poland>England>Hungary	PS	Hungary>England=Poland	NS
	Lo w	Hungary>England>Poland	NS	Poland=England>Hungary	NS
<i>Humane Orientation</i>	Hig h	Hungary=England>Poland	NS	England>Poland=Hungary	NS
	Lo w	Poland>England=Hungary	NS	Poland=Hungary>England	NS
<i>Uncertainty Avoidance</i>	Hig h	Poland=Hungary>England	PS	England>Poland>Hungary	NS
	Lo w	England>Hungary=Poland	NS	Hungary>Poland>England	NS

S –fully supported; PS – partially supported, NS – not supported.

The results suggest that GLOBE dimension score-bands are poor predictors of inter-country variations in advertising content. The GLOBE Society Values scores predicted the usage of appeals a little more accurately than Society Practices scores: Society Values scores predicted four relationships (out of 18), Practices scores predicted two ($p=.039$, one-sided). Hypothesis H1 is, therefore, not supported. Based on these results, we conclude that advertisers in Poland, Hungary and England seldom use culturally congruent appeals as predicted by GLOBE dimensions.

The second research question focused on the relationship between the effectiveness (Table A4) and usage of value appeals based on GLOBE dimensions in the three countries (Table 3). In order to test hypothesis H2, rank correlations were calculated between the usage and effectiveness of appeals within each country. The results showed that the rank correlations between effectiveness and usage were all positive, but low and not significant (Poland: $\rho = .158$, ns; Hungary: $\rho=.203$, ns; England: $\rho = .184$, ns). Advertisers are failing to use value appeals that would be attractive to consumers. On the other hand, there is evidence that some less effective appeals are commonly used by advertisers. For example, low Power Distance is the most frequently used appeal in the sample of Polish advertisements (89.1% feature this appeal) but ranks 11th in terms of effectiveness; consumers rated the appeal as ineffective (mean 3.86), suggesting that advertisers should avoid this appeal.

Table 3: Rank order of use (Content) and effectiveness (Effect) of appeals by country.

<i>Value appeals</i>		<i>Poland</i>		<i>Hungary</i>		<i>England</i>	
		<i>Content</i>	<i>Effect</i>	<i>Content</i>	<i>Effect</i>	<i>Content</i>	<i>Effect</i>
<i>Performance Orientation</i>	High	2	3	1	2	2	3
	Low	5	10	3	9	4	9
<i>Future Orientation</i>	High	4	1	6	1	6	1
	Low	11	4	18	6	17	4
<i>Gender Egalitarianism</i>	High	13	9	9	11	15	8
	Low	12	18	4	17	13	18
<i>Assertiveness</i>	High	10	13	13	13	10	14
	Low	18	12	16	14	18	13
<i>Institutional Collectivism</i>	High	7	14	12	9	9	12
	Low	15	2	7	14	14	6
<i>In-group Collectivism</i>	High	6	16	11	15	3	16
	Low	14	8	10	10	7	11

Power Distance	High	3	15	5	16	5	15
	Low	1	11	2	4	1	10
Humane Orientation	High	16	7	15	8	8	2
	Low	17	17	17	18	16	17
Uncertainty Avoidance	High	9	6	12	5	12	5
	Low	8	5	8	3	11	7

Discussion

This paper contributes to the growing debate about the validity and usefulness of the concept of national culture in international business and marketing research, and to the literature on the usefulness of national culture frameworks in cross-cultural advertising research. In addition, it provides new insights on the adaptation – standardization of advertising debate in the area of cultural values. It is clear that advertisers seldom use appeals to national cultural values, and that there are appeals to national cultural values that appear to be effective which advertisers should consider using.

The propositions that advertisers in Poland, Hungary and England use culturally congruent appeals and that Society Value scores predict variations in the use of value appeals in advertising better than Society Practices scores are not supported.

The influence of national culture, as conceptualized in GLOBE cultural dimensions, on the content of advertising messages is limited. This is consistent with the suggestions of Craig and Douglas (2011) that national culture is becoming less relevant in cross-cultural marketing research and Gould and Grein (2009) who express grave concerns about the validity of the concept of national culture. In addition, Koslow and Costley (2010) argue that cultural differences between groups within the same country may be greater, and more important to marketers, than differences occurring across national borders. Moreover, as some argue, not all cultural dimensions may be relevant to advertising, or to advertising certain product categories (Cutler et al. 1997). Further research could focus on identifying which dimensions and cultural values are important and appropriate for advertising certain products.

The results of the content analysis showed that there are several appeals that appeared in similar proportions of advertisements in all three countries. This suggests that advertisers standardize the use of some appeals. For example, high Performance Orientation and low

Power Distance appeals were used across all three countries with similar frequency. On the other hand, some appeals such as low Humane Orientation, or low Future Orientation were scarcely used in advertisements in any of the three countries.

The results indicate that advertisers use value appeals that consumers find effective only to a limited extent. The positive correlations between content and effectiveness are low and not statistically significant, despite directional support. Consumer electronics advertisements use very few of the appeals to cultural values that consumers find effective. Some of the appeals were used equally often in all three countries and could potentially be regarded as 'universal' appeals if further research corroborates the results. Performance Orientation is an effective appeal in multiple cultures. It is widely used across all three countries in the present study, and is evaluated positively by respondents from all countries. This suggests that this appeal could be standardized across these countries. These findings corroborate results from Diehl et al. (2008) who found that advertisements with a performance-oriented appeal were positively evaluated by consumers from the USA, Germany, France, Spain and Thailand. Diehl et al. (2008) suggest that Performance Orientation can "be seen as an appeal type suitable for cross-cultural standardized campaign" (Diehl et al. 2008: 274). The empirical results from the present study support this assertion.

Indeed, the data show that Society Values scores for Performance Orientation are the highest of all GLOBE dimensions ($M = 5.94$). House et al. (2004:248) note that cultures from all over the world report high scores on Society Values for Performance Orientation, and propose that this may be because "there might be a human need to belong to a high performance-oriented and successful society" (p. 248).

On the other hand, some appeals were neither present nor effective. For example, low Humane Orientation was hardly used and found to be ineffective in all three countries. In addition, low Gender Egalitarianism was hardly used and ineffective. Advertisers should avoid these in messages and make more use of the appeals which were found to be effective but not used.

The GLOBE model deals with 'invisible' culture—values and beliefs inaccessible to direct observation. Craig and Douglas (2006) argue that culture is much more complex than that, and because it includes "intangibles, material cultures and communication", cross-cultural marketing researchers should take these into account and "span multiple contexts" (p. 338) when measuring the reflections of culture in advertising as well as the impact of culture on advertising effectiveness. Future research should therefore consider including

measurements of material aspects of culture in advertising (such as rituals or institutions), as well as the use of language or execution in order to create more generalizable results. Other researchers (Gould and Grein 2009) propose an alternative view of culture; that is what they call “glocalized community-based model” which further investigations of cross-cultural advertising should consider.

Conclusion, limitations and implications

The results of this study indicate that the relationship between national culture and advertising appeals is, at the very least, complex. Both phases of the study revealed that there are cross-cultural differences and similarities in the content of advertisements and in consumer evaluations of advertising messages. The results suggest that frameworks of national culture offer limited guidance to international advertisers in terms of value appeals to be used as the basis for advertising messages. There is no straightforward mechanism for taking studies of cultural dimensions and converting them un-problematically into effective advertising campaigns. The results demonstrate that GLOBE dimensions offered limited predictive value for the content of advertisements. Advertisers use few of the appeals to cultural values that respondents to our study found effective; in other words, advertisers do not take full advantage of appeals to cultural values that are potentially effective. This suggests that there are certain respects in which advertisers do not know their audiences, and fail to take advantage of appeals to cultural values that could be effective.

References

- Albers-Miller, N. & Gelb, B. (1996), "Business advertising appeals as a mirror of cultural dimensions: a study of eleven countries" *Journal of Advertising*, Vol. 25 No.4, pp. 57-70.
- Barnett, M. (2012), "Why global brands must be part of local cultures" Retrieved April 16 2012 from <http://www.marketingweek.co.uk/trends/why-global-brands-must-be-part-of-local-cultures/4001088.article>
- Callow, M. & Schiffman, L. (2004), "Sociocultural meanings in visually standardized print ads" *European Journal of Marketing*, Vol. 38 Nos 9/10, pp. 1113-1128.
- Cho, B., Kwon, U., Gentry, J.W., Jun, S. & Kropp, F. (1999), "Cultural values reflected in theme and execution: a comparative study of US and Korean television commercials" *Journal of Advertising*, Vol. 28 No.4, pp. 59-73.
- Craig, C.S. & Douglas, S.P. (2006), "Beyond national culture: implications of cultural dynamics for consumer research" *International Marketing Review*, Vol. 23 No.3, pp. 322-342.
- Craig, C.S. & Douglas, S.P. (2011), "Assessing cross-cultural marketing theory and research: A commentary essay" *Journal of Business Research*, Vol. 64 No. 6, pp.625–627.
- Cutler, B.D., Erden, A.S. & Javalgi, R.G. (1997), "Advertiser's relative reliance on collectivism-

- individualism appeals: a cross-cultural study" *Journal of International Consumer Marketing*, Vol. 9 No. 3, pp. 43-55.
- Diehl, S., Terlutter, R. & Mueller, B. (2008), "The influence of culture on responses to the GLOBE dimension of performance orientation in advertising messages - results from the US, Germany, France, Spain, and Thailand" *Advances in Consumer Research*, Vol. 35, pp.269-275.
- Engelen, A. & Brettel, M. (2011), "Assessing cross-cultural marketing theory and research" *Journal of Business Research*, Vol. 64 No.5, pp. 516-523.
- Ford, J.B., Mueller, B., Taylor, C.R. & Hollis, N. (2011), "The tension between strategy and execution: challenges for international advertising research" *Journal of Advertising Research*, Vol. 51 March 2011 Supplement, pp. 27-36.
- Gilly, M.C. (1988), "Sex roles in advertising: a comparison of television advertisements in Australia, Mexico, and the United States" *Journal of Marketing*, Vol. 52 No.2, pp.75-86.
- Gould, S. J. & Grein, A.F. (2009), "Think glocally, act glocally: a culture-centric comment on Leung, Bhagat, Buchan, Erez and Gibson (2005)" *Journal of International Business Studies*, Vol. 40 No.1, pp. 237–254.
- Hollis, N. (2011), "Globalization in context" *Journal of Advertising Research*, Vol. 51 No.1, pp. 37-41.
- House, R.J., Hanges, P.J., Javidan, M., Dorfman, P.W. & Gupta, V. editors. 2004. *Culture, leadership, and organisations. The GLOBE study of 62 societies*. London: Sage Publications.
- Kolbe, R. & Burnet, M. (1991), "Content-analysis research: an examination of applications with directives for improving research reliability and objectivity" *Journal of Consumer Research*, Vol. 18 No.2, pp.243-250.
- Koslow, S. & Costley, C. (2010), "How consumer heterogeneity muddles the international advertising debate" *International Journal of Advertising*, Vol. 29 No.2, pp.221–244.
- Leung, K., Bhagat, R., Buchan, N.R., Erez, M. & Gibson, C.B. (2011), "Beyond national culture and culture-centricism: A reply to Gould and Grein (2009)" *Journal of International Business Studies*, Vol.42 No.1, pp.177–181.
- Magnusson, P., Wilson, R.T., Zdravkovic, S. Zhou, J.X. & Westjohn, S.A. (2008), "Breaking through the cultural clutter: a comparative assessment of multiple cultural and institutional frameworks" *International Marketing Review*, Vol.25 No.2, pp.183-201.
- Money, R.B., Shimp, T.A. & Sakano, T. (2006), "Celebrity endorsements in Japan and the United States: is negative information that harmful?" *Journal of Advertising Research*, Vol.26, pp. 113-123.
- Moon, Y. S. & Chan, K. (2005), "Advertising appeals and cultural values in television commercials. A comparison of Hong Kong and Korea" *International Marketing Review*, Vol.22 No.1, pp.48-66.
- Neuendorf, K. A. (2002) *The content analysis guidebook*, London, Sage Publications.
- Pollay, R. W. (1983), "Measuring the cultural values manifest in advertising" *Current Issues and Research in Advertising*, Vol.6 No.1, pp.71-92.
- Terlutter, R., Diehl, S. & Mueller, B. (2010), "The cultural dimension of assertiveness in cross-cultural advertising: The perception and evaluation of assertive advertising appeals" *International Journal of Advertising*, Vol.29 No.3, pp.369-399.
- Zhang, Y. & Gelb, B.D. (1996), "Matching advertising appeals to culture: the influence of products' use conditions" *Journal of Advertising*, Vol.25 No.3, pp.29-47.
- Zhou, S., Zhou, P. and Xue, F. (2005), "Visual differences in US and Chinese television commercials" *Journal of Advertising*, Vol.34 No.1, pp.111-119.

Appendix

Table A1: GLOBE Society Values and Practices scores (Adapted from House *et al.* (2004))

Dimension	Society Values Scores			Society Practices Scores		
	Poland	Hungary	England	Poland	Hungary	England
Performance Orientation	6.12 B	5.96 B	5.90 B	3.89 B	3.43 C	4.08B
Future Orientation	5.20 B	5.70 A	5.06 C	3.11 D	3.21 C	4.28 B
Assertiveness	3.90 B	3.35 B	3.70 B	4.06 B	4.79 A	4.15 A
Institutional Collectivism	4.22 C	4.50 C	4.31 C	4.53 B	3.53 C	4.27 B
In-Group Collectivism	5.74 B	5.54 B	5.55 B	5.52 A	5.25 B	4.08 C
Power Distance	3.12 B	2.49 D	2.80 C	5.10 B	5.56 A	5.15 B
Humane Orientation	5.30 C	5.48 B	5.43 B	3.61 D	3.35 D	3.72 C
Gender Egalitarianism	4.52 B	4.63 A	5.17 A	4.02 A	4.08 A	3.67 A
Uncertainty Avoidance	4.71 B	4.66 B	4.11 C	3.62 C	3.12 D	4.65 B

Table A2: The proportions of advertisements featuring each of the appeals (in %).

Appeal		Poland	Hungary	England
Performance Orientation	High	52.2	92.3	80.7
	Low	28.3	44.6	7.2
Future Orientation	High	50	16.9	12
	Low	6.5	0	0
Gender	High	10.9	24.6	0

<i>Egalitarianism</i>	Low	4.3	35.4	0
<i>Assertiveness</i>	High	2.2	4.6	0
	Low	0	6.2	0
<i>Institutional Collectivism</i>	High	17.4	43.1	12
	Low	6.5	9.2	2.4
<i>In-group Collectivism</i>	High	30.4	10.8	4.8
	Low	0	18.5	38.6
<i>Power Distance</i>	High	41.3	16.9	15.7
	Low	89.1	92.3	92.8
<i>Humane Orientation</i>	High	0	3.1	3.6
	Low	0	3.1	0
<i>Uncertainty Avoidance</i>	High	2.2	9.2	0
	Low	6.5	15.4	2.4

Table A3: Significance levels for between-country comparisons (one- and two-tailed).

Country pairs		Values with significantly different usage		
		*	**	***
Poland-Hungary	Two-tailed	High Performance Orientation, High Future Orientation, Low Gender Egalitarianism,	High Institutional Collectivism, Low In-Group Collectivism, High Power Distance	High In-Group Collectivism
	One-tailed	High Performance Orientation, High Future Orientation, Low In-Group Collectivism ^f , Low Gender Egalitarianism	High Institutional Collectivism, High Power Distance,	High In-Group Collectivism
Poland-England	Two-tailed	High Performance Orientation, High Future Orientation, High In-Group Collectivism, Low In-group Collectivism,	Low performance Orientation, High Gender Egalitarianism, High Power Distance,	Low Future Orientation,
	One-tailed	High Future Orientation, High In-Group Collectivism, Low In-Group Collectivism, High Power Distance	High Gender Egalitarianism	Low Future Orientation ^f
Hungary-England	Two-tailed	Low Performance Orientation, High Gender Egalitarianism, Low Gender Egalitarianism, High Institutional Collectivism,	High Uncertainty Avoidance, Low Uncertainty Avoidance	Low Assertiveness ^f , Low In-Group Collectivism, High Performance Orientation
	One-tailed	Low Performance Orientation, High Institutional Collectivism	Low In-Group Collectivism, High Uncertainty Avoidance ^f , Low Uncertainty Avoidance	High Performance Orientation

* p≤.001; **p≤.01; ***p≤.05

Table A4: Attitude towards advertisements: mean scores by country and F-values.

Dimension	Level	Total	England	Poland	Hungary	F-value	P
Performance Orientation	High	4.54	4.35	4.71	4.50	1.809	1.66
	Low	3.87	3.43	4.11	3.89	5.266	.006
Future Orientation	High	4.77	4.56	4.81	4.86	1.203	.302
	Low	4.24	4.13	4.43	4.11	2.421	.091
Gender Egalitarianism	High	3.70	3.48	4.19	3.35	11.321	.000
	Low	2.33	2.01	2.42	2.45	2.551	.080
Assertiveness	High	3.21	3.00	3.42	3.15	2.809	.062
	Low	3.30	3.02	3.67	3.12	7.665	.001
Institutional Collectivism	High	3.29	3.06	3.40	3.33	1.382	.253
	Low	4.33	4.07	4.76	4.06	8.551	.000
In-group Collectivism	High	2.94	2.61	3.16	2.91	3.727	.025
	Low	3.80	3.23	4.21	3.74	11.914	.000
Power Distance	High	2.97	2.83	3.25	2.78	5.183	.006
	Low	3.90	3.33	3.86	4.29	11.469	.000
Humane Orientation	High	4.23	4.52	4.22	4.05	2.194	.113
	Low	2.61	2.32	2.98	2.43	5.740	.004
Uncertainty Avoidance	High	4.20	4.11	4.30	4.16	.551	.577
	Low	4.24	3.77	4.42	4.35	5.599	.004