

5. These results excluded cases involving China, for which Hofstede (2001, p. 502) provided only an estimated score for collectivism (80). However, means and correlations based on a larger dataset including these estimated scores hardly differ from those reported in the text. The mean importance scores were 83.3 ($SD = 10.35$) in the persuasion subset ($k = 60$) and 81.0 ($SD = 12.07$) in the ad liking subset ($k = 57$). The correlations between the effect size and its related value importance were not significant—persuasion: $r(58) = -.12, p = .38$; ad liking: $r(55) = -.14, p = .31$.

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