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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.

References

References marked with an asterisk indicate studies included in the meta-analysis.


Adapting Consumer Advertising Appeals to Cultural Values  


Hoeken, H., van den Brandt, C., Crijns, R., Dominguez, N., Hendriks, B., Planken, B. et al. (2003). International advertising in Western Europe: Should differences in


Adapting Consumer Advertising Appeals to Cultural Values


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Adapting Consumer Advertising Appeals to Cultural Values


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Adapting Consumer Advertising Appeals to Cultural Values


