

**HOW DIFFERENT CULTURES RESPOND TO
CONTROVERSIAL ADVERTISEMENTS:
A THREWAY CROSS-CULTURAL STUDY**

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Abstract

We live in a world full of constant scientific and technological advances; as a result, the world becomes smaller, distances become shorter and cultures become closer – this is globalization. Nowadays, despite their nationality, age, gender, level of education or even income, everyone has easy and instant access to the information they seek and more: people can find themselves being confronted by answers to questions they never asked before, by facts they never considered and by emotions they didn't expect to feel while browsing the internet, watching television or strolling in the streets. Theoretically, by having access to such great amount of equal, unfiltered information, there come more unexpected encounters with advertisements, rising the need for brands to reconsider their marketing strategies.

As emotions are known to be crucial in the response to ads, the more emotions an ad induces, the more effective it is. Offensive propaganda is becoming more and more of a tool by marketers, as it stimulates several emotions simultaneously.

Taking this into account, the purposes of this study were to (i) test whether offensive propaganda is, in fact, effective as a marketing strategy and (ii) verify if the same strategy can be applied to and has the same effect on different cultures (standardization).

Results showed that, although these considerations, years of cultural influence and costumes still have a greater impact in an individual's purchase decision and recommendation motivation. As for controversial advertisement, it was proven to be less effective than the non-controversial counterpart.

Keywords: Advertising; Emotions; Culture; Globalization

JEL Classification: Marketing (M31) and Advertising (M37)

Resumo

Vivemos num mundo de constantes avanços científicos e tecnológicos; como resultado, o mundo torna-se menor, as distâncias encurtam-se e as culturas aproximam-se - isto é a globalização. Atualmente, apesar da nacionalidade, idade, género, nível de escolaridade ou mesmo rendimento, toda gente tem acesso fácil e instantâneo às informações que procuram e muito mais: as pessoas podem ser confrontadas com respostas a perguntas que nunca antes fizeram, por fatos nunca considerados e por emoções que eles não esperavam sentir enquanto navegam na Internet, assistem televisão ou passeando pelas ruas. Teoricamente, ao ter acesso a uma quantidade tão grande de informações iguais e não filtradas, ocorrem mais encontros inesperados com anúncios, aumentando a necessidade das marcas reconsiderarem suas estratégias de marketing.

Como as emoções são conhecidas por serem cruciais na resposta aos anúncios, quanto mais emoções um anúncio induzir, mais eficaz será. A propaganda ofensiva está a tornar-se cada vez mais uma ferramenta dos profissionais de marketing, pois estimula várias emoções simultaneamente.

Tendo isso em conta, os objetivos deste estudo foram (i) testar se a publicidade ofensiva é de fato eficaz como estratégia de marketing e (ii) verificar se a mesma estratégia pode ser aplicada e tem o mesmo efeito em diferentes culturas (standardização).

Os resultados mostraram que, embora estas considerações, anos de influência cultural e hábitos ainda tenham um impacto maior na decisão de compra de um indivíduo e na motivação para recomendar. Quanto à promoção controversa, provou-se que é menos eficaz do que a não controversa.

Palavras-Chave: Publicidade; Emoções; Cultura; Globalização

Classificação JEL: Marketing (M31) e Advertising (M37)

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Introduction

Although the relationship between marketing and consumer's ethics has developed considerably over the past 20 years, research on some areas of advertisement is still missing. Discussions of offensive advertising are found in the past years, dispersed among topics such as "unmentionables" (Wilson and West, 1981), offensive/intrusive/irritating advertising (Aaker and Bruzzone, 1985; Li *et al.*, 2002; Phau and Prendergast, 2001), advertising ethics (Treise *et al.*, 1994), sex and decency issues, shocking appeals (Dahl *et al.*, 2003), advertising targeting special groups (Zhang and Shavitt, 2003) and feminist criticism. However, research on shocking advertising seems to be quite limited. Not a big number of journals have dedicated specific attention to the ethical issues that come with controversial ads, one exception though is a 2008 special issue of the Journal of Marketing Communications. This lack of research on this type of ads endures even with the present development of digital technologies, the impact this have on communications media as a whole, and the increasingly usage of online platforms for placing these ads.

Based on the assumption that everyone as more open to the world, that all individual person has more access than ever to information from worldwide, it makes it easier for brands to go international and take advantages of this global planet we live in. Or does it? The big dilemma that we face in this study is whether organizations should standardise advertising campaigns to be more efficient or follow an adaptation strategy for efficacy purposes. As researchers have indicated, consumers nowadays are more homogeneous than ever and basic human needs have become more universal (Kanso and Nelson, 2002), assuming that standardized advertising campaigns can be successfully used in a global context. The most recent studies have included performance criteria and must have showcased that adaptation is the most effective strategy (Dow, 2005; Calantone *et al.*, 2006; Okazaki *et al.*, 2006; Wong and Merrilees, 2007).

Taking into account this first considerations, it is of great interest to add to marketing literature and for practical reasons to understand attitude towards controversial advertising. The propose of this research is to verify how offensive advertising compares with non-offensive advertising, attesting if it is possible to implement the same advertisement strategy in a multi-cultural context, taking into account the emotions that these messages raise and how it affects the consumers' interest, purchase intention and recommendation motivation.

Literature Review

Introduction

More and more advertisers and marketers believe that consumers around the world have similar needs as well as desires and that the global market is growing increasingly homogeneous. Advertising is one of the most important industries in our present society, since it acts as the major source of information for consumers about products. An increasing number of Asian nations have been adapting costumes and habits of Western cultures, and several advertising agencies in those countries have been applying “westernized” procedures (Lin, 2001; Shao *et al.*, 1999). Increasingly, advertisers have seen their target audience as covering entire regions such as east Asia or all Europe (Babyak, 1995), or sometimes even the entire world. While the market grows as a global market, the emergence of international advertising grows parallel. Understanding cultural differences is often considered a prerequisite for successful international advertising (Keegan, 1989)

Some of the earliest definitions of the subject focus on studies of “unmentionables” (likes of female hygiene products, condoms, birth control). In 1981, Wilson and West, discuss the marketing of unmentionables by referring to products, services or concepts that are distasteful, disgusting, offensive or outrageous when shown in public. Dahl *et al.*, in 2003, proposed a more consumer-oriented perspective for understanding offensive advertising, suggesting that offensive advertising is an act and/or a process that violates the norm. Basically, offensive advertising includes messages that transgress laws and customs, breach a moral or social code or outrage the moral or physical senses.

There are also some previous studies suggesting that offensive advertising is assembled of some dimensions (Phau and Prendergast, 2001; Waller, 1999). In 2001, Phau and Prendergast studied “the matter” as products, goods or services being advertised, “the manner” as the execution of advertising, and “the media” as the means and vehicles of offensive advertising. An advertisement can be found as offensive by the consumers if the product is not suitable for public display or open discussion, the execution is considered bad-mannered, obscene or irritating, or even when the type of advertisement is not appropriated for a particular medium (Chan *et al.*, 2007). The dimension that is easily seen as more controllable by the advertisers is “the manner” and thus the unforgivable if it is the cause of offensiveness for the consumers (Varey, 2002).

Two of the offensive types of ads mostly used in the Western literature are sexism and racial discrimination (Ma, 1996). The first one is related to the discrimination against

people based on their gender and specially prejudice towards women. Sexist advertisements include female stereotypes (Ford and LaTour, 1993) and sexual calls. The implementation of this type of ads is seen when women are represented as sexual toys or victims of violence, reinforcing cultural values of subordination, domination and inequality between genders (White, 1990). The second one, racial discrimination, refers to insulting people based on their race, usually in the manner of devaluing the customs, religions and cultures of the minority.

Sexist themes, fear, nudity and cultural insensitivity were the themes most commonly found in the Asian context by empirical studies (Phau and Prendergast, 2001; Prendergast *et al.*, 2002). Offensiveness of advertising has nothing to do with “hard matters” like improper substantiation or deception. In 1991, Boddewyn argued that offensive ads contain products, services, concepts, claims and/or imageries that cause reaction of distaste, disgust or outrage.

Moreover, offensive advertising is context sensitive. The word “offensive” is extremely connected with the subtleties of relational and situational context (Ma, 1996). If a word or an image is seen as offensive depends on the relationship between the parties involved and the situation of exposure. It is also specific to each culture (Boddewyn, 1991). Across cultures, it is differently perceived and judged. For instance, in 2001, Waller and Fam found that Chinese consumers found it more offensive advertisements with indecent language, anti-social behaviour, racist images and nudity. Dens *et al.* (2008) have suggested that beliefs towards controversial advertisement affect consumers’ reactions. Specifically, some consumers might find shocking advertisements socially acceptable and find them entertaining, leading to a better attitude towards the brand, product, and particular ad.

Dens *et al.* (2008) have found that disgusting advertisements led to significantly more negative attitude towards the product when compared to non-disgusting and did not affect positively one’s perception of the brand, in fact, attitude about advertisement has a direct impact on attitude toward the brand. Those negative reactions were even more marked in individuals with high affect intensity, high sensitivity and high product category involvement.

Time, place and demographics affect the level of perceived offensiveness of an advertisement by consumers (Prendergast *et al.*, 2002). An example are female hygiene products, these sensitive products were once considered indecent to show in public in

certain places, but now it has definitely gained acceptance and are frequently advertised in television (Prendergast *et al.*, 2002).

Both the product and the brand can be harmed by offensive advertisements. The consumers' evaluation of a brand is influenced by the feelings generated by an advertisement. Also, and obviously, negative perceptions lead to lower purchase intention (Burke and Eddel, 1989). When there was a similar advertisement alternative from a "non-offending" company, consumers are more likely to buy products from the last one than from a brand using offensive ads (An and Kim, 2006).

An individual person's emotional reactions to advertisement can link up to the effectiveness of an ad, being more specific, to the eloquence and persuasion of the ad. Literature has also understood that controversial advertisements affect attitudes of individuals towards messages too. Recent studies have focused on emotions and their impact on the relationship between belief and attitude, related to shocking advertising (Arnaud *et al.*, 2018), making emotions a very important variable in this line of research. Earlier conclusions have shown that shocking advertising is mainly seen as negative, often been described as offensive, intrusive, unmentionable, irritating, sensitive and socially unacceptable (Phau and Prendergast, 2001; Li *et al.*, 2002). It usually refers to an advertisement that brings out reactions such as embarrassment, anger, disgust, shock in a group of people when presented or in front of this ad (Waller, 2005). Such amount of negative perceptions can be harmful and destructive to brands' marketing effectiveness and the product itself (de Run and Ting, 2014).

Conversely, most recent research points to an increasingly usage of this kind of advertising, both printed and broadcasted (Fam and Waller, 2003). It is even more intensified due to the fast development of communication technologies, especially social media, since advertisements can be seen by more and more people at any time, in any platform, in any part of the world. Offensive advertising has its rise boosted by marketers' need of fresh ideas with unexpected elements that can successfully obtain awareness and positive attention from the consumers, ultimately leading to increasing profits (Dahl *et al.*, 2003; Pope *et al.*, 2004.)

With all this, it becomes of major interest among marketing researchers and practitioners comprehending attitude towards controversial advertising. It is of utmost relevance to dive into this research, and find the emotions raised by shocking ads, and how this can affect consumers buying intention.

Adaptation vs. Standardization

The understanding of an ad is facilitated by cultural adaptation, as well as it leads to more favourable attitudes regarding a brand, moving consumers closer to the intention of buying (Singh *et al.*, 2006). Those opposing to standardisation have concerns regarding the effectiveness of standardised strategies in culturally divergent countries (Cutler and Javalgi, 1992).

Adaptation can be described as tailoring and adjusting marketing strategies to fit the unique elements of individual markets in the world.

Defenders of this strategy argue that there are huge differences regarding climate, topography, consumer tastes, law, culture, race, technology, disposable income, occupations, literacy and level of education, labour costs, nationalism and society, amongst many more, existing in international markets (Vrontis *et al.*, 2009; Paliwoda and Thomas, 1999).

A globally standardised advertising strategy faces practical difficulties mainly because of cultural differences and language barriers between countries (Nelson and Paek, 2007) as well as different socio-economic markets (Karanden *et al.*, 2006). Examples of this difficulties are when an Italian lipstick ad showing emperor Nero had no reaction when shown to Japanese consumers because Nero was totally unknown by them; as well as Exxon's famous icon of a tiger failed to have positive reaction in Thailand because tigers are not a symbol of power and strength in that country.

Due to few (or none) markets being exactly alike, supporters of Adaptation argue that it is necessary, or even mandatory, to ensure some degree of marketing programs adjustment in order to guarantee buyers' needs satisfaction, effectively and maximizing sales (Wills *et al.*, 1991). Culture has a bigger impact on execution than on the creative strategy (Wei and Jiang, 2005), it means that an international advertising campaign can be standardized in creative strategy, but localized in execution.

A localized strategy has strengths that have to be highlighted:

- **easy acceptability:** tailoring to meet specific needs and desires of a culture makes it more likely to bring easy connection and acceptability by the people;
- **responsiveness to local needs and market:** adaptation is also about letting a market know that the brand understands that there are different needs and wishes. Few markets are exactly alike, some adaptation is necessary to win customers and maximise sales;

- **expedites local business development:** allowing an international organization to quickly and aggressively compete favourably with local competition whilst the brand keeps gaining recognition in the local market;
- **strengthens local content:** has the support of the local market because it helps to develop local contents.

Although the mentioned positive aspects, some not so positive ones have to be discussed, and are pointed as follow:

- **increased operating costs:** adapting the marketing mix elements to the needs of different markets will increase operational costs;
- **limited control and coordination:** if products are customised to each market, it makes it more difficult to implement the same production control processes, product quality standards and same brand awareness;
- **lack of uniform global image:** localisation of the marketing mix elements to a great degree limits the extent to which a uniform global image can be achieved by an international company. In some markets, the effect of the lack of uniform global image might be more severe due to customers' preference for brands from countries that are supposed to be leaders in innovation or quality;
- **lack of transfer of experience of know-how:** faulty integration and coordination of marketing activities across regional areas acts as a barrier to the transfer of experience and know-how built and developed in one national market to another.

“Companies must learn to operate as if the world were one large market, ignoring superficial regional and national differences” (Levitt, 1983, p. 92). Multiple definitions of standardisation have been made: it is defined as a uniform and standard pattern of resource allocation amongst the variables in the marketing mix across national markets (Szymanski *et al.*, 1993); as the creation of a uniform strategy for a product, service or organization for the entire global market, covering several markets (Jeannet and Hennessey, 1998); long after Jain, in 1989, as described this strategy refers to the use of a common product, price, distribution and promotion plan all over the world, or wherever the company is acting, with resultant lower costs and higher margins; while most recently it has been detailed as a common marketing programme applied simultaneously to all

markets (Viswanathan and Dickson, 2007). Therefore, and resuming, we can view Standardisation as a conscious practice by an international company to supply uniform products and services, while also a common strategy of marketing mix worldwide (advertising, distribution, price and promotion).

Standardisation responds to the need for consistency; it drives the wish of brands to build a uniform brand image (Duncan and Ramaprasad, 1995). A consistent brand image is wanted, if assumed that being uniform plays a key role in building global brands and in standardised advertising in the making of a global brand image (Taylor 2005, 2007).

Studies have found that this strategy is desired because it can increase sales by developing a coherent image of the product through multinational markets, as well as costs will be reduced by moving labour forces to lower-cost locations without reinventing the whole process (Walters, 1986; Yip, 1989). Others have found that international companies that employ a homogeneous pattern of distribution of resources for marketing mix variables in the U.S., U.K., Canada and Western European markets would find that this strategy results in similar performances across those markets (Szymanski *et al.*, 1993).

A high number of benefits come with a standardisation strategy, making this strategy very attractive for global companies and brands. Defenders of the standardised marketing strategy (Levitt, 1983; Yip, 1996, 1997; Quelch and Hoff, 1986) have identified the main and most relevant advantages:

- **economies of scale in development, production, distribution, advertising, marketing, brand name, sales, promotion and management:** Levitt (1983, 1984) argued that economies of scale enable global companies and businesses to compete favourably and lead to reduction of costs and prices;
- **transfer of expertise and know-how:** the standardisation of products across national markets facilitates transfer of experience and know-how from one market to another (Douglas and Craig, 1986);
- **reduction of costs and therefore price:** organizations produce and sell products with great speed as a result of the lower cost of operations and reduced prices. This strategy would assist global brands to gain global market share;
- **uniform image:** brands that are truly global, such as McDonald's, Coca-Cola and Pepsi have been able to standardise their products worldwide, gaining a general acceptance;

- **enhanced customer preference:** when products are standardised across multinational markets, it builds up customers' preference from being uniform worldwide;
- **higher quality:** if a global company pushes quality and reliability up, while keeping costs and prices down, customers in different countries would prefer its standardised products (Levitt, 1983);
- **easier control and coordination:** when a uniform product is sold across all markets, monitoring the performance in different localizations is way easier. It is much more effective to control a standardised process than a country-by-country customised one.

But it obviously also brings its negative sides, since it may not achieve its intended objectives due to various limitations to its application:

- **government and trade restrictions:** including product, pricing and advertising laws and other trade barriers, frequently curb the standardisation of the marketing mix elements (Douglas and Craig, 1986);
- **differences in customer interests and response patterns:** these may differ significantly from one country to another or from one region to another (Douglas and Craig, 1986). These disparities might be as a result of cultural, social or religious factors;
- **the nature of the competitive structure:** differ from one country to another, in developing countries being customers more sensitive to prices, the existence of low-cost options may influence this factor policy from global companies entering that market;
- **market characteristics:** the physical environment of any country, determined by population size, product use conditions and climate, often forces global marketing companies to adjust their products to fit local conditions.

Controversial Advertising

One can easily perceive that the existence of shocking ads is increasing and it is one big alarm to businesses and consumer. In Europe, examples of offensive advertising can be found. One of the most noticeable example of these advertising was the campaign by Benetton that was run in various countries. The Benetton campaign showed varying offending visuals, such as blood-covered dirty clothes, an overcrowded boat with refugees jumping into the sea in despair, people with tattoos reading “HIV positive”, or dying people. The campaign was perceived offensive by many consumers and led to many debates, especially among advertising practitioners (Clemens and Stahlschmidt, 1994; Happel, 1995).

Advertisers are seizing every opportunity to draw attention, boldly treading the line between “edgy” and “offensive”. In fact, research has shown that the use of strategically ambiguous responsibility messages might impact both the producers of said products (alcohol, sex products) and consumers purchase intention negatively (Erdogan, 2008).

It has been previously documented that emotions are a motivator of behaviour and their role in human behaviour (Keskin and Ayar, 2017). Emotions are defined by the Oxford Dictionary (2019) as “A strong feeling deriving from one's circumstances, mood, or relationships with others” and academic literature points out three universal qualities of emotions (Hill, 2008). Emotions present a feeling component demonstrated by chemical changes in the brain and physical sensations; a thinking component which is manifested by conscious or intuitive judgements; and an action component that is expressed by smiles or stares and coping behaviours. A full emotion embodies an integration of feeling, action, appraisal and wants at a particular time and location (Ortony *et al.*, 2005).

For marketing purposes, it has been shown emotions to play a major role in developing brands, in successful advertising, as determinants of service quality or customer satisfaction (Pandley, 2012). Emotions are used to supply persuasive messages to consumers and affect the way information is processed and ultimately help to explain a positive variance in purchasing behaviour (Keskin and Ayar, 2017).

Shocking advertising associates a surprise and a shock factors to arouse emotions in order to call people to action or change their behaviour. Shock advertisement can be identified when social norms are violated, and it is assumed to capture the attention of the target consumers in a greater way, as well as breaking through competitive advertising cloud. As previously mentioned, these advertises should incite emotions that stimulate a

response from the consumers. To achieve a response, tolls such as visual exhibition of obscene sexual references, profanity or unwarranted violence must be included.

However, it has to be kept in mind that if social norms are pushed too far, there is a risk of damaging brands' reputation and having a negative fallout. These advertisements may also cause problems such as banning, waste of money and resources spent, interventions by regulatory bodies and consumers' boycotts touching the brand's equity value, as happened with the Benetton case. Moreover, some evidence points that over time this type of advertising might become less effective, as the general public is increasingly more exposed to traumatic events through news, social media or other means, and therefore become less sensitive.

In 2008, Prendergast *et al.*, have indicated that offensive advertising can be classified in three categories: non-sexual offensive matter, sexual offensive matter and offensive manner.

Offensive advertising categories might also be categorised by two factors, the matter, which is whether the product or service is offensive; and the manner, referencing to the execution and the way the communication is performed.

Offensive matter comprises the marketing of "unspoken" goods, products, services or concepts that rouse reactions of distaste, disgust, offense or outrage, but also considered embarrassing, socially unacceptable or harmful for a significant part of the population. From another point of view, products (personal hygiene, treatments of illness, birth control) can be distinguished from services (abortion, funerals, artificial insemination). Although what is of offensive matter evolves with time; a good example of this are contraceptives, which were a taboo subject for advertising, but have been gaining an uncontroversial presence in mainstream media; ideas such as political morals, palliative care, sexual practices, racial or religious preconception and other examples likely to be conceived a stereotype about are always probable to fall within the classification of offensive.

Offensive manner refers to the type of appeal and its execution, rather than the marketed product it is the way it is communicated. Appeals that are strongly paired with offensive manner are sexuality and fear. The first one that is defined has nudity, erotic stimuli or any other sex related factors, may produce negative feelings. While fear, in a more psychological level, results from a person being exposed to offensive images against their will.

After all, marketing companies and brands have more influence over the offensive manner than over the offensive matter (since they cannot choose the product they are advertising). To change the mind of a group of consumers about the perception of a particular product or service being offensive would require a much larger investment than the costs involved in adjusting the manner of the campaign.

Emotions and advertising

Emotions are a reaction to stimuli that impact the immediate sensory environment in an individual human (Ramsøy *et al.*, 2012), showing that emotions are essential for human function, and also that emotions are strongly related to attention, decision making and memory. Researchers have found that emotion impact the allocation of resources to the visual system (Estes and Verges, 2008), especially when the stimuli is negative (as in controversial advertising) more attentional resources are recruited. Advertising that evokes a wide range of emotions (Happiness, sadness, love, rage) and has responses to these emotions provoked has a main goal of creating a relationship between consumer and product/brand.

Marketing researchers have tried to identify the type of content that is more likely to “hit the spot” with consumers. With the growing importance of word-of-mouth promotion, more studies have been made in this area, suggesting that pleasant content results in a greater promotion, but there is also conflicting literature reporting that sour content is more probable to go viral, the finding seem to be inconclusive. These inconsistent conclusions may indicate that the level of engagement is what really matters when it comes to going viral or being a successful marketing campaign.

Emotion has been found to substantially impact the response one individual will have towards an ad (Lewinski *et al.*, 2014). The attention of the consumers increases with an emotional message, as well as the attitude toward the advertisement and product, the product attractiveness increases and produces a higher brand recall.

In 2010, Micu and Plummer applied physiological measures to assess emotional responses to advertising. However, the study was not successful on discriminating the attitude of the emotions, suggesting that the for the consumer experience the level of engagement and the intensity of the experience are more important than a specific emotion obtained from the ad and whether it is positive or negative. The success of an advertising campaign might depend on the advertising appeal, as well as the emotions triggered, it should be surprising and evoke thrilling positive or negative emotional responses (Henke, 2013).

The marketing knowledge suggests that viral publicity should feature more emotionally intense content, even though such content has received limiter empirical attention. Also, advertisement agencies already used the power of emotional content to create buzz, as concluded in previous studies, messages sparking stronger emotional feelings (of

humour, fear, sadness or inspiration) are more likely to make an impact (Phelps *et al.*, 2004).

From a different point of view, research has showed that pleasant emotions produce the strongest attitude towards an ad, attitude towards the brand and intention to share the ad., being the effects weaker for negative emotional tone (Eckler and Bolls, 2011). However, the use of offensive ads can also offend its audience which will negatively affect attitudes toward the brand and brand purchase intentions (Sabri and Obermiller, 2012).

Besides, emotions influence an individual's attitude and judgements, swaying then one's decisions. Moreover, Lerner *et al.* (2015) have noted that emotions create strong, prevalent, predictable and harmful or beneficial drivers on decision making.

In 2017, Hamelin *et al.* have studied the differences between low and high emotional advertisement, finding that highly emotional advertisement has a greater impact in the respondents subjected, rather the ones exposed to less emotional, more rational ads. Also, the highly emotional ad leads to a more stable attitude change than low emotional advertisements. During the same year, Rawal and Torres have discovered that emotional appeal has a positive impact on empathy as well as attitude toward ad, that in its turn has a positive effect on engagement.

Emotions have a profound impact in advertising, and it is of major interest of marketers to use these in their clients' advantage. Provoking emotions in consumers creates a impression in the public, which will affect one's brand impression, memory of the brand and attitude towards the brand and product advertised. It is of great interest to evoke and be aware of the beliefs and emotions one faces when in front of shocking advertising.

Brand attitude in advertisement

Emotions are a key driver for viral marketing campaigns, particularly the emotion of surprise is an important vector for the success. When a brand is presented to the consumer, a certain type of message can already be expected. Outcomes of the advertisement process such as memory of copy points, brand information, brand awareness and attitude and purchase intention are important antecedents of the ease and extent of a message's comprehension (Huhmann and Mott-Stenerson, 2008).

As Pope *et al.* mentioned in 2004, it is a concern for the marketing researchers that the controversial and non-controversial advertisement visuals differ in so many ways (the models, the images, the body copy), but what can really affect one's perception of a given campaign is the brand and the product featured. Studies have already tried to control some confusing elements by replacing brand names, copy and logos (Grazer and Keesling, 1995). Non the less, research in this area is still missing and is needed.

Brand involvement is probably an important agent of the effect of an advertisement processing and comprehension. One's level of involvement increases, and makes the processing and attachment with a brand increase as well. As customers involve themselves with brands, the comprehension towards it increases like wise.

In 2008, in an experiment aimed to determine the effect that a controversial ad execution has on elaborative processing and brand message comprehension when potentially containing elements are constant, Huhmann and Mott-Stenerson have established that it depends on the target where it is applied, controversial ads should be more effective in communicating brand information in markets with strong interest in a product category and non-controversial advertising is more effective in communicating in groups without a strong interest in a product category.

Most recently, studies found that the viral medium context does not lead to a more positive attitude toward the entrenched brand or a more positive purchase intention (Sabri, 2017), more over a viral medium context can lead consumers to weaken the level of taboo of viral advertising and subjective norms.

Earlier, it was recognised the negative impact of offensive ads on the sponsored brand (Sabri and Obermiller, 2012), also in the case of controversial ads, consumer attitudes toward the brand are going to be more approving and the perceived subjective norms against acquiring the brand will be lower and weight less, leading to a greater intention to purchase the brand's product. The same study has found that the context does not

influence the attitude toward the brand, if an ad goes viral, even if controversial, it does not affect one's evaluation of the brand.

According to Vézina and Paul (1997) provoking advertisement is not associated with negative attitude toward the brand. In fact, only a weak relation between the level of provocation and the attitude concerning the brand was found, leading to the conclusion that there is no negative transfer.

Sabri and Obermiller (2012), have hypothesised impact of a taboo themed ad on the perception of the brand attitude, using a fake brand and product. Attitude toward the advertised brand was slightly negative, but found that this result was typical for fictitious brand. The researchers have concluded that strong taboo themes in ads have a strong negative effect in one's attitude towards the brand, suggesting that an offensive campaign can be a risky one.

With the existing literature, it is possible to say that the presence of a brand is a factor to take into account, as well as the impact the content of an ad has on a consumer's evaluation and perception of the brand. Therefore, being the content of the ad the main comparative feature in study, the fact that the consumer already has an opinion on existing brands, it is a variable that has to be controlled in the testing phase.

Purchase intention and recommendation

Purchase intention can be expressed by a consumer's objective to buy from a given seller in the market place. None the less, shopping has always been a social activity, and consumers tend to be influenced by social interactions with others when making these decisions, Godes *et al.* suggested in 2005. The same authors advocate that consumer's beliefs, attitudes and behaviours tend to be influenced by their social interactions with others when they make purchase decisions. Marketing research also points that when people are recommended or observe others purchase actions, this information outweighs their own private information in shaping their decision and beliefs (Chen *et al.*, 2011).

Recommendation has a great role in this study, it can increase perception of other buyers. As far as promotion is concerned, word-of-mouth might be such an effective instrument in acquiring more buyers, since it is so much cheaper than advertising. Recommendation valence indicates the percentage of prior buyers who hold positive or negative opinions, and its volume has an informative function by increasing the level of awareness of the buyers (Chen *et al.*, 2011). Attitude is, besides need, the most important predictor of intention to buy and the relation of it with intention has been found positive and significant.

In their previously mentioned study, Sabri and Obermiller have studied the perception of "tabooness" in an ad and how it affects the consumer's purchase intention, finding that the purchase intention is low for controversial ads. This rating result advocate a negative effect on consumer's intentions to purchase the brand when hit by these type of ads, supporting the theory that it is not the ideal strategy. Furthermore, violating taboos in publicity triggers social normative pressure, reducing the intention to purchase the product.

To recommend a product or a brand is even better than just buying it, since it will influence other buyers' perception of what is advertised, and will impact ones purchase decision (Chen *et al.*, 2011)

On the other hand, other researchers found that offensive messages and images that obtain viewers' attention arousing negative feelings and attitudes, transfers to the brand negatively, affecting greatly purchase decisions (Chan *et al.*, 2007). With this, it becomes important to study these factors and make them some of the most important for this research.

Hofstede

Now we have to know how to define our study groups, how to group them, what characteristics they have in common between them as well as what differs them from the other groups. Being culture the “collective mental programming” that distinguishes societies from one another (Hofstede, 1983, p. 76), it can be used to build clusters that are culturally similar. This was done with the belief that cultural values influence the consumers’ response to advertising executions in general and offensive specifically.

Hofstede’s model provides a rationale for cross-cultural differences in advertising (Moon and Chan, 2003). The cultural theory used was the Hofstede’s theory of cultural dimensions. The Hofstede Model was originally a survey administered to over 119,000 IBM employees in 66 countries, and distinguishes cultures according to 6 dimensions (four in the first version): power distance, individualism, masculinity, uncertainty avoidance, long term orientation and indulgence. Hofstede used 116,00 questionnaires from over 60,000 respondents from several countries in his empirical study (Hofstede, 1984, 1991, 2001). The model supplies scales from 0 to 100 for 104 countries for each dimension, and each country has a position on each scale or index, relative to other countries.

- **Power Distance:** is the dimension that deals with the fact that all individuals in society are not equal, expressing the attitude of the culture towards these inequalities. It is defined as the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is unequally distributed (Hofstede). That has to do with the fact that a society’s disparity is already settled in all levels of the society;
- **Individualism:** the central point of this dimension is the degree of interdependence a society maintains among its members (Hofstede). It has to do with whether one’s self-image is expressed in terms of “I” or “We”. In more individualistic societies, people tend to look only after themselves and their direct family. While in collectivist cultures people are part of groups that take care of them in trade for loyalty;
- **Masculinity:** in Masculine societies, people will be driven by competition, achievement and success, being a winner or the “best in the field”. These values usually start in schools, and continue throughout life. On the other hand, Feminine cultures value mostly caring for others and quality of life. In these, quality of life is a sign of success and standing out from the crowd is not

admirable. The main focus in this dimension is what motivates people, wanting to be the best of liking what you do (Hofstede);

- **Uncertainty Avoidance:** has to do with how a society handles the fact that the future is unknown. The uncertainty brings with it anxiety and different cultures have learnt to deal with this in different ways. The extent to which the members of a society feel threatened by ambiguous or unknown situations and beliefs and institutions created to try avoiding these (Hofstede);
- **Long Term Orientation:** it defines how society has to preserve some connections with its own past while dealing with the challenges of the present and future (Hofstede). Societies that score low on this dimension tend to choose to maintain time-honoured traditions while being suspicious about societal change. High scoring societies have a more pragmatic approach, encouraging thrift and efforts in modern education in order to plan for the future;
- **Indulgence:** the degree to which small children are socialized is one challenge that confronts humanity. Socialization is what makes us “human”. What defines this dimension is the extent to which people try to regulate their desires and impulses (Hofstede), established by the way they were raised. “Indulgence” refers to a weak control, while “Restraint” as to do with a relatively strong control, and cultures can be defined as Indulgent or Restraint.

A reason for Hofstede’s model being so widespread adoption rests in the large number of countries measured and the simplicity of his dimensions, which are straightforward and attractive to both academic researchers and business people. Comparing different models for the purpose of measuring cultural distance for international marketing strategy it is clear that the more recent cultural frameworks only specify limited improvements compared with Hofstede’s original work (Magnusson *et al.*, 2008). The dimensions are allotted to demographic, geographic, economic, and political features of a society, a factor unique to this framework. It is also the most comprehensive and robust when it comes to the number of national cultures sampled. Furthermore, the model is useful in formulating hypothesis for comparing cultures. It was originally formulated applying to human resources management, but is being used increasingly in business and marketing studies (Shamkarmahesh *et al.*, 2003).

Hofstede for grouping

It has to be noted that none of the cultural models has been developed for analysing consumer behaviour. Therefore, when using the models, the dimensions have to be selected and interpreted to choose the ones that are more relevant to highlight manifestations of culture (Hofstede and de Mooij, 2010).

The Hofstede's dimensions have been used to compare cultures, support hypothesis and to formulate a theoretical model to compare cultures. Research has been made, and confirmed the importance of cultural dimensions for marketing in an international level and consumer behaviour. Remarkably, Power Distance influences advertising appeals (Albers-Miller and Gelb, 1996), information exchange behaviour, innovativeness (Yeniyurt and Townsend, 2003; Van Everdingen and Waarts, 2003) and service performance; Individualism affects innovativeness (Yeniyurt and Townsend, 2003; Van Everdingen and Waarts, 2003), service performance (Birgelen *et al.*, 2002) and advertising appeals; Masculinity influences sex role portrays (Milner and Collins, 1998), innovation and service performance; Uncertainty Avoidance impacts information exchange behaviour, innovativeness and advertising appeals; while Long-term orientation influences innovativeness. Not enough nor conclusive research has been made regarding the Indulgence dimensions, once this is a fairly recent one and by far the least studied one.

To assess cultures, multiple methods should be used as no single method is satisfactory enough to fulfil all the methodological and conceptual requirements of a valid identification of cultural groups (Soares *et al.*, 2006). In 2005, in a cross-cultural study of exploratory and risk-taking behaviour, Soares used a three method approach to evaluate culture: Regional Affiliation, Indirect Values, and Direct Value Inference.

Proxies are used to support the Regional Affiliation approach. Here, culture is reflected in nationalities (Soares, 2005). Researchers recommend caution when using this approach, although there is empirical provision for between country differences (Hofstede, 1984 and Steenkamp, 2001). Nationality can be used to cluster countries since some tend to share a similar language, history, religion, understanding of institutional systems, sense of identity, values, tastes (Hofstede, 1984), making nationality a common approach to operationalize culture (Yeniyurt and Townsend, 2003).

Moreover, Soares (2005) used benchmarks, the second approach, Indirect Values, consists of attributing characteristics of cultures built on other studies. In her study, Soares classifies Portugal and the UK as opposite two countries regarding Hofstede's

dimensions. On the one hand, Portugal is a high power distant, collectivistic, feminist, extremely high uncertainty avoidant, short-term oriented and low indulgent culture, on the other hand the UK has a completely opposing profile. Using countries with resemblances across some aspects while being as far apart as possible on others has been recommended to improve reliability and enhance generalizability (Sivakumar and Nakata, 2001).

Lastly, Soares (2005) uses the Direct Value Inference, basing on measured values of subjects in a sample to deduce cultural characteristics. There, though Hofstede's categorization of cultures provides a good starting point for assessing Cultural Values, the samples were further classified on cultural measurements in a manner adequate to their characteristics (Soares, 2006).

The clustering of countries facilitates an appreciation of cross-national similarities and differences. Cluster analysis is often chosen for the classification technique, because it is merely empirical and it does not make previous assumptions about differences within the population.

Most relevant Dimensions

The way people acquire information varies with the cultural dimensions of Individualism and Power Distance (Hofstede and de Mooij, 2010). As the authors argue, collectivistic and power distant societies will give more importance to interpersonal communication when they acquire information to help them make a purchase decision. On the other hand, individualistic cultures with low power distance, will tend to acquire information in a more active way via media when preparing to buy something. Individualism has been confirmed to influence innovativeness, perceived service performance and advertising appeals, while Power Distance has been shown for advertising appeal, information exchange behaviour, innovativeness and perceived service performance.

Uncertainty Avoidance has clear influence in information exchange behaviour, innovativeness and advertising appeals. The dimension of Masculinity has been found to have impact on sex role portrays, innovation and perceived service performance.

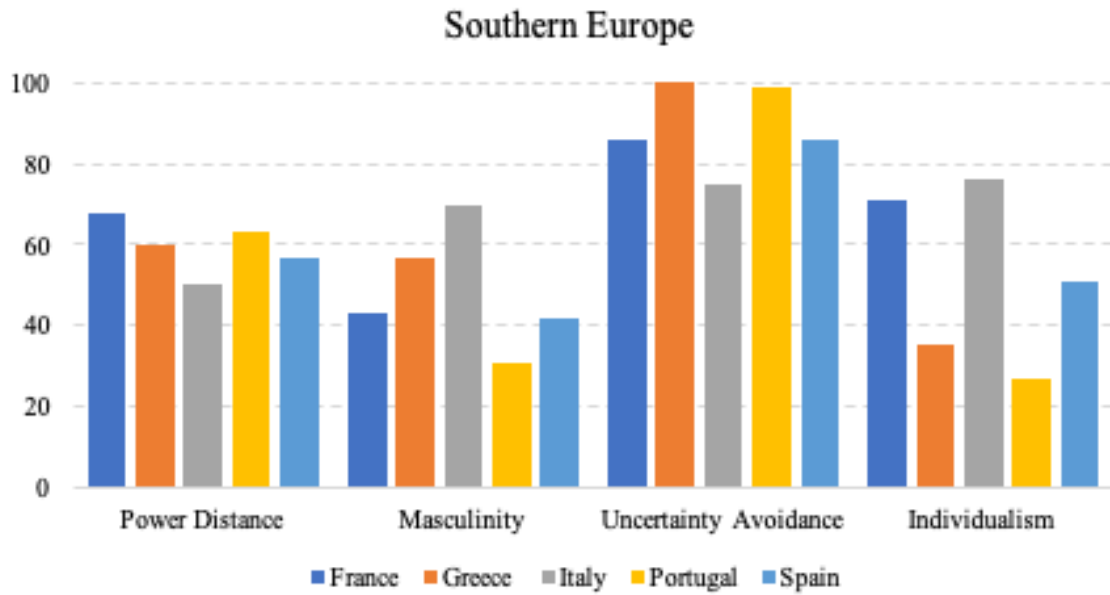
The other two dimensions, Long-Term Orientation and Indulgence, are more recent ones and since data is not available for every country, relevant research on its impact on advertising is still missing.

Forming cultural groups

Therefore, with these tools, Cultural groups can be formed and after this, compare the clusters. Using mainly the geographical proximity, since countries that are close tend to share language similarities, costumes, religion, history, sense of identity. The Hofstede's dimensions, grouping countries with similarities throughout some of the dimensions while being as different as possible on others, as research recommends. Keeping in mind that the dimensions shown to be more relevant for advertising are Power Distance, since it is one of the dimensions that influences the most the way consumers obtain information, as power distant societies give more importance to interpersonal communication when acquiring information to make a better purchase decision, or opposing, low power distant cultures through media, more actively when they want to make a purchase (Hofstede and de Mooij, 2010); Masculinity, once it shows the preference for products that indicate progress, success and performance, the way brands compare themselves or not directly to competitors is connected with this dimension, as well as the conceptualized roles of males and females in ads; Uncertainty Avoidance is relevant because it refers to how a consumer will react or be open to companies introducing new products in the market, or if they will value more having all the information about a product available to have no surprises; finally, Individualism should be taken into account because it relates to self-gratifying reason in consumption, brands will be evaluated according to its positioning to emphasize more sharing or multi-consumer products or distinctive and unique lifestyle of the user.

Cluster 1 includes France, Greece, Italy, Portugal and Spain. The five countries account for around 193 million people, as per the United Nations prediction for 2020. This cluster is mostly composed by Roman language countries, from Iberia and the Mediterranean region.

These group of countries present a wide variation on the Individualism dimension, with Portugal scoring the lowest (27) while France (71) and Italy (76) score the highest in this dimension, Spain and Greece are rated in the mid-range. For the other cultural measurements, the countries score fairly close: Power distance only varies from 50 (Italy) to 68 (France); and in Uncertainty Avoidance it differs from 75 (Italy) to 100 (Greece). This cluster can be described by its medium Power Distance, strong Uncertainty Avoidance, low to medium Masculinity, and divergences in Individualism. The described dimensions can be found in Graph 1.

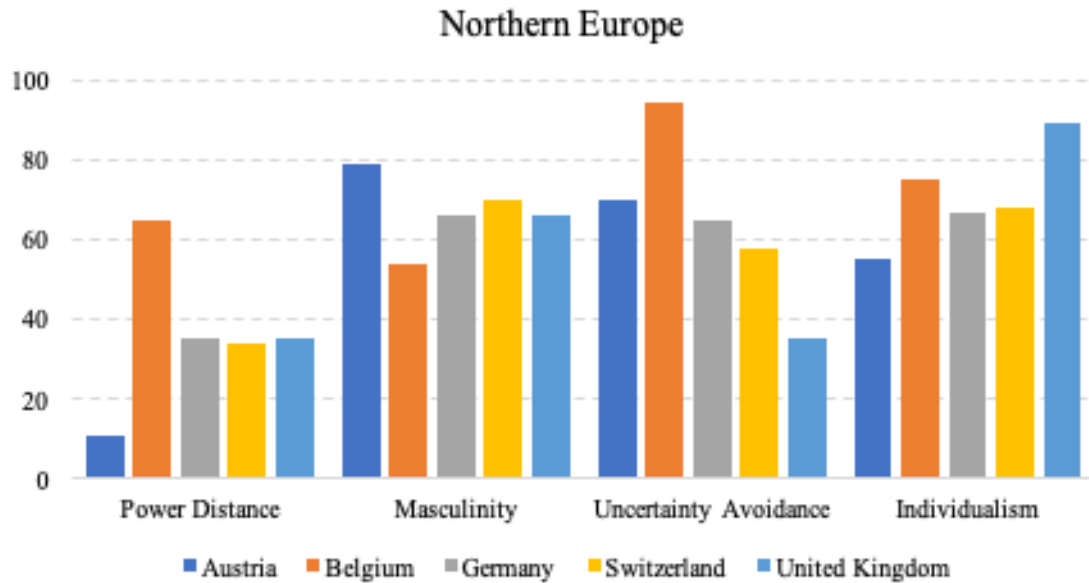


Graph 1: Values of cultural dimensions for Southern European Countries

The second cluster comprises Austria, Belgium, Germany, Switzerland and the United Kingdom. Collectively, the five countries are estimated to represent around 180 millions of European individuals, as of 2020 accordingly to the United Nations. In this group are mostly found Anglo-Saxon and Germanic language countries.

In this cluster, the dimensions seem to be more balanced than in the first cluster, the Power Distance is fairly balanced, with the exception of Austria (11) and Belgium (65); Masculinity is somewhat equalized from 54 (Belgium) to 79 (Austria), which are illustrated in Graph 2.

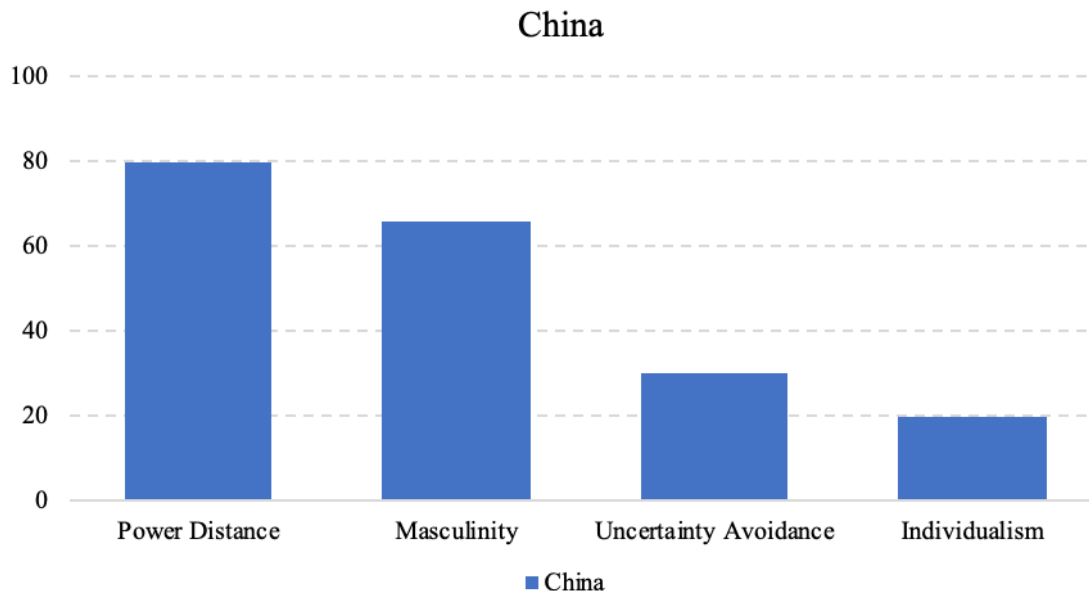
This cluster can be defined by its medium high Individualism, medium Uncertainty Avoidance, low Power Distance and medium high level of Individualism.



Graph 2: Values of cultural dimensions for Northern European Countries

Finally, China is the outside of Europe element, and third cultural group. This country is expected to count with 1,44 billion inhabitants, in 2020 as per the United Nations prediction.

China can be defined as a high Power Distant culture, medium-high Masculinity, as well as low Uncertainty Avoidance and Individualism (Graph 3).



Graph 3: Values of cultural dimensions for China

Even more relevant than Hofstede's dimensions should be other determinants such as language, geographical location, history, religion and costumes.

Linguistic wise, the first cluster belongs to the Romanic language, idioms that have evolved from the Latin, and have been spread due to the invasions and expansion of the Roman empires through the Southern and Western Europe. The second group uses Germanic languages, which have originated in the Pre-Roman Iron Age in Northern Europe, and have then evolved and separated in two bigger languages, the German and the English that still share some evident similarities. Languages have an impact on marketing as well, the brands' name, the gathering of information, the advertising costumes and the conduct of business relationships.

Another historic factor that has a big weight in separating one culture from the other is religion. Previous work has produced content on how religious beliefs contribute to physical and mental health, interpersonal relationships and intergroup relations (Paloutzian and Park, 2005). Although the European countries studied all follow a Christian religion, the differences between ones and another costumes are obvious. Religion can affect several aspects of life, like the role of women in society, rules about food and beverage consumption or clothing habits.

Historical events' impact might well persist in today's cultures, especially if these have transformed the relative costs and benefits of different cultural characteristics, touching their predominance in a society. Moreover, cultural traits are usually passed vertically from parents to children, which will definitely make them persist through time.

In the Medieval European context, the divergent evolution of might come from collectivist and individualist cultures, Greif (1994) has combined insights from game theory and archival evidence showing differences between groups, that originated in strategies undertaken by medieval merchants.

A simple geographical grouping might as well be the most preeminent for this study, supported by the topics previously mentioned. The formed cultural clusters were named "Southern Europe" in the case of the one made by countries located in this region around the Mediterranean Sea; being the second group called "Northern Europe" since it is located mostly in the upper portion of the continent. This naming and geographical division makes sense due to the previously pointed factors, since most of the elements have been in the countries for centuries, and have been spread through a given geography so long ago, the areas of expansion of the prevalent cultures of the time still make sense.

Why China vs. Europe

China is one of the biggest consumer markets in the world, making it a very desired place for international advertisers. In the recent years, China has recorded a fast growing economy and changes in society, approximating to a westerner culture.

Trade relationships between China and European Union are close, this are two of the biggest traders in the world, being China the second biggest trading partner of the EU and the EU is China's biggest partner. An average of over 1€ billion a day is traded between the two, being China EU's biggest source of importations and its second biggest market of exportations.

Both spaces are committed to open relations, although the EU has to safeguard China trades fairly, respects intellectual property rights and fulfils its obligations to the World Trade Organization since its entrance in 2001, reforming and liberalizing important parts of China's economy solving partially problems of lack of transparency, policies and non-tariff measures discriminatory against foreign companies, low protection of intellectual rights property, and the high intervention of the government in the economy, making it easier for state-owned companies to have a dominant position, and others to struggle. In 2013, both communities started negotiating for an investment agreement, aiming to provide more predictable and long-term access to investors from both sides, as well as protect them and their investments on the EU and Chinese markets. Most recently, in 2016, the EU have announced what was set to be the strategy regarding the relationships with China for the following five years, promoting cooperation and interchange, a more levelled playing field and candid competition across all shared areas. Also including a trade agenda, with a strong focus on improving market access opportunities, and calling China to engage in a multilateral level and dealing with its overcapacity.

Moreover, with the imminent US tariffs on Chinese imported goods, it is expected for European markets to be the biggest winners. As the US President Donald Trump announced a 10% fare over Chinese goods, aggravating an ongoing disagreement between Washington and Beijing leading to each side throwing more and more punishing taxes at each other. This disagreement between the two largest economies in the world will ultimately end in a gain for the European Union side, as China and the US are damned to cut the trades between them, Chinese economy is expected to point its needle to EU markets. The ifo Institute of Munich predicts that an additional €1.5 billion of income to enter European vaults, being Italy, France and Germany the biggest winners.

Hypotheses and Conceptual Model

Previous studies support that the differences in cultural characteristics are an important influence in the purchase and recommendation intention, affecting the acceptability of several appeals that are potentially offensive. In this study, Latin European countries, North European countries and China were selected as representative clusters of different cultures that respond to stimuli in different manners.

In 2006, Poels and Dewitte suggested that emotion is a prophet of advertising effectiveness, measuring consumer emotional response provides a good assessment of the impact the advertisement has on consumer's attitude, behaviour and recall. It has also been studied that the relationship between the consumer and the brand highly influences one's buying decision (Lu *et al.*, 2016). Facing the given insides, a second group of hypothesis can be formulated:

H1: The emotions evoked by an ad are affected by the brand presence.

And:

H2: The search of knowing more, purchase intention and recommendation are impacted by the presence of the brand.

For the present study, controversial advertising is the object and offensive advertising is the stimuli. The exposure to the offensive ad is related with the formation of attitudes. Arnaud *et al.* (2018) have found evidence that individual's beliefs about controversial advertising influence affective attitudes towards offensive ads through the emotions these cause. Facing these and the previously raised arguments, it is well noted the importance of studying the emotions raised by this type of advertising:

H3: The content of an ad has an impact in the emotions felt by the consumer.

As well as:

H4: The content of an ad affects buyers' search for information, purchase intention and recommendation intention.

The emotions that an ad makes the consumers feel already are known to have an impact in the purchase intention and in giving recommendations. None the less, this influence might change when consumers have different views of the world and consuming

intentions and habit. It is then necessary to study factors that might differ groups of consumer. With this, the following hypotheses are formulated:

H5a: The influence of emotions on knowledge seeking, purchase intention and recommendation is different depending on culture.

H5b: The influence of emotions on knowledge seeking, purchase intention and recommendation is different depending on the brand.

H5c: The influence of emotions on knowledge seeking, purchase intention and recommendation is different depending on the content of the ad.

To reflect the overall subjects of this study, more hypotheses have to be formulated. Corvi and Bonera (2010) posit that measuring advertising effectiveness is problematic since an individual response to an advertisement is not only impacted by the advertisement itself but also by a broad range of economics, cultural, socio-demographics and psychosocial stimuli. Hypothesis regarding Culture groups can be formulated:

H6: Southern European consumers have a more positive influence by shocking ads than Northern European.

H7: Southern European consumers have a more positive influence by shocking ads than Chinese.

H8: Northern European consumers have a more positive influence by shocking ads than Chinese.

Finally, and since another part of this study focuses on which type of advertising is the most valuable, the most one that shows to have a bigger and better impact on consumers, hypothesis on which strategy should be developed by international companies have to be formulated:

H9: Shocking advertising exposition translates into wanting to know more, greater purchase intention and recommendation

The conceptual model of this study is presented below. Firstly, it demonstrates that wanting to know more about a product, purchase intention and recommendation have logical sequence, and that one leads to the following and is boosted by the previous. Also, the emotions evoked by the ad exposed to the consumer obviously have to be weighted

in the equation and are a major feature. To close the model, the cultural cluster has to be added to the scheme of the study.

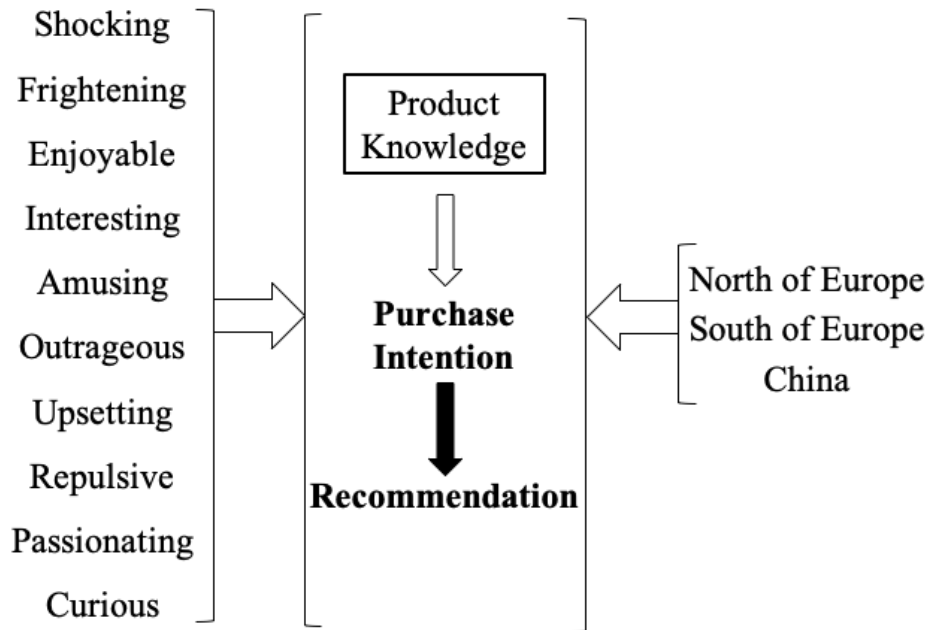


Figure 1: Conceptual model

Methodology

Participants

The survey was conducted to study the previously broken down cultures' reactions and perceptions towards controversial advertisements. The survey was created using Google forms and was shared mainly through social media. It targeted mostly Millennials, to analyse this group's responses and also because this was the easiest way to reach those ages. A total of 186 respondents participated in the survey. Data was collected from the first week of August until the first week of September. There were 16 questionnaires that were not usable due to the age of the respondents in ten of the cases (46-60 years of age) and because of the nationality of the other six participants that was not part of the groups of interest to the study (Swedish, American, Turkish, Polish).

Of the 170 valid respondents there were 75 belonging to the Southern European cluster, 48 constitute the group from the North of Europe and the remaining 47 were Chinese. The composition of each cultural group can be found in table 1. The number of valid surveys is not equally distributed, because the cluster that represents the South of Europe has a larger sample size, but none the less all the groups have a statistically valid number of answers. Also, even though inside each of the European groups the nationalities are not evenly distributed (ex. There are 4 Greek, but 16 Italians). However, the results can be used and assumed as valid since the answers represent a culture and a group of countries, not a single nationality.

Nationality	Frequency	Percent
Chinese	47	27,60%
French	6	3,50%
Greek	4	2,40%
Italian	16	9,40%
Portuguese	38	22,40%
Spanish	11	6,50%
Austrian	16	9,40%
Belgium	3	1,80%
British	11	6,50%
German	15	8,80%
Swiss	3	1,80%
Total	170	100,00%

Table 1: Distribution of respondents by nationality

Survey

The ads selected are from the same brand, Dolce & Gabbana (D&G). This brand is a luxury fashion brand that was founded 34 years ago in Italy. This brand was selected because (1) it is recognisable for almost every consumer in the world even if it is not at every wallet's reach, (2) it is present in almost every market, originally from one of the countries considered in this study, (3) it already has a long existence worldwide which carries a big charisma with the brand; (4) furthermore, it has some of the most memorable advertising campaigns: often advertisements are aired or have a buzz to it for long periods of time (years even), are directed by some of the best movie filmmakers, and feature the best models and actors of the time being, such as Monica Bellucci, Madonna or Emilia Clarke. Part of the brand's reputation comes precisely from the renowned commercials. D&G has campaigns that can awaken feelings on both ends of spectrum, sometimes the ads are shocking and others they are "soft" and are not scandalous at all.

The advertisements selected for this study fit in both indecent and family friendly sides. A 2007 D&G endorsement was chosen to represent the shocking one. It shows a man holding a woman in the ground, gripping her wrists while three other men look down to them with desire. It was received with disgust and shock in the countries it was pulled, even understood as illegal and humiliating, accusing the brand to expose the woman in a position and situation that had nothing to do with the product for sell, offending her dignity. Others have tried to ban it and prosecute the brand, calling it a glorification of gang rape and one of the most distasteful and controversial advertisements in fashion history. This ad was unbanned seven years later by fashion and feminist movements' influencers, to argue about the close link between the fashion industry and mainstream pornography business (Moss, 2015). It was stated that a "gang bang" situation, four half-naked men constraining a single woman, showcases the reality of rape culture and dehumanization of women's bodies in our mainstream media.

As a non-offensive advertisement, a print from a Dolce & Gabbana's 2005 fall campaign was selected. The endorsement has a white background, and is very crowded with people. It has men, women, and children, of all different ages from babies to elder people. Women clearly have a bigger role in this image, the number of feminine members is much larger than male. This ad seems to represent women with different occupations, being supported by men even working for them. It highlights that women can have a job and be mothers at the same time. In fact, this makes sense since it was part of a campaign named "Mamma", taking family a central stage here. The ads in this campaign always have more

than one model, but might be packed with lots of people, in the most diverse range of ages, women take selfies, hum over their babies and listen to music on headphones. Although it represents mostly the most traditional version of a family (most models are white), the campaign is funny and cheerful, which is certainly what most consumers acknowledge firstly.

The same brand is used for both the ads showed to eliminate any factors of interest, love or dislike to the brand, avoiding biased results, and being the respondents in front of the same brand for both the shocking and the control advertisement. Also, one cannot be entirely sure what either of the ads is promoting, there is no product explicitly showed in any of the prints, and it can be seen as a clothing ad, a perfume ad, a jewellery or accessories ad since the brand as an extended range of products, making it hard to recognize even with the branding.

Measures

The questionnaire consisted on a series of questions based on a 7-point Likert scale measure from 1=strongly disagree to 7=strongly agree. It was organized in five pages: the first one showed the first image suggested as a shocking one, with no branding; the second one presented the same image, but the original version with branding; in the third page, the respondents would find a different image, the control one, without anything giving away the brand; and finally a fourth one with branding in the soft and non-shocking ad.

All these four images had the same two arranges of questions. The first group questions about the emotions unfold by the seen ads: 10 adjectives were given to the respondents being half of them positive (Amusing, Curious, Enjoyable, Interesting and Passionate) and the other five were negative (Frightening, Outrageous, Repulsive, Shocking and Upsetting), the adjectives were set in a randomized order, alphabetical order was not taken into account, as well as positive first or negative first was not used, in order to avoid bias answers.

The second group of questions had the ultimate purpose of measuring the buying intentions of the respondents. This was measured by three insides, being the first a direct one, with only one question regarding the interest of the respondents on knowing more about the product being advertised ("I am interested in knowing more about the product.), to measure if the respondents' attention was caught, if this level of interest would change when knowing the brand, and compare this differences on both the ads. Then, the survey

asked directly the respondents if they would recommend the product: “I would talk positively about this product to my friends and family.”; “I would talk positively about this product online.”; “I would talk about my good impression on this product to friends/family/colleagues.”, this would measure the image consumers had of the product. Finally, there were three questions asking more directly about the buying intention of the surveyed people with the quotes “On a future purchase, I would consider this product/brand.”, “I would consider acquiring this product/brand to offer as a gift.”, “Next time I need, I will purchase this product/brand.”. All these quotes would quantify the purchase intention.

The survey closed by asking demographics: gender, age, nationality, place where the person lives, highest level of education, and household income compared to the average of its country.

Method of analysis

The statistical tests performed analysed the means of the answers given by the respondents to each of the questions. A series of statistical tests were used to compare the perception profiles. In addition, multiple linear regression was used in order to test the causal relationships.

Hypothesis tests were performed, both parametric and non-parametric. Firstly, t-tests were done to the mean of the differences for paired samples to evaluate the brand effect and the content of the advertisement. This tests compared the answers to each of the questions for the first image versus the second image as well as the third with the fourth, studying the influence of knowing the brand advertised. Likewise, was done pairing the first with the third image, and the second with the fourth to analyse how the content of the ad affects the answers of the respondents. T-tests were performed intra-group, comparing the average answers each group, therefore it answered how a culture might change its answer in the different situations.

Secondly, analyses of variance were conducted. The one-way ANOVA test was performed, or the Kruskal-Wallis in the cases where the ANOVA assumptions did not check. These tests had the objective of comparing each ad through the three cultural clusters.

Finally, to validate the relations of the model, multiple linear regression was used. Previously, two Principal Component Analysis were carried out for the purchase intention and the recommendation to reduce information.

Analysis

Sample characterization

The final sample studied consisted of 170 respondents, 75 from Southern Europe, 48 from Northern Europe and 47 from China.

Regarding the demographic indicators (table 2), throughout all the population the gender was equally distributed with 86 (50,6%) male respondents, but its distribution is different across the groups. On the one hand, the southern European group had more female (46, 61,3%) respondents, on the other hand the Northern European group had an inverse distribution of genders with 32 (66,7%) of the respondents being male. In the mean time, the Chinese group had a more evenly distributed sample, with 25 women and 22 men.

The same behaviour happened with age. The group from the South of Europe and China have younger respondents, while the cluster from the North of Europe has 87,5% with ages between 18 and 35.

When it comes to the highest level of education achieved by the respondents, there is no differences across the groups. Inside of the groups, the biggest part of the respondents has a Bachelor degree and around 30% have a Master degree. There are no Chinese respondents with a PhD or just High School Education.

Household income wise, when compared with the average of the country where they live, it is not equally distributed across groups. Overall, there were 26 (15,3%) respondents with a below average income, 88 (51,8%) with average household income and 56 (32,9%) with an income above the average. However, the Chinese group has a majority of 51,1% earning above the average and 29,8% of its respondents with a below average income. The North cluster has 58,3% respondents with an average household income and 39,6% above average. In their place, a big majority (68%) of the Southerner respondents report an average income, and there is an almost equalized number of 11 (14,7%) and 13 (17,3%) individuals with below and above average incomes, respectively.

		Cultural Cluster								Pearson Chi Square
		Southern Europe		Northern Europe		China		Total		
		N	%	N	%	N	%	N	%	
Gender	Male	29	38,70%	32	66,70%	25	53,20%	86	50,60%	9,356 **
	Female	46	61,30%	16	33,30%	22	46,80%	84	49,40%	
Age	18-25	57	76,00%	25	52,10%	39	83,00%	121	71,20%	14,572 **
	26-35	14	18,70%	17	35,40%	8	17,00%	39	22,90%	
	36-45	4	5,30%	6	12,50%	0	0,00%	10	5,90%	
Level of Education	High School	5	6,70%	7	14,60%	0	0,00%	12	7,10%	11,414
	Bachelor Degree	43	57,30%	23	47,90%	25	53,20%	91	53,50%	
	Master Degree	24	32,00%	17	35,40%	22	46,80%	63	37,10%	
	PhD	3	4,00%	1	2,10%	0	0,00%	4	2,40%	
Household income	Below average	11	14,70%	1	2,10%	14	29,80%	26	15,30%	36,705 **
	Average	51	68,00%	28	58,30%	9	19,10%	88	51,80%	
	Above average	13	17,30%	19	39,60%	24	51,10%	56	32,90%	
Total		75	100,00%	48	100,00%	47	100,00%	170	100,00%	

*p<0,05; **p<0,01

Table 2: Distribution of demographics by cultural cluster

Results

Brand effect in controversial advertisement

Table 3 shows the T-test for the comparison of means of paired samples. In this first case, it is comparing the mean of the level of agreement with the emotions in the survey of the respondents of each cultural group. It compares the answers to the first ad, the controversial ad without branding, with the second image showed, the original version of the shocking ad. Therefore, this test provides results to how the absence/knowledge of the brand affects ones agree with an emotion. The results are intra cluster, so it is possible to find the emotions that change in one group, and not compare with other.

When it comes to the Southern European group most emotions have a significantly different mean between each ad. The feelings “Shocking”, “Frightening”, “Outrageous”, “Upsetting”, “Repulsive” have a decrease in the mean of answers from the unbranded image to the branded image; and “Passionating” “Enjoyable”, “Amusing” see an increase in its average responses.

In the Northern European cluster, also the biggest part of the emotions presented a statistically different answer when exposed to the brand. The emotions “Shocking”, “Frightening”, “Curious” and “Outrageous” decrease their average of agreement, while “Enjoyable”, “Amusing”, “Repulsive” and “Passionating” increase their average answer. Finally, the Chinese group also presented a significant number of emotions affected by the brand. “Shocking”, “Frightening”, “Amusing”, “Outrageous” and “Passionating” had their intensity softened, but “Interesting”, “Enjoyable” and “Curious” increased when it comes to agreeing.

Paired Samples Test		Sig. (2-tailed)	Paired Differences	Mean	
Cultural Cluster			Mean	Ad 1	Ad 2
Southern Europe	Ad 1 Shocking - Ad 2 Shocking	0,000	0,547	4,69	4,15
	Ad 1 Frightening - Ad 2 Frightening	0,007	0,427	3,76	3,33
	Ad 1 Enjoyable - Ad 2 Enjoyable	0,011	-0,400	2,72	3,12
	Ad 1 Amusing - Ad 2 Amusing	0,000	-0,573	2,51	3,08
	Ad 1 Outrageous - Ad 2 Outrageous	0,010	0,533	4,63	4,09
	Ad 1 Upsetting - Ad 2 Upsetting	0,008	0,493	4,37	3,88
	Ad 1 Repulsive - Ad 2 Repulsive	0,030	0,333	4,07	3,73
Ad 1 Passionating - Ad 2 Passionating	0,001	-0,413	2,73	3,15	
Northern Europe	Ad 1 Shocking - Ad 2 Shocking	0,000	0,458	4,79	4,33
	Ad 1 Frightening - Ad 2 Frightening	0,000	0,458	3,79	3,33
	Ad 1 Enjoyable - Ad 2 Enjoyable	0,000	-0,354	1,54	1,90
	Ad 1 Amusing - Ad 2 Amusing	0,011	-0,188	2,10	2,29
	Ad 1 Curious - Ad 2 Curious	0,000	1,042	3,10	2,06
	Ad 1 Outrageous - Ad 2 Outrageous	0,000	1,083	5,04	3,96
	Ad 1 Repulsive - Ad 2 Repulsive	0,004	-0,625	4,04	4,67
	Ad 1 Passionating - Ad 2 Passionating	0,000	-0,604	1,71	2,31
China	Ad 1 Shocking - Ad 2 Shocking	0,000	1,340	5,00	3,66
	Ad 1 Interesting - Ad 2 Interesting	0,000	-0,574	3,66	4,23
	Ad 1 Frightening - Ad 2 Frightening	0,000	0,915	4,00	3,09
	Ad 1 Enjoyable - Ad 2 Enjoyable	0,000	-0,489	2,62	3,11
	Ad 1 Amusing - Ad 2 Amusing	0,012	0,340	3,11	2,77
	Ad 1 Curious - Ad 2 Curious	0,007	-0,447	4,96	5,40
	Ad 1 Outrageous - Ad 2 Outrageous	0,000	1,298	4,47	3,17
	Ad 1 Passionating - Ad 2 Passionating	0,018	0,383	4,30	3,91

Table 3: Significant differences of emotions for brand effect in the controversial ad

Table 4 shows the same comparisons, for the second group of questions regarding interest in knowing more about the product, if the respondents would recommend the product and purchase intention.

All the questions, except the one about interest on knowing more about the product had a statistically significant change in the Southern European group.

For the North of Europe's cluster, results show positively different answers to the questions "Respondents would talk positively about the ad 1 / ad 2 online" and the three questions regarding purchase intention.

Lastly, the Asian group had an increased in the average answer in all the questions asking about recommendation and "Respondents would consider acquiring the product/brand advertised in ad 1/ad 2 to offer as a gift."

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster	Ad 1			Ad 2	
Southern Europe	Respondent would talk positively about the product advertised in ad 1/ad 2 to friends and family.	0,000	-0,560	2,48	3,04
	Respondents would talk positively about the product advertised in ad 1/ad 2 online.	0,000	-0,507	2,32	2,83
	Respondents would talk about their good impression on the product advertised in ad 1/ad 2 to friends/family/colleagues.	0,000	-0,653	2,40	3,05
	On a future purchase, I would consider the product/brand advertised in ad 1/ad 2.	0,000	-0,640	2,67	3,31
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 2 to offer as a gift.	0,000	-0,560	2,67	3,23
	Next time the respondents need, they will purchase the product/brand advertised in ad 1/ad 2.	0,002	-0,467	2,76	3,23
Northern Europe	Respondents would talk positively about the product advertised in ad 1/ad 2 online.	0,044	-0,167	1,50	1,67
	On a future purchase, I would consider the product/brand advertised in ad 1/ad 2.	0,009	-0,250	1,92	2,17
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 2 to offer as a gift.	0,006	-0,229	1,88	2,10
	Next time the respondents need, they will purchase the product/brand advertised in ad 1/ad 2.	0,006	-0,250	1,88	2,13
China	Respondent would talk positively about the product advertised in ad 1/ad 2 to friends and family.	0,003	-0,511	3,09	3,60
	Respondents would talk positively about the product advertised in ad 1/ad 2 online.	0,000	-1,085	3,00	4,09
	Respondents would talk about their good impression on the product advertised in ad 1/ad 2 to friends/family/colleagues.	0,000	-1,362	3,06	4,43
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 2 to offer as a gift.	0,027	-0,383	3,62	4,00

Table 4: Significant differences of intentions for brand effect in the controversial ad

This positive changes in answers indicate that having the brand known to them strengthens the emotions. On the contrary, if the responses present a decrease from one picture to the other, branding softens emotions in a shocking ad. It is possible to conclude that most of the emotions have a statistical difference when the brand is acknowledged, and that knowing the brand increases the likelihood of respondents to recommend and consider acquiring the product/brand. This analysis proves H1, it is easily seen that most emotions report a statistically significant change in values when the brand is known. As well as H2 is partially demonstrated by the above table

Brand effect in non-controversial advertisement

Table 5 shows the T-test when it is comparing the mean of the level of agreement with the emotions in the survey of the respondents of each cultural group. It compares the answers to the third ad, the regular ad without branding, with the fourth image showed, the original version of the non-shocking ad. Therefore, this test provides results to how the absence/knowledge of the brand affects ones agree with an emotion. Again, the results are intra cluster, so it is possible to find the emotions that change in one group, and not in the other.

For the Southern European group, only the emotion of “Passionating” has a statistically significant change, increasing its average level of agree from 3,47 to 3,85.

The respondents from the North of Europe show a significant change in “Shocking” and “Interesting” emotions, although this vary in different directions. The average of the

first's answer is low and slightly increases, and the second is high and decreases when the brand is known in the ordinary ad.

As for China, all the emotions have a significant change except for "Repulsive". The emotion of "Upsetting" was the only one intensifying, going from "Strongly disagree" to "Slightly disagree", while the remaining emotions decreased their values.

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster				Ad 3	Ad 4
Southern Europe	Ad 3 Passionating - Ad 4 Passionating	0,007	-0,387	3,47	3,85
Northern Europe	Ad 3 Shocking - Ad 4 Shocking	0,008	-0,354	1,35	1,71
	Ad 3 Interesting - Ad 4 Interesting	0,005	0,375	4,75	4,38
China	Ad 3 Shocking - Ad 4 Shocking	0,000	0,532	1,53	1,00
	Ad 3 Interesting - Ad 4 Interesting	0,000	1,383	6,06	4,68
	Ad 3 Frightening - Ad 4 Frightening	0,000	0,553	1,55	1,00
	Ad 3 Enjoyable - Ad 4 Enjoyable	0,000	2,681	6,62	3,94
	Ad 3 Amusing - Ad 4 Amusing	0,000	2,553	5,57	3,02
	Ad 3 Curious - Ad 4 Curious	0,000	2,043	4,62	2,57
	Ad 3 Outrageous - Ad 4 Outrageous	0,000	0,553	1,66	1,11
	Ad 3 Upsetting - Ad 4 Upsetting	0,000	-1,936	1,06	3,00
	Ad 3 Passionating - Ad 4 Passionating	0,000	1,596	4,49	2,89

Table 5: Significant differences of emotions for brand effect in the non-controversial ad

As per previously, Table 6 shows the same comparisons between for the second group of questions regarding interest in knowing more about the product, if the respondents would recommend the product and purchase intention.

Again, the Southerners and Northerners have a modest number of questions answered differently from one image to the other. For the ones from the South, when asked if they are interest on knowing more about the product they have lost their interest when in the presence of the brand, and the opposite happened when asked if they would talk about their good impression on the product to friends, family or colleagues.

The Chinese group shows to decrease their interest, curiosity and intention of acquiring the product/brand when being hit by a softer ad with branding.

Only interest in knowing more about the product has changes significantly for the Northern European group. However, it has decreased.

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster				Ad 3	Ad 4
Southern Europe	Respondent is interested in knowing more about the product in ad 3/ad 4.	0,017	0,347	5,45	5,11
	Respondents would talk about their good impression on the product advertised in ad 3/ad 4 to friends/family/colleagues.	0,011	-0,347	4,29	4,64
Northern Europe	Respondent is interested in knowing more about the product in ad 3/ad 4.	0,049	0,208	2,83	2,63
China	Respondent is interested in knowing more about the product in ad 3/ad 4.	0,000	0,936	6,49	5,55
	Respondent would talk positively about the product advertised in ad 3/ad 4 to friends and family.	0,000	0,979	6,51	5,53
	Respondents would talk positively about the product advertised in ad 3/ad 4 online.	0,000	0,851	6,40	5,55
	Respondents would talk about their good impression on the product advertised in ad 3/ad 4 to friends/family/colleagues.	0,000	0,532	6,06	5,53
	On a future purchase, I would consider the product/brand advertised in ad 3/ad 4.	0,000	0,851	6,43	5,57
	Respondents would consider acquiring the product/brand advertised in ad 3/ad 4 to offer as a gift.	0,000	0,957	6,51	5,55
	Next time the respondents need, they will purchase the product/brand advertised in ad 3/ad 4.	0,000	0,489	6,09	5,60

Table 6: Significant differences of intentions for brand effect in the non-controversial ad

Once again, when the mean of the answers decreases from one ad to the other, it means that the emotions are less strong when the brand is known, and that the interest on knowing more, the recommendation intention and the purchase motivation decrease. The opposite happens when the values increase comparatively. Both the hypotheses presented, H1 and H2, are clearly valid for China, but not for the other cultures.

Content effect with no branding

In the next tables, the effect of the content of the ad is studied. Starting with the first image, shocking ad with no branding, it is compared with third one, the normal ad, with no branding. As expected, most of the emotions have a significant statistical change.

For both European clusters all the emotions have changed significantly, with “Shocking”, “Frightening”, “Outrageous”, “Upsetting” and “Repulsive” have softened their intensity when the softer had is shown, while the remaining emotions increase their values.

On its time, the Chinese group shows slightly different results. When hit with the non-offensive had “Shocking”, “Frightening”, “Curious”, “Outrageous”, “Upsetting” and “Repulsive” emotions decrease significantly their numbers.

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster				Ad 1	Ad 3
Southern Europe	Ad 1 Shocking - Ad 3 Shocking	0,000	2,640	4,69	2,05
	Ad 1 Interesting - Ad 3 Interesting	0,000	-1,907	3,51	5,41
	Ad 1 Frightening - Ad 3 Frightening	0,000	1,773	3,76	1,99
	Ad 1 Enjoyable - Ad 3 Enjoyable	0,000	-2,307	2,72	5,03
	Ad 1 Amusing - Ad 3 Amusing	0,000	-2,347	2,51	4,85
	Ad 1 Curious - Ad 3 Curious	0,000	-1,840	3,51	5,35
	Ad 1 Outrageous - Ad 3 Outrageous	0,000	2,227	4,63	2,40
	Ad 1 Upsetting - Ad 3 Upsetting	0,000	2,280	4,37	2,09
	Ad 1 Repulsive - Ad 3 Repulsive	0,000	2,387	4,07	1,68
Ad 1 Passionating - Ad 3 Passionating	0,002	-0,733	2,73	3,47	
Northern Europe	Ad 1 Shocking - Ad 3 Shocking	0,000	3,438	4,79	1,35
	Ad 1 Interesting - Ad 3 Interesting	0,000	-2,396	2,35	4,75
	Ad 1 Frightening - Ad 3 Frightening	0,000	2,438	3,79	1,35
	Ad 1 Enjoyable - Ad 3 Enjoyable	0,000	-2,458	1,54	4,00
	Ad 1 Amusing - Ad 3 Amusing	0,000	-1,750	2,10	3,85
	Ad 1 Curious - Ad 3 Curious	0,000	-1,396	3,10	4,50
	Ad 1 Outrageous - Ad 3 Outrageous	0,000	3,333	5,04	1,71
	Ad 1 Upsetting - Ad 3 Upsetting	0,000	3,083	4,54	1,46
	Ad 1 Repulsive - Ad 3 Repulsive	0,000	2,625	4,04	1,42
Ad 1 Passionating - Ad 3 Passionating	0,000	-0,896	1,71	2,60	
China	Ad 1 Shocking - Ad 3 Shocking	0,000	3,468	5,00	1,53
	Ad 1 Interesting - Ad 3 Interesting	0,000	-2,404	3,66	6,06
	Ad 1 Frightening - Ad 3 Frightening	0,000	2,447	4,00	1,55
	Ad 1 Enjoyable - Ad 3 Enjoyable	0,000	-4,000	2,62	6,62
	Ad 1 Amusing - Ad 3 Amusing	0,000	-2,468	3,11	5,57
	Ad 1 Curious - Ad 3 Curious	0,000	0,340	4,96	4,62
	Ad 1 Outrageous - Ad 3 Outrageous	0,000	2,809	4,47	1,66
	Ad 1 Upsetting - Ad 3 Upsetting	0,000	2,638	3,70	1,06
	Ad 1 Repulsive - Ad 3 Repulsive	0,000	2,553	3,62	1,06

Table 7: Significant differences of emotions for content effect in the non-branding ad

Table 8 also shows some very interesting results: the same reactions can be found throughout all the groups and questions. In all the groups, when asked about their interest on knowing more about the product, their likelihood to recommend the product/brand and their purchase intention, these factors increase in the non-shocking ad. Seems that the respondents are more interested, and more likely to recommend and buy the product with the second ad.

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster				Ad 1	Ad 3
Southern Europe	Respondent is interested in knowing more about the product in ad 1/ad 3.	0,000	-1,880	3,57	5,45
	Respondent would talk positively about the product advertised in ad 1/ad 3 to friends and family.	0,000	-1,907	2,48	4,39
	Respondents would talk positively about the product advertised in ad 1/ad 3 online.	0,000	-1,920	2,32	4,24
	Respondents would talk about their good impression on the product advertised in ad 1/ad 3 to friends/family/colleagues.	0,000	-1,893	2,40	4,29
	On a future purchase, I would consider the product/brand advertised in ad 1/ad 3.	0,000	-1,720	2,67	4,39
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 3 to offer as a gift.	0,000	-1,587	2,67	4,25
	Next time the respondents need, they will purchase the product/brand advertised in ad 1/ad 3.	0,000	-1,333	2,76	4,09
Northern Europe	Respondent is interested in knowing more about the product in ad 1/ad 3.	0,000	-1,500	2,33	3,83
	Respondent would talk positively about the product advertised in ad 1/ad 3 to friends and family.	0,000	-2,063	1,58	3,65
	Respondents would talk positively about the product advertised in ad 1/ad 3 online.	0,000	-2,146	1,50	3,65
	Respondents would talk about their good impression on the product advertised in ad 1/ad 3 to friends/family/colleagues.	0,000	-2,021	1,58	3,60
	On a future purchase, I would consider the product/brand advertised in ad 1/ad 3.	0,000	-1,354	1,92	3,27
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 3 to offer as a gift.	0,000	-1,375	1,88	3,25
	Next time the respondents need, they will purchase the product/brand advertised in ad 1/ad 3.	0,000	-1,146	1,88	3,02
China	Respondent is interested in knowing more about the product in ad 1/ad 3.	0,000	-1,872	4,62	6,49
	Respondent would talk positively about the product advertised in ad 1/ad 3 to friends and family.	0,000	-3,426	3,09	6,51
	Respondents would talk positively about the product advertised in ad 1/ad 3 online.	0,000	-3,404	3,00	6,40
	Respondents would talk about their good impression on the product advertised in ad 1/ad 3 to friends/family/colleagues.	0,000	-3,000	3,06	6,06
	On a future purchase, I would consider the product/brand advertised in ad 1/ad 3.	0,000	-1,957	4,47	6,43
	Respondents would consider acquiring the product/brand advertised in ad 1/ad 3 to offer as a gift.	0,000	-2,894	3,62	6,51
	Next time the respondents need, they will purchase the product/brand advertised in ad 1/ad 3.	0,000	-2,106	3,98	6,09

Table 8: Significant differences of intentions for content effect in the non-branding ad

To remember, when there is an increase in the means from one ad to the other, it means that the emotions are stronger when the content is softer, and that the interest in knowing more about the brand or product, the purchase intention and recommendation motivation increase. The opposite happens when the values decrease comparatively. Both hypothesis formulated regarding the content of the ad are validated, H3 and H4.

Content effect with branding

In the following tables, the effect of the content of the ad is studied with the second image, shocking ad with branding, compared with fourth one, the normal ad with branding. Once again, most of the emotions have a significant statistical change.

For the two European cultural groups, the same pattern of the ads without branding can be found. Repeatedly, “Interesting”, “Enjoyable”, “Amusing”, “Curious” and “Passionating” increased their values significantly, showing that these emotions get more intense in the non-shocking, comparing with the shocking one.

For the China's group, there are six emotions that change significantly: "Shocking", "Frightening", "Curious", "Outrageous", "Repulsive" and "Passionating". All of them have a significant decrease of means, all being attenuated in the softer ad.

Paired Samples Test		Sig. (2-tailed)	Paired Differences	Mean	
Cultural Cluster			Mean	Ad 2	Ad 4
Southern Europe	Ad 2 Shocking - Ad 4 Shocking	0,000	1,987	4,15	2,16
	Ad 2 Interesting - Ad 4 Interesting	0,000	-1,747	3,55	5,29
	Ad 2 Frightening - Ad 4 Frightening	0,000	1,547	3,33	1,79
	Ad 2 Enjoyable - Ad 4 Enjoyable	0,000	-1,893	3,12	5,01
	Ad 2 Amusing - Ad 4 Amusing	0,000	-1,747	3,08	4,83
	Ad 2 Curious - Ad 4 Curious	0,000	-1,733	3,60	5,33
	Ad 2 Outrageous - Ad 4 Outrageous	0,000	1,667	4,09	2,43
	Ad 2 Upsetting - Ad 4 Upsetting	0,000	1,773	3,88	2,11
	Ad 2 Repulsive - Ad 4 Repulsive	0,000	1,907	3,73	1,83
Ad 2 Passionating - Ad 4 Passionating	0,002	-0,707	3,15	3,85	
Northern Europe	Ad 2 Shocking - Ad 4 Shocking	0,000	2,625	4,33	1,71
	Ad 2 Interesting - Ad 4 Interesting	0,000	-2,021	2,35	4,38
	Ad 2 Frightening - Ad 4 Frightening	0,000	1,917	3,33	1,42
	Ad 2 Enjoyable - Ad 4 Enjoyable	0,000	-2,229	1,90	4,13
	Ad 2 Amusing - Ad 4 Amusing	0,000	-1,479	2,29	3,77
	Ad 2 Curious - Ad 4 Curious	0,000	-2,625	2,06	4,69
	Ad 2 Outrageous - Ad 4 Outrageous	0,000	2,271	3,96	1,69
	Ad 2 Upsetting - Ad 4 Upsetting	0,000	3,042	4,65	1,60
	Ad 2 Repulsive - Ad 4 Repulsive	0,000	3,167	4,67	1,50
Ad 2 Passionating - Ad 4 Passionating	0,003	-0,542	2,31	2,85	
China	Ad 2 Shocking - Ad 4 Shocking	0,000	2,660	3,66	1,00
	Ad 2 Frightening - Ad 4 Frightening	0,000	2,085	3,09	1,00
	Ad 2 Curious - Ad 4 Curious	0,000	2,830	5,40	2,57
	Ad 2 Outrageous - Ad 4 Outrageous	0,000	2,064	3,17	1,11
	Ad 2 Repulsive - Ad 4 Repulsive	0,000	2,447	3,55	1,11
	Ad 2 Passionating - Ad 4 Passionating	0,040	1,021	3,91	2,89

Table 9: Significant differences of emotions for content effect in the branded ad

Finally, and once more, all the questions have a statistically significant increase in interest in knowing more, recommendation likelihood and purchase intention in the branded non-shocking advertisement, when compared with the branded shocking ad.

Paired Samples Test		Sig. (2-tailed)	Paired Differences Mean	Mean	
Cultural Cluster				Ad 2	Ad 4
Southern Europe	Respondent is interested in knowing more about the product in ad 2/ad 4.	0,000	-1,613	3,49	5,11
	Respondent would talk positively about the product advertised in ad 2/ad 4 to friends and family.	0,000	-1,560	3,04	4,60
	Respondents would talk positively about the product advertised in ad 2/ad 4 online.	0,000	-1,520	2,83	4,35
	Respondents would talk about their good impression on the product advertised in ad 2/ad 4 to friends/family/colleagues.	0,000	-1,587	3,05	4,64
	On a future purchase, I would consider the product/brand advertised in ad 2/ad 4.	0,000	-1,200	3,31	4,51
	Respondents would consider acquiring the product/brand advertised in ad 2/ad 4 to offer as a gift.	0,000	-1,333	3,23	4,56
	Next time the respondents need, they will purchase the product/brand advertised in ad 2/ad 4.	0,000	-1,120	3,23	4,35
Northern Europe	Respondent is interested in knowing more about the product in ad 2/ad 4.	0,000	-1,354	2,27	3,63
	Respondent would talk positively about the product advertised in ad 2/ad 4 to friends and family.	0,000	-1,958	1,69	3,65
	Respondents would talk positively about the product advertised in ad 2/ad 4 online.	0,000	-1,979	1,67	3,65
	Respondents would talk about their good impression on the product advertised in ad 2/ad 4 to friends/family/colleagues.	0,000	-1,958	1,71	3,67
	On a future purchase, I would consider the product/brand advertised in ad 2/ad 4.	0,000	-1,021	2,17	3,19
	Respondents would consider acquiring the product/brand advertised in ad 2/ad 4 to offer as a gift.	0,000	-1,042	2,10	3,15
	Next time the respondents need, they will purchase the product/brand advertised in ad 2/ad 4.	0,000	-0,833	2,13	2,96
China	Respondent is interested in knowing more about the product in ad 2/ad 4.	0,015	-0,766	4,79	5,55
	Respondent would talk positively about the product advertised in ad 2/ad 4 to friends and family.	0,000	-1,936	3,60	5,53
	Respondents would talk positively about the product advertised in ad 2/ad 4 online.	0,000	-1,468	4,09	5,55
	Respondents would talk about their good impression on the product advertised in ad 2/ad 4 to friends/family/colleagues.	0,001	-1,106	4,43	5,53
	On a future purchase, I would consider the product/brand advertised in ad 2/ad 4.	0,005	-0,894	4,68	5,57
	Respondents would consider acquiring the product/brand advertised in ad 2/ad 4 to offer as a gift.	0,000	-1,553	4,00	5,55
	Next time the respondents need, they will purchase the product/brand advertised in ad 2/ad 4.	0,000	-1,383	4,21	5,60

Table 10: Significant differences of intentions for content effect in the branded ad

One last time, with changes in the mean of the answers, changes in the intensity of emotions can be understood. Even with the presence of a brand H3 and H4 were verified, proving that the content of the ad truly has an impact in the parameters of the study.

Differences across cultural groups

After the T-tests to compare means, one-way ANOVA's tests were performed to find differences between cultural groups. The results of this test give feedback on how different the groups are comparing to each other by finding out if the survey results are significant being the null hypothesis of this test all means are equal, and to reject it, at least one pair of means has to be different.

To implement the ANOVA test, three assumptions have to be checked: random and independent groups, which by its nature it is verified; the answers in each group follow a normal distribution, which can be checked since the groups are greater than 30 respondents; and finally, the variance of the groups is equal. This last criterion is checked with the Levene test. If the null hypothesis of the Levene test is accepted ($\text{sig} > 0,05$) the

variances are equal and ANOVA can be implemented, otherwise, the Kruskal-Wallis test is used.

Finally, in the cases where the variances are different for the ANOVA or Kruskal-Wallis tests, Post-Hoc tests are used to find where are the differences.

Results of these analyses are presented in the appendix, from table 10 to table 39(2).

When it comes to the first image, controversial ad with no branding, the emotions of “Frightening”, “Repulsive” and “Shocking” show no difference between the groups, meaning that the group an individual belongs to does not affect these emotions. On the other hand, the remaining emotions appear to have influence of the culture: for the emotions of “Interesting”, “Enjoyable”, “Amusing”, “Outrageous” and “Upsetting” the Southern group and the Chinese show no differences but the Northern group shows these emotions in a lower degree; it was concluded that Chinese respondents found the ad significantly more “Curious” than the European groups; and all the groups disagree on “Passionating” being the Chinese who agree more with it, followed by the South Europeans, and finally the North Europeans.

Regarding the second image, the original version of the offensive ad, the emotions of “Shocking and “Frightening” show to have no influence from the group the individual comes from. The emotions “Interesting”, “Enjoyable”, “Upsetting”, “Repulsive” and “Passionating” demonstrate that the North group is again the one different from the others with China and the South having no significant differences; “Outrageous” indicates for differences between the Southerners and the Chinese with the Northerners in the middle of these two, while “Amusing” has the same result, but between the group from the North and the South of Europe and China in the in-between them; this time, “Curious” is different for all the clusters, North being the ones that agree less with this and China the ones more.

After studying the third image, the non-offensive ad without branding, it was possible to conclude that China’s group found the ad more “Interesting”, “Amusing”, “Enjoyable” and “Passionating” than the South of Europe’s group, and even more than the North of Europe; “Upsetting” also shows differences between all groups being the one from the South the one that disagrees the less with this emotion and China the most; the southerner cluster finds presents a highest mean when it comes to agreeing with “Shocking”,

“Frightening”, “Curious”, “Outrageous”; the emotion of “Repulsive” shows that even though none of the cultures agree with this adjective, China is the one that disagrees more.

Finally, for the fourth ad, the softer advertisement with brand in it, the Southern European group is the one that finds it more “Amusing”, “Curious” and “Outrageous”, followed by the Northern European and then the Chinese, all in different levels; in the same position is the opinion of the European groups regarding “Upsetting”, “Shocking”, “Frightening” and “Repulsive” with them having a weaker opinion for this first emotion, but more intense for the others when comparing with the Asian group; as per the remaining three emotions, the group from the south of Europe show a stronger opinion when compared with the other two groups

Interestingly enough, when studying the questions about interest in knowing more about the product/brand, recommendation intention and purchase motivation the groups present statistically different answers across all four ads. It is possible to conclude that the Chinese group is the one that agrees more with the given quotes, being the one more likely to recommend and buy the product.

Causal relationships

Principal Component Analysis and Linear Regression

Principal Component Analysis is a technique of multivariate exploratory analysis that transforms a set of correlated variables into a smaller set of independent variables, linear combinations of the original variables, referred to as principal components. In the present study we will use the Principal Components Analysis (PCA) to reduce information complexity and thus be able to each hypothesis test, as well as to estimate linear regression. One of the main advantages of PCA is the summarization of information on strongly correlated into independent linear combinations that represent most of the information contained in the original variables, and that can be used in other statistical analyses as multiple linear regressions.

In the present study it is used to group the three questions regarding Purchase Intention and three that collect answers regarding Recommendation, being possible to create a variable for each of these dimensions.

The term “regression” includes a set of various statistical techniques used to model relationships between variables and predict the value of one or more variables dependent, from a set of independent variables also called predictors.

Before performing any regression, it is advisable to perform an exploratory analysis to ascertain whether there are or not relationships between the variables under study. For this, we used the coefficient of Pearson correlation that not only allows to analyse the intensity but also the direction of correlation between the variables. This coefficient ranges from -1 (indicates a linear relationship strong negative), 0 (weak linear relationship) and 1 (strong and positive linear relationship).

The current report presents three models of multiple linear regression, which model equations are as follow:

$$\begin{aligned} \mathbf{Product\ Knowledge} = & B_{0k} + B_{1k}Shocking + B_{2k}Interesting + B_{3k}Frightening \\ & + B_{4k}Enjoyable + B_{5k}Amusing + B_{6k}Curious + B_{7k}Outrageous + B_{8k}Upsetting \\ & + B_{9k}Repulsive + B_{10k}Passionating + (B_{11k}South + B_{12k}North) + \varepsilon_k \end{aligned}$$

$$\begin{aligned} \mathbf{Purchase\ Intention} = & B_{0p} + B_{1p}Shocking + B_{2p}Interesting + B_{3p}Frightening \\ & + B_{4p}Enjoyable + B_{5p}Amusing + B_{6p}Curious + B_{7p}Outrageous + B_{8p}Upsetting \\ & + B_{9p}Repulsive + B_{10p}Passionating + (B_{11p}South + B_{12p}North) + B_{13p}PK + \varepsilon_p \end{aligned}$$

$$\begin{aligned} \mathbf{Recommendation} = & B_{0r} + B_{1r}Shocking + B_{2r}Interesting + B_{3r}Frightening \\ & + B_{4r}Enjoyable + B_{5r}Amusing + B_{6r}Curious + B_{7r}Outrageous + B_{8r}Upsetting \\ & + B_{9r}Repulsive + B_{10r}Passionating + (B_{11r}South + B_{12r}North) \\ & + B_{13r}PK + B_{14r}PI + \varepsilon_r \end{aligned}$$

Equations help reflect the previously explained conceptual model, it contemplates that besides the constant, all the ten emotions have a weight in wanting to know more about the product, buying intention and recommendation. Plus, the cultural groups an individual belongs to also has to be taken into account and may have a significant weight in determining the given factors. Finally, from one equation to the other, the previous element is added to it according to the conceptual model presented in figure 1, meaning that the “Product Knowledge” has to be weighted for the “Purchase Intention”, as well as this has to be considered for the “Recommendation”.

The multiple linear regressions were studied ad by ad, making it possible to compare them in pairs studying the effect of the brand and the content in the ultimate Purchase and Recommendation goals. The present multiple linear regression models give us the most relevant determinants, that have a biggest weight on the constructs.

Results of these analyses are presented in the appendix, from table 40 to table 43.

Results

Firstly, the offensive image with no branding, shows that the emotions of “Passionating” (B= 0,581; p<0,05) and “Enjoyable” (B=0,304; p<0,05) have a significant positive influence in wanting to know more about the product, and “Repulsive” (B=-0,195; p<0,05) a negative one. For the Purchase Intention, the most relevant emotions are positively “Passionating” (B=0,260; p<0,05) as well as “Product Knowledge” (B=0,192; p<0,05), and negatively “Upsetting” (B=-0,0793; p<0,05). Finally, for the Recommendation it is the “Upsetting” (B=0,159; p<0,05) emotion that influenced positively, as well as expected the “Product Knowledge” (B=0,069; p<0,05) and “Purchase Intention” (B=0,623; p<0,05), while being from the Northern Europe (B=-0,166; p<0,05) a negative effect, making this people less proponent to recommend this brand/product (Figure 2).

Ad 1

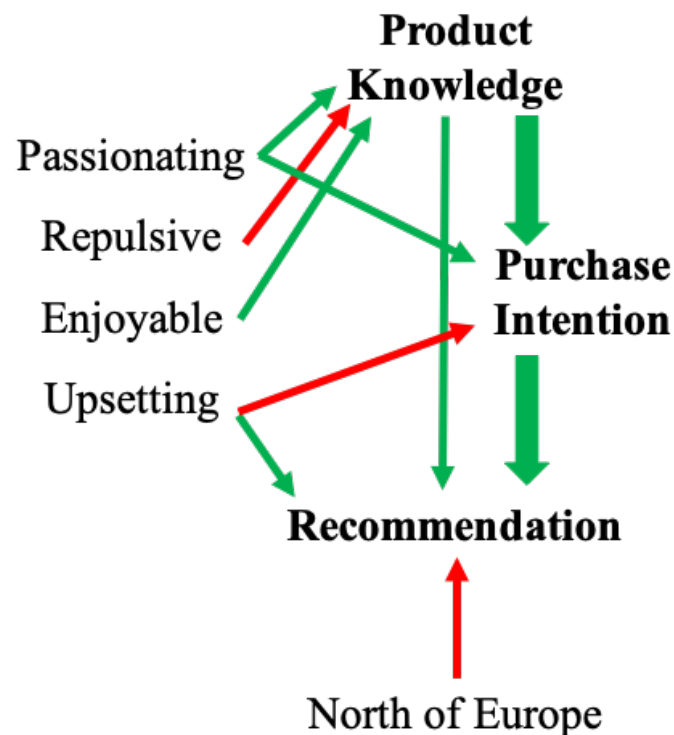


Figure 2: Results of Ad 1 conceptual model

For the original controversial ad, wanting to know more about the product is positively affected by emotions such as “Passionating” ($B=0,166$; $p<0,05$), “Interesting” ($B=0,522$; $p<0,05$) and “Curious” ($B=0,317$; $p<0,05$). Following the model (Figure 3), Purchase Intention is mostly impacted by already wanting to know more about the product and by the same two emotions. On its turn, Recommendation is less likely to occur when the ad is found to be “Interesting” ($B=-0,078$; $p<0,05$) and “Upsetting” ($B=-0,049$; $p<0,05$) but more probable to happen when “Curious” ($B=0,118$; $p<0,05$) and “Enjoyable” ($B=0,092$; $p<0,05$).

Ad 2

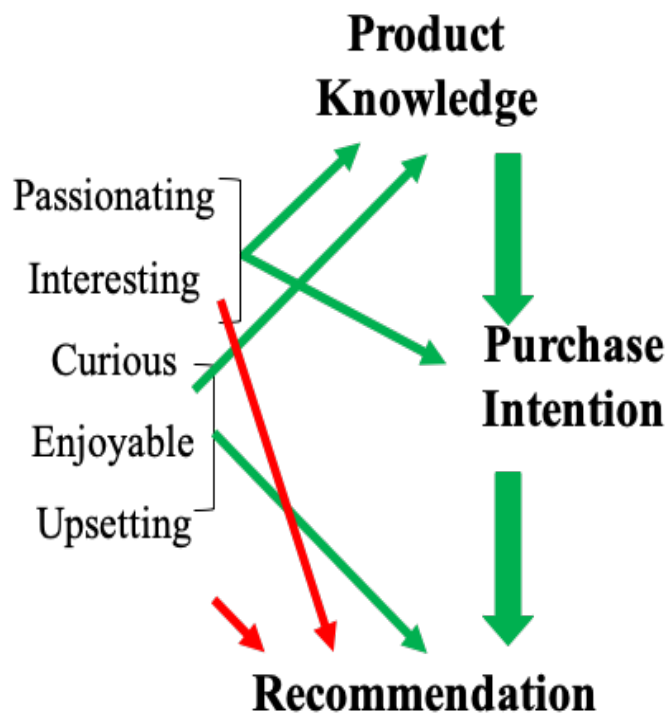


Figure 3: Results of Ad 2 conceptual model

Studying the non-offensive ads, more emotions are significantly affecting the constructs. In the third ad, with in branding, Product Knowledge is positively touched by various emotions as “Enjoyable” ($B=0,239$; $p<0,05$), “Interesting” ($B=0,258$; $p<0,05$), “Shocking” ($B=0,152$; $p<0,05$) and “Curious” ($B=0,317$; $p<0,05$) but less likely to happen from consumers from the North of Europe ($B=-1,629$; $p<0,05$) (Figure 4). As well as the Purchase Intention also is more likely to occur from Southern European and Chinese consumers, and when it is found “Enjoyable” ($B=0,180$; $p<0,05$), “Amusing” ($B=0,165$; $p<0,05$), and “Passionating” ($B=0,135$; $p<0,05$). If the last two emotions are verified, it enhances the Recommendation intention, but is negatively moved by

“Repulsive” ($B=-0,080$; $p<0,05$) and consumers from the Southern group ($B=-0,207$; $p<0,05$).

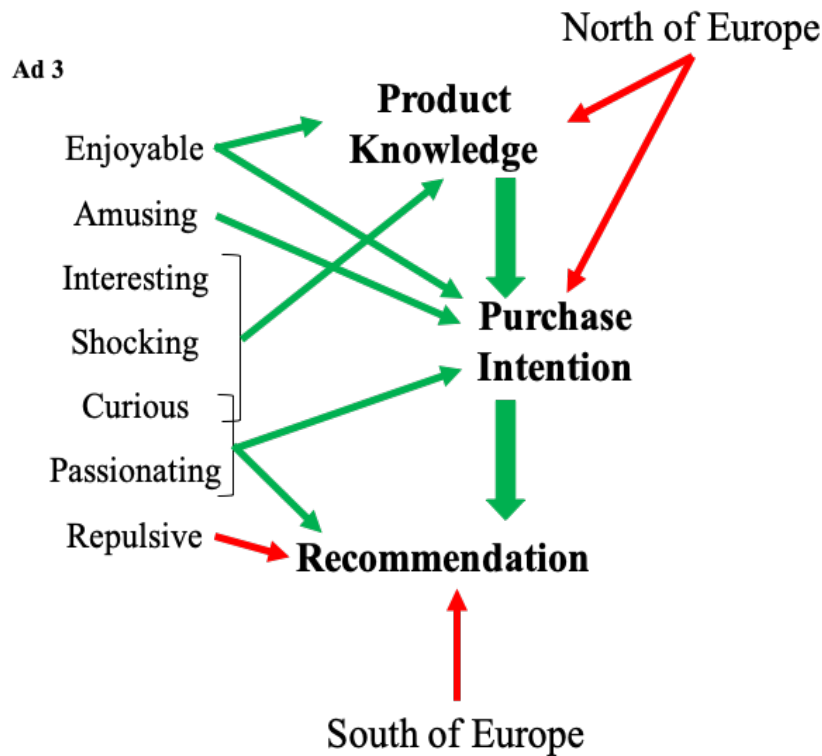


Figure 4: Results of Ad 3 conceptual model

Finally, the last ad seems to be the one with more influences in the constructs (Figure 5). Product Knowledge is positively impacted by “Interesting” ($B=0,734$; $p<0,05$) and “Amusing” ($B=0,069133$; $p<0,05$), and more likely to happen by Chinese consumers. Culturally, the same happens for Purchase Intention, although it is also affected by “Passionating” ($B=0,377$; $p<0,05$), “Shocking” ($B=0,116$; $p<0,05$) and “Upsetting” ($B=0,232$; $p<0,05$) positively, but pulled down by “Outrageous” ($B=-0,121$; $p<0,05$). Southern European consumers are less likely to recommend the product and brand, especially when the ad is found “Outrageous” ($B=-0,114$; $p<0,05$) might as well be raised by “Upsetting” ($B=0,087$; $p<0,05$), “Enjoyable” ($B=0,144$; $p<0,05$) and “Interesting” ($B=0,119$; $p<0,05$).

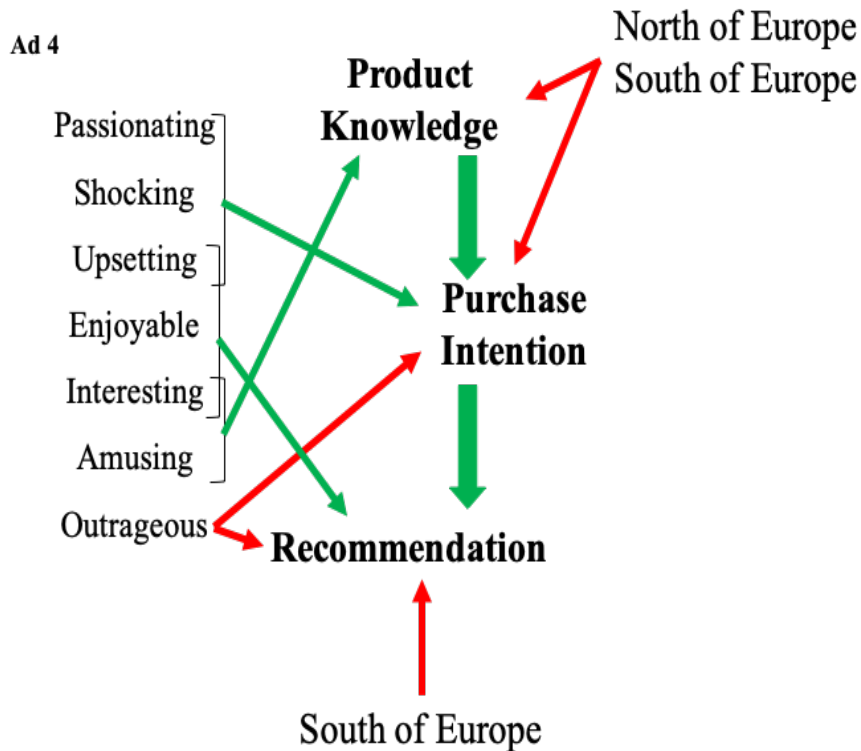


Figure 5: Results of Ad 4 conceptual model

Comparing the ads in pairs, it is possible to take some conclusions: in the offensive ads, when the brand is known, most of the elements stay the same, but “Interesting” and “Curious” gain a relevant weight in the equation, as well as there are no differences from one culture to the other. In the regular advertisements, there seem to be less differences; only “Curious” and “Outrageous” change places and charge.

Besides, it is important to compare the ads from controversial to non-controversial. A smaller number of emotions is evolved in shocking ads than in regular ones, but it is interesting to find that the culture one belongs to has more differentiating in the non-offensive ads and that emotions have more positive impacts. When the brand is known, not much changes when comparing the ads on its content.

When it comes to debunking the hypotheses raised previously in this study: **H5a** can be approved for regular ads, but busted for offensive advertising, so it is partially confirmed. The emotions that have a greater impact in wanting to know more about the product, intending to purchase the product and recommending it does not show much change when the brand is recognized by the respondents; therefore, **H5b** is not confirmed. Since the non-offensive ads raised emotions that statistics show to have a heavier impact in the constructs’ studies, **H5c** can be evaluated as proved.

Further and more complex conclusions can be taken from the present study's statistical tests. Observing the models, to check which are the emotions or cultural groups that are more impacting in the constructs that are being studied, conclusions can be withdrawn and test the remaining hypotheses.

It is more relevant to compare the offensive and with the non-offensive ads, since the comparison between branded and non-branded images was utilized to avoid biased results and as a control, besides it is not expected for brands to do campaigns with no branding since these take a lot of resources (specially costs that come with it) and brands cannot risk not being recognized and not gaining advantage with their publicity. Plus, the research performed does not prove that not having something resembling the brand increases the consumers' intentions to buy or recommend the product/brand

Another relevant conclusion that should be reached is comparing the countries when it comes to accepting the offensive advertisements. Some emotions should be considered, the ones that have more impact in the final decision of the consumers, for offensive advertisement this are "Passionating", "Enjoyable", "Repulsive", "Curious", "Interesting" and "Upsetting". Following this selection, ANOVA tests are called to action. Looking firstly at the controversial ad without advertising, it is possible to conclude that there are significant differences between the cultural groups, being the Northern Group the one that shows results pointing to lower levels in favour of the brands using this type of advertisement. When the brand is introduced to the image, this results aggravate, being the Northern group more distinct from the cluster from the South of Europe and the Chinese. With this analysis, it can be concluded that **H7** comes out negative, while **H6** and **H8** are taken down by the evidences.

Finally, doing the previously mentioned analysis, and noting from the emotions that have a significant impact in the constructs, it is possible to go as follows: comparing ad 2 and ad 4, both the offensive and the non-offensive ad with branding, the emotions of "Passionating", "Interesting", "Enjoyable" and "Upsetting" can be highlighted as this are the ones that are present in both models as well as have statistically significant differences from one image to the other. Looking at the other questions, directly regarding wanting to know more about the product, purchase intention and thinking about recommending the product, the ad that presents no offensive elements has a higher mean in its answers. With this exposition it is possible to drop **H9** and conclude that offensive advertisement is not the most effective strategy. It could be simply concluded by testifying that the regular ad evokes more emotions than the controversial ads, which a previously

mentioned in this work has been proved that it is better for the brands to evoke more emotions in consumer, rather than focusing on positive or negative emotions, and a bigger number of emotions is raised in the softer images.

Final considerations

Discussion

This study had the main objective of understanding attitudes towards controversial advertising. To reach this goal research and data collection on emotions and the consumers intentions had to be conducted.

The main findings of this research can be described as interesting and of possible adaptation and application to the real world of advertisement. Firstly, it was important to verify that both the emotions that respondents felt and parameters studied regarding their intentions were affected by the brand presence (Estes and Verges, 2008). It shows that advertising without an element that identifies the brand is not beneficial for the product (Sabri and Obermiller, 2008).

Then, and even more interesting, it is worth of highlight the finding that there is a difference in consumers' perception of the ad and attitude towards the brand when facing a controversial ad or a non-controversial message. As hypothesised and mostly supported by research (Arnaud *et al.*, 2018), there is a significant difference regarding the content of the ad, and this differences had to be deeper studied.

Emotions were proven to have a significant influence on knowledge seeking, purchase intention and recommendation. The hypothesis that stated that this influence depended on the culture of the respondent was proved true for the non-offensive advertising, as well as this influence changed from one ad content to the other (Corvi and Bonera, 2010).

Furthermore, evidence pointing that there is a difference between Northern and Southern European individuals' response shocking advertisement was presented in this study. And it was shown that the Asian respondents studied had an attitude towards this type of publicity closely related to the one evidenced by the ones from the South of Europe (Kanso and Nelson, 2002).

Ultimately, it was discovered that shocking advertisement is not the most effective strategy (Dow 2005; Calantone *et al.*, 2006; Okazaki *et al.*, 2006; Wong and Merrilees 2007), since the regular ad evokes more emotions than the controversial ads, which is better for the brands to evoke more emotions in consumer, rather than focusing on positive or negative emotions, and a bigger number of emotions is raised in the softer images.

Implications

For marketers and international brands that are present or want to take a step to enter the considered countries, this study could have some interesting takeaways. With the results that come from the analyses performed and interpreting it considering the context of each brand and its current image among consumers, suggestions for a strategy can be taken from this study.

Considering the main findings of this research, it is advised for marketers and international brands to adopt a strategy of Adaptation, since it was proven that different cultural background implicates different responses to advertising. A strategy where the same message, but through different means and different advertisement methods should be applied.

Besides, shocking advertising was not proven to be more effective than a softer image filled campaign. On the contrary, possible due to the current waves of controversy regarding fracturing themes of the everyday, advertisement that has a friendlier content shows to be more interesting for companies to apply.

Limitations of the study

This study has the following limitations. Firstly, regarding the survey, the emotions might be a problem, since it was in English for every respondent and as it is not their mother tongue it might be understood differently by each nationality's respondents. Secondly, since the cultures studied represent such big populations, although being statistically significant sample, a bigger population would be beneficial for the force of the research, which was not possible to be done due to the given deadlines.

Moreover, a big part of the valid respondents does not live in their home country, so there is a possibility that they are already influenced by the culture of the country they currently live in (which might have been observed in the Chinese group). To outcome this, questions on how long the respondents live away from their home country should be included in the survey or these cases discarded to avoid acculturated occasions.

Further Research

Considering further research opportunities, different types of offensive advertising would be interesting to include in future research to verify how sexual content compare with violence, poverty, religion or other. The same can be applied to different types of advertisement, instead of comparing just printed ads, video format of audio format should be studied since this formats are more present and are more widely used.

Furthermore, the respondents should also be improved, research in respondents that still live in their home countries and that have not lived out of it should be the ones that better represent their culture since most people live their entire live in the country they were born, and that affects how one see's marketing outputs.

Finally, the advertising and content studied were somewhat limited, only one ad and just controversial ad was used which can be short. Plus, other formats could be used such as video or audio advertisement or even other types of offensive content

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Appendix

Appendix 1: “Emotions in Advertising” survey

Emotions in Advertising

My name is António Pires Trigo and I need your collaboration to make my master's thesis in Management come to life. Therefore, I would like to ask you if you could spare me some minutes to answer this short survey. I promise it will not take very long and it is picture-based, so it is not boring at all! All your answers have only academic and investigation purposes and your confidentiality is assured. Thank you in advance. Enjoy!

*Obrigatório

1. Pay attention to the following ad. Do you consider it to be: *



Marcar apenas uma oval por linha.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Shocking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outrageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upsetting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repulsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passionating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Regarding the previous ad, would you say: **Marcar apenas uma oval por linha.*

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly Agree
I am interested in knowing more about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product to my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk about my good impression on this product to friends/family/colleagues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a future purchase, I would consider this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider acquiring this product/brand to offer as a gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Next time I need, I will purchase this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Take a second to look at this advertisement. Now, do you find it: *



Marcar apenas uma oval por linha.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Shocking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outrageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upsetting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repulsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passionating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. In regard to the previous ad: **Marcar apenas uma oval por linha.*

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly Agree
I am interested in knowing more about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product to my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk about my good impression on this product to friends/family/colleagues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a future purchase, I would consider this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider acquiring this product/brand to offer as a gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Next time I need, I will purchase this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Take a moment to observe this next image. Do you find it: *



Marcar apenas uma oval por linha.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Shocking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outrageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upsetting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repulsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passionating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Considering the ad shown above: **Marcar apenas uma oval por linha.*

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly Agree
I am interested in knowing more about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product to my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk about my good impression on this product to friends/family/colleagues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a future purchase, I would consider this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider acquiring this product/brand to offer as a gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Next time I need, I will purchase this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Take a second to look at this one now. Do you find it: *



Marcar apenas uma oval por linha.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Shocking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outrageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upsetting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repulsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passionating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Regarding the previous ad: **Marcar apenas uma oval por linha.*

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly Agree
I am interested in knowing more about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product to my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk positively about this product online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk about my good impression on this product to friends/family/colleagues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a future purchase, I would consider this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider acquiring this product/brand to offer as a gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Next time I need, I will purchase this product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Last steps, you're almost there!**9. Gender ****Marcar apenas uma oval.*

- Female
- Male

10. Age **Marcar apenas uma oval.*

- <18
- 18-25
- 26-35
- 36-45
- 46-60
- >60

11. Nationality *

Marcar apenas uma oval.

- Austrian
- Belarusian
- Belgian
- British
- Chinese
- Croatian
- Danish
- Dutch
- French
- German
- Greek
- Hungarian
- Irish
- Italian
- Polish
- Portuguese
- Romanian
- Serbian
- Spanish
- Swedish
- Turkish
- Ukrainian
- Other

12. If other, which one?

13. Do you live in your home country? *

Marcar apenas uma oval.

- Yes
- No

14. If not, where do you live?

15. **Highest level of education achieved: ***

Marcar apenas uma oval.

- Primary
- High School
- Bachelor Degree
- Master Degree
- PhD

16. **How would you compare your household income to the average of the country you live in? ***

Marcar apenas uma oval.

- Below average
- Average
- Above average

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Ad 1 Shocking	0,000
Ad 1 Interesting	0,000
Ad 1 Frightening	0,077
Ad 1 Enjoyable	0,000
Ad 1 Amusing	0,255
Ad 1 Curious	0,000
Ad 1 Outrageous	0,084
Ad 1 Upsetting	0,100
Ad 1 Repulsive	0,576
Ad 1 Passionating	0,000

Table 11: Levene Test for ad 1's emotions

ANOVA	Sig.
Ad 1 Frightening	0,696
Ad 1 Amusing	0,002
Ad 1 Outrageous	0,048
Ad 1 Upsetting	0,023
Ad 1 Repulsive	0,334

Table 12: ANOVA Test for ad 1's emotions

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ad 1 Shocking is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,544	Retain the null hypothesis.
2	The distribution of Ad 1 Interesting is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Ad 1 Enjoyable is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Ad 1 Curious is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of Ad 1 Passionating is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 13: Kruskal-Wallis Test for ad 1's emotions

Multiple Comparisons						
Dependent Variable		(i) Cultural Cluster	(j) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Ad 1 Interesting	Games-Howell	Southern Europe	Northern Europe	1,153	,215	,000
			China	-,153	,319	,881
		Northern Europe	Southern Europe	-1,153	,215	,000
			China	-1,305	,296	,000
		China	Southern Europe	,153	,319	,881
			Northern Europe	1,305	,296	,000
	Dunnett C	Southern Europe	Northern Europe	1,153	,215	
			China	-,153	,319	
		Northern Europe	Southern Europe	-1,153	,215	
		China	-1,305	,296		
	China	Southern Europe	,153	,319		
		Northern Europe	1,305	,296		
Ad 1 Enjoyable	Games-Howell	Southern Europe	Northern Europe	1,178	,212	,000
			China	,103	,252	,912
		Northern Europe	Southern Europe	-1,178	,212	,000
			China	-1,075	,208	,000
		China	Southern Europe	-,103	,252	,912
			Northern Europe	1,075	,208	,000
	Dunnett C	Southern Europe	Northern Europe	1,178	,212	
			China	,103	,252	
		Northern Europe	Southern Europe	-1,178	,212	
		China	-1,075	,208		
	China	Southern Europe	-,103	,252		
		Northern Europe	1,075	,208		
Ad 1 Amusing	Tukey HSD	Southern Europe	Northern Europe	,403	,257	,262
			China	-,600	,258	,055
		Northern Europe	Southern Europe	-,403	,257	,262
			China	-1,002	,285	,002
		China	Southern Europe	,600	,258	,055
			Northern Europe	1,002	,285	,002
	Scheffe	Southern Europe	Northern Europe	,403	,257	,295
			China	-,600	,258	,070
		Northern Europe	Southern Europe	-,403	,257	,295
		China	-1,002	,285	,003	
	China	Southern Europe	,600	,258	,070	
		Northern Europe	1,002	,285	,003	
Ad 1 Curious	Games-Howell	Southern Europe	Northern Europe	,403	,332	,448
			China	-1,451	,235	,000
		Northern Europe	Southern Europe	-,403	,332	,448
			China	-1,853	,274	,000
		China	Southern Europe	1,451	,235	,000
			Northern Europe	1,853	,274	,000
	Dunnett C	Southern Europe	Northern Europe	,403	,332	
			China	-1,451	,235	
		Northern Europe	Southern Europe	-,403	,332	
		China	-1,853	,274		
	China	Southern Europe	1,451	,235		
		Northern Europe	1,853	,274		

Table 14 (part1): Post-Hoc Tests for ad 1's emotions

Ad 1 Outrageous	Tukey HSD	Southern Europe	Northern Europe	-,415	,217	,139
			China	,159	,219	,749
		Northern Europe	Southern Europe	,415	,217	,139
			China	,574	,241	,049
		China	Southern Europe	-,159	,219	,749
			Northern Europe	-,574	,241	,049
	Scheffe	Southern Europe	Northern Europe	-,415	,217	,165
			China	,159	,219	,769
		Northern Europe	Southern Europe	,415	,217	,165
			China	,574	,241	,062
		China	Southern Europe	-,159	,219	,769
			Northern Europe	-,574	,241	,062
Ad 1 Upsetting	Tukey HSD	Southern Europe	Northern Europe	-,168	,291	,832
			China	,671	,293	,060
		Northern Europe	Southern Europe	,168	,291	,832
			China	,840	,324	,028
		China	Southern Europe	-,671	,293	,060
			Northern Europe	-,840	,324	,028
	Scheffe	Southern Europe	Northern Europe	-,168	,291	,847
			China	,671	,293	,076
		Northern Europe	Southern Europe	,168	,291	,847
			China	,840	,324	,037
		China	Southern Europe	-,671	,293	,076
			Northern Europe	-,840	,324	,037
Ad 1 Passionating	Games-Howell	Southern Europe	Northern Europe	1,025	,226	,000
			China	-1,565	,322	,000
		Northern Europe	Southern Europe	-1,025	,226	,000
			China	-2,590	,306	,000
		China	Southern Europe	1,565	,322	,000
			Northern Europe	2,590	,306	,000
	Dunnnett C	Southern Europe	Northern Europe	1,025	,226	
			China	-1,565	,322	
		Northern Europe	Southern Europe	-1,025	,226	
			China	-2,590	,306	
		China	Southern Europe	1,565	,322	
			Northern Europe	2,590	,306	

Table 14 (part 2): Post-Hoc Tests for ad 1's emotions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Ad 2 Shocking	0,069
Ad 2 Interesting	0,008
Ad 2 Frightening	0,325
Ad 2 Enjoyable	0,000
Ad 2 Amusing	0,004
Ad 2 Curious	0,000
Ad 2 Outrageous	0,718
Ad 2 Upsetting	0,674
Ad 2 Repulsive	0,333
Ad 2 Passionating	0,004

Table 15: Levene Test for ad 2's emotions

ANOVA	Sig.
Ad 2 Shocking	0,114
Ad 2 Frightening	0,686
Ad 2 Outrageous	0,016
Ad 2 Upsetting	0,009
Ad 2 Repulsive	0,005

Table 16: ANOVA Test for ad 2's emotions

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ad 2 Interesting is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Ad 2 Enjoyable is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Ad 2 Amusing is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,012	Reject the null hypothesis.
4	The distribution of Ad 2 Curious is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of Ad 2 Passionating is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 17: Kruskal-Wallis Test for ad 2's emotions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Ad 2 Interesting	Games-Howell	Southern Europe	Northern Europe	1,193	,264	,000
			China	-.687	,370	,157
			Northern Europe	-1,193	,264	,000
		China	Southern Europe	-1,880	,363	,000
			Northern Europe	,687	,370	,157
			Southern Europe	1,880	,363	,000
	Dunnett C	Southern Europe	Northern Europe	1,193	,264	
			China	-.687	,370	
			Northern Europe	-1,193	,264	
		China	Southern Europe	-1,880	,363	
			Northern Europe	,687	,370	
			Southern Europe	1,880	,363	
Ad 2 Enjoyable	Games-Howell	Southern Europe	Northern Europe	1,224	,245	,000
			China	,014	,295	,999
			Northern Europe	-1,224	,245	,000
		China	Southern Europe	-1,211	,250	,000
			Northern Europe	-.014	,295	,999
			Southern Europe	1,211	,250	,000
	Dunnett C	Southern Europe	Northern Europe	1,224	,245	
			China	,014	,295	
			Northern Europe	-1,224	,245	
		China	Southern Europe	-1,211	,250	
			Northern Europe	-.014	,295	
			Southern Europe	1,211	,250	
Ad 2 Amusing	Games-Howell	Southern Europe	Northern Europe	,788	,265	,010
			China	,314	,251	,425
			Northern Europe	-.788	,265	,010
		China	Southern Europe	-.474	,252	,149
			Northern Europe	-.314	,251	,425
			Southern Europe	,474	,252	,149
	Dunnett C	Southern Europe	Northern Europe	,788	,265	
			China	,314	,251	
			Northern Europe	-.788	,265	
		China	Southern Europe	-.474	,252	
			Northern Europe	-.314	,251	
			Southern Europe	,474	,252	
Ad 2 Curious	Games-Howell	Southern Europe	Northern Europe	1,538	,280	,000
			China	-1,804	,295	,000
			Northern Europe	-1,538	,280	,000
		China	Southern Europe	-3,342	,268	,000
			Northern Europe	1,804	,295	,000
			Southern Europe	3,342	,268	,000
	Dunnett C	Southern Europe	Northern Europe	1,538	,280	
			China	-1,804	,295	
			Northern Europe	-1,538	,280	
		China	Southern Europe	-3,342	,268	
			Northern Europe	1,804	,295	
			Southern Europe	3,342	,268	

Table 18 (part 1): Post-Hoc Tests for ad 2's emotions

Ad 2 Outrageous	Tukey HSD	Southern Europe	Northern Europe	,135	,326	,910
			China	,923	,328	,015
		Northern Europe	Southern Europe	-,135	,326	,910
			China	,788	,362	,078
		China	Southern Europe	-,923	,328	,015
			Northern Europe	-,788	,362	,078
	Scheffe	Southern Europe	Northern Europe	,135	,326	,918
			China	,923	,328	,021
		Northern Europe	Southern Europe	-,135	,326	,918
			China	,788	,362	,096
		China	Southern Europe	-,923	,328	,021
			Northern Europe	-,788	,362	,096
Ad 2 Upsetting	Tukey HSD	Southern Europe	Northern Europe	-,766	,323	,049
			China	,306	,325	,616
		Northern Europe	Southern Europe	,766	,323	,049
			China	1,071	,359	,009
		China	Southern Europe	-,306	,325	,616
			Northern Europe	-1,071	,359	,009
	Scheffe	Southern Europe	Northern Europe	-,766	,323	,063
			China	,306	,325	,644
		Northern Europe	Southern Europe	,766	,323	,063
			China	1,071	,359	,013
		China	Southern Europe	-,306	,325	,644
			Northern Europe	-1,071	,359	,013
Ad 2 Repulsive	Tukey HSD	Southern Europe	Northern Europe	-,933	,330	,015
			China	,180	,332	,851
		Northern Europe	Southern Europe	,933	,330	,015
			China	1,113	,367	,008
		China	Southern Europe	-,180	,332	,851
			Northern Europe	-1,113	,367	,008
	Scheffe	Southern Europe	Northern Europe	-,933	,330	,020
			China	,180	,332	,863
		Northern Europe	Southern Europe	,933	,330	,020
			China	1,113	,367	,011
		China	Southern Europe	-,180	,332	,863
			Northern Europe	-1,113	,367	,011
Ad 2 Passionating	Games-Howell	Southern Europe	Northern Europe	,834	,280	,010
			China	-,768	,371	,102
		Northern Europe	Southern Europe	-,834	,280	,010
			China	-1,602	,351	,000
		China	Southern Europe	,768	,371	,102
			Northern Europe	1,602	,351	,000
	Dunnett C	Southern Europe	Northern Europe	,834	,280	
			China	-,768	,371	
		Northern Europe	Southern Europe	-,834	,280	
			China	-1,602	,351	
		China	Southern Europe	,768	,371	
			Northern Europe	1,602	,351	

Table 18 (part 2): Post-Hoc Tests for ad 2's emotions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Ad 3 Shocking	0,000
Ad 3 Interesting	0,093
Ad 3 Frightening	0,001
Ad 3 Enjoyable	0,005
Ad 3 Amusing	0,937
Ad 3 Curious	0,001
Ad 3 Outrageous	0,000
Ad 3 Upsetting	0,000
Ad 3 Repulsive	0,000
Ad 3 Passionating	0,000

Table 19: Levene Test for ad 3's emotions

ANOVA	Sig.
Ad 3 Interesting	0,000
Ad 3 Amusing	0,000

Table 20: ANOVA Test for ad 2's emotions

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ad 3 Shocking is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,001	Reject the null hypothesis.
2	The distribution of Ad 3 Frightening is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,010	Reject the null hypothesis.
3	The distribution of Ad 3 Enjoyable is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Ad 3 Curious is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of Ad 3 Outrageous is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,011	Reject the null hypothesis.
6	The distribution of Ad 3 Upsetting is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
7	The distribution of Ad 3 Repulsive is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
8	The distribution of Ad 3 Passionating is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 21: Kruskal-Wallis Test for ad 3's emotions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Ad 3 Shocking	Games-Howell	Southern Europe	China	,521	,156	,003
			Northern Europe	,699	,158	,000
		Northern Europe	Southern Europe	-,699	,158	,000
			China	-,178	,106	,217
		China	Southern Europe	-,521	,156	,003
			Northern Europe	,178	,106	,217
	Dunnett C	Southern Europe	China	,521	,156	
			Northern Europe	,699	,158	
		Northern Europe	Southern Europe	-,699	,158	
			China	-,178	,106	
		China	Southern Europe	-,521	,156	
			Northern Europe	,178	,106	
Ad 3 Interesting	Tukey HSD	Southern Europe	China	-,650	,175	,001
			Northern Europe	,663	,174	,001
		Northern Europe	Southern Europe	-,663	,174	,001
			China	-1,314	,193	,000
		China	Southern Europe	,650	,175	,001
			Northern Europe	1,314	,193	,000
	Scheffe	Southern Europe	China	-,650	,175	,001
			Northern Europe	,663	,174	,001
		Northern Europe	Southern Europe	-,663	,174	,001
			China	-1,314	,193	,000
		China	Southern Europe	,650	,175	,001
			Northern Europe	1,314	,193	,000
Ad 3 Frightening	Games-Howell	Southern Europe	China	,433	,170	,033
			Northern Europe	,632	,171	,001
		Northern Europe	Southern Europe	-,632	,171	,001
			China	-,199	,105	,148
		China	Southern Europe	-,433	,170	,033
			Northern Europe	,199	,105	,148
	Dunnett C	Southern Europe	China	,433	,170	
			Northern Europe	,632	,171	
		Northern Europe	Southern Europe	-,632	,171	
			China	-,199	,105	
		China	Southern Europe	-,433	,170	
			Northern Europe	,199	,105	
Ad 3 Enjoyable	Games-Howell	Southern Europe	China	-1,590	,166	,000
			Northern Europe	1,027	,240	,000
		Northern Europe	Southern Europe	-1,027	,240	,000
			China	-2,617	,201	,000
		China	Southern Europe	1,590	,166	,000
			Northern Europe	2,617	,201	,000
	Dunnett C	Southern Europe	China	-1,590	,166	
			Northern Europe	1,027	,240	
		Northern Europe	Southern Europe	-1,027	,240	
			China	-2,617	,201	
		China	Southern Europe	1,590	,166	
			Northern Europe	2,617	,201	
Ad 3 Amusing	Tukey HSD	Southern Europe	China	-,721	,238	,008
			Northern Europe	,999	,236	,000
		Northern Europe	Southern Europe	-,999	,236	,000
			China	-1,720	,262	,000
		China	Southern Europe	,721	,238	,008
			Northern Europe	1,720	,262	,000
	Scheffe	Southern Europe	China	-,721	,238	,011
			Northern Europe	,999	,236	,000
		Northern Europe	Southern Europe	-,999	,236	,000
			China	-1,720	,262	,000
		China	Southern Europe	,721	,238	,011
			Northern Europe	1,720	,262	,000

Table 22 (part 1): Post-Hoc Tests for ad 3's emotions

Ad 3 Curious	Games-Howell	Southern Europe	China	,730	,165	,000
			Northern Europe	,847	,238	,002
			Southern Europe	China	-,847	,238
		China	Southern Europe	-,730	,165	,000
			Northern Europe	,117	,199	,827
			Southern Europe	China	-,730	,165
	Dunnett C	Southern Europe	China	,730	,165	
			Northern Europe	,847	,238	
			Southern Europe	China	-,847	,238
		China	Southern Europe	-,730	,165	
			Northern Europe	,117	,199	
			Southern Europe	China	-,730	,165
Ad 3 Outrageous	Games-Howell	Southern Europe	China	,740	,211	,002
			Northern Europe	,692	,235	,011
			Southern Europe	China	-,692	,235
		China	Southern Europe	-,740	,211	,002
			Northern Europe	-,049	,183	,962
			Southern Europe	China	-,740	,211
	Dunnett C	Southern Europe	China	,740	,211	
			Northern Europe	,692	,235	
			Southern Europe	China	-,692	,235
		China	Southern Europe	-,740	,211	
			Northern Europe	-,049	,183	
			Southern Europe	China	-,740	,211
Ad 3 Upsetting	Games-Howell	Southern Europe	China	1,030	,160	,000
			Northern Europe	,635	,189	,003
			Southern Europe	China	-,635	,189
		China	Southern Europe	-,395	,113	,003
			Northern Europe	-,1030	,160	,000
			Southern Europe	-,395	,113	,003
	Dunnett C	Southern Europe	China	1,030	,160	
			Northern Europe	,635	,189	
			Southern Europe	China	-,635	,189
		China	Southern Europe	-,395	,113	
			Northern Europe	-,1030	,160	
			Southern Europe	China	-,395	,113
Ad 3 Repulsive	Games-Howell	Southern Europe	China	,616	,105	,000
			Northern Europe	,263	,142	,158
			Southern Europe	China	-,263	,142
		China	Southern Europe	,353	,109	,005
			Northern Europe	-,616	,105	,000
			Southern Europe	-,353	,109	,005
	Dunnett C	Southern Europe	China	,616	,105	
			Northern Europe	,263	,142	
			Southern Europe	China	-,263	,142
		China	Southern Europe	,353	,109	
			Northern Europe	-,616	,105	
			Southern Europe	China	-,353	,109
Ad 3 Passionating	Games-Howell	Southern Europe	China	-1,023	,210	,000
			Northern Europe	,863	,244	,002
			Southern Europe	China	-,863	,244
		China	Southern Europe	-1,885	,202	,000
			Northern Europe	1,023	,210	,000
			Southern Europe	1,885	,202	,000
	Dunnett C	Southern Europe	China	-1,023	,210	
			Northern Europe	,863	,244	
			Southern Europe	China	-,863	,244
		China	Southern Europe	-1,885	,202	
			Northern Europe	1,023	,210	
			Southern Europe	1,885	,202	

Table 22 (part 2): Post-Hoc Tests for ad 3's emotions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Ad 4 Shocking	0,000
Ad 4 Interesting	0,006
Ad 4 Frightening	0,000
Ad 4 Enjoyable	0,402
Ad 4 Amusing	0,001
Ad 4 Curious	0,009
Ad 4 Outrageous	0,000
Ad 4 Upsetting	0,073
Ad 4 Repulsive	0,000
Ad 4 Passionating	0,167

Table 23: Levene Test for ad 4's emotions

ANOVA	
Ad 3 Enjoyable	0,000
Ad 3 Upsetting	0,000
Ad 3 Passionating	0,000

Table 24: ANOVA Test for ad 4's emotions

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ad 4 Shocking is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Ad 4 Interesting is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Ad 4 Frightening is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Ad 4 Amusing is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of Ad 4 Curious is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
6	The distribution of Ad 4 Outrageous is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
7	The distribution of Ad 4 Repulsive is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 25: Kruskal-Wallis Test for ad 4's emotions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Ad 4 Shocking	Games-Howell	Southern Europe	Northern Europe	,452	,195	,057
			China	1,160	,148	,000
			Northern Europe	-452	,195	,057
		China	Southern Europe	,708	,126	,000
			Northern Europe	-1,160	,148	,000
			Northern Europe	-708	,126	,000
	Dunnett C	Southern Europe	Northern Europe	,452	,195	
			China	1,160	,148	
			Northern Europe	-452	,195	
		China	Southern Europe	,708	,126	
			Northern Europe	-1,160	,148	
			Northern Europe	-708	,126	
Ad 4 Interesting	Games-Howell	Southern Europe	Northern Europe	,918	,229	,000
			China	,612	,176	,002
			Northern Europe	-918	,229	,000
		China	Southern Europe	-306	,191	,251
			Northern Europe	-612	,176	,002
			Northern Europe	,306	,191	,251
	Dunnett C	Southern Europe	Northern Europe	,918	,229	
			China	,612	,176	
			Northern Europe	-918	,229	
		China	Southern Europe	-306	,191	
			Northern Europe	-612	,176	
			Northern Europe	,306	,191	
Ad 4 Frightening	Games-Howell	Southern Europe	Northern Europe	,370	,156	,050
			China	,787	,125	,000
			Northern Europe	-370	,156	,050
		China	Southern Europe	,417	,093	,000
			Northern Europe	-787	,125	,000
			Northern Europe	-417	,093	,000
	Dunnett C	Southern Europe	Northern Europe	,370	,156	
			China	,787	,125	
			Northern Europe	-370	,156	
		China	Southern Europe	,417	,093	
			Northern Europe	-787	,125	
			Northern Europe	-417	,093	
Ad 4 Enjoyable	Tukey HSD	Southern Europe	Northern Europe	,888	,252	,002
			China	1,077	,254	,000
			Northern Europe	-888	,252	,002
		China	Southern Europe	,189	,280	,779
			Northern Europe	-1,077	,254	,000
			Northern Europe	-189	,280	,779
	Scheffe	Southern Europe	Northern Europe	,888	,252	,003
			China	1,077	,254	,000
			Northern Europe	-888	,252	,003
		China	Southern Europe	,189	,280	,797
			Northern Europe	-1,077	,254	,000
			Northern Europe	-189	,280	,797
Ad 4 Amusing	Games-Howell	Southern Europe	Northern Europe	1,056	,247	,000
			China	1,805	,220	,000
			Northern Europe	-1,056	,247	,000
		China	Southern Europe	,750	,212	,002
			Northern Europe	-1,805	,220	,000
			Northern Europe	-750	,212	,002
	Dunnett C	Southern Europe	Northern Europe	1,056	,247	
			China	1,805	,220	
			Northern Europe	-1,056	,247	
		China	Southern Europe	,750	,212	
			Northern Europe	-1,805	,220	
			Northern Europe	-750	,212	

Table 26 (part 1): Post-Hoc Tests for ad 4's emotions

Ad 4 Curious	Games-Howell	Southern Europe	Northern Europe	,646	,186	,002
			China	2,759	,217	,000
			Southern Europe	-,646	,186	,002
		Northern Europe	China	2,113	,215	,000
			Southern Europe	-,2759	,217	,000
			Northern Europe	-,2113	,215	,000
	Dunnett C	Southern Europe	Northern Europe	,646	,186	
			China	2,759	,217	
			Southern Europe	-,646	,186	
		Northern Europe	China	2,113	,215	
			Southern Europe	-,2759	,217	
			Northern Europe	-,2113	,215	
Ad 4 Outrageous	Games-Howell	Southern Europe	Northern Europe	,739	,233	,006
			China	1,320	,197	,000
			Southern Europe	-,739	,233	,006
		Northern Europe	China	,581	,147	,001
			Southern Europe	-,1320	,197	,000
			Northern Europe	-,581	,147	,001
	Dunnett C	Southern Europe	Northern Europe	,739	,233	
			China	1,320	,197	
			Southern Europe	-,739	,233	
		Northern Europe	China	-,739	,233	
			Southern Europe	,581	,147	
			Northern Europe	-,1320	,197	
Ad 4 Upsetting	Tukey HSD	Southern Europe	Northern Europe	,502	,246	,106
			China	-,893	,248	,001
			Southern Europe	-,502	,246	,106
		Northern Europe	China	-,1396	,273	,000
			Southern Europe	,893	,248	,001
			Northern Europe	1,396	,273	,000
	Scheffe	Southern Europe	Northern Europe	,502	,246	,128
			China	-,893	,248	,002
			Southern Europe	-,502	,246	,128
		Northern Europe	China	-,1396	,273	,000
			Southern Europe	,893	,248	,002
			Northern Europe	1,396	,273	,000
Ad 4 Repulsive	Games-Howell	Southern Europe	Northern Europe	,327	,166	,126
			China	,720	,142	,000
			Southern Europe	-,327	,166	,126
		Northern Europe	China	,394	,117	,003
			Southern Europe	-,720	,142	,000
			Northern Europe	-,394	,117	,003
	Dunnett C	Southern Europe	Northern Europe	,327	,166	
			China	,720	,142	
			Southern Europe	-,327	,166	
		Northern Europe	China	,394	,117	
			Southern Europe	-,720	,142	
			Northern Europe	-,394	,117	
Ad 4 Passionating	Tukey HSD	Southern Europe	Northern Europe	,999	,268	,001
			China	,960	,269	,001
			Southern Europe	-,999	,268	,001
		Northern Europe	China	-,039	,297	,990
			Southern Europe	-,960	,269	,001
			Northern Europe	,039	,297	,990
	Scheffe	Southern Europe	Northern Europe	,999	,268	,001
			China	,960	,269	,002
			Southern Europe	-,999	,268	,001
		Northern Europe	China	-,039	,297	,991
			Southern Europe	-,960	,269	,002
			Northern Europe	,039	,297	,991

Table 26 (part 2): Post-Hoc Tests for ad 4's emotions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Respondent is interested in knowing more about the product in ad 1.	0,001
Respondent would talk positively about the product advertised in ad 1 to friends and family.	0,000
Respondents would talk positively about the product advertised in ad 1 online.	0,000
Respondents would talk about their good impression on the product advertised in ad 1 to friends/family/colleagues.	0,000
On a future purchase, I would consider the product/brand advertised in ad 1.	0,002
Respondents would consider acquiring the product/brand advertised in ad 1 to offer as a gift.	0,011
Next time the respondents need, they will purchase the product/brand advertised in ad 1.	0,136

Table 27: Levene Test for ad 1's intentions

ANOVA	
Next time the respondents need, they will purchase the product/brand advertised in ad 1.	0,000

Table 28: ANOVA Test for ad 1's intentions

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Respondent is interested in knowing more about the product in ad 1. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Respondent would talk positively about the product advertised in ad 1 to friends and family. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Respondents would talk positively about the product advertised in ad 1 online. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Respondents would talk about their good impression on the product advertised in ad 1 to friends/family/colleagues. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of On a future purchase, I would consider the product/brand advertised in ad 1. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
6	The distribution of Respondents would consider acquiring the product/brand advertised in ad 1 to offer as a gift. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 29: Kruskal-Wallis Test for ad 1's intentions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Respondent is interested in knowing more about the product in ad 1.	Games-Howell	Southern Europe	Northern Europe	1,240	,301	,000
			China	-1,044	,340	,008
		Northern Europe	Southern Europe	-1,240	,301	,000
			China	-2,284	,322	,000
		China	Southern Europe	1,044	,340	,008
			Northern Europe	2,284	,322	,000
	Dunnett C	Southern Europe	Northern Europe	1,240	,301	
			China	-1,044	,340	
		Northern Europe	Southern Europe	-1,240	,301	
			China	-2,284	,322	
		China	Southern Europe	1,044	,340	
			Northern Europe	2,284	,322	
Respondent would talk positively about the product advertised in ad 1 to friends and family.	Games-Howell	Southern Europe	Northern Europe	,897	,178	,000
			China	-,605	,194	,006
		Northern Europe	Southern Europe	-,897	,178	,000
			China	-1,502	,170	,000
		China	Southern Europe	,605	,194	,006
			Northern Europe	1,502	,170	,000
	Dunnett C	Southern Europe	Northern Europe	,897	,178	
			China	-,605	,194	
		Northern Europe	Southern Europe	-,897	,178	
			China	-1,502	,170	
		China	Southern Europe	,605	,194	
			Northern Europe	1,502	,170	
Respondents would talk positively about the product advertised in ad 1 online.	Games-Howell	Southern Europe	Northern Europe	,820	,170	,000
			China	-,680	,174	,000
		Northern Europe	Southern Europe	-,820	,170	,000
			China	-1,500	,144	,000
		China	Southern Europe	,680	,174	,000
			Northern Europe	1,500	,144	,000
	Dunnett C	Southern Europe	Northern Europe	,820	,170	
			China	-,680	,174	
		Northern Europe	Southern Europe	-,820	,170	
			China	-1,500	,144	
		China	Southern Europe	,680	,174	
			Northern Europe	1,500	,144	
Respondents would talk about their good impression on the product advertised in ad 1 to friends/family/colleagues.	Games-Howell	Southern Europe	Northern Europe	,8167	,1776	,000
			China	-,6638	,1805	,001
		Northern Europe	Southern Europe	-,8167	,1776	,000
			China	-1,4805	,1542	,000
		China	Southern Europe	,6638	,1805	,001
			Northern Europe	1,4805	,1542	,000
	Dunnett C	Southern Europe	Northern Europe	,8167	,1776	
			China	-,6638	,1805	
		Northern Europe	Southern Europe	-,8167	,1776	
			China	-1,4805	,1542	
		China	Southern Europe	,6638	,1805	
			Northern Europe	1,4805	,1542	

Table 30 (part 1): Post-Hoc Tests for ad 1's intentions

On a future purchase, I would consider the product/brand advertised in ad 1.	Games-Howell	Southern Europe	Northern Europe	,750	,240	,007	
			China	-1,801	,310	,000	
		Northern Europe	Southern Europe	China	-7,750	,240	,007
		China	Southern Europe	China	-2,551	,325	,000
		China	Southern Europe	Northern Europe	1,801	,310	,000
		China	Northern Europe		2,551	,325	,000
Dunnett C	Southern Europe	Northern Europe	China	,750	,240		
			China	-1,801	,310		
		Northern Europe	Southern Europe	China	-7,750	,240	
		China	Southern Europe	China	-2,551	,325	
		China	Southern Europe	Northern Europe	1,801	,310	
		China	Northern Europe		2,551	,325	
Respondents would consider acquiring the product/brand advertised in ad 1 to offer as a gift.	Games-Howell	Southern Europe	Northern Europe	,792	,239	,004	
			China	-9,950	,247	,001	
		Northern Europe	Southern Europe	China	-7,792	,239	,004
		China	Southern Europe	China	-1,742	,249	,000
		China	Southern Europe	Northern Europe	,950	,247	,001
		China	Northern Europe		1,742	,249	,000
Dunnett C	Southern Europe	Northern Europe	China	,792	,239		
			China	-9,950	,247		
		Northern Europe	Southern Europe	China	-7,792	,239	
		China	Southern Europe	China	-1,742	,249	
		China	Southern Europe	Northern Europe	,950	,247	
		China	Northern Europe		1,742	,249	
Next time the respondents need, they will purchase the product/brand advertised in ad 1.	Tukey HSD	Southern Europe	Northern Europe	,885	,247	,001	
			China	-1,219	,248	,000	
		Northern Europe	Southern Europe	China	-8,885	,247	,001
		China	Southern Europe	China	-2,104	,274	,000
		China	Southern Europe	Northern Europe	1,219	,248	,000
		China	Northern Europe		2,104	,274	,000
Scheffe	Southern Europe	Northern Europe	China	,885	,247	,002	
			China	-1,219	,248	,000	
		Northern Europe	Southern Europe	China	-8,885	,247	,002
		China	Southern Europe	China	-2,104	,274	,000
		China	Southern Europe	Northern Europe	1,219	,248	,000
		China	Northern Europe		2,104	,274	,000

Table 30 (part 2): Post-Hoc Tests for ad 1's intentions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Respondent is interested in knowing more about the product in ad 2.	0,028
Respondent would talk positively about the product advertised in ad 2 to friends and family.	0,000
Respondents would talk positively about the product advertised in ad 2 online.	0,000
Respondents would talk about their good impression on the product advertised in ad 2 to friends/family/colleagues.	0,000
On a future purchase, I would consider the product/brand advertised in ad 2.	0,003
Respondents would consider acquiring the product/brand advertised in ad 2 to offer as a gift.	0,000
Next time the respondents need, they will purchase the product/brand advertised in ad 2.	0,012

Table 31: Levene Test for ad 2's intentions

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Respondent is interested in knowing more about the product in ad 2. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Respondent would talk positively about the product advertised in ad 2 to friends and family. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Respondents would talk positively about the product advertised in ad 2 online. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Respondents would talk about their good impression on the product advertised in ad 2 to friends/family/colleagues. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of On a future purchase, I would consider the product/brand advertised in ad 2. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
6	The distribution of Respondents would consider acquiring the product/brand advertised in ad 2 to offer as a gift. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
7	The distribution of Next time the respondents need, they will purchase the product/brand advertised in ad 2. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 32: Kruskal-Wallis Test for ad 2's intentions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Respondent is interested in knowing more about the product in ad 2.	Games-Howell	Southern Europe	Northern Europe	1,222	,299	,000
			China	-1,294	,340	,001
		Northern Europe	Southern Europe	-1,222	,299	,000
			China	-2,516	,333	,000
		China	Southern Europe	1,294	,340	,001
			Northern Europe	2,516	,333	,000
	Dunnett C	Southern Europe	Northern Europe	1,222	,299	
			China	-1,294	,340	
		Northern Europe	Southern Europe	-1,222	,299	
			China	-2,516	,333	
		China	Southern Europe	1,294	,340	
			Northern Europe	2,516	,333	
Respondent would talk positively about the product advertised in ad 2 to friends and family.	Games-Howell	Southern Europe	Northern Europe	1,353	,253	,000
			China	-,556	,275	,112
		Northern Europe	Southern Europe	-1,353	,253	,000
			China	-1,908	,237	,000
		China	Southern Europe	,556	,275	,112
			Northern Europe	1,908	,237	,000
	Dunnett C	Southern Europe	Northern Europe	1,353	,253	
			China	-,556	,275	
		Northern Europe	Southern Europe	-1,353	,253	
			China	-1,908	,237	
		China	Southern Europe	,556	,275	
			Northern Europe	1,908	,237	
Respondents would talk positively about the product advertised in ad 2 online.	Games-Howell	Southern Europe	Northern Europe	1,160	,241	,000
			China	-1,258	,276	,000
		Northern Europe	Southern Europe	-1,160	,241	,000
			China	-2,418	,251	,000
		China	Southern Europe	1,258	,276	,000
			Northern Europe	2,418	,251	,000
	Dunnett C	Southern Europe	Northern Europe	1,160	,241	
			China	-1,258	,276	
		Northern Europe	Southern Europe	-1,160	,241	
			China	-2,418	,251	
		China	Southern Europe	1,258	,276	
			Northern Europe	2,418	,251	
Respondents would talk about their good impression on the product advertised in ad 2 to friends/family/colleagues.	Games-Howell	Southern Europe	Northern Europe	1,345	,258	,000
			China	-1,372	,329	,000
		Northern Europe	Southern Europe	-1,345	,258	,000
			China	-2,717	,311	,000
		China	Southern Europe	1,372	,329	,000
			Northern Europe	2,717	,311	,000
	Dunnett C	Southern Europe	Northern Europe	1,345	,258	
			China	-1,372	,329	
		Northern Europe	Southern Europe	-1,345	,258	
			China	-2,717	,311	
		China	Southern Europe	1,372	,329	
			Northern Europe	2,717	,311	

Table 33 (part 1): Post-Hoc Tests for ad 2's intentions

On a future purchase, I would consider the product/brand advertised in ad 2.	Games-Howell	Southern Europe	Northern Europe	1,140	,292	,000
			China	-1,374	,332	,000
		Northern Europe	Southern Europe	-1,140	,292	,000
			China	-2,514	,330	,000
		China	Southern Europe	1,374	,332	,000
			Northern Europe	2,514	,330	,000
	Dunnett C	Southern Europe	Northern Europe	1,140	,292	
			China	-1,374	,332	
		Northern Europe	Southern Europe	-1,140	,292	
			China	-2,514	,330	
		China	Southern Europe	1,374	,332	
			Northern Europe	2,514	,330	
Respondents would consider acquiring the product/brand advertised in ad 2 to offer as a gift.	Games-Howell	Southern Europe	Northern Europe	1,123	,283	,000
			China	-,773	,311	,038
		Northern Europe	Southern Europe	-1,123	,283	,000
			China	-1,896	,291	,000
		China	Southern Europe	,773	,311	,038
			Northern Europe	1,896	,291	,000
	Dunnett C	Southern Europe	Northern Europe	1,123	,283	
			China	-,773	,311	
		Northern Europe	Southern Europe	-1,123	,283	
			China	-1,896	,291	
		China	Southern Europe	,773	,311	
			Northern Europe	1,896	,291	
Next time the respondents need, they will purchase the product/brand advertised in ad 2.	Games-Howell	Southern Europe	Northern Europe	1,102	,270	,000
			China	-,986	,299	,004
		Northern Europe	Southern Europe	-1,102	,270	,000
			China	-2,088	,292	,000
		China	Southern Europe	,986	,299	,004
			Northern Europe	2,088	,292	,000
	Dunnett C	Southern Europe	Northern Europe	1,102	,270	
			China	-,986	,299	
		Northern Europe	Southern Europe	-1,102	,270	
			China	-2,088	,292	
		China	Southern Europe	,986	,299	
			Northern Europe	2,088	,292	

Table 33 (part 2): Post-Hoc Tests for ad 2's intentions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Respondent is interested in knowing more about the product in ad 3.	0,004
Respondent would talk positively about the product advertised in ad 3 to friends and family.	0,000
Respondents would talk positively about the product advertised in ad 3 online.	0,000
Respondents would talk about their good impression on the product advertised in ad 3 to friends/family/colleagues.	0,000
On a future purchase, I would consider the product/brand advertised in ad 3.	0,000
Respondents would consider acquiring the product/brand advertised in ad 3 to offer as a gift.	0,000
Next time the respondents need, they will purchase the product/brand advertised in ad 3.	0,000

Table 34: Levene Test for ad 3's intentions

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Respondent is interested in knowing more about the product in ad 3. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Respondent would talk positively about the product advertised in ad 3 to friends and family. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Respondents would talk positively about the product advertised in ad 3 online. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Respondents would talk about their good impression on the product advertised in ad 3 to friends/family/colleagues. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of On a future purchase, I would consider the product/brand advertised in ad 3. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
6	The distribution of Respondents would consider acquiring the product/brand advertised in ad 3 to offer as a gift. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
7	The distribution of Next time the respondents need, they will purchase the product/brand advertised in ad 3. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 35: Kruskal-Wallis Test for ad 3’s intentions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Respondent is interested in knowing more about the product in ad 3.	Games-Howell	Southern Europe	Northern Europe	1,620	,223	,000
			China	-1,036	,149	,000
		Northern Europe	Southern Europe	-1,620	,223	,000
			China	-2,656	,201	,000
		China	Southern Europe	1,036	,149	,000
			Northern Europe	2,656	,201	,000
	Dunnett C	Southern Europe	Northern Europe	1,620	,223	
			China	-1,036	,149	
		Northern Europe	Southern Europe	-1,620	,223	
			China	-2,656	,201	
		China	Southern Europe	1,036	,149	
			Northern Europe	2,656	,201	
Respondent would talk positively about the product advertised in ad 3 to friends and family.	Games-Howell	Southern Europe	Northern Europe	,741	,244	,008
			China	-2,124	,195	,000
		Northern Europe	Southern Europe	-,741	,244	,008
			China	-2,865	,185	,000
		China	Southern Europe	2,124	,195	,000
			Northern Europe	2,865	,185	,000
	Dunnett C	Southern Europe	Northern Europe	,741	,244	
			China	-2,124	,195	
		Northern Europe	Southern Europe	-,741	,244	
			China	-2,865	,185	
		China	Southern Europe	2,124	,195	
			Northern Europe	2,865	,185	
Respondents would talk positively about the product advertised in ad 3 online.	Games-Howell	Southern Europe	Northern Europe	,594	,244	,043
			China	-2,164	,194	,000
		Northern Europe	Southern Europe	-,594	,244	,043
			China	-2,758	,185	,000
		China	Southern Europe	2,164	,194	,000
			Northern Europe	2,758	,185	,000
	Dunnett C	Southern Europe	Northern Europe	,594	,244	
			China	-2,164	,194	
		Northern Europe	Southern Europe	-,594	,244	
			China	-2,758	,185	
		China	Southern Europe	2,164	,194	
			Northern Europe	2,758	,185	
Respondents would talk about their good impression on the product advertised in ad 3 to friends/family/colleagues.	Games-Howell	Southern Europe	Northern Europe	,689	,229	,009
			China	-1,770	,178	,000
		Northern Europe	Southern Europe	-,689	,229	,009
			China	-2,460	,158	,000
		China	Southern Europe	1,770	,178	,000
			Northern Europe	2,460	,158	,000
	Dunnett C	Southern Europe	Northern Europe	,689	,229	
			China	-1,770	,178	
		Northern Europe	Southern Europe	-,689	,229	
			China	-2,460	,158	
		China	Southern Europe	1,770	,178	
			Northern Europe	2,460	,158	

Table 36 (part 1): Post-Hoc Tests for ad 3's intentions

On a future purchase, I would consider the product/brand advertised in ad 3.	Games-Howell	Southern Europe	Northern Europe	1,116	,264	,000
			China	-2,039	,196	,000
		Northern Europe	Southern Europe	-1,116	,264	,000
			China	-3,155	,210	,000
		China	Southern Europe	2,039	,196	,000
			Northern Europe	3,155	,210	,000
	Dunnett C	Southern Europe	Northern Europe	1,116	,264	
			China	-2,039	,196	
		Northern Europe	Southern Europe	-1,116	,264	
			China	-3,155	,210	
		China	Southern Europe	2,039	,196	
			Northern Europe	3,155	,210	
Respondents would consider acquiring the product/brand advertised in ad 3 to offer as a gift.	Games-Howell	Southern Europe	Northern Europe	1,003	,264	,001
			China	-2,257	,193	,000
		Northern Europe	Southern Europe	-1,003	,264	,001
			China	-3,261	,212	,000
		China	Southern Europe	2,257	,193	,000
			Northern Europe	3,261	,212	,000
	Dunnett C	Southern Europe	Northern Europe	1,003	,264	
			China	-2,257	,193	
		Northern Europe	Southern Europe	-1,003	,264	
			China	-3,261	,212	
		China	Southern Europe	2,257	,193	
			Northern Europe	3,261	,212	
Next time the respondents need, they will purchase the product/brand advertised in ad 3.	Games-Howell	Southern Europe	Northern Europe	1,073	,240	,000
			China	-1,992	,172	,000
		Northern Europe	Southern Europe	-1,073	,240	,000
			China	-3,064	,182	,000
		China	Southern Europe	1,992	,172	,000
			Northern Europe	3,064	,182	,000
	Dunnett C	Southern Europe	Northern Europe	1,073	,240	
			China	-1,992	,172	
		Northern Europe	Southern Europe	-1,073	,240	
			China	-3,064	,182	
		China	Southern Europe	1,992	,172	
			Northern Europe	3,064	,182	

Table 36 (part 2): Post-Hoc Tests for ad 3's intentions

Test of Homogeneity of Variances	Levene Statistic
	Sig.
Respondent is interested in knowing more about the product in ad 4.	0,002
Respondent would talk positively about the product advertised in ad 4 to friends and family.	0,000
Respondents would talk positively about the product advertised in ad 4 online.	0,000
Respondents would talk about their good impression on the product advertised in ad 4 to friends/family/colleagues.	0,000
On a future purchase, I would consider the product/brand advertised in ad 4.	0,000
Respondents would consider acquiring the product/brand advertised in ad 4 to offer as a gift.	0,000
Next time the respondents need, they will purchase the product/brand advertised in ad 4.	0,000

Table 37: Levene Test for ad 4's intentions

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Respondent is interested in knowing more about the product in ad 4. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
2	The distribution of Respondent would talk positively about the product advertised in ad 4 to friends and family. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
3	The distribution of Respondents would talk positively about the product advertised in ad 4 online. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
4	The distribution of Respondents would talk about their good impression on the product advertised in ad 4 to friends/family/colleagues. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
5	The distribution of On a future purchase, I would consider the product/brand advertised in ad 4. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
6	The distribution of Respondents would consider acquiring the product/brand advertised in ad 4 to offer as a gift. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.
7	The distribution of Next time the respondents need, they will purchase the product/brand advertised in ad 4. is the same across categories of Cultural Cluster.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 38: Kruskal-Wallis Test for ad 4's intentions

Multiple Comparisons						
Dependent Variable		(I) Cultural Cluster	(J) Cultural Cluster	Mean Difference (I-J)	Std. Error	Sig.
Respondent is interested in knowing more about the product in ad 4.	Games-Howell	Southern Europe	Northern Europe	1,482	,248	,000
			China	-,447	,189	,051
		Northern Europe	Southern Europe	-1,482	,248	,000
			China	-1,928	,201	,000
		China	Southern Europe	,447	,189	,051
			Northern Europe	1,928	,201	,000
	Dunnett C	Southern Europe	Northern Europe	1,482	,248	
			China	-,447	,189	
		Northern Europe	Southern Europe	-1,482	,248	
			China	-1,928	,201	
		China	Southern Europe	,447	,189	
			Northern Europe	1,928	,201	
Respondent would talk positively about the product advertised in ad 4 to friends and family.	Games-Howell	Southern Europe	Northern Europe	,954	,234	,000
			China	-,932	,196	,000
		Northern Europe	Southern Europe	-,954	,234	,000
			China	-1,886	,165	,000
		China	Southern Europe	,932	,196	,000
			Northern Europe	1,886	,165	,000
	Dunnett C	Southern Europe	Northern Europe	,954	,234	
			China	-,932	,196	
		Northern Europe	Southern Europe	-,954	,234	
			China	-1,886	,165	
		China	Southern Europe	,932	,196	
			Northern Europe	1,886	,165	
Respondents would talk positively about the product advertised in ad 4 online.	Games-Howell	Southern Europe	Northern Europe	,701	,244	,013
			China	-1,207	,210	,000
		Northern Europe	Southern Europe	-,701	,244	,013
			China	-1,907	,167	,000
		China	Southern Europe	1,207	,210	,000
			Northern Europe	1,907	,167	,000
	Dunnett C	Southern Europe	Northern Europe	,701	,244	
			China	-1,207	,210	
		Northern Europe	Southern Europe	-,701	,244	
			China	-1,907	,167	
		China	Southern Europe	1,207	,210	
			Northern Europe	1,907	,167	
Respondents would talk about their good impression on the product advertised in ad 4 to friends/family/colleagues.	Games-Howell	Southern Europe	Northern Europe	,973	,242	,000
			China	-,892	,201	,000
		Northern Europe	Southern Europe	-,973	,242	,000
			China	-1,865	,170	,000
		China	Southern Europe	,892	,201	,000
			Northern Europe	1,865	,170	,000
	Dunnett C	Southern Europe	Northern Europe	,973	,242	
			China	-,892	,201	
		Northern Europe	Southern Europe	-,973	,242	
			China	-1,865	,170	
		China	Southern Europe	,892	,201	
			Northern Europe	1,865	,170	

Table 39 (part 1): Post-Hoc Tests for ad 4's intentions

On a future purchase, I would consider the product/brand advertised in ad 4.	Games-Howell	Southern Europe	Northern Europe	1,319	,277	,000
			China	-1,068	,202	,000
		Northern Europe	Southern Europe	-1,319	,277	,000
			China	-2,387	,220	,000
		China	Southern Europe	1,068	,202	,000
			Northern Europe	2,387	,220	,000
	Dunnett C	Southern Europe	Northern Europe	1,319	,277	
			China	-1,068	,202	
		Northern Europe	Southern Europe	-1,319	,277	
			China	-2,387	,220	
		China	Southern Europe	1,068	,202	
			Northern Europe	2,387	,220	
Respondents would consider acquiring the product/brand advertised in ad 4 to offer as a gift.	Games-Howell	Southern Europe	Northern Europe	1,414	,271	,000
			China	-,993	,195	,000
		Northern Europe	Southern Europe	-1,414	,271	,000
			China	-2,407	,223	,000
		China	Southern Europe	,993	,195	,000
			Northern Europe	2,407	,223	,000
	Dunnett C	Southern Europe	Northern Europe	1,414	,271	
			China	-,993	,195	
		Northern Europe	Southern Europe	-1,414	,271	
			China	-2,407	,223	
		China	Southern Europe	,993	,195	
			Northern Europe	2,407	,223	
Next time the respondents need, they will purchase the product/brand advertised in ad 4.	Games-Howell	Southern Europe	Northern Europe	1,388	,269	,000
			China	-1,249	,190	,000
		Northern Europe	Southern Europe	-1,388	,269	,000
			China	-2,637	,225	,000
		China	Southern Europe	1,249	,190	,000
			Northern Europe	2,637	,225	,000
	Dunnett C	Southern Europe	Northern Europe	1,388	,269	
			China	-1,249	,190	
		Northern Europe	Southern Europe	-1,388	,269	
			China	-2,637	,225	
		China	Southern Europe	1,249	,190	
			Northern Europe	2,637	,225	

Table 39 (part 2): Post-Hoc Tests for ad 4's intentions

Coefficients

Models for Ad 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	Product Knowledge Model ($R^2=0,579$; $R^2_{adj}=0,577$)						
(Constant)	1,891	,352		5,379	,000		
Ad 1 Passionating	,581	,078	,533	7,456	,000	,437	2,286
Ad 1 Repulsive	-,195	,058	-,174	-3,363	,001	,835	1,198
Ad 1 Enjoyable	,304	,097	,216	3,139	,002	,472	2,120
Purchase Intention Model ($R^2=0,719$; $R^2_{adj}=0,714$)							
(Constant)	-1,084	,181		-5,997	,000		
Ad 1 Passionating	,260	,036	,463	7,172	,000	,406	2,461
Respondent is interested in knowing more about the product in ad 1.	,192	,033	,372	5,793	,000	,410	2,437
Ad 1 Upsetting	-,079	,029	-,127	-2,764	,006	,799	1,251
Recommendation Model ($R^2=0,863$; $R^2_{adj}=0,859$)							
(Constant)	-,567	,105		-5,423	,000		
Intention to purchase Ad 1	,623	,049	,623	12,810	,000	,352	2,841
Ad 1 Upsetting	,158	,030	,218	5,324	,000	,499	2,003
Respondent is interested in knowing more about the product in ad 1.	,069	,025	,134	2,765	,006	,357	2,803
North of Europe	-,166	,071	-,075	-2,343	,020	,819	1,222

Table 40: Coefficients regression of ad 1's models

Coefficients

Models for Ad 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	Product Knowledge Model ($R^2=0,824$; $R^2_{adj}=0,821$)						
(Constant)	,054	,140		,388	,698		
Ad 2 Interesting	,522	,068	,491	7,651	,000	,257	3,890
Ad 2 Curious	,317	,054	,323	5,869	,000	,349	2,863
Ad 2 Passionating	,166	,069	,157	2,396	,018	,248	4,033
Purchase Intention Model ($R^2=0,888$; $R^2_{adj}=0,886$)							
(Constant)	-1,743	,055		-31,658	,000		
Respondent is interested in knowing more about the product in ad 2.	,300	,029	,592	10,513	,000	,213	4,705
Ad 2 Passionating	,107	,027	,199	3,893	,000	,258	3,883
Ad 2 Interesting	,105	,032	,195	3,279	,001	,191	5,249
Recommendation Model ($R^2=0,915$; $R^2_{adj}=0,912$)							
(Constant)	-,589	,153		-3,845	,000		
Intention to purchase Ad 2	,514	,067	,514	7,705	,000	,117	8,555
Ad 2 Curious	,118	,021	,237	5,556	,000	,286	3,500
Ad 2 Enjoyable	,092	,025	,146	3,641	,000	,323	3,094
Ad 2 Upsetting	-,049	,016	-,088	-3,062	,003	,626	1,598
Respondent is interested in knowing more about the product in ad 2.	,104	,034	,204	3,067	,003	,118	8,507
Ad 2 Interesting	-,078	,030	-,144	-2,605	,010	,170	5,888

Table 41: Coefficients regression of ad 2's models

Coefficients

Models for Ad 3	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Product Knowledge Model ($R^2=0,753$; $R^2_{adj}=0,744$)							
(Constant)	1,649	,426		3,867	,000		
Ad 3 Enjoyable	,239	,064	,249	3,725	,000	,340	2,943
Norte	-1,629	,216	-,511	-7,522	,000	,329	3,043
Ad 3 Interesting	,258	,096	,189	2,679	,008	,303	3,305
Ad 3 Curious	,317	,074	,262	4,290	,000	,407	2,455
South of Europe	-,799	,192	-,276	-4,159	,000	,343	2,919
Ad 3 Shocking	,152	,065	,099	2,343	,020	,856	1,168
Purchase Intention Model ($R^2=0,822$; $R^2_{adj}=0,815$)							
(Constant)	-2,499	,239		-10,472	,000		
Ad 3 Enjoyable	,180	,044	,270	4,093	,000	,251	3,985
Respondent is interested in knowing more about the product in ad 3.	,132	,041	,190	3,250	,001	,320	3,130
Ad 3 Passionating	,135	,030	,194	4,485	,000	,584	1,714
South of Europe	-,560	,094	-,279	-5,932	,000	,495	2,021
Ad 3 Amusing	,165	,035	,236	4,781	,000	,450	2,224
North of Europe	-,510	,130	-,230	-3,935	,000	,319	3,134
Recommendation Model ($R^2=0,907$; $R^2_{adj}=0,904$)							
(Constant)	-,518	,152		-3,411	,001		
Intention to purchase Ad 3	,799	,037	,799	21,835	,000	,423	2,362
South of Europe	-,207	,055	-,103	-3,759	,000	,750	1,334
Ad 3 Curious	,087	,024	,104	3,668	,000	,709	1,410
Ad 3 Passionating	,084	,023	,122	3,722	,000	,531	1,884
Ad 3 Repulsive	-,080	,035	-,059	-2,286	,024	,851	1,175

Table 42: Coefficients regression of ad 3's models

Coefficients

Models for Ad 4	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	Product Knowledge Model ($R^2=0,724$; $R^2_{adj}=0,718$)						
(Constant)	1,714	,274		6,250	,000		
Ad 4 Interesting	,734	,074	,607	9,898	,000	,444	2,253
North of Europe	-1,803	,170	-,567	-10,608	,000	,584	1,712
South of Europe	-1,136	,168	-,394	-6,753	,000	,490	2,040
Ad 4 Amusing	,133	,065	,138	2,055	,041	,369	2,707
Purchase Intention Model ($R^2=0,822$; $R^2_{adj}=0,814$)							
(Constant)	-2,214	,203		-10,925	,000		
Respondent is interested in knowing more about the product in ad 4.	,219	,032	,314	6,888	,000	,528	1,892
Ad 4 Passionating	,377	,028	,572	13,585	,000	,619	1,615
Ad 4 Upsetting	,232	,034	,331	6,807	,000	,465	2,150
Ad 4 Outrageous	-,121	,037	-,161	-3,301	,001	,461	2,169
North of Europe	-,855	,125	-,386	-6,843	,000	,345	2,896
South of Europe	-,745	,111	-,371	-6,705	,000	,359	2,788
Ad 4 Shocking	,116	,036	,125	3,202	,002	,723	1,382
Recommendation Model ($R^2=0,882$; $R^2_{adj}=0,877$)							
(Constant)	-1,799	,199		-9,059	,000		
Intention to purchase Ad 4	,536	,043	,536	12,547	,000	,401	2,496
Respondent is interested in knowing more about the product in ad 4.	,148	,036	,213	4,140	,000	,276	3,622
Ad 4 Enjoyable	,144	,039	,208	3,662	,000	,226	4,428
South of Europe	-,268	,065	-,133	-4,094	,000	,687	1,455
Ad 4 Upsetting	,087	,032	,124	2,694	,008	,342	2,920
Ad 4 Interesting	,119	,049	,141	2,430	,016	,218	4,589
Ad 4 Outrageous	-,114	,029	-,151	-3,858	,000	,475	2,106

Table 43: Coefficients regression of ad 4's models

