

COMM 480: Seminar: International Advertising

Quiz 1 Study Guide

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Quiz 1 (6/24) - Instructions

- You may take the quiz at any time between 12:01AM to 11:59PM on Monday (6/24) of Week 4. This quiz must be completed and submitted by Monday (6/24) at 11:59PM ET of Week 6.
- The quiz will be posted in Blackboard. When clicking on “Quiz,” it says that there is no content to display. The quiz item is hidden, and will be available after Jun 24, 2019 12:01 AM.
- For the quiz, you may refer to the articles and lecture slides to answer the questions on the quiz. You will have 50 minutes to complete the quiz and once the quiz is opened, you must complete the quiz.
- **IMPORTANT:** You will not be allowed to continue to take the quiz past the availability deadline.

Quiz 1 (6/24) – Instructions (cont'd)

- Note: You cannot pause or stop the timer for the quiz once you start—even if you visit another page in the course or log out and close your browser. Once you click on “Quiz” and then, “Quiz 1”, the quiz’s timer is activated for the time specified above. Students must complete and submit the exam in a single sitting and within the allotted time once they click on “Quiz 1.” If your browser quits unexpectedly while taking an quiz, you can resume the quiz. The quiz’s timer will continue counting down even when your browser quits unexpectedly.

Quiz 1 (6/24) – Instructions (cont'd)

- For this quiz, there are 5 questions, worth 15 points in total. So, each question accounts for 3 points.
- All of them are essay questions. No multiple questions at this time. Thus, the sufficient time (i.e., 50 minutes) was provided for this quiz.
- All of the questions are based on the articles that you read for your worksheet assignments.
- Please be prepared for your answers based on the guidelines in the next slides. All the figures/diagrams, graphs, tables, and conceptual definitions will be provided as shown in the guidelines.

Quiz 1 (6/24) – Instructions (cont'd)

- IMPORTANT REMINDER: This is an open book quiz. But, each student is expected to work on this individually and within the confines of the University Academic Honesty Policy. Taking phrases, sentences or paragraphs from an article is considered to be a copy and paste plagiarism. But, using quotations and citing the source is not common in the test. While using the terminology of concepts, please paraphrase the phrases, sentences and paragraphs used in an article, so as to make your own answers.

W2 - Aysegul Ozsomer

Adoption of global consumer culture: The road to global brands

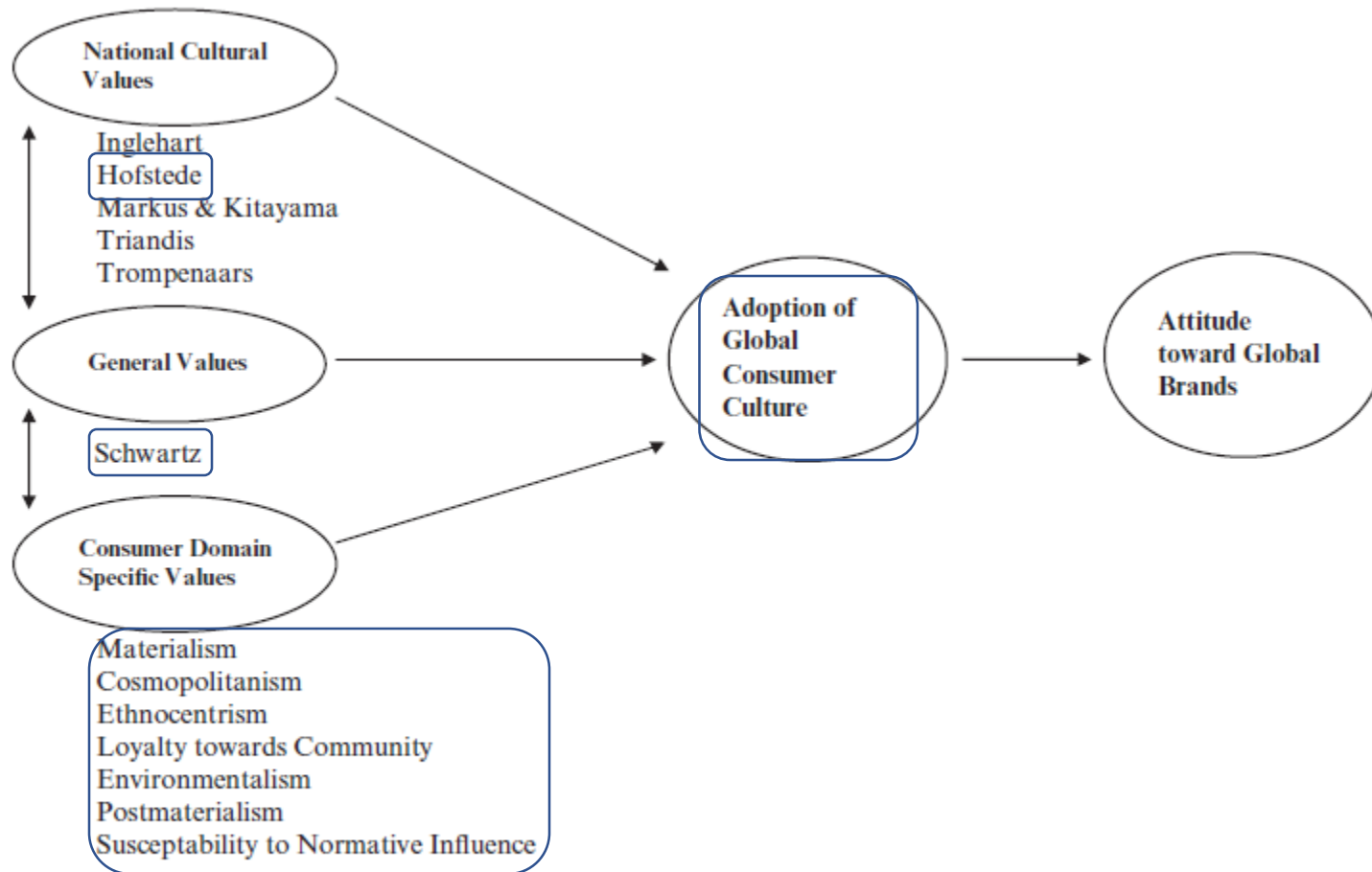


Figure 3.1 Adoption of global consumer culture: the road to global brands

The model distinguishes among three levels of values: national cultural, general, and consumer domain specific. This classification is useful in understanding the adoption of global consumer culture (GCC). Given that, among the following values:

- Hofstede for national cultural values
High vs. low power distance; individualism vs. collectivism; masculinity vs. femininity; high vs. low uncertainty avoidance; and long-term vs. short-term orientation
- Schwartz for general values
Universalism, benevolence, conformity, tradition, security, power, achievement, hedonism, stimulation, and self direction
- Consumer domain specific values
Materialism, cosmopolitanism, ethnocentrism, loyalty towards community, environmentalism, postmaterialism, and susceptibility to normative influence

Given that, I want you to explain how the values can influence the adoption of GCC based on ONE dimension of Hofstede (e.g., individualism vs. collectivism), ONE dimension of Schwartz' universal typology of general values (e.g., universalism), and ONE consumer domain specific value (e.g., environmentalism) that you choose.

W2 - Melissa Archpru Akaka and Dana L. Alden

Global brand positioning and perceptions: International advertising and global consumer culture

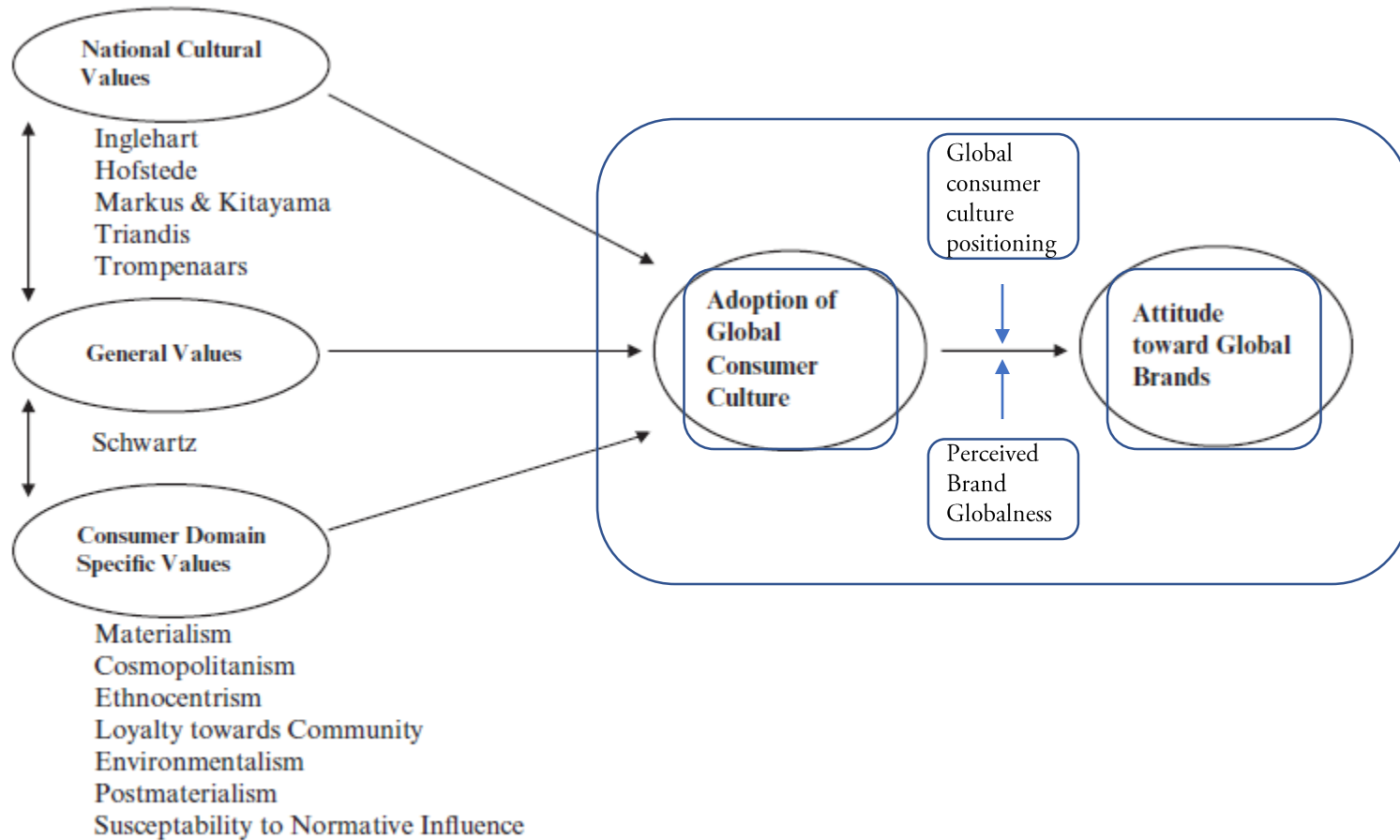


Figure 3.1 Adoption of global consumer culture: the road to global brands

W2 - Melissa Archpru Akaka and Dana L. Alden

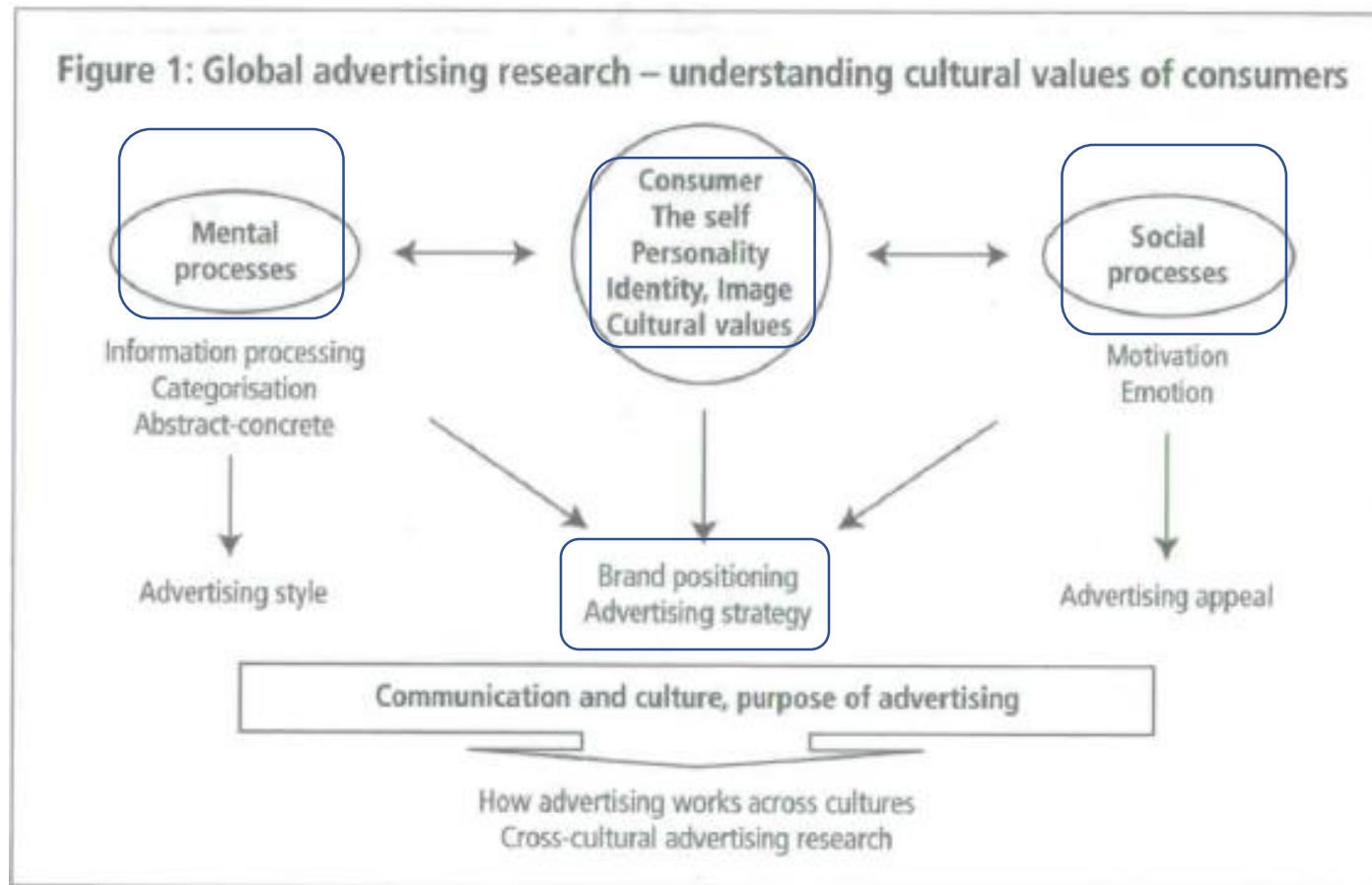
Global brand positioning and perceptions: International advertising and global consumer culture

Two perspectives are critical for understanding the complexities of global consumer culture - specifically, that of the firm (GCCP) and that of the consumer (PBG). Global consumer culture positioning (GCCP) is defined as a strategy that identifies the brand as a symbol of a given global culture. And, perceived brand globalness (PBG) refers to consumers' belief that brand is generally recognized as global in multiple countries based on perceived quality and prestige.

Given that, I want you to explain how GCCP and PBG can positively influence the relationship between the adoption of global consumer culture (GCC) and attitude toward global brands.

W3 - Marieke de Mooij and Geert Hofstede

The Hofstede model: Applications to global branding and advertising strategy and research



W3 - Marieke de Mooij and Geert Hofstede

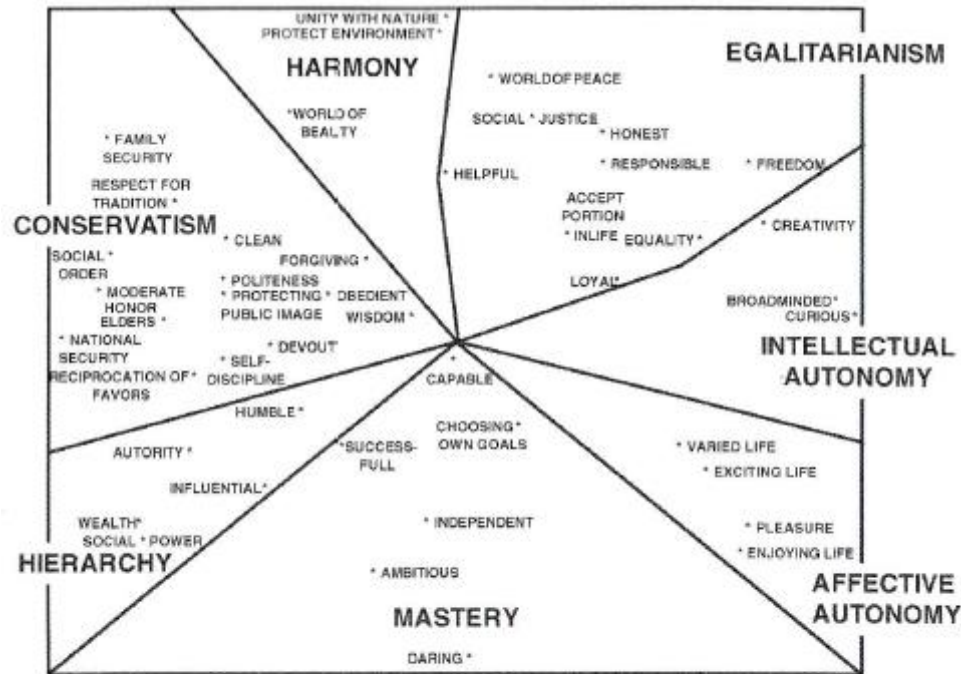
The Hofstede model: Applications to global branding and advertising strategy and research

First of all, the authors view cultural values as an integrated part of the consumer's self, not as an environmental factor. For developing effective advertising the consumer must be central. Cultural values define the self and personality of consumers. Next we distinguish mental processes and social processes. Mental processes are mostly internal processes, how people think, learn, perceive, categorize and process information. Social processes are about how we relate to other people, including motivation and emotions. Both processes affect interpersonal and mass communication, which in turn affect advertising appeals and advertising style.

Given the above elements that can influence advertising strategy, I want you to explain how advertising for *Converse* shoes works differently between U.S. and Japan.

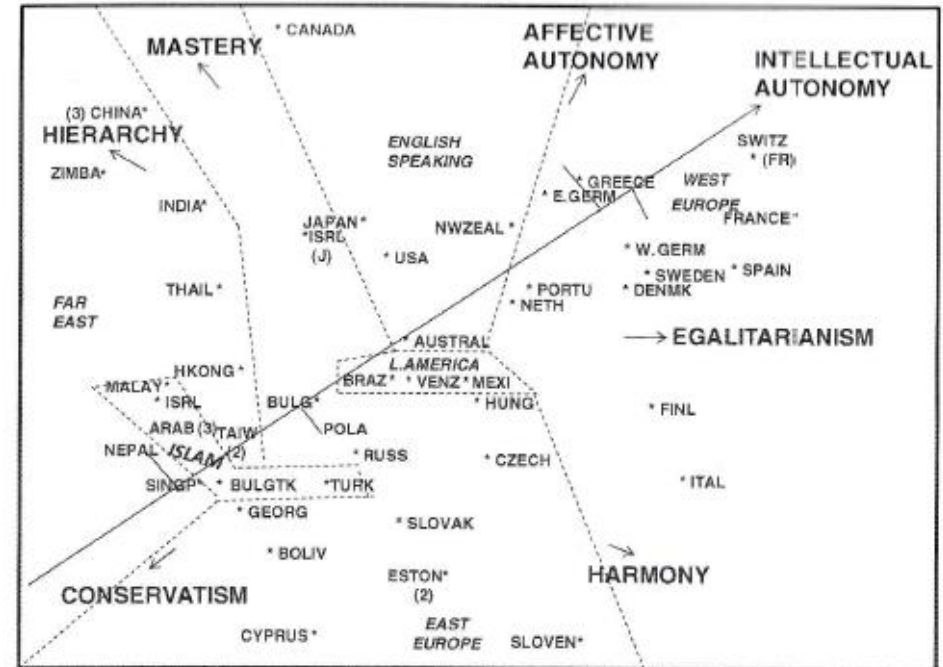
W3 - Ralf Terlutter, Sandra Diehl and Barbara Muller

Typologies of cultural dimensions and their applicability to international advertising



Source: Schwartz (1999).

Figure 5.3 Schwartz's cultural values



Note: Based on data from 44 nations.

Source: Schwartz (1999).

Figure 5.4 Schwartz's map of countries

W3 - Ralf Terlutter, Sandra Diehl and Barbara Muller

Ty3ologies of cultural dimensions and their applicability to international advertising

Schwartz's seven dimensions of cultural values are: 1) *conservatism*, 2) *intellectual autonomy*, 3) *affective autonomy*, 4) *hierarchy*, 5) *egalitarian commitment*, 6) *mastery*, and 7) *harmony*).

Considering that the U.S. reported moderate scores on Schwartz's seven dimensions, I want you to explain what value(s) you would like to address in an automobile advertising in the U.S. And I want you to explain how it would be matched with your individual-level variable(s) (e.g., personality, self-concept, identity, image, attitude, lifestyle).

W4 - Robert J. House, Narda R. Quigley and Mary Sully de Luque

Insights from project GLOBE: extending global advertising research through a contemporary framework

Table 1: Definitions of the nine cultural dimensions of societies

Cultural dimension	Definition
1. Institutional collectivism	The degree to which organisational and societal institutional practices encourage and reward the collective distribution of resources and collective action
2. In-group collectivism	The degree to which individuals express pride, loyalty and cohesiveness in their organisations or families
3. Power distance	The degree to which members of a society expect and agree that power should be stratified and concentrated at higher levels of an organisation or government
4. Performance orientation	The degree to which an organisation or society encourages and rewards members for performance improvement and excellence
5. Gender egalitarianism	The degree to which a society minimises gender role differences while promoting gender equality
6. Future orientation	The degree to which individuals in organisations or societies engage in future-orientated behaviours such as planning, investing in the future, and delaying individual or collective gratification
7. Humane orientation	The degree to which members of a society encourage and reward individuals for being fair, altruistic, friendly, generous, caring and kind to others
8. Assertiveness	The degree to which members of a society are assertive, confrontational or aggressive in social relationships
9. Uncertainty avoidance	The extent to which members of a society seek certainty in their environment by relying on established social norms, rituals and bureaucratic practices

W4 - Robert J. House, Narda R. Quigley and Mary Sully de Luque

Insights from project GLOBE: extending global advertising research through a contemporary framework

GLOBE (Global Leadership and Organizational Behavior Effectiveness Research Program) offers an alternative to the previous frameworks of cultural dimensions, by explicitly differentiating between values and practices and resulting in the identification of nine major cultural dimensions.

Among the GLOBE cultural dimensions, I want you to choose ONE that reported high scores for the U.S., and explain how this societal-level value could be fitted/not fitted with your individual-level practices.