

**THE IMPACT OF NATIONAL CULTURE ON ADVERTISING INVOLVEMENT  
STRATEGIES IN IRELAND, RUSSIA AND MOZAMBIQUE**

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**Anna Sergueeva John**  
**Business School**  
**Dublin City University**  
**Glasnevin**  
**Dublin 9**  
**Ireland**  
**Tel. + 353 1 7005852**  
**Fax +353 1 7005446**  
**Email [anna.john2@mail.dcu.ie](mailto:anna.john2@mail.dcu.ie)**

**Malcolm P. Brady**  
**Business School**  
**Dublin City University**  
**Glasnevin**  
**Dublin 9**  
**Ireland**  
**Tel. +353 1 7005188**  
**Fax +353 1 7005446**  
**Email [malcolm.brady@dcu.ie](mailto:malcolm.brady@dcu.ie)**  
**Web site: <http://webpages.dcu.ie/~bradym>**

**Mary Levis**  
**Business School**  
**Dublin City University**  
**Glasnevin**  
**Dublin 9**  
**Ireland**  
**Tel. +353 1 7006474**  
**Fax +353 1 7005446**  
**Email [mary.levis2@mail.dcu.ie](mailto:mary.levis2@mail.dcu.ie)**  
**Web site: <http://student.dcu.ie/~levism2/>**

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business”**

# **THE IMPACT OF NATIONAL CULTURE ON ADVERTISING INVOLVEMENT STRATEGIES IN IRELAND, RUSSIA AND MOZAMBIQUE**

## **Abstract**

### **Purpose of the paper**

The paper has a twofold purpose: (1) to establish the relationship between individualism (collectivism) and advertising involvement strategies and (2) to show that product type (search and experience goods) mitigates the impact of collectivism on advertising involvement strategies in Ireland, Russia and Mozambique.

### **Methodology**

We analyzed 380 commercials for search and experience goods in Ireland, Russia and Mozambique for years 2006, 2007 and 2008. We conducted chi-square tests for independence to compare advertising involvement strategies across three countries.

### **Findings**

We found that the degree of collectivism in the countries had an impact on advertising involvement strategies. We also showed a mitigating impact of a product category (search and experience) on advertising involvement strategies.

### **Recommendations for practitioners**

This study suggests that the same approach to advertising involvement strategies can be applied in Russia and Mozambique. However, advertisers should not refer to the same involvement strategies in Ireland and Russia.

We recommend advertisers to use cognitive or affective involvement strategies in advertisings for search goods and mixed involvement strategies in advertisings for experience goods.

**Keywords:** Russia, Ireland, Mozambique, advertising involvement, search/experience goods, national culture.

# **THE IMPACT OF NATIONAL CULTURE ON ADVERTISING INVOLVEMENT STRATEGIES IN IRELAND, RUSSIA AND MOZAMBIQUE**

## **1 Introduction**

Recent enlargement of the European Union resulted in structural changes of its economies and greater internationalization of its companies. The competition strengthened making advertising a powerful differentiation tool. More European companies initiate international advertising campaigns. However, it is not clear to which extend international advertisers should adapt their strategies.

The degree of advertising adaptation depends upon various factors. One of them is national culture. This study addresses the impact of national cultures on involvement advertising strategies in three less researched countries: Russia, Ireland and Mozambique. The paper has a twofold purpose: (1) to establish the relationship between individualism versus collectivism dimension and involvement strategies and (2) to show that product type (search and experience goods) mitigates the impact of collectivism on involvement strategies.

The structure of the paper is as follows. First, we make a brief overview of existing concepts. Second, we introduce a model of analysis and three hypotheses. Third, we describe methods and techniques applied in our research. The last part is devoted to findings and recommendations for practitioners who advertise in Ireland, Russia and Mozambique.

## **2 Conceptual framework**

In our paper we will operate with three key concepts: advertising involvement, national culture and product type.

### **2.1 Involvement**

The concept of consumers' involvement has been addressed by various authors (Vaughn, 1980; Bendixen, 1993; Belch & Belch, 1995). Involvement is a variable that helps to

explain how consumers process advertising information and how this information might affect message recipients (Belch & Belch, 1995).

Since the beginning of the research of involvement, the authors have not agreed on its definition. O'Cass (2000) refers to the involvement as the degree to which the consumers view the focal object as a central, meaningful, important and engaging part of their life. Belch & Belch (1995) define involvement as personal relevance. Tellis (2004) defined advertising involvement in Modified Elaboration Likelihood model as consumers' motivation to process advertising information.

The differences in definitions can be explained by the variety of perspectives from which the scholars addressed involvement concept. Judith Zaichkowsky (1985) summarized views on involvement issue suggesting that a person can be involved with advertisings, with products and with purchase decisions. Therefore, involvement is a composition of interrelated involvements with advertising, product and purchase decision.

In this paper we will follow Tellis (2004) definition because it addresses involvement with advertising.

### **2.1.1 Advertising involvement types**

There are various classifications of advertising involvement. First classification is constructed on the criterion of the strength of consumers' motivation. When consumers' motivation is strong, the involvement is high. When consumers' motivation is weak, the involvement is low. Therefore, involvement is presented in the form of continuum and measured on Likert statements (Zaichkowsky, 1985).

Second classification of involvement is qualitative rather than quantitative. Its variable is a mode of consumers processing of the information (Claeys et al., 1995). Historically it was assumed that an average consumer would be intelligent, rational, thinking and would actively process advertising messages trying to rank choice alternatives (Zaichkowsky, 1985). However, findings from later research rejected such a view (Zaichkowsky, 1985). Indeed, in some cases, consumers may process information logically, rationally or on the

basis of sequential thinking. This involvement is cognitive. In other situations, the mode of processing is holistic, synthetic and presumes image-based thinking. This involvement is affective (Claeys et al., 1995).

Some authors link these two classifications (Krugman, 1966-1967; Belch & Belch, 1995). For example, Krugman (1966-1967) used term involvement referring primarily to cognitive involvement. For Krugman (1966-1967) the involvement is high when it is cognitive. In accordance with Krugman (1966-1967), non-involving advertising will not engage the audience in a cognitive activity (McWilliam, 1997).

Another group of scholars makes a clear distinction between two classifications. For this reason, high involvement can be cognitive and non-cognitive, or affective, as it was shown in FCB grid (Vaughn, 1980, 1986). Indeed, the fact that a consumer cannot perceive advertising cognitively does not mean that he is not interested, or involved, in the advertising.

Third classification of involvement is also qualitative and belongs to Houston & Rothschild (1978). They decompose involvement concept into situational and enduring involvement (Richins et al., 1992). Enduring involvement represents consumer's long-run concern with product. Situational involvement reflects temporary feelings of involvement that accompany a particular situation (Richins et al., 1992). Enduring involvement is internal to the individual while situational involvement is external (Richins et al., 1992). Situational involvement can be stimulated by advertising.

In our paper we do not have intention to measure the strength of involvement across three countries. Instead, we are interested to see how the choice of cognitive versus affective advertising involvement strategies is influenced by national culture of local creative managers in Ireland, Russia and Mozambique.

### **2.1.2 Factors of advertising involvement**

One of the advertising functions is to manipulate involvement of the consumers. Advertising involvement is presumed to trigger consumer's involvement. Advertising

involvement is manipulated by making the ad relevant. The manipulation mechanisms can be understood better in the analysis of involvement factors.

The number and the category of factors of involvement depend upon the stand point from which the scholars assessed the concept. Within the last four decades the research on involvement strategies of international advertisings focused on one of the factors (e.g. product type, media and personality and national cultures, etc.). In this paper we will address the impact of national culture on advertising involvement strategies. However, this impact can be mitigated by a product category. In the following sections we will introduce concepts of national culture and product type.

## **2.2 National cultures**

Consumers' propensity for cognitive or affective involvement is linked to their modes of information processing. Some authors analysed information processing by means of specificity versus diffuseness dimension and high versus low context orientation (Hampden-Turner & Trompenaars, 1993, 2000; Hall, 1973).

Specificity of a culture refers to how precisely and minutely people de-fine (put an end to) the constructs they use. Diffuseness of a culture refers to patterned wholes which are put in overall configurations and systems (Hampden-Turner & Trompenaars, 1993, 2000). Societies with specific culture tend to store information in its explicit form (Polanyi, 1967) in recognised places (e.g. libraries) and recognized forms (manuals, instructions, software, accounts, records and methodologies, etc.) Members in the societies with diffuse thinking prefer to store knowledge in its tacit form (Polanyi, 1967). Therefore, knowledge in diffuse cultures perpetuates in relationships, understandings, meanings and interactions (Hampden-Turner & Trompenaars, 1996, 2000).

Members of low-context societies choose to pay greater attention to the verbal codes than to the non-verbal elements. Members of high-context societies tend to emphasize the importance of non-verbal codes more than verbal codes (Hall, 1973, 1976; Gudykunst, 2005, Neuliep, 2006).

Even if the two dimensions directly address differences in information processing across societies, it was impossible to apply them in our analysis: there was no data available on specificity versus diffuseness and low versus high context orientation for all three countries. However, it was found that specificity versus diffuseness and low versus high context orientation have a strong relationship with individualism versus collectivism dimension (Hall, 1973, 1987; Hampden - Turner & Trompenaars, 1993, 2000; Neuliep, 2006). Diffuse and high context societies tend to be collectivistic (Hall, 1973, 1987; Hampden - Turner & Trompenaars, 1993, 2000; Neuliep, 2006). Specific and low context cultures were found to be individualistic (Hall, 1973, 1987; Hampden - Turner & Trompenaars, 1993, 2000; Neuliep, 2006).

We will use collectivism versus individualism dimension to trace the impact of national culture on advertising involvement strategies (Schwartz, 1992; Hofstede, 1980; Hampden-Turner & Trompenaars, 1993, 2000; Triandis, 2001; House et al, 2004).

Some projects neither present data on Ireland, Russia and Mozambique simultaneously nor provide access to their instruments. However, the data on two countries, Russia and Ireland, was available in two large scale projects (Hofstede, 1980; House et al., 2004). The data on Mozambique was obtained from Sergueeva John & Brady (2008) who conducted surveys on the basis of Hofstede (1980) and House et al (2004) instruments.

Hofstede (1980) considered individualism as a category which stands for a society in which ties between individuals are loose. Collectivism is the opposite of individualism. It stands for a society in which people from birth onwards are integrated into strong and cohesive in-groups (Hofstede, 1980).

House et al (2004) introduced two types of collectivism – institutional and in-group. Collectivism I (institutional) is the degree to which organizational and societal institutional practices encourage and reward collective distribution of resources and collective action. Collectivism II (in-group) is the degree to which individuals express pride, loyalty and cohesiveness in their organizations and families. In our paper we will

refer to in-group collectivism II. The authors also differentiated between collectivism ‘as it is’ in the society and ‘as it should be’ or desired by its members.

House et al (2004) found that in-group collectivism ‘as is’ (House et al., 2004) and individualism (Hofstede, 1980) are negatively correlated ( $r = -0.82$ ;  $p < 0.01$ ).

The information on collectivism and individualism scores from Hofstede (1980) and House et al (2004) frameworks for Russia, Ireland and Mozambique is shown in table 1.

**Table 1: Collectivism and individualism scores in Russia, Ireland and Mozambique**

|  |   |   |  |
|--|---|---|--|
| <b>High</b><br><b>Medium</b><br><b>Low</b> | <b>Collectivism ‘as is’</b><br>House et al (2004) | <b>Individualism</b><br>Hofstede (1980) | <b>High</b><br><b>Medium</b><br><b>Low</b> |
|  | Russia (5.63)                                     | Ireland (70)                            |  |
|  | Mozambique* (5.36)                                | Mozambique* (59)                        |  |
|  | Ireland (5.14)                                    | Russia (39)                             |  |

\*Data on Mozambique was obtained from Sergueeva John & Brady (2008)

It is clear that Russia is the most collectivistic country and Ireland is the least collectivistic society in the group (House et al., 2004). In accordance with Sergueeva John & Brady (2008) Mozambique scores 5.36 on collectivism and is moderately collectivistic culture in the group.

It is obvious that Ireland is the most individualistic society in the group (Hofstede, 1980). Russia is the least individualistic country in the group (Hofstede, 1980). Mozambique scores 59 on individualism (Sergueeva John & Brady, 2008) and is moderately individualistic country in the group.

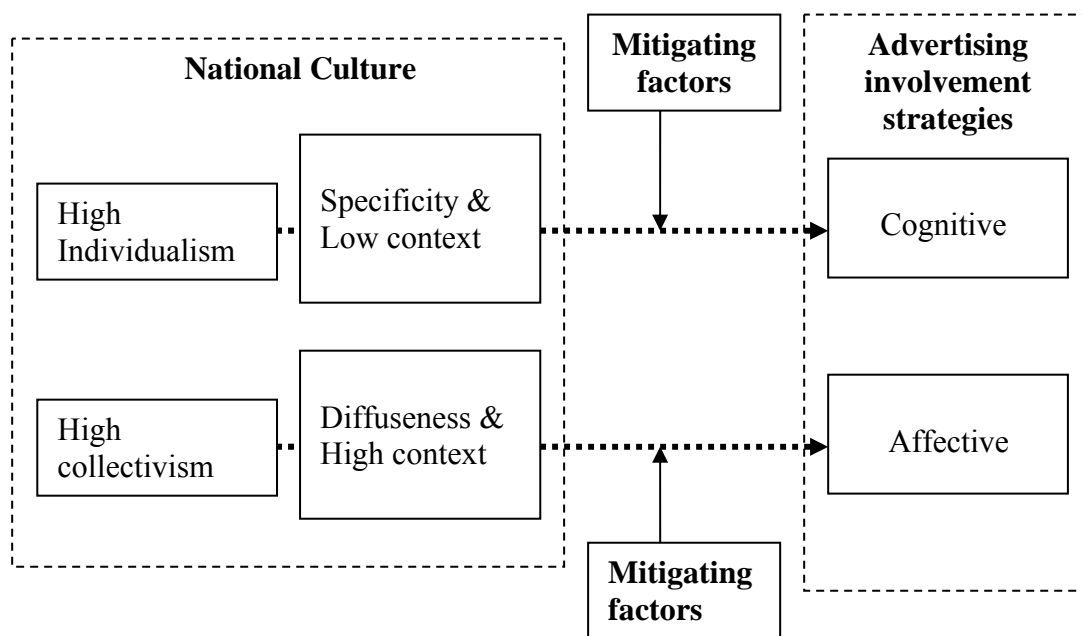
### **2.3 Product type**

The level of consumers’ involvement may be affected by product category. Nelson (1971), Ekelund et al (1995) classified products into search, experience and credence goods. Search goods are those the quality characteristics of which can be determined prior to purchase. Experience goods are those quality characteristics can be determined only after purchase. Credence goods are those the quality characteristics of which cannot be determined even after purchase (e.g. medical examination or certain types of auto

repair). The information demand for experience goods approximating to higher costs/low frequency category will be higher than for search goods approximating to lower costs/high frequency category (Ekelund et al., 1995). Thus, the consumers will be more involved in the case of experience rather than search goods (Ekelund et al., 1995).

### 3 Model and hypotheses

Two concepts, involvement and national culture, are related to each other. A model in figure 1 shows the relationship between national culture and involvement advertising strategies.



**Figure 1: Relationship between national culture and advertising involvement strategies**

Individualism (collectivism) itself does not explain consumer's information processing. However, its positive correlation with specificity (diffuseness) and low (high) context may facilitate its impact on advertising involvement strategies. Therefore, advertisers from a society with high individualism may refer more frequently to cognitive involvement strategies. Similarly, advertisers from highly collectivistic societies may apply affective involvement strategies.

A greater gap in collectivism (individualism) scores between two countries may result in greater difference of their advertising involvement strategies. For example, Russia & Ireland have the greatest gap in collectivism scores. Therefore, we anticipate the greatest difference in advertising involvement strategies for this pair of countries.

The model also assumes a mitigating impact from other factors. The mitigating factor in our analysis is product type (search and experience).

On the basis of the model we have developed three hypotheses.

**H1:** Cognitive involvement strategies will be more frequent in less collectivistic Ireland while emotional involvement strategies will be more frequent in more collectivistic Russia and Mozambique.

**H2:** The difference in advertising involvement strategies in the pairs of the countries (Russia & Mozambique) and (Ireland & Mozambique) will be less than the difference in advertising involvement strategies in the pair (Russia & Ireland).

**H3a:** Advertisings for search products will be based more frequently on cognitive and affective appeals.

**H3b:** Advertisings for experience products will be based more frequently on mixed appeals.

## **4 Methodology**

### **4.1 Involvement strategies**

We distinguish between involvement strategy and creative strategy. Creative strategy deals with major selling idea while involvement strategy is associated with how major selling idea is conveyed. Therefore, involvement strategies manifest themselves in advertising appeals. In our paper we will focus on the expression of involvement strategies via appeals.

Advertising appeals corresponding to cognitive involvement strategies are feature appeal, competitive advantage appeal, favourable price appeal, news appeal and product/service popularity appeal (Belch & Belch, 1995).

An appeal was classified as feature appeal if it focuses on dominant characteristics, features and attributes of the product (Belch & Belch, 1995).

An appeal was classified as competitive advantage appeal if it focuses on direct or indirect comparison to another brand or claims superiority on one or more attributes (Belch & Belch, 1995).

An appeal was classified as favourable price appeal if the price offer is the dominant point of the message (Belch & Belch, 1995).

An appeal was classified as news appeal if it takes the form of news of announcement about product, service or company (Belch & Belch, 1995).

An appeal was classified as product/service popularity appeal if it stresses the popularity of a product or informs that a great number of consumers have already switched to it (Belch & Belch, 1995).

Advertising appeals corresponding to affective involvement strategies are emotional appeals based on personal or social-based feelings.

An advertising appeal was classified as one based on personal feelings if it focuses on psychological states or feelings directed to the self (safety, security, love, affection, happiness, joy, nostalgia, sentiment, excitement, arousal, sorrow, pride, achievement, self-accomplishment, self-esteem, actualization, pleasure, ambition and comfort, etc.).

An advertising appeal was classified as one based on social feelings if it focuses on social orientation (recognition, status, respect, involvement, embarrassment, affiliation/belonging, rejection, acceptance and approval, etc.).

Every time when a TV commercial contained feature appeal, competitive advantage appeal, favourable price appeal, news appeal and product/service popularity appeal, it was classified as the ad with cognitive involvement strategy. If a commercial was based on either personal or social feelings, it was classified as an ad with affective involvement strategy. If a commercial had combination of both cognitive and affective appeals, it was classified as an ad with mixed involvement strategy.

Therefore, either of three involvement strategies, cognitive, affective or mixed, was ascribed to each commercial.

## **4.2 Product categories**

In one country a product may be considered as a search good while in another country it may be classified by consumers as experience product.

There have been introduced several criteria for classification of products into search, experience and credence categories. Primary criterion is the stage at which products qualities can be discovered (Nelson, 1971, 1974; Ekelund et al., 1995; Ford et al., 1990). For example, the quality of products may be discovered before purchase (search goods), after purchase (experience goods) or not discovered even after purchase (credence goods). Extra criteria have been discovered in the process of further research. They embody mode of gathering information (Nelson, 1971), clustering of the stores (Nelson, 1971), the importance of recommendations of others (Nelson, 1971), retail to national advertising ratio (Nelson, 1971) and inventory to sales ratio (Nelson, 1971).

Wright & Lynch (1995) broadened Nelson's perspective of experience goods' attributes substituting "after purchase" with "after use". Thus, search goods are those which qualities can be discovered before use; experience goods are those which qualities can be discovered after use and credence goods are those which qualities are not discovered even after use. Since credence goods had been rarely advertised, we focused only on two product groups – search and experience goods.

In order to ascribe the products to search and experience product categories, we conducted pilot studies in each of the three countries. The studies were based on semi-structured interviews. We organized 5 interviews in Ireland, 6 interviews in Russia and 8 interviews in Mozambique.

Before the interviews we created a list of products advertised in all three countries.

The interviews consisted of two stages. At the first stage of the interviews, the interviewees were asked to exclude products which quality could not be learnt or

discovered even after their use. At this stage we defined credence goods in the list of products. A new list was created by eliminating credence goods. This list was used at the second stage of the interviews.

In the second part of the interviews, our objective was to classify remaining products as either search or experience goods for each country. The interviewees were asked to ascribe a percentage of information which they know about quality and characteristics of each product before its use. If the majority of the interviewees knew more than 80% of information about the product before its use, the product was classified as a search good. If the majority of the interviewees knew less than 80% of information about quality and characteristics of the product before its use, the product was classified as an experience good. The results of the interviews are shown in table 2.

**Table 2: Search and experience goods in Russia, Ireland and Mozambique**

| Product group               | Product                       | Russia     | Ireland    | Mozambique |
|-----------------------------|-------------------------------|------------|------------|------------|
| Telecommunications          | Mobile communication services | Experience | Search     | Experience |
| Retail financial services   | Bank credit                   | Search     | Experience | Search     |
|                             | Insurance                     | Experience | Experience | Search     |
| Non-alcoholic drinks        | Water                         | Search     | Search     | Search     |
|                             | Juice                         | Search     | Search     | Search     |
|                             | Refreshments                  | Search     | Search     | Search     |
| Household cleaning products | Dish wash                     | Experience | Search     | Experience |
|                             | Detergent                     | Experience | Search     | Experience |
| Food                        | Cheese                        | Experience | Search     | Experience |
|                             | Mayonnaise                    | Experience | Search     | Experience |
|                             | Meat                          | Experience | Search     | Experience |
|                             | Potatoes                      | Experience | Search     | Experience |
|                             | Rice                          | Search     | Search     | Experience |
|                             | Crisps                        | Experience | Search     | Experience |
|                             | Yoghurt                       | Experience | Search     | Experience |
|                             | Pizza                         | Experience | Search     | Experience |
| Alcoholic drinks            | Beer                          | Experience | Search     | Search     |

#### **4.3 Source of data and analysis**

Russian, Irish and Mozambican TV commercials for six categories of consumer products were recorded from national TV channels: RTR (Russia), RTE (Ireland) and TVM &

STV (Mozambique). The six categories were telecommunications, retail financial services, non-alcoholic drinks, household cleaning products, food and alcoholic drinks.

The telecommunication category included mobile communication services. Retail financial services embraced bank credit and insurance. Non-alcoholic drinks consisted of water, juices and refreshments. Household cleaning products comprised dish wash and detergents. Food category was rather vast and encompassed cheese, mayonnaise, meat, potatoes, rice, crisps, yoghurt, pizza. Alcoholic drinks were represented by beer. We randomly selected commercials from each of the six product sets in each country.

We analyzed 383 commercials for the period from 2006 till 2008 in Ireland, Russia and Mozambique. The data on three commercials was missing. Thus, the number of valid cases reduced till 380. We had 252 valid cases for Russia, 79 for Ireland and 49 for Mozambique.

We used cross-tabulation tables with chi-square test for comparisons of advertising involvement strategies across three countries. We conducted three tests. First, we run a chi-square test for independence to verify whether involvement strategies depend upon the country where advertising was created. Second, we used chi-square tests for paired comparisons of advertising appeals. In this case we intended to measure the strength of the relationship between two variables (country and advertising appeal) for each pair of the countries: Russia & Ireland, Russia & Mozambique and Ireland & Mozambique. Our objective was to examine the degree of difference between involvement strategies in the pairs of the countries. Third, we referred to chi-square test to prove the impact of product type (search or experience) on advertising appeals.

## **5 Findings and analysis**

In the first chi-square test 0 cells (.0%) had expected count less than 5. The minimum expected count was 7.22. Chi square value was 51.616 with associated significance level of 0.0001. The chi-square test for independence rejected null hypothesis: involvement strategies do not vary from one country to another. We found that a country of

advertising's origin has impact on involvement strategies. The results from the first chi-square test for independence are shown in table 3.

**Table 3: Country \* Advertising appeals Cross tabulation**

| Country           |                  | Advertising appeals |           |       | Total  |
|-------------------|------------------|---------------------|-----------|-------|--------|
|                   |                  | Cognitive           | Affective | Mixed |        |
| <b>Russia</b>     | Count            | 21                  | 149       | 82    | 252    |
|                   | Expected Count   | 37.1                | 124.7     | 90.2  | 252.0  |
|                   | % within Country | 8.3%                | 59.1%     | 32.5% | 100.0% |
|                   | % of Total       | 5.5%                | 39.2%     | 21.6% | 66.3%  |
| <b>Ireland</b>    | Count            | 29                  | 19        | 31    | 79     |
|                   | Expected Count   | 11.6                | 39.1      | 28.3  | 79.0   |
|                   | % within Country | 36.7%               | 24.1%     | 39.2% | 100.0% |
|                   | % of Total       | 7.6%                | 5.0%      | 8.2%  | 20.8%  |
| <b>Mozambique</b> | Count            | 6                   | 20        | 23    | 49     |
|                   | Expected Count   | 7.2                 | 24.2      | 17.5  | 49.0   |
|                   | % within Country | 12.2%               | 40.8%     | 46.9% | 100.0% |
|                   | % of Total       | 1.6%                | 5.3%      | 6.1%  | 12.9%  |
| <b>Total</b>      | Count            | 56                  | 188       | 136   | 380    |
|                   | Expected Count   | 56.0                | 188.0     | 136.0 | 380.0  |
|                   | % within Country | 14.7%               | 49.5%     | 35.8% | 100.0% |
|                   | % of Total       | 14.7%               | 49.5%     | 35.8% | 100.0% |

### Chi-Square Tests

|                              | Value     | df | Asymp. Sig.(2-sided) |
|------------------------------|-----------|----|----------------------|
| Pearson Chi-Square           | 51.616(a) | 4  | .000                 |
| Likelihood Ratio             | 47.353    | 4  | .000                 |
| Likelihood Ratio             | 47.353    | 4  | .000                 |
| Linear-by-Linear Association | .018      | 1  | .893                 |
| N of Valid Cases             | 380       |    |                      |

a) 0 cells (.0%) have expected count less than 5.  
The minimum expected count is 7.22.

The highest relative frequency of cognitive involvement strategies was observed in Irish commercials (36.7%). The lowest relative frequency of cognitive appeals was found in Russian advertisings (8.3%). 12.2% of Mozambican commercials were based on cognitive strategies. Affective strategies were most frequently applied in Russian advertisings (59.1%). They were also frequent in Mozambique (40.8%). Relative frequency of affective appeals in Irish commercials was lower (24.1%). These findings support hypothesis H1. Indeed, cognitive involvement strategies will be more frequent in

less collectivistic Ireland while emotional involvement strategies will be more frequent in more collectivistic Russia and Mozambique.

The second chi-square test was applied for paired comparisons. The results of each comparison were presented in three 2-by-3 tables with 2 degree of freedom (df). Each table supplied data on relative frequencies of cognitive, affective and mixed appeals for two countries. For two pairs, Russia & Ireland and Ireland & Mozambique, 0 cells (.0%) had expected count less than 5. The minimum expected count for Ireland & Mozambique was 13.4. The minimum expected count for Russia & Ireland was 11.93. In the results for the pair of Russia & Mozambique 1 cell (16.7%) had expected count less than 5. The minimum expected count was 4.40. This might be explained by a small size of Mozambican sample. We found that there was no statistically significant difference in advertising appeals for Russia & Mozambique ( $\alpha = 0.061 > 0.05$ ). We observed statistically significant difference in advertising appeals for Ireland & Mozambique (Cramer's  $V = .277$ ,  $\alpha = .007$ ). The results for the third pair, Russia & Ireland, revealed strong statistically significant difference in advertising appeals (Cramer's  $V = .379$ ,  $\alpha = .0001$ ). These findings prove the second hypothesis. Advertising involvement strategies notably differ in the pair of Russia & Ireland. The differences in advertising involvement strategies are not considerable for the pair of Ireland & Mozambique. There is no statistically significant difference in involvement strategies between Russia and Mozambique. We concluded that the greatest difference in advertising involvement strategies was for the pair with the largest gap in collectivism (individualism) scores – Russia & Ireland.

Third chi-square test was done for the analysis of impact of product categories (search and experience) on advertising involvement strategies. We ascribed either search or experience category to each product from our data base in accordance with the results from table 2. It is worth reminding that credence goods were excluded from the analysis. The reason for this was that credence goods were rarely advertised on TV in each country

and we could not get sufficient number of commercials. The results were presented in a 2-by-3 table with 2 degree of freedom (df). The table supplied data on relative frequencies of cognitive, affective and combined appeals for two product categories – search and experience goods. 0 cells (.0%) had expected count less than 5. The minimum expected count was 13.70. Pearson chi-square was reported of 24.940, with an associated significance level of 0.0001 which was less than the alpha value of 0.05. We concluded that there was a relationship between product category and advertising involvement strategy. It implies that the proportions of cognitive, affective and mixed appeals for search goods are significantly different from the proportions of cognitive, affective and mixed appeals for experience goods.

The data on nominal symmetric measures revealed that the relationship between product category and advertising involvement strategies was rather strong (Cramer's  $V = 0.357$ ,  $\alpha = 0.0001$ ). We found that advertisers of search goods more frequently referred to cognitive (30.4%) and affective (46.8%) appeals rather than mixed appeals (22.8%). Advertisers of experience goods favoured mixed appeals (53.8%). They did not apply cognitive appeals often (8.5%). Both parts of the third hypothesis were supported. Advertisings for search products are based more frequently on cognitive and affective appeals. Advertisings for experience products are based more frequently on mixed appeals.

## **6 Conclusions**

All three hypotheses were supported. The degree of collectivism in a country has impact over advertising involvement strategies. In a less collectivistic country (e.g. Ireland) cognitive involvement strategies are applied by local advertisers more frequently. In highly collectivistic countries (e.g. Russia) affective involvement strategies are more popular. In a country with relatively high collectivism (e.g. Mozambique) the advertisers apply mixed involvement strategies more often.

The less is the gap in collectivism scores of two countries, the less is the difference in advertising appeals. If two countries do not differ in collectivism significantly, their involvement strategies do not differ remarkably. This study suggests that the same approach to involvement strategies can be applied in Russia and Mozambique. However, advertisers should not refer to the same involvement strategies in Ireland and Russia.

The impact of national culture on involvement strategies is affected by product categories. We advise advertisers to use cognitive or affective involvement strategies for search goods and mixed involvement strategies for experience goods.

Recent study has some limitations that we plan to overcome in our future research. For example, we structured the analysis around existing advertising practices and did not focus on the issue of advertising effectiveness. The latter is of high importance for advertising strategists. For this reason, we will address the problem of advertising effectiveness at the next stage of our research by taking consumer perspective.

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