

Software of Mind and Advertising Effectiveness: A Cross Cultural Study of Advertising Effectiveness

R.M.U.S. Udagedara

Department of Accountancy, University of Kelaniya, Sri Lanka
susantha@kln.ac.lk

A standardized approach to international advertising has long been proposed with the assumption that cultural differences across national boundaries were disappearing as a result of an emerging homogenous global market. The research problem of this study is to ascertain whether the marketers' advertisements are less effective when they are not supported by the cultural values of the society. The study is aimed to discover how culture influences consumers' persuasion in Sri Lanka and China and to examine how advertising appeals are effective when they are supported by the cultural values of the society. The study uses Hofstede's national dimension to understand the differences of Sri Lankan and Chinese cultural values. Further, this study uses eight advertising appeals based on the Hofstede's cultural dimensions to examine advertising effectiveness between two cultures.

In order to collect data, the survey method and experimental methodology were used. A survey was conducted in two countries to identify the value differences of two societies and experimental methodology was used to test the effectiveness of eight advertisements. Three hundred university students were used to test the hypothesis of this study. In analyzing survey data Two Independent Sample 't' test, Cross tabulation with Chi square test and Between subjects ANOVA were used. The survey results revealed that the two cultures are significantly different on Hofstede's national dimension, with the study proving that Hofstede's model can be applied to understand the cultural differences of two different societies. The study found that the execution of same advertisement is less effective when two cultures do not share the same values and it was concluded that the advertising effectiveness is related with cultural values of the society.

Key words: *advertising, culture, effectiveness, persuasion, standardization*