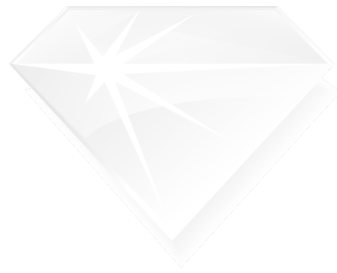
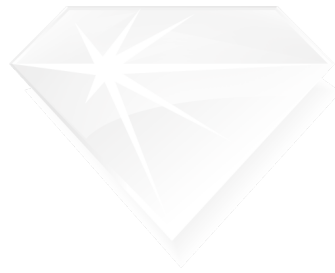


THE EFFECTS OF CULTURE-EMBEDDED ADVERTISEMENTS ON
CONSUMERS' BRAND RECOGNITION AND BRAND PREFERENCE:
A CASE STUDY OF JOHNSON & JOHNSON



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THE EFFECTS OF CULTURE-EMBEDDED ADVERTISEMENTS ON
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ABSTRACT

This study aims to examine the impact of culture-embedded advertisements on consumers' brand recognition and brand preference. With six Johnson & Johnson advertisements based on Hofstede's Cultural Dimensions as stimulus, survey using online questionnaire was conducted with 300 adult samples in China. Samples were categorized into two groups in terms of six cultural dimensions (individualist vs. collectivist; masculine vs feminine; high vs low power distance; long-term vs short-term orientation; certainty vs. uncertainty avoidance; restraint vs, indulgent). Independent samples T-Test testing the hypothesized impact of advertising exposure on brand recognition by comparing between the matched and un-matched samples (HP#1) shows partially significant support. The Linear Regression Analysis testing the hypothesized impact of brand recognition on brand preference (HP#2) reveals significant support. Advertising implications for global brand advertisers were given.

Keywords: Culture-Embedded Advertising, Hofstede's Cultural Dimensions, Brand Recognition, Brand Preference

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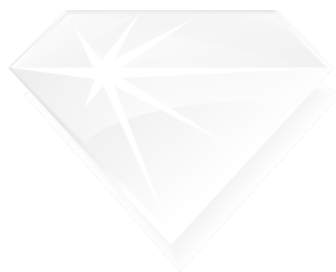
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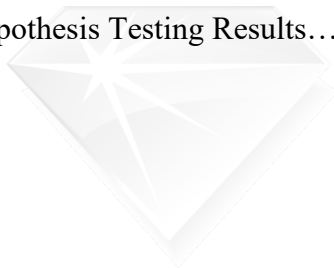
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CHAPTER 1

INTRODUCTION

This chapter consists of six sections: rationale and problem statement, objectives of study, scope of study, research questions, significance of study, and definition of terms. It aims to give readers a background information for conducting this study.

1.1 Rationale and Problem Statement

1.1.1 Role of Advertising

Advertising is defined as any sort of communication that is intended to inform, persuade, or remind people about a product or service (Richards & Curran, 2002). It can take many forms of contents and ways to carry out. Effective advertising can only be achieved via the integration of many marketing methods and business components. Advertising must be interruptive - it must urge the viewer to halt and pay attention to the commercial in order to be effective. Advertising must also be believable, innovative, and memorable in order to be effective in the marketplace. In the same way that any other sort of effective marketing support must be predicated on a good positioning strategy (Kelly, Jugenheimer & Sheehan, 2015). In order to develop a media strategy for building advertising frequency, which is the most important aspect in advertising memorability, sufficient cash must be invested in each and every advertising campaign. As is always the case, the fundamental objective of advertising is to achieve the aim for which it was created: to attain the desirable number of people who make purchases from the company.

For any type of business to be successful, advertising is essential in order to spread the word about it (Petrescu & Korgaonkar, 2011). Advertisers are required to make a profit in order for any type of business to be profitable, whether it is online or offline. Advertising, on the other hand, is an effective method of reaching customers. This is why advertising is so important to the success of a company. Following the promotion of its products and services, a company may choose to operate in a competitive environment. Advertising is essential for all aspects of a company's operations. Advertising is crucial for the success of a company's overall operations since it allows the company to gain new customers, hence increasing its revenue (Petrescu & Korgaonkar, 2011).

Advertising may be done through a multitude of different channels, including television, newspapers, radio, banners, pamphlets, and websites, to name a few examples. Each advertising media has its own set of advantages and disadvantages, which must be carefully considered before choosing on a particular media strategy. One of the most important considerations is that the advertising medium used must be capable of reaching a large number of potential customers.

For the purpose of publicizing their products and services, most companies employ advertising agency for handling the advertising part. They will always oversee the whole advertising campaign as well as all other aspects of the company's marketing efforts. Businesses may devote their time and resources to other aspects of their operations rather than worrying about how to enhance customer acquisition. Product or service marketing is managed by marketers who divide the process into stages and then devote their attention to each stage individually. The primary goal of a business is to create income by selling goods and providing services to customers

and clients. The use of advertising allows a company to make money by boosting awareness of its products and services, which ultimately results in greater sales (Ramaswamy & Gouillart, 2010). Buyers, on the other hand, will never discover about products and services that are not publicly advertised. Customers' purchase decisions are aided by the advertisements that are exposed to them. Advertisements aid consumers in acquiring the best possible decisions by providing them with the products/services information (Chukwu, Kanu & Ezeabogu, 2019).

Today, the advertising business has grown to be a multibillion-dollar sector as a result of the vast array of products and services available. As a result, competition has intensified, necessitating that every businessman sells his products and services as effectively as feasible. This has resulted in the creation of new advertising tactics and the proliferation of advertising companies accessible today. Each promotional campaign's objective is to ensure that products reach the proper individuals by growing awareness of the product's features, benefits, and downsides (Chukwu et al., 2019). This is critical for a business's success. Effective advertising reaches out to prospective customers and informs them about the items or services. Advertising should ideally capture prospective consumers' attention and persuade them to purchase the items (Chukwu et al., 2019). Whatever method is used, all advertising should be succinct and consistent with the business's unique positioning statement.

The effectiveness of word-of-mouth advertising, as previously said, is not only the greatest but also one of the most potent types of promotion available today. It is encouraged people to make suggestions on a regular basis to contribute in the growth of word-of-mouth advertising (Petrescu & Korgaonkar, 2011). Maintaining communication with the clients, depending on the nature of the business, might assist

creating recommendations by keeping the brand name as top-of-mind. Effective advertising is consistent in appearance and meaning. This implies that consumers should have realisation which allows them to recall the advertisement and choose the product, which leads to the development of the company (Chukwu et al., 2019). In other word, the message and the meaning of the advertisement should be designed in a form that could not only grab the attention of the consumers, but also create preference for the advertised brand.

1.1.2 Culture-Embedded Content

Information overload is the excessive digital dissemination and dispersion of information, in which an excessive amount of information is created in comparison to the capacity of consumers to 'digest' it (Strother, Ulijn & Fazal, 2012). Consumer's attention span has shortened to the point that are drowning in information and unable to make sense of it. As a result, people's capacity to digest information properly is significantly diminished.

More individuals than ever before generate digital content and distribute it across many online channels. Thus, consumers are always experienced for information overload (Liang & Fu, 2017). The growth of the Internet has exacerbated the problem of information overload. Social media platforms have facilitated the flow of information. Users are motivated to share and distribute a variety of types of information for a variety of reasons, ranging from amusement to knowledge sharing. Users receive a great quantity of knowledge from social networks; they significantly rely on social updates for information (Liang & Fu, 2017). As a result, information overload is unavoidable, as the vast number of online friends continue to post updates, generating an even larger information loop. Advertising is also being responsible for

consumer information overload, as advertisements are ubiquitous. Consumers may get overwhelmed by continual exposure, resulting in reduced capacity of information processing.

Additionally, there is typically a lag between consumers' exposure to advertising and their ability to purchase the advertised products. Advertising efficacy is highly dependent on consumers' ability to recall the advertisement at the moment of purchase (Niazi, Siddiqui, Alishah & Hunjra, 2012). Given their short attention spans, consumers may be unable to recall advertising-related information. They are often only capable of recovering a small fraction of the vast amount of knowledge stored in their long-term memory (Nguyen, Romaniuk, Cohen & Faulkner, 2020).

This means that information overload could result in the problems in terms of ineffective advertisement, such that consumers do not remember it and that means the advertisement was not useful.

With the information overloaded world, there should be some forms of the advertisement to make competitive advantage in grabbing the attention of the consumers. The norms and traditions of a civilization have an impact on its culture. Artistic and intellectual accomplishments of a civilization are disclosed, and it is perpetuated through a system of behavioural rules that are passed down from generation to generation (Pavlyshyn, Voronkova, Yakutina & Tesleva, 2019). Paying close attention to culture in advertising is highly crucial for companies that operate on a worldwide scale, especially if the brand is operating in areas that are culturally distinct from where the company is headquartered. Messages, symbols, rituals, and even colours may have vastly diverse meanings when viewed through the lens of other civilizations (Lwin, & Morrin, 2012). Emotions are frequently

influenced by cultural norms, and as we all know, emotions are what drive engagement, brand memory, and purchase intention among consumers. When it comes to advertising, understanding and embedding culture in its content is important since it helps to define the suitable emotional palette a business may utilise with a certain demographic.

However, just a few of the studies have examined the relationship between culture-embedded advertisements and consumers, as well as the relationship between culture-embedded advertisements and brand preference. There is even rare to find the research that investigated the impacts of culture-embedded advertisements on both consumers and brand preference. As previously discussed, advertisements play an important role in capturing the attention of consumers, which lead to advertising brand preference. In the current globalized societies, it is significant to understand the impact of culture-embedded advertisements on consumers' cognition as this understanding will result in developing more effective culture-embedded advertisements for both global or local brands.

Based on the above rationale and the identified research gap, this study aims to examine potential impacts of culture-embedded advertisements on consumers, brand recognition, and brand preference, with the focus of a global brand, Johnson & Johnson.

1.2 Objectives of the Study

This study would like to achieve the following two objectives.

- 1) To examine audiences' exposure to ads matching with cultural dimensions has an effect on their brand recognition.

2) To examine audiences' brand recognition has an effect on their brand preference.

1.3 Scope of the Study

The current study aims to investigate the effect of culture-embedded advertisements on consumers and brand preference. Johnson & Johnson is the main company for researching the effects of culture-embedded advertisement. This study adopts the quantitative approach, using the survey research. It will be conducted via online platform with 150 current adult consumers of Johnson & Johnson during May and June, 2022.

1.4 Research Questions

This study aims to answer the following two research questions:

RQ1: Does audiences' exposure to ads matching with cultural dimensions has an effect on their brand recognition?

RQ2: Does audiences' brand recognition has an effect on their brand preference?

1.5 Significance of the Study

The current study will be benefiting two parties. The first party that will be benefited in the current study is the marketers and advertisers. The current study will allow them to understand the effect of the culture-embedded advertisement on consumers' brand preference. They could then design their advertisement and marketing activities based on the findings. For example, marketers could design their

advertisement for new product launch with the elements of the culture of their targeted segments. As a result of this, another party which is the governmental offices such as tourism promotion office which could be benefiting with this. Their culture-embedded tourism promotions could not only be grabbing the attention of the potential tourists, but also effectively persuading them to visit the promoted tourist attractions, which then will generate high revenue for the country.

1.6 Definition of Terms

Important concepts are operationally defined as followings:

1.6.1 Culture

Culture refers to the social behaviour and conventions present in human communities, as well as the people' knowledge, beliefs, arts, laws, customs, capacities, and habits (*Latief, Saleh & Pammu, 2020*). Culture can be operationalized in terms of dimension and value.

1.6.1.1 Cultural Dimensions

Based on Hofstede's Cultural Dimensions (Hofstede, 2001), culture can be classified into six dimensions:

a) Collectivism vs. Individualism: This concept emphasizes the value of the group, whereas individualism emphasizes the rights and interests of each individual (Rhee, Uleman & Lee, 1996). An individualistic society is based on the ideals of liberty and independence, whereas a collectivistic society is based on the values of harmony and consensus among the members of the collective (Hofstede, 2001). The values that exist in each culture play an important influence in the development of communication styles for commercial messages that are aimed at

certain audiences.

b) Masculinity vs. Femininity: According to Hofstede (2001), this concept is one in which men and women have unique expectations of one another and are treated differently. Males are expected to be aggressive, competitive, and focused on financial success in patriarchal societies, among other qualities. Women are expected to be kind and concerned about the welfare of others and the general quality of life. By contrast, a feminine culture or civilisation, as described by Hofstede (2001), is one in which gender roles are less rigorously delineated. Men and women are both expected to be concerned about the well-being of others and the general quality of life.

c) Power Distance: This concept is a notion that describes how members of a certain culture view power relationships, superior/subordinate relationships between persons, and particularly how much authority is perceived as unequally allocated by those not in power (Hofstede, 2001).

d) Short-term vs. Long-term orientation: When it comes to long-term orientation, cultures that value preparedness for the future are more concerned with long-term satisfaction, whereas cultures that value immediate pleasure place greater emphasis on short-term gratification (Hofstede, 2001).

e) Uncertainty Avoidance: This concept is a measure of how comfortable individuals in a society are with uncertainty and ambiguity (Hofstede, 2001).

f) Indulgence vs. Restraint: As the phrase implies, indulgence refers to a culture that allows for the relatively unfettered fulfilment of fundamental and natural human impulses (Hofstede, 2001). When a community suppresses and limits the

fulfilment of desires by the application of strong social standards and laws, this is referred to as restraint (Hofstede, 2001).

1.6.1.2 Cultural Values

Cultural values are the fundamental ideals that underpin the existence of a whole community and this is made up by different cultural dimensions as mentioned. Cultural values are the beliefs that a certain style of action or end-state of life is individually or socially superior than an opposing or converse style of conduct or end-state of existence that have persisted for a long period of time (Clyne, M., & Clyne, M. G., 1996).

1.6.2 Exposure to Culture-Embedded Advertisements

This concept refers to how often an individual is exposed to the culture-embedded advertisements by Johnson and Johnson during the past six months.

1.6.3 Brand Recognition

This term refers to the extent to which an individual is familiar with a particular brand in such a way that such brand is associated with its logo, tagline, packaging or other identifiable characteristics such as color, song or brand ambassador.

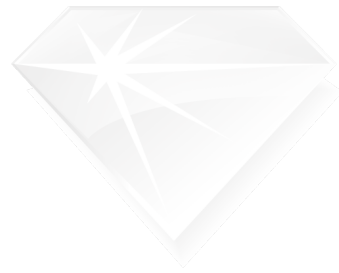
1.6.4 Brand Preference

Brand preference is an important component to brand equity. It represents a consumer's predisposition to use a certain brand's goods over a competitors'.

1.6.5 Johnson & Johnson

Johnson & Johnson is the largest health care firm in the world. Found in the U.S., it is the world's highest-paid pharmaceutical corporation, which produces many products such as Band-Aid Brand line of bandages, Tylenol medications, Johnson's

Baby products, Neutrogena skin and beauty products, Clean & Clear facial wash and Acuvue contact lenses.



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CHAPTER 2

LITERATURE REVIEW

The chapter reviewed literature related to important concepts of the study. Based on the past studies and relevant theories, the theoretical framework was developed to form the research hypotheses of the causal relationship between the examined variables

2.1 Review of Related Literature and Previous Studies

2.1.1 Culture and Cultural Dimensions

Based on Hofstede's Cultural Dimensions (Hofstede, 2001), culture can be classified into six dimensions.

2.1.1.1 Collectivism vs. Individualism

The first one is the Collectivism vs. Individualism. When it comes to individual rights and interests, individualism is concerned with the value of the person, whereas collectivism is concerned with the value of the group (Rhee et al., 1996). An individualistic society is based on the ideals of liberty and independence, whereas a collectivistic society is based on the values of harmony and consensus among the members of the collective (Hofstede, 2001). Individualistic consumers place emphasis on the individual as the source of one's identity. People are self-aware, and it is crucial for them to achieve their goals. When individualistic cultures are said to be universal, it is implying that their principles are true throughout the whole planet. They are also low-context communication cultures that rely mostly on explicit verbal communication to communicate (De Mooij & Hofstede, 2010). People in

collectivistic societies have a strong sense of "we" (De Mooij & Hofstede, 2010). Their identity is founded on the social structure to which they belong, and it is critical that they do not lose their dignity. Collectivistic cultures are characterized by high levels of context communication and an indirect style of communication (De Mooij & Hofstede, 2010). The sales process in individualistic cultures is characterised by parties wanting to get to the point quickly, but in collectivistic cultures, it is required to first establish a connection and mutual trust between parties (De Mooij & Hofstede, 2010). This distinction is evident in the contrasting roles played by advertising.

2.1.12 Masculinity vs. Femininity

A masculine culture or civilization, according to Hofstede (2001), is one in which men and women have unique expectations of one another and are treated differently. Males are expected to be aggressive, competitive, and focused on financial success in patriarchal societies, among other qualities. Women are expected to be kind and concerned about the welfare of others and the general quality of life. By contrast, a feminine culture or civilization, as described by Hofstede (2001), is one in which gender roles are less rigorously delineated. Men and women are both expected to be concerned about the well-being of others and the general quality of life.

Masculinity and femininity are self-concept qualities that coexist in varied degrees in people. Additionally, it looks as though a higher activation frequency makes self-descriptive dimensions more accessible than non-self-descriptive dimensions (Chang, 2006). The more readily available information is, the more likely it is to sway judgements. Similarly, the more accessible a component of the self is, the more likely it will influence judgements about self-relevant and

product-related information. Others are more drawn to things that are commonly utilized by individuals with similar personalities and living styles to their own. Masculinity and femininity both play significant roles in shaping one's personality and social orientation. As a result, if an advertising represents product users along these dimensions, customers who identify as similar to those users in terms of masculinity and femininity are more likely to be drawn to the commercial and product (Chang, 2006).

2.1.1.3 Power Distance

“Power distance” is a notion that describes how members of a certain culture view power relationships, superior/ subordinate relationships between persons, and particularly how much authority is perceived as unequally allocated by those not in power (Hofstede, 2001). Consumers with low power distance may embrace the egalitarian approach inherent in a user-design philosophy, which aligns with their increased preference for and value of having influence into decision-making (Paharia & Swaminathan, 2019). When consumers with low power distance evaluate a user-design philosophy, they may experience a sense of vicarious empowerment, since they are predisposed to want settings in which they may envision themselves engaging in the decision-making process (Paharia & Swaminathan, 2019).

2.1.1.4 Short-term vs. Long-term orientation

When it comes to long-term orientation, cultures that value preparedness for the future are more concerned with long-term satisfaction, whereas cultures that value immediate pleasure place greater emphasis on short-term gratification (Hofstede, 2001). Consumers from cultures with a strong focus on

the long term also tend to have strong ethical standards (Diallo, Ben Dahmane Mouelhi, Gadekar & Schill, 2021). Sustainability, on the other hand, indicates worries about the influence of current activities on future wellbeing and necessitates continual monitoring. Sustainability is necessarily long-term orientation. Consumer cultures with a strong long-term orientation may thus embrace sustainability advertising and show a preference for sustainable products (Diallo, Ben Dahmane Mouelhi, Gadekar & Schill, 2021).

2.1.1.5 Uncertainty Avoidance

Uncertainty Avoidance is a measure of how comfortable individuals in a society are with uncertainty and ambiguity (Hofstede, 2001). According to Raza, Bakar and Mohamad (2019), uncertainty avoidance refers to the degree to which interactions with advertisements adhere to cultural standards. The more attention a customer devotes to an advertising, the more cognitive capacity is devoted to its processing (Bilby, Reid, Brennan & Chen, 2020). This eventually results in increased brand processing; favourable ad and brand assessments; and higher buy intentions.

2.1.1.6 Indulgence vs. Restraint

Indulgence vs. Restraint: As the phrase implies, indulgence refers to a culture that allows for the relatively unfettered fulfilment of fundamental and natural human impulses, such as the desire to enjoy life and feel pleasure (Hofstede, 2001). Restraint refers to a society that suppresses and restricts desire fulfilment by the application of stringent social norms and rules (Hofstede, 2001).

2.1.2 Culture and Cultural Values

When it comes to consumer behaviour, culture is the most influential environmental component. Culture is defined by the values and ideas held by people in a country. As members of society, humans have accumulated a wide range of abilities and habits that are collectively referred to as culture. Culture is a complex whole that includes knowledge, belief, art, law, morals, and customs, as well as any other capabilities and habits acquired by humans as members of society (Spencer-Oatey, 2012).

Consumers' purchasing behaviour is influenced by their cultural upbringing, which is manifested in the values they acquire from society. Individuality, freedom, achievement, and self-fulfillment are all cultural values that marketers want to promote. Consequently, they constantly aim to along with the cultural tides rather than against them. Cultural values are the beliefs that a certain style of action or end-state of life is individually or socially superior than an opposing or converse style of conduct or end-state of existence that have persisted for a long period of time (Clyne, M., & Clyne, M. G., 1996).

Chegini, Molan and Kashanifar (2016) describe cultural values as having the following traits, which are as follows: 1) There are three methods in which people might learn about other civilizations' cultural values: through formal education, informal education, and technical education. 2) By developing cultural standards, an individual's conduct is guided by cultural ideals. 3) Cultural values are both permanent and changeable at the same time. The mainstream, common ideals that differentiate one culture from another are referred to as "cultural values." Values transcend the boundaries of items and situations.

Cultural values are associated with behavioural states (instrumental values) and the existence of an end-state (Terminal values). Each set of values has an impact on the criteria that customers use to make purchasing decisions in some way (product choice and brand choice). In addition, the selection criteria have an impact on the creation of a consumer's sentiments regarding the product and the brand. According to a model developed by Loudon and colleagues, the criteria for selecting a product model are the prominent features of a product, whereas the reasons for selecting a brand are the major attributes of a brand (as cited in Chegini et al., 2016). In order for advertising to effectively communicate a company's superiority to potential customers, these insights are useful for brand positioning. A cultural value connector who serves as a link between culture and consumer behaviour as well as a supplier of terminal values, or, to put it another way, cultural value. This means that the cultural-embedded advertisement of the company could represent its image and allows the consumers to be favourable towards it (Lee, Liu & Lee, 2013).

2.1.3 Culture-Embedded Advertisement

Advertising is widely seen as being particularly representative of popular culture. Due to the fact that culture has a significant impact on how people perceive and utilise advertising, consumers from various cultural backgrounds may evaluate and perceive comparable advertising messages in a variety of ways (Hassan & Wood, 2020). Typically, consumers comprehend advertising messages by connecting them to their own culture as well as to the values or ideas that most people hold in common with one another. Advertising messages may be effective instruments of persuasion because they can penetrate society's cultural surface, but only if the advertisers are aware of the cultural environment in which their target audience lives. As a result of

this advertising trait that is culturally relevant, cross-cultural studies on advertising can be conducted (Bartosik-Purgat, 2019).

Cultural awareness is sometimes seen as a precondition for effective international commercial communications (Bartosik-Purgat, 2019). This is due to the fact that advertising influences and is impacted by cultural beliefs. Consumers who grow up in a certain culture are highly likely to be familiar with that culture's value systems, beliefs, and perceptual processes as a result of their early experiences. The way they respond to advertising messages is dictated by the values and customs of their own cultures. As a result, the social values and cultural traits of the target audience may restrict the selection of advertising topics that may be employed in a given culture (Dwivedi et al., 2021).

Based on the possible influences of culture on cultural products like advertising, it is necessary to conduct assessments that are accurate and rigorous in terms of cultural differences in order to capitalise on common attitudes, beliefs, motives, and values, while avoiding components of culture that might diminish the impact of advertising on its target audiences (Dwivedi et al., 2021). Cultural construction is a complicated, multi-layered construct. The individualism-collectivism component of culture is one of the most fundamental characteristics of human existence (Kitirattarkarn, Araujo & Neijens, 2019).

One factor that may influence how individuals think and behave is their cultural heritage. Cross-cultural psychologists are typically interested in the contrasts and similarities between individualistic and collectivist cultures. Individualistic cultures prioritise the needs of the individual over the needs of the group as a whole (Kitirattarkarn et al., 2019). Individuals in this type of society are viewed as

self-sufficient and self-reliant. Individuals' attitudes and preferences frequently dictate their social behaviour and overall behaviour. Individualism is prevalent in North American and Western European societies, most notably in the United States (Kitirattarkarn et al., 2019).

If one is like most people, one certainly heard the labels individualistic and collectivist cultures thrown about before, usually in the context of pointing out contrasts in behaviour and attitudes between the two types of civilizations. Individualistic societies see individuals as "great" if they exhibit qualities such as strength, self-sufficiency, aggression, and self-reliance. This is in contrast to collectivist civilizations, which place a premium on self-sacrifice, reliability, charity, and helpfulness to others (Kitirattarkarn et al., 2019).

It is common to see individualist cultures compared and contrasted with more collectivist cultures in academic settings. Individualism places a high value on goods, whereas collectivism places a high value on the significance of the collective and social collaboration (Kitirattarkarn et al., 2019). Individuals who live in collectivist cultures are more likely to seek assistance from family and friends during difficult times, whereas those who live in individualist cultures are more likely to face difficulties alone. Individualistic cultures place a strong emphasis on the idea that people should be able to handle issues and achieve goals on their own, rather than relying on others for support. When confronted with misfortune, individuals are typically expected to "pick themselves up by the bootstraps" and continue. The tendency to emphasise one's own individuality and autonomy is established in many cultures, and it may have a considerable influence on how a society operates. Workers in individualist cultures, for example, are more prone to prioritise their

personal well-being over the collective's benefit.

In comparison, a collectivist society is one in which individuals are prepared to forego their personal comfort in the interest of the greater good of everyone. Such discrepancies can affect almost every aspect of an individual's behaviour, including the sort of work they choose, the products they acquire, and the societal issues they care about. These predispositions have an effect on a wide array of subjects.

Individualist societies place a premium on individuals taking care of themselves rather than relying on others for assistance. On the other side, those who live in collectivist societies may stress the necessity of sharing the responsibility of care with the society as a whole (Kitirattarkarn et al., 2019).

When it comes to cross-cultural psychology, the effect of culture on individual behaviour is an often-discussed topic (Tam & Milfont, 2020). Intercultural psychologists study how varied cultural factors affect an individual's behaviour when they travel between cultures. They frequently concentrate on characteristics that are shared by all civilizations, as well as on the differences that exist between cultures.

Individualist cultures identify themselves differently from collectivist societies, a fascinating phenomenon seen and studied by cross-cultural psychologists.

Individualist cultures provide individuals with self-concepts that are more concerned with independence than they are with interdependence. As a result, individuals like to characterise themselves in terms of their distinct personal features and attributes.

In the culture-embedded advertising, this might allow the collectivism to take not of it (Steenmeijer, 2021).

2.1.4 Brand Recognition

Brand names, trademarks, standard packaging, or specific by-products, and all strategies are designed to improve marketability. All of these factors remind consumers of the product's affiliation and help them identify similar products from competitors. It tells consumers the origin of the product and helps them to identify similar products from competitors. Among other things, brand identity is developed from the concept of branding and enriches the research in this area (Wang & Japutra, 2021). Brand recognition refers to the ability of customers to recognize the brand and distinguish it from other brands when they are exposed to it. In short, brand recognition is the ability of a customer to identify a brand by its unique logo, tagline, or audio cues. It is a brand awareness that does not require the customer to recall the name. It simply focuses on the customer's ability to recognize it when displayed at the point of sale or when witnessing the visual package. It is often referred to as secondary recognition, through visual recognition when viewing an advertisement, auditory recognition when seeing its logo or hearing a jingle associated with the company (Van Grinsven & Das, 2016).

Aaker (2012) suggests that brand identity can be considered as part of brand associations. These brand associations can represent the brand developed and maintained by the brand strategist. Brand associations can represent the core values of the brand and the company's commitment to consumers. It is noted that brand identity is a very important factor because it allows consumers to have more options in terms of brand identity. brand association, distinguishes itself from its competitors by defining the brand's core values. The core values of a brand are the marketing activities associated with the product, the company, the people and the symbols.

Once the audience understands what the company offers and the company gains enough traction and visibility, people will begin to recognize it. People will recognize the company whether they are customers or not. For example, most people can recognize Audi on the road simply by the design of the car or the company logo. Even if they don't recognize the brand name, they can recognize it as a premium car brand. Today's customers are more knowledgeable than ever before, so any brand needs to really stand out to earn their trust. This is where brand recognition comes into play. For example, when faced with two identical products offered by different companies, a consumer will choose the company he/she already knows. Thus, it ensures that the customer prefers the brand when making a decision, thus giving the company a competitive advantage over other companies (Porter & Claycomb, 1997).

The more people recognize a brand, the more valuable it becomes. Brand equity is the value of a brand as an independent asset. High brand awareness helps build the perceived value of a brand. A successful and effective brand identity should be recognized by consumers. In other words, the brand identity should be built with the needs of the consumer in mind. It revolves around the needs and wants of the consumers. (Babb et al., 2023) emphasizes that the brand entity is an alternative identity of the brand. The identity of the brand, which is a collection of different aspects of the brand, aims to differentiate it from its competitors. The brand has three characteristics: continuity, uniqueness and unity, and the brand entity is a relatively constant concept whose nature will remain the same. Even if the brand enters a new market or launches a new product, it can still be recognized by consumers. Therefore, brand identity plays an important role in market competition.

2.1.5 Brand Preference

Researchers in the field of brand preferences have been captivated by the subject since the 1970s, when they first began to investigate the characteristics of brand preferences across a variety of items (Chegini et al., 2016). The notion of self-congruity is one of the most often used concepts in the study of brand preferences. According to this idea, a consumer's behaviour may be somewhat predicted by comparing the individual's self-image with the brand image of a product. The fact is that brands develop a personality and reputation among customers, which will impact their purchasing decisions whether marketers like it or not (Chegini et al., 2016). As a result, marketing and brand managers should anticipate and plan for the personalities of their businesses. It is described as “the collection of human traits that are connected with a product or service.” The way a brand's personality allows customers to express their own selves, ideal selves, or certain qualities of self through a brand has been investigated by researchers in consumer behaviour studies.

Products and services are reflections of culture, and their cultural significance is frequently expressed via the use of symbols (Chegini et al., 2016). In various occasions, consumers purchase items in order to express themselves through a symbol, rather than in order to get the benefits of the object. As a result, advertisers make an effort to build symbols that link their advertised brand with positive cultural values to increase sales.

2.2 Review of Related Theories

In China, although the practice of embedding culture into advertising brands is developing rapidly, the related academic research lags far behind that of foreign countries. Most of the literature is extensive descriptive research such as concept

introduction and phenomenon comment, and the standard research methods and scientific argumentation process are rarely used. The research on cultural embedded advertising brand abroad provides us with a good theoretical and methodological foundation for a deeper understanding and mastery of cultural embedded advertising brand, a marketing tool that emphasizes "surprising success". As far as China's current market environment is concerned, there are still many things to be improved when culture is embedded in advertising brands.

2.2.1 Selective Exposure

Selective attention is a strategy for steering our mind away from irrelevant stimuli in our environment. This is a key function since the quantity of information that can be processed at any given moment is limited, and selective attention helps us to filter out unnecessary material and concentrate on what is truly important. This limited capacity for attention has been referred to as a bottleneck, obstructing the flow of information. The bottleneck is smaller, the flow rate is slower. This restricted capacity for attention has been described as a bottleneck, preventing information from flowing freely. The smaller the bottleneck, the slower the flow rate. In accordance to the research of Senzaki, Wiebe, Masuda and Shimizu (2018), selective attention will be enhanced when the content is related to culture. Indeed, it could be understood that culture-embedded advertisements have a direct effect on consumers' advertising recall.

2.2.2 Consumer Perception Theory

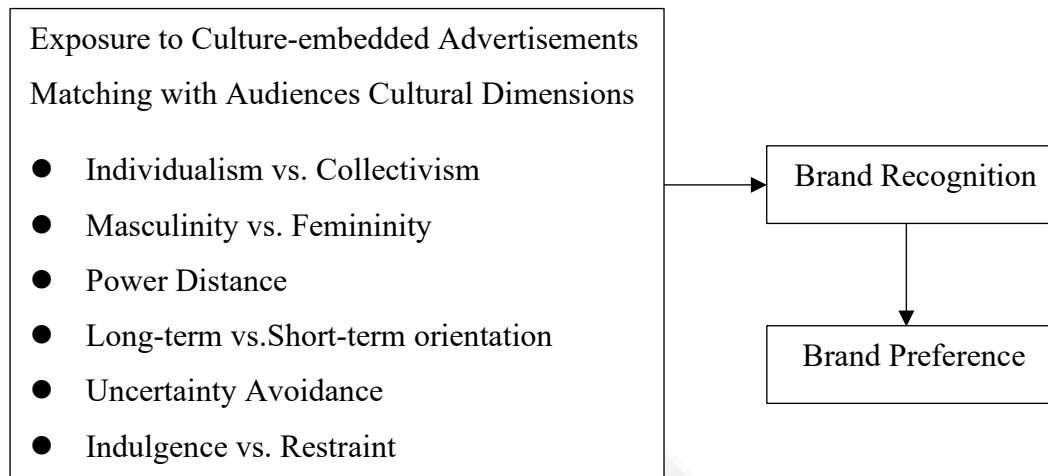
Indeed, another concept and theory that could be used in this study is the Consumer Perception Theory. This theory is a "marketing term that takes into account a customer's impression, knowledge, or consciousness of a firm or its

offers” (LaMarco, 2018). Typically, advertising, reviews, public relations, social media, and personal experiences all influence consumer impression." Perception theory is founded on a simple premise: all of our senses and their accompanying inputs must be categorised and explored. Perception is the process through which our senses alert us to something (LaMarco, 2018). When we become aware of something, we have the option of reacting intuitively or logically. We may either react to apparent opportunities or threats or ignore them and continue living our lives normally.

2.3 Conceptual Framework

The above review of past studies and relevant theories lead to the development of the conceptual framework for this study (see Figure 2.1). It proposed that audiences' exposure to culture-embedded advertisement matching with six audiences' cultural dimensions (individualism/ collectivism, masculinity/ femininity, power distance, short-term/ long-term orientation, uncertainty avoidance, and indulgence/ restraint) will result in among them. Those with high recognition for the advertised brand will influence their brand preference.

Figure 2.1: Conceptual Framework



2.4 Research Hypotheses

The conceptual framework presented above forms the following two research hypotheses. The first hypothesis has six sub-hypotheses as followings:

HP#1: Audiences' exposure to ads matching with cultural dimensions has an effect on their brand recognition.

HP#1.1: Audiences' exposure to ads matching with *collectivism/individualism* has an effect on their brand recognition.

HP#1.2: Audiences' exposure to ads matching with *masculinity/femininity* has an effect on their brand recognition.

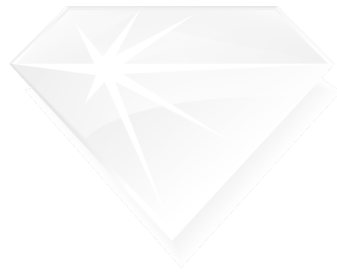
HP#1.3: Audiences' exposure to ads matching with *power distance* has an effect on their brand recognition.

HP#1.4: Audiences' exposure to ads matching with *long-term/short-term orientation* has an effect on their brand recognition.

HP#1.5: Audiences' exposure to ads matching with *uncertainty avoidance* has an effect on their brand recognition.

HP#1.6: Audiences' exposure to ads matching with *indulgence/restraint* has an effect on their brand recognition.

HP#2: Audiences' brand recognition has an effect on their brand preference.



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CHAPTER 3

METHODOLOGY

This chapter is going to introduce the methodology of the study. It describes research design, population and sample selection, and data collection procedure. In addition, research instrument and instrument pretest, data analysis, reliability and validity of the study are also described.

3.1 Research Design

The current study is a quantitative approach that focuses on collecting numeric data. It could be explained in two ways. Firstly, using the quantitative approach allows one to distribute their questionnaire online, and this is a totally cost-free method for the researcher (Wasserman & Migdal, 2019). In another way, quantitative studies are easier to distribute compared to qualitative studies, and this allows the researcher to collect more data with this.

The unique communication form of culture-embedded advertisement makes the brand spread more at the lowest cost, and brings huge business opportunities. At the same time, it also has an important impact on the audience's memory of the whole advertising brand. On the one hand, when the audience touches the advertisements consistent with their own cultural dimensions, they can have a strong value resonance, thus strengthening their memory of the brand. Secondly, through the infiltration of culture, the audience will resonate and be interested in the value direction of brand communication, which will enhance their brand awareness. Finally, does the change of brand awareness affect people's brand preference?

With such questions in mind, I started the research of this paper. For this reason, I use the questionnaire survey method to collect data, and investigate and analyze consumers' psychology and behavior of product placement.

3.2 Population and Sample Selection

The target population of the current study is the Johnson & Johnson consumers in mainland China. For the sample accessibility, the research participants will be recruited from colleges in Hangzhou with the use of convenience sampling. Because of the COVID-19, the number of questionnaires collected is approximately 300.

3.3 Data Collection Procedure

The survey time of the questionnaire is from the beginning of November, 2022, and lasts for 30 days. The survey mainly distributed online questionnaires to people over the age of 18 and collected them.

The survey was conducted via telephone and online platform. Respondents participated in the survey through offline distribution, WeChat friends circle receiving questionnaires, and telephone interviews. The offline questionnaires were put into an electronic format and later coded into SPSS system for data analysis.

To ensure that samples were exposed to Johnson and Johnson advertisements, they were asked to watch the following advertisements prior to answering the survey.

Table 3.1: List of Culture-Embedded Advertisements by Johnson & Johnson

J&J Advertisements	URL Link
Ad # 1: Collectivist culture	https://v-wb.youku.com/v_show/id_XNDYyNTU5NTYzNg==.html
Ad # 2: Masculine culture	https://www.bilibili.com/video/av80620423/
Ad # 3: High power-distance	https://www.xinpianchang.com/a11918572
Ad # 4: Short-term orientation	https://www.iqiyi.com/w_19rx9lkahh.html
Ad # 5: Uncertainty Avoidance	https://v.youku.com/v_show/id_XMjUyNjA0NjQ0MA==.html
Ad # 6: Restraint	https://www.bilibili.com/video/BV1Hv411u7kC

3.4 Research Instrument

This study uses the questionnaire as its measurement tool. It is composed of six sections. The first section contains questions about personal information of respondents. The second section is put to ensure that the respondents view Johnson & Johnson advertisements prior to answer the following sections. The third section is the measurement of cultural dimensions by Hofstede. Brand recognition was measured in the fourth section whereas brand preference was measured in the last section. The contents of the questionnaire are as follows:

Section A: Demographics

In this section, samples were asked five questions regarding their personal characteristics in terms of gender (male versus female), age, educational level (ranging from lower than high school to master's degree or higher), personal income (Yuan per month), and marital status.

Section B: Exposure to J&J Ads

Respondents were asked to answer how often they were exposed to Johnson and Johnson advertisements during the past six months based on the 5-point scales, ranging from 1 to 5 (1 = Never, 2 = Occasionally, 3 = Generally, 4 = Often, 5 = Always).

Section C: Cultural Dimensions

The third section includes a measurement of six cultural dimensions by Geert Hofstede (Power distance, uncertainty avoidance, collectivism vs. individualism, long-term vs. short-term orientation, masculinity vs. femininity, and indulgence vs. restraint). Samples were asked to indicate whether they agree or disagree with the following statements regarding each of the six cultural dimensions, using the 5-point Likert scales, ranging from 1 to 5 (1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree).

Table 3.2: List of Measurement for Six Cultural Dimensions by Hofstede

Cultural Dimensions	Indicators
1. Power Distance (5 items)	1.1 People in higher positions should make most decisions without consulting people in lower positions. 1.2 People in higher positions should not ask the opinions of people in lower positions too frequently. 1.3 People in higher positions should avoid social interaction with people in lower positions. 1.4 People in lower positions should not disagree with decisions by people in higher positions. 1.5 People in higher positions should not delegate important tasks to people in lower positions.
2. Uncertainty Avoidance (5 items)	2.1 It is important to have instructions spelled out in detail so that I always know what I'm expected to do. 2.2 It is important to closely follow instructions and procedures. 2.3 Rules and regulations are important because they inform me of what is expected of me. 2.4 Standardized work procedures are helpful. 2.5 Instructions for operations are important.

(Continued)

Table 3.2 (Continued): List of Measurement for Six Cultural Dimensions by Hofstede

Cultural Dimensions	Indicators
3. Collectivism vs. Individualism (6 items)	3.1 Individuals should sacrifice self-interest for the group. 3.2 Individuals should stick with the group even through difficulties. 3.3 Group welfare is more important than individual rewards. 3.4 Group success is more important than individual success. 3.5 I Individuals should only pursue their goals after considering the welfare of the group. 3.6 Group loyalty should be encouraged even if individual goals suffer.
4. Long-Term vs. Short-term Orientation (6 items)	4.1 Careful management of money (Thrift) 4.2 Going on resolutely in spite of opposition (Persistence) 4.3 Personal steadiness and stability 4.4 Long-term planning 4.5 Giving up today's fun for success in the future 4.6 Working hard for success in the future

(Continued)

Table 3.2 (Continued): List of Measurement for Six Cultural Dimensions by Hofstede

Cultural Dimensions	Indicators
5. Masculinity versus Femininity (4 items)	5.1 It is more important for men to have a professional career than it is for women. 5.2 Men usually solve problems with logical analysis; women usually solve problems with intuition. 5.3 Solving difficult problems usually requires an active, forcible approach, which is typical of men. 5.4 There are some jobs that a man can always do better than a woman.
6. Indulgence versus Restraint (6 items)	6.1 Social environment in which you live allows you to enjoy the happiness of life completely freely. 6.2 Going on resolutely in spite of opposition (Persistence) 6.3 Personal steadiness and stability 6.4 Long-term planning 6.5 The social environment in which you live limits your pursuit of life enjoyment. 6.6 Your living environment has more restrictions on your personal desire to enjoy life.

Section D: Brand Recognition

Samples were asked to indicate whether they agree or disagree with the following three statements regarding their recognition for Johnson and Johnson brand, using the 5-point Likert scales, ranging from 1 to 5 (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree).

Table 3.3: List of Three Indicators for Measuring Brand Recognition

Brand Recognition
1. I am familiar with Johnson & Johnson.
2. I feel that Johnson & Johnson is very familiar to me.
3. Among consumer product brands, Johnson & Johnson is one of the familiar brands.

Section E: Brand Preference

Samples were asked to indicate whether they agree or disagree with the following statements regarding their preference for Johnson and Johnson brand, using the 5-point Likert scales, ranging from 1 to 5 (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree).

Table 3.4: List of Five Indicators for Measuring Brand Preference

Brand Preference
1. I prefer Johnson & Johnson over other brands.
2. I have preference for Johnson & Johnson.
3. Among consumer product brands, Johnson & Johnson is my favorite brand.
4. I like Johnson & Johnson more than other brands.
5. I don't like Johnson & Johnson at all.

3.5 Instrument Pretest

The questionnaire was pretested prior to an actual data collection. Thirty respondents who have similar characteristics of the target population of this study were recruited to fill out the questionnaire items. After completing the survey, they were asked whether they are unclear about certain questions or answer choices. Questions or answer choices that are unclear or have low reliability were then adjusted or removed.

3.6 Data Analysis

When modelling the linear relationship of one independent variable and multiple dependent variables, regression analysis is utilized. The study has one independent variable (exposure to culture-embedded advertisements matching with audiences' cultural dimensions), two mediators (advertising recall and brand

recognition), and one dependent variable (brand preferences). Stepwise regression analyses were conducted to test the proposed three research hypotheses.

3.7 Validity and Reliability

In order to ensure the high reliability and validity of the questionnaire, the questionnaire was tested before the formal questionnaire is formed. In this paper, SPSS software was used to test reliability of all scales.

Reliability is an important index to evaluate the reliability of measurement results, which mainly reflects the consistency and stability of questionnaire survey results, mainly to control and reduce random errors. Among them, the α coefficient proposed by Cronbach in 1951 has become the most widely used reliability measurement index because it accurately reflects the consistency of measurement items and the good internal structure. Generally speaking, the value of α coefficient is between 0.60 and 0.70, which means that the internal reliability of the scale is basically acceptable. The reliability of the questionnaire is analyzed by SPSS26.0 software, and the results are shown in Table 3.6. The α coefficient of all measurements is higher than 0.70, which signify that the questionnaire has good reliability, high consistency and stability.

Table 3.6: Level of Cronbach's Alpha and Its Acceptability Level

Variable	No. of Items	Cronbach's Alpha
Six Cultural Dimensions		
Power distance	5	.890
Uncertainty avoidance	5	.912
Collectivism vs. Individualism	6	.900
Long-term vs. Short-term Orientation	6	.893
Masculinity vs. Femininity	4	.874
Indulgence vs. Restraint	6	.903
Brand recognition	3	.825
Brand preference	5	.870

As for validity, these measurements are based on Hofstede's Cultural dimensions and two relevant theories -- Selective Exposure and Consumer Perception Theory.

CHAPTER 4

RESULTS

This chapter introduces the results of this study. The characteristics of respondents were described. Results of descriptive statistics of the examined variables such as frequency, percentage, mean, and standard deviation were reported. In addition, inference statistics were presented to verify the research hypotheses of this study.

4.1 Descriptive Statistical Results on Respondents' Personal Information

Respondents' information includes age, gender, income status, marriage and childbearing status and education level, and was analyzed according to the frequency of occurrence and the percentage of the total number of people. As shown in Table 4.1, there are 166 women among the respondents, accounting for 55.33%. At the same time, there are 134 men, accounting for 44.67% of the total.

Table 4.1: Frequency and Percentage of Respondents' Gender

Gender	Frequency	Percent
Males	134	44.67
Females	166	55.33
Total	300	100.0

Among the 300 valid questionnaires, the age range of respondents is 18-61 years old. According to the results in Table 4.2, most of the interviewees are aged

29-50, which actually shows that most of the consumers of Johnson & Johnson are from Generation X and Generation Y, among which Generation X is from 40 to 50, and Generation Y is from 29 to 39. 29 to 50 years old (accounting for more than 76%). The average age of the respondents was 39.69 years old, N = 300. This could be meant that the consumers of the Johnson & Johnson more likely to be older generation.

Table 4.2: Frequency and Percentage of Respondents' Age

Age	Frequency	Percent
18-28	30	10.00
29-39	119	39.67
40-50	111	37.00
51-61	40	13.33
Total	300	100.00

As for marital status, as shown in Table 4.3, the respondents' marital status consists of three categories. 172 respondents (57.33%) are single, 91 respondents (30.34%) are married and 37 respondents (12.33%) are divorced.

Table 4.3: Frequency and Percentage of Respondents' Marital Status

Marital Status	Frequency	Percent
Single	172	57.33
Married	91	30.34
Divorced	37	12.33
Total	300	100.00

With regard to personal income, Table 4.4 shows that the income of most interviewees is 3001-6000 RMB and 6001-9000 RMB, accounting for 37.00% and 34.33% respectively. This means that Johnson & Johnson's consumers are more likely to be in the middle-income range, because more than 70% of the respondents reported that their income was above 3,000 yuan and below 9,000 yuan. Indeed, this can be explained by Johnson & Johnson's pricing strategy, because they adopt a price that consumers can afford.

Table 4.4: Respondents' Income and Percentage

Income	Frequency	Percent
3,000 RMB and Below	40	13.00
3,001-6,000 RMB	111	37.00
6,001-9,000 RMB	103	34.33
9,001 RMB and above	46	15.33
Total	300	100.00

With regard to education, samples of this study is measured by four levels as shown in Table 4.5 -- College and below, Bachelor's degree, Master's degree and above. Among the three educational levels, the number of people with Bachelor's degree is the highest (40.30%), followed by College and below (39.00%) and Master's degree and above are the smallest group (20.70%).

Table 4.5: Frequency and Percentage of Respondents' Education

Educational Level	Frequency	Percent
College and below	117	39.00
Bachelor's degree	121	40.30
Master's degree and above	62	20.70
Total	300	100.00

4.2 Descriptive Statistical Results on Examined Variables

4.2.1 Exposure to Culture-Embedded Advertisements by J&J

Results of descriptive statistics in terms of frequency and percentage regarding respondents' six cultural dimensions were presented below. This measure presents the respondents' exposure to culture embedded advertisements by Johnson & Johnson brand. The analysis includes the frequency and percentage of the respondents who were exposed to the culture-embedded ads of Johnson & Johnson the past six months, as shown in the following Table 4.6.

The data results indicate that 77.3% of the samples have been exposed to Johnson & Johnson brand advertisements in the past 6 months, which implies that

the sample has a certain basic understanding of Johnson & Johnson. Among those who were exposed to the brand advertisements of Johnson & Johnson, 22% of them always see the ads, 20% of them often see the ads, 16% sometimes see the ads, while 19.3% of them rarely see the ads. On the contrary, 22.7% of respondents had never been exposed to Johnson & Johnson brand advertisements in the past six months.

Table 4.6: Frequency and Percentage of Respondents' Exposure to Culture-Embedded Advertisements by Johnson & Johnson

Item	Frequency	Percent
Never	68	22.7
Rarely	58	19.3
Sometimes	48	16.0
Often	60	20.0
Always	66	22.0
Total	300	100

In terms of reliability of measurement, the statistics of reliability in each cultural dimension are shown in Table 4.7. Mean score of respondents' exposure to Johnson and Johnson's advertisements is 13.9067 ($SD = 4.94430$) which signifies that the respondents of this study have high level of advertising exposure.

Table 4.7: Mean, Standard Deviation, and Cronbach's Alpha of Respondents'

Exposure to J&J Advertisements and Cultural Dimensions

Variable	N	Mean	Std.Deviation	Item	Cronbach's Alpha
Exposure to Johnson & Johnson Advertisements	300	17.0633	6.37349	1	-
Cultural Dimensions					
Power distance	300	13.8467	4.98524	5	.890
Uncertainty Avoidance	300	17.3233	6.14856	5	.912
Collectivism vs. Individualism	300	16.9733	6.45897	6	.900
Long-term vs. Short-term orientation	300	17.1700	6.25659	6	.892
Masculinity vs. femininity	300	17.4000	6.11320	4	.874
Indulgence vs. Restraint	300	13.7500	5.08728	6	.903

This study aims to examine the impact of exposure to the J & J ads that matches with audiences' six cultural dimension on audiences' cognition, the respondents' cultural dimension scores were crossed examined with six advertisements being shown prior to the survey. It was found that observed variables' mean values are above 13, and all scales have the Cronbach's Alpha coefficients over 0.7, Therefore, it can be considered appropriate measurement. It proved that the scales

are reliable and can be used in the next steps.

Among the six cultural dimension, the mean of masculinity vs. femininity is the highest ($M = 17.40$, $SD = 6.11$), followed by uncertainty avoidance ($M = 17.32$, $SD = 6.15$), long-term vs. short-term orientation ($M = 17.17$, $SD = 6.26$), collectivism vs. individualism ($M = 16.97$, $SD = 6.46$), power distance ($M = 13.85$, $SD = 4.98$), and indulgence vs. restraint ($M = 13.75$, $SD = 5.09$) respectively.

The standard deviation describes the dispersion degree of data better, and the mean proves the concentration degree of data. These two values are normally distributed, which is the premise of our reliability analysis.

On the basis of the credibility analysis of various cultural dimensions, I further analyzed the relevance of the samples. First, match Johnson & Johnson's advertising case with the cultural dimension. As shown in Table 4.8, the respondents in each cultural dimension are divided into two groups: matching and non-matching.

In particular, under the cultural dimension of collectivism vs. individualism, *collectivist* respondents were the matching group; under the cultural dimension of femininity vs. masculinity, *feminine* respondents were the matching group; under the cultural dimension of power distance, respondents with *high power distance* were the matching group; under the cultural dimension of long-term vs. short-term orientation, *long-term oriented* respondents were the matching group; under the cultural dimension of uncertainty avoidance, respondents with *high avoidance of uncertainty* were the matching group; and under the cultural dimension of indulgence vs. restraint, *indulgent* respondents were the matching group.

Table 4.8: Exposure to J&J Ad Matching with Cultural Dimension

IV	Respondents	
	Group 1	Group 2
Exposure to ad # 1: Collectivism	Individualist (Not Match)	Collectivist (Match)
Exposure to ad # 2: Femininity	Feminine (Match)	Masculine (Not Match)
Exposure to ad # 3: High Power Distance	Low PD (Not Match)	High PD (Match)
Exposure to ad # 4: Long-term Orientation	Short-term oriented (Not Match)	Long-term oriented (Match)
Exposure to ad # 5: High Avoidance of uncertainty	Low avoidance of uncertainty (Not Match)	High avoidance of uncertainty (Match)
Exposure to ad # 6: Indulgent	Indulgent (Match)	Restraint (Not Match)

4.2.2 Brand Recognition

Based on the descriptive statistics provided in Table 4.9, the mean brand recognition scores for each of the six cultural dimension groups are as follows:

As for the Low Power Distance group, consisting of 189 respondents, the average brand recognition score is 7.88 ($SD = 1.88$). In contrast, the High Power Distance group, comprising 111 respondents, has a higher average brand recognition score of 14.92 ($SD = 0.85$). The interpretation suggests that in the Low Power

Distance group, the average brand recognition score is relatively lower, while in the High Power Distance group, the average score is higher.

As for the Collectivist vs. Individualist group, the brand recognition average score is 7.86 ($SD = 1.88$) for the individualist group (164 respondents). In contrast, the collectivist group (136 respondents) has a higher average score of 13.65 ($SD = 2.91$). This suggests that in the individualist group, the average brand recognition score is relatively lower, while in the collectivist group, the average score is higher.

Moving on to the High vs. Low Uncertainty Avoidance group, the brand recognition average score is 7.80 ($SD = 1.89$) for the Low Uncertainty Avoidance group (168 respondents). Conversely, the High Uncertainty Avoidance group (132 respondents) has a higher average score of 13.90 ($SD = 2.56$). In the Low Uncertainty Avoidance group, the average brand recognition score is relatively low, while in the High Uncertainty Avoidance group, the average score is higher.

Regarding the Long vs. Short Orientation group, the brand recognition average score is 7.89 ($SD = 1.88$) for the Short-term Orientation group (165 respondents). On the other hand, the Long-term Orientation group (135 respondents) has a higher average score of 13.65 ($SD = 2.95$). In the Short-term Orientation group, the average brand recognition score is relatively low, while in the Long-term Orientation group, the average score is higher

As for the Masculine vs. Feminine group, the brand recognition average score is 7.80 ($SD = 1.90$) for the Feminine group (158 female respondents). Conversely, the Masculine group (142 male respondents) has a higher average score of 13.46

($SD = 2.97$). In the Feminine group, the average brand recognition score is relatively low, while in the Masculine group, the average score is higher

As for the Indulgent vs. Restraint group, the brand recognition average score is 7.91 ($SD = 1.89$) for the Indulgent group (170 respondents). Conversely, the Restraint group (130 respondents) has a higher average score of 13.85 ($SD = 2.78$).

In the Indulgent group, the average brand recognition score is relatively low, while in the Restraint group, the average score is higher

Table 4.9: Mean and Standard Deviation of Brand Recognition for Each Group of Respondents Based on Six Cultural Dimensions

Cultural Dimensions	N	Mean	Std. Deviation	Std. Error Mean
Power Distance				
Low power distance	189	7.8783	1.87679	.13652
High power distance	111	14.9189	.85424	.08108
Uncertainty Avoidance				
Low uncertainty avoidance	168	7.7976	1.89408	.14613
High uncertainty avoidance	132	13.9015	2.55582	.22246

(Continued)

Table 4.9 (Continued): Mean and Standard Deviation of Brand Recognition for Each Group of Respondents Based on Six Cultural Dimensions

Cultural Dimensions	N	Mean	Std. Deviation	Std. Error Mean
Short vs. Long Term Orientation				
Short-term orientation	165	7.8909	1.88388	.14666
Long-term orientation	135	13.6519	2.94557	.25351
Masculinity vs. Femininity				
Feminine	158	7.8038	1.90360	.15144
Masculine	142	13.4648	2.96949	.24919
Indulgent vs. Restraint				
Indulgent	170	7.9059	1.88814	.14481
Restraint	130	13.8538	2.78454	.24422
Collectivism vs. Individualism				
Individualist	164	7.8598	1.87619	.14651
Collectivist	136	13.6471	2.91237	.24973

4.2.3 Brand Preference

Based on the data in Table 4.10, the mean score for brand preference is 13.91 ($SD = 4.94$). In contrast, the mean score for brand recognition is lower at 10.48 ($SD = 3.75$). This suggests that, on average, respondents show a higher preference for brands than their level of brand recognition, and the results are reliable for both measures based on the acceptable level of their Cronbach's Alpha (.83 for brand preference

and .87 for brand recognition).

Table 4.10 Mean, Standard Deviation, and Cronbach's Alpha of Respondents' Brand Recognition and Brand Preference

Variable	N	Mean	SD	No. of Item	Cronbach's Alpha
Brand preference	300	13.9067	4.94430	5	.825
Brand recognition	300	10.4833	3.75189	3	.870

4.3 Hypothesis Testing Results

To test the research hypothesis # 1, the Independent Sample t-Test was used to examine whether audiences' exposure to the Johnson & Johnson ads that match with their cultural dimensions significantly influence their brand recognition.

HP#1: Audiences' exposure to ads matching with cultural dimensions has an effect on their brand recognition.

HP#1.1: Audiences' exposure to ads matching with *collectivism/individualism* has an effect on their brand recognition.

The results reveal that this hypothesis was partially supported. Among its six sub-hypotheses, four of them (HP#1.1, HP#1.3, HP#1.4, and HP#1.5) were significantly supported whereas two of them (HP#1.2 and HP#1.6) were not significantly supported.

The results of Independent Sample t-Test shown in Table 4.11 reveal that this sub-hypothesis 1.1 is supported. *Collectivist* respondents have higher brand recognition ($M = 13.65$, $SD = 2.91$) than *individualist* respondents ($M = 7.86$,

$SD = 1.88$), $t(222.12) = 19.99$, $p < .001$.

Table 4.11: Results of Independent Sample t-Test for Hypothesis#1.1

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recognition	Equal variances assumed	15.379	.000	-20.778	298	.000	-5.78730	.27853	-6.33545	-5.23916
	Equal variances not assumed			-19.988	222.122	.000	-5.78730	.28954	-6.35789	-5.21671

HP#1.2: Audiences' exposure to ads matching with *masculinity/femininity* has an effect on their brand recognition.

The results of Independent Sample t-Test shown in Table 4.12 reveal that this sub-hypothesis 1.2 is supported. *Feminine* respondents have lower brand recognition ($M = 7.80$, $SD = 1.90$) than *masculine* respondents ($M = 13.46$, $SD = 2.97$) $t(235.53) = 19.41$, $p < .001$.

Table 4.12: Results of Independent Sample t-Test for Hypothesis#1.2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recognition	Equal variances assumed	24.312	.000	-19.852	298	.000	-5.66099	.28516	-6.22217	-5.09981
	Equal variances not assumed			-19.413	235.531	.000	-5.66099	.29160	-6.23548	-5.08651

HP#1.3: Audiences' exposure to ads matching with *power distance* has an effect on their brand recognition.

The results of Independent Sample t-Test shown in Table 4.13 reveal that this sub-hypothesis 1.3 is supported. Respondents with *high power distance* have higher brand recognition ($M = 14.92$, $SD = 0.85$) than respondents with *low power distance* ($M = 7.88$, $SD = 1.88$) $t(283.70) = 44.34$, $p < .001$.

Table 4.13: Results of Independent Sample t-Test for Hypothesis#1.3

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recog- nition	Equal variances assumed	120.957	.000	-37.300	298	.000	-7.04061	.18876	-7.41207	-6.66915
	Equal variances not assumed			-44.342	283.695	.000	-7.04061	.15878	-7.35315	-6.72808

HP#1.4: Audiences' exposure to ads matching with *long-term/short-term orientation* has an effect on their brand recognition.

The results of Independent Sample t-Test shown in Table 4.14 reveal that this sub-hypothesis 1.4 is supported. *Long-term oriented* respondents have higher brand recognition ($M = 13.65$, $SD = 2.95$) than *short-term oriented* respondents ($M = 7.89$, $SD = 1.88$) $t(218.69) = 19.67$, $p < .001$.

Table 4.14: Results of Independent Sample t-Test for Hypothesis#1.4

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recog- nition	Equal variances assumed	14.048	.000	-20.516	298	.000	-5.76094	.28080	-	-
	Equal variances not assumed			-19.670	218.687	.000	-5.76094	.29288	-	-

HP#1.5: Audiences' exposure to ads matching with *uncertainty avoidance* has an effect on their brand recognition.

The results of Independent Sample t-Test shown in Table 4.15 reveal that this sub-hypothesis 1.5 is supported. Respondents with *high avoidance of uncertainty* have higher brand recognition ($M = 13.90$, $SD = 2.56$) than respondents with *low avoidance of uncertainty* ($M = 7.80$, $SD = 1.89$) $t(298) = 23.75$, $p < .001$.

Table 4.15: Results of Independent Sample t-Test for Hypothesis#1.5

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recog- nition	Equal variances assumed	3.105	.079	-23.751	298	.000	-6.10390	.25699	-6.60964	-5.59815
	Equal variances not assumed			-22.933	234.237	.000	-6.10390	.26616	-6.62827	-5.57952

HP#1.6: Audiences' exposure to ads matching with *indulgence/restraint* has an effect on their brand recognition.

The results of Independent Sample t-Test shown in Table 4.16 reveal that this sub-hypothesis1.6 is supported. *Indulgent* respondents have lower brand recognition ($M = 7.89, SD = 1.88$) than *restraint* respondents ($M = 13.65, SD = 2.94$) $t(215.34) = 20.95, p < .001$.

Table 4.16: Results of Independent Sample t-Test for Hypothesis#1.6

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand recog- nition	Equal variances assumed	5.679	.018	-22.013	298	.000	-5.94796	.27020	-6.47970	-5.41622
	Equal variances not assumed			-20.949	215.341	.000	-5.94796	.28393	-6.50760	-5.38833

HP#2: Audiences' brand recognition has an effect on their brand preference.

Based on Table 4.17, the Linear Regression Analysis result reveals that the respondents' brand recognition has the beta value of .858, which means all other factors do not change, brand recognition is increased/decreased by 1 unit, brand preference will be increased/ decreased by .858. Therefore, the HP#2 is supported.

Table 4.17: Results of Linear Regression Analysis on Predictor of Brand Preference

Predictor	B	S.E.	Beta	Sig.t
Brand recognition	.131	.039	.858	.000

$$R^2 = .736, df = 1 (p < .001)$$

4.4 Conclusion

Statistical analysis of inference has been carried out. The results show that there is a significant relationship between the independent and dependent variables. The research results mainly support the conceptual framework in Chapter 3. Results of hypothesis testing are as follows:

Table 4.18: Summary of Hypothesis Testing Results

Research Hypotheses	Testing Result
HP#1: Audiences' exposure to ads matching with cultural dimensions has an effect on their brand recognition.	Partially supported
HP#1.1: Audiences' exposure to ads matching with <i>collectivism/ individualism</i> has an effect on their brand recognition.	Supported
HP#1.2: Audiences' exposure to ads matching with <i>masculinity/ femininity</i> has an effect on their brand recognition.	Supported

(Continued)

Table 4.18 (Continued): Summary of Hypothesis Testing Results

Research Hypotheses	Testing Result
HP#1.3: Audiences' exposure to ads matching with <i>power distance</i> has an effect on their brand recognition.	Supported
HP#1.4: Audiences' exposure to ads matching with <i>long-term/ short-term orientation</i> has an effect on their brand recognition.	Supported
HP#1.5: Audiences' exposure to ads matching with <i>uncertainty avoidance</i> has an effect on their brand recognition.	Supported
HP#1.6: Audiences' exposure to ads matching with <i>indulgence/restraint</i> has an effect on their brand recognition.	Supported
HP#2: Audiences' brand recognition has an effect on their brand preference.	Supported

CHAPTER 5

DISCUSSION

This chapter includes summary and discussion of the findings. In addition to limitations of the study, recommendations for further application and for future research are also provided.

5.1 Summary of Findings

In terms of samples, respondents of this study include 155 males and 245 females. Majority of them aged between 29 and 50 years old, with undergraduate degree education, and 3,000-9,000RMB monthly income.

As for mean scores of all variables, descriptive statistics show that samples have high level of exposure to Johnson and Johnson ads, relatively high level of brand recognition (Mean = 10.4833, $SD = 3.75189$) and relatively high level of brand preference (Mean = 13.9067, $SD = 4.94300$).

Stepwise regression analysis reveals the results of hypothesis testing, which partially supports the first hypothesis that cultural product placement has a direct impact on respondents' brand recognition. Findings also support the second hypothesis that respondents' brand recognition have a significant impact on respondents' brand preferences.

5.2 Discussions of Research Findings

This paper explores and verifies the influence of exposure to cultural embedded advertisements on consumers' brand recognition, and brand preference. The research shows that consumers' brand recognition is influenced by their exposure to the cultured embedded content of Johnson and Johnson's advertisements, and their brand preference is significantly influenced by their brand recognition.

5.2.1 Influence of Exposure to Cultural Embedded Ads on Brand Recognition

Exposing to cultural embeddedness advertisements has a positive and direct influence on consumers' brand recognition. Consumers can remember the advertised brand with the help of culture-embeddedness of the advertisements. When a consumer is culturally relevant to the content of the advertisements, brand recognition tends to be high. This explains the direct effect of exposure to cultural embedded advertisements on audiences' brand recognition.

Exposure to cultural embedding can enhance consumers' brand association. Every country has its own unique aesthetic concept of culture, and cultural embedding content can skillfully express the cultural significance and interest contained in the brand. In addition, exposure to cultural embedding advertisements not only can arouse their positive association and imagination, but also can highlight the brand's personality and characteristics, and meet the spiritual needs of consumers. Then, consumers will be interested in the brand, willing to pay more efforts to understand and recognize the brand, so that they can get a fuller cultural experience and spiritual pleasure, and establish a close partnership with the brand.

Exposure to ads matching with masculinity/femininity have a significant impact on their brand recognition and HP#1.2 were supported. The results indicate

that the average brand recognition of female respondents ($M = 7.80$, $SD = 1.90$) is significantly lower than that of male respondents ($M = 13.46$, $SD = 2.97$). The result of the t-test is $t(235.53) = 19.41$, with $p < .001$, indicating that this difference is statistically significant. This suggests that audiences matching with the masculine features of the ads perform better in brand recognition, while those matching with feminine features perform worse. Therefore, the sexual temperament of men and women in advertisements affects their cognition of brands.

Similarly, as shown in Table 4.16, HP#1.6 was also supported. The mean brand recognition of indulgent respondents ($M = 7.89$, $SD = 1.88$) is significantly lower than that of restraint respondents ($M = 13.65$, $SD = 2.94$), with a t-value of $t(215.34) = 20.95$, and $p < .001$. This indicates that exposure to ads matching with indulgence/restraint traits does not have the expected impact on brand recognition. The Cognitive Consistency Theory (Festinger, 1957) holds that individuals tend to maintain cognitive consistency when processing information, that is, to maintain consistency among their attitudes, values and behaviors. In this case, the indulgent interviewee may have psychological discomfort with inconsistent cognition when exposed to advertisements that are inconsistent with their characteristics, thus reducing their cognition of the brand.

Restrained respondents may better recall brands than indulgent respondents because these advertisements highlight things they are prohibited from doing. In the case of J&J's advertisement 6, which emphasizes an indulgent scenario, for restrained individuals, such a scenario may trigger their restraint instincts, making them pay more attention and remember the brand name. Conversely, for indulgent individuals, such advertisements may not attract enough attention because they may be more

inclined towards immediate gratification rather than brand recognition.

5.2.2 Influence of Brand Recognition on Brand Preference

In terms of brand preference, consumers' brand recognition directly influences their brand preference by improving their brand association and brand emotion. In the culturally relevant context, recognizing the brand conveying the cultural conception tends to result in improving audiences' emotional preference for the advertised brands as it will reflect consumers' self-identity and cultural beliefs, and make them resonate with the advertised brand.

Previous studies have shown that brand recognition has a direct impact on brand preference. Keller's (1993) research found that consumers tend to prefer brands they are familiar with, even if they are not fully aware of the brand's attributes or advantages. Aaker's (1996) study further confirmed this, particularly in low-involvement product categories, where consumers are more likely to choose familiar brands, thereby directly influencing brand preference. These research findings emphasize the importance of building strong brand recognition for businesses to enhance consumer preference for their brands.

5.2.3 Theoretical Contribution

Through hypothesis testing, this paper verifies the causal relationship between exposing to cultural embedded advertisements, brand recognition and brand preference, and obtains the influence path of consumer brand cognition and emotion, further turning theoretical construction into a practical tool.

This study introduces the six cultural dimensions by Hofstede to explain the influence of culture on consumer brand cognition, which can more comprehensively explain the influence mechanism of culture on consumer brand cognition. In the past,

the related concepts in the field of brand research cannot fully explain the influence of culture on consumers' brand cognition. This study testified the influence mechanism through survey research. This provides empirical evidence for the influence of culture on consumers' cognition and emotion in relation to brand more comprehensively, and provide a new analytical framework for the related research of brand advertising and culture.

5.3 Limitations of the Study

In the research design, to ensure that respondents actually viewed Johnson and Johnson advertisement, they were randomly assigned to view one advertising stimulus related to one cultural dimension prior to answering survey questions.

It cannot be assured that this arrangement has no effect on their responses.

In the aspect of sample selection, as the samples come from the same city, there may be some deviations between these samples and the target population in China.

In the aspect of data collection, data are mainly collected through self-administered questionnaires. There are some situations where the information provided via online questionnaire is insufficient. For example, some respondents may be unwilling to disclose the real information, which may result in invalid data.

In terms of measurement, measurement of brand recognition and brand preference are self-reported. As there was no control of extraneous variables during the data collection, it is not certain that if use of electronic measure will yield different results.

5.4 Recommendation for Further Application

This section provides practical recommendations for three different sectors as followings:

5.4.1 Recommendations for Communication Practitioners

Cultural embedding endows the brand with more vivid memory points, which is convenient for consumers to recall the brand. Everyone has his own distinct personality, and the brand has its own unique personality and image, which can express the unique culture and concept of the brand. A brand with distinctive personality can differentiate itself from other competitive brands, and be easily recognized by consumers, thus enhancing the market competitive advantage of enterprises. Through empirical analysis, this study concludes that embedding brands in culture has a positive impact on consumers' brand recognition and brand preference. Therefore, in the process of embedding advertisements into culture, communication practitioners should strengthen the brand's personification characteristics, endow it with vivid personalized images, leave a deep visual impression on consumers, and arouse consumers' positive brand association and emotion.

Academically, we need to be aware of the limitations of embedding culture into advertising brands. Cultural embedded advertisements lack a complete appeal information, which cannot replace traditional advertisements. In addition, cultural embedded advertisers have weak control over brand performance, which is limited by the arrangement of cultural story scenes, and some even appear with negative characters or are placed in violent plots. Therefore, in order to better control the effect of culture embedded advertising on consumers' brand recognition and brand

preferences, the industry should establish a comprehensive and effective communication channel and an enhanced evaluation system for the effect and value of culture embedded brand advertising.

5.4.2 Recommendations for Governmental Offices

As for governmental offices, it would be beneficial to monitor the potentials effects of culture-embedded advertisements of foreign brands on Chinese consumers' brand preference. Chinese culture is mainly influenced by the traditional Confucianism, which pays attention to morality and collectivity, and its values are quite different from those of western countries. Monitoring whether culture-embedded advertisements from foreign brands with different cultural background would allow for sufficient governmental controls over the advertising practices of foreign brands.

5.4.3 Recommendations for Consumers

Culturally embedded advertising is an advertising strategy that integrates brand products or services with cultural content such as film and television works, music and videos. The strategy aims to improve brand awareness and brand preference by placing the brand into the cultural content that the audience likes.

Here are some suggestions to help consumers better understand culturally embedded advertising and its possible impact.

To understand the nature of culturally embedded advertising, consumers need to realize that the purpose of culturally embedded advertising is to promote brand awareness and brand preference. They should recognize that the brand is part of the advertising content, not the whole of the advertising content.

In terms of advertising content, consumers should pay attention to the way brands appear in advertising and the integration of brands and cultural content.

If culturally embedded advertising is interesting or valuable, it may have a positive impact on brand recognition and brand preference.

To avoid being misled by advertisements, consumers should be wary of overly conspicuous or exaggerated brand display, as well as overly subjective or inaccurate brand promotion. If the brand promotion of the advertisement is too exaggerated or inaccurate, it may have a negative impact on brand recognition and brand preference.

Finally, consumers should find independent sources of brand information by searching for more comprehensive and objective brand information through various channels, such as official brand websites, social media and third-party evaluation websites. This information can help them develop more accurate brand knowledge, and brand preferences, so they can make better decisions about buying.

In short, cultural advertising may have an impact on brand recognition and brand preference, but consumers need to be vigilant to ensure that advertising has no negative impact on their purchasing decisions. The best advice is that consumers need to collect and compare brand information through multiple channels in order to make informed purchase decisions.

5.5 Recommendation for Future Research

Future research may study the creative strategy and execution of culture-embedded advertisements and how they influence consumers' brand recognition and brand preference. In addition, researchers may examine the best times of embedding, the exposure time, and the value of exclusive embedding. With the continuous development of digital media, the in-depth research on culture-embedded

advertisements under different cultural dimensions needs to be strengthened, and the evaluation methods of culture-embedded advertising need to be further verified and developed.

Future research may examine impact of exposure to cultural embedded advertising on different generations of consumers such as Babyboomer, Generation X, Generation Y, Generation Z. Investigating whether and how cultural embedded advertising of other product categories beyond personal care products yields similar result with this study should be beneficial to various industries such as cosmetics, household appliances, automobile, etc.

In addition, it would be interesting to expand the study by examining consumers' responses in terms of behaviors such as actual product purchase, product repurchase, or product recommendation.

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