

# **The Effects of Entertainment Marketing on Consumer Behavior and Consumption in Different Cultures**

**Comparison between western and eastern cultures**

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## **1. INTRODUCTION**

As the years go by and entertainment marketing and the digital industry grows all around the world and in all entertainment sectors, the individual and group consumption behavior of society all around the world changes at the same pace.

Digital platforms, touch-screen interfaces, and networked individualism seem to be leading a communication transformation, one that is simultaneously influencing brand marketing and product promotion (Laura H. Crosswell; Meghan S. Sanders; 2020). With this also come new ways of entertainment marketing that are not as intrusive as they could have been before. Entertainment marketing can be described as the placement of brand references within mainstream entertainment (Hackley, C.; Tiwsakul, R. 2006). It is mainly focused, as C. Hackley and R. Tiwsakul said in 2006, on the behavior of the consumer as well as the purchase intentions of these and the brand recall that it gives to them when exposed to the brand at least once.

This is an important aspect to consider when trying or wanting to create a business in the marketing and entertainment industry, but what is most relevant is to know and understand how people in different societies and cultures react to those. This would be beneficial for companies to be able to enter a market in a different region of the world understanding how the target customer will respond positively to a marketing strategy

targeted to them. With this knowledge, being able to customize it to each specific sector in order to be successful in each one of them.

Also, it should be beneficial for society, as a whole, to understand how different cultures act and respond to different actions. Which will be beneficial in the short and long run when communicating with people from other cultures, and also, understanding services and products offered from other sides of the world.

## **2. Literature Review**

### **2.1 The General Effect of entertainment marketing on consumption and individual behavior**

Entertainment marketing and media entertainment in the past years, have grown to go hand by hand when it comes to catch the attention of potential and desired customers for a company and brand. Sponsorships, paid partnerships, and product placements are examples of this. Nowadays, people are more inclined to consuming content through the different rapidly growing streaming services. This increase in the use of streaming services, has further forced marketers to look beyond the 30-second commercial break (Laura H. Crosswell; Meghan S. Sanders; 2020). Product adverts nowadays, not only take place on commercial breaks but also in Netflix content, YouTube content, videogames and even music lyrics.

The goal of this is to catch the attention of the person consuming this content and make them buy the product by making them feel closer and more attached to the brand or product. This is because their favorite show's character, YouTube content creator or even their favorite artist, is using it or consuming it too on entertainment platforms and therefore makes them feel identified with the product.

For example, as mentioned by Laura H. Crosswell and Meghan S. Sanders, in the Paramount's film *Transformers* (2007), the robots transformed into different vehicles by General Motors such as Chevrolets, Cadillacs and Hummers. This was a huge move since the vehicles were very visible and important to the film as they were featured important characters that helped the main characters.

The theory used in this research that is relevant for understanding why humans expose themselves to media entertainment and its effects on consumers, which include gratification is the Mood management theory (Matthew Grizzard; C. Joseph Francemone, 2020).

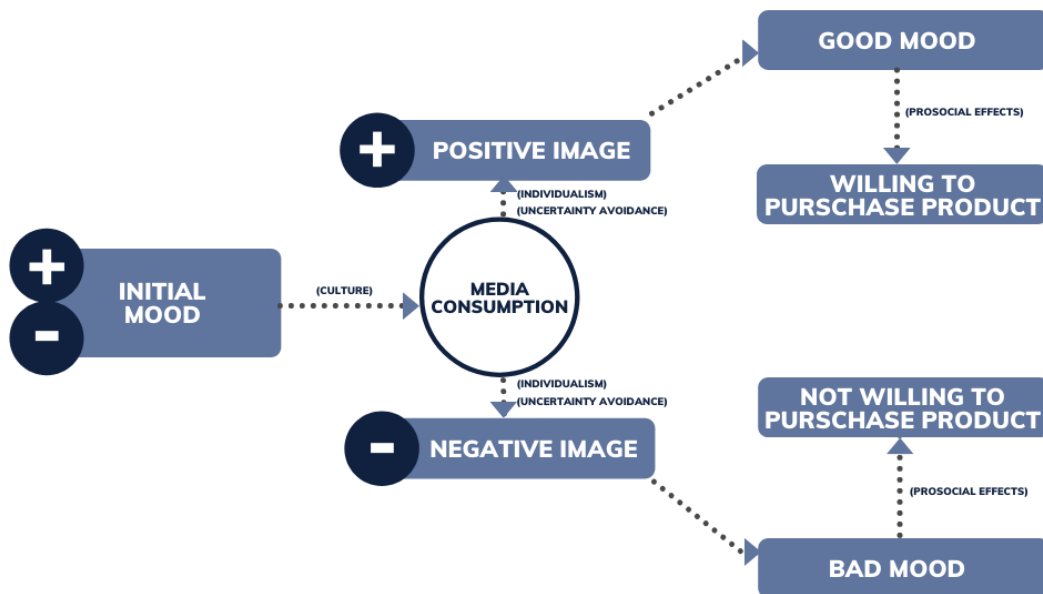
As mentioned by Leonard Reinecke, (2016), the mood management theory (Zillmann, 1988a, 1988b) is a selective exposure to media content, in which the selection is a result driven by hedonistic motivation. In other words, it says that media choice is a function of the current affective state of media users and follows the principle of mood optimization, but it isn't always an immediate result.

This personal gratification, which is a result of individual personality characteristics is also connected and affects the mood of the individual. This has been proven in the past few years to create prosocial effect.

Prosocial effects refer to connecting with others that belong to the same group of likes and preferences and that also choose to follow the same steps and guides of the specific entertainment niche and lifestyle they are a part of. These factors make the audience feel better about themselves and their life and in consequence have a very positive image of the brand in their mind, which in turn makes them more likely to buy those products or services instead than the competitor's. For a visual explanation refer to Figure 1.

*Figure 1: Graphic explanation of the Mood Management theory and the other aspects mentioned affect the final result.*

# Mood Management Theory



To explain better the approach of why choosing this theory, this visual graphic explanation was created. As seen on *Figure 1*, the initial mood when starting to consume any type of media content can be either bad, good, or neutral but this is probably mainly influenced by cultural aspects. These moods can be altered by other cultural aspects more specifically we want to determine whether Individualism and Uncertainty Avoidance, which are two dimensions from the Hofstede’s Dimensions explained in the next section, can be of greater influence to the result when exposing people with entertainment marketing strategies through media content. As explained in sections above, people tend to go back to consume the media content that made them feel good and be in a good or even better mood. From this, we want to prove that when a product is shown in an environment or content that makes someone feel better, they will be more willing to buy it. Consistently with this, it would also happen in the other way around, where if something was shown in content that makes people not feel good, it would create a sense of not wanting to purchase that product or service.

We considered this theory the best fit for this research since media and entertainment platforms have a huge impact on people’s lives since it can be a way to disconnect from other things going on in their day-to-day. Messages in entertainment and media formats

can impact in various ways on the mood of people, which can have a big impact for companies.

This is where brands can really control the behavior of customers and the influence it has on their lives by portraying the best image possible or the entertainment content and making it feel to the customer like they are more complete because of that specific product or service that brings them happiness. That feeling of happiness reminds them of the brand and that creates brand loyalty.

Consumer behavior can be affected and influenced by a range of different aspects and actions, when it comes to entertainment marketing and media which can have a different impact on people's life depending on their situation, culture, and background. Which themselves can be very defining of how people in different cultures and countries make decisions about personal, work, and social life.

## **2.2 Theory dimensions that influence each culture and society**

### **2.2.1 Hofstede's dimensions**

There are different aspects that influence each country's and person's way of doing. Some of them can be described and explained with different dimension theories. In specific, Hofstede's Cultural Dimensions (Hofstede, 1980) could explain why people in different countries have different behaviors and responses to entertainment marketing and media entertainment once they are exposed to it.

After some research and having found that nowadays the main entertainment and marketing distributors are The United States of America and South Korea, at first, and the focus will be on the differences between these two countries according to this theory framework. These two countries were chosen for the power they have nowadays economically and in business creating as well as marketing. They were also chosen because of the huge differences in culture they have but how influenced they seem to be by each other at the same time. Later on, they will be compared in terms of results with other countries of importance.

This framework involves 6 different points; these being: power distance, individualism, masculinity, uncertainty index, long term orientations and indulgence (Hofstede, 1980).

First, power distance; it deals with how not everyone is equal and how each society deals and react to this reality. As defined by the Hofstede Insights, “*power distance is the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally*”.

Secondly, individualism; it involves the degree of interdependence a society has between its population. According to this index there are two types of societies; the lower the score the more collectivist the society is and therefore thinks more of them in groups and not as only individual beings. In collective societies, loyalty is one of the main characteristics. On the other hand, in individualist societies, each one cares for themselves and their own close family relatives only.

The next, and third, index in this framework is Masculinity. In this one, the higher the score the more masculine the society is which means that it is more ruled by competition, achievement, success, and the need to win and be the best. It is usually implemented since a young age. However, the lower the score is, the more feminine it is, which means that the population in it values more the quality of their life and prefer to not stand out a lot amongst others. To be more specific, masculinity equals wanting to be the best at everything they do and femininity equals liking what you do.

The uncertainty avoidance is the fourth index which deals with how people in different societies react to the fact that the future cannot be known. To know how they cope with it, whether they feel anxious or threatened or not and what mechanism they use to avoid those feelings. The higher the score a country has the more uncertainty avoidant that country is.

The following and fifth index, the long-term orientation, indicates how societies need to have a perception and vision of their past at the same time as their present and future. There are two possible outcomes, a high score, which means that that society in question has pragmatic approaches to life, preferring to encourage effort and challenges to be better



prepared for the future. Or a low score, which means that that society likes to keep their traditions and norms like they have always been and don't like changing it much.

The sixth and last dimension in this theory framework, is indulgence. It analyzes how people control their wants and needs in society and life according to how they were raised. Depending on the country and culture, they can have low control which means they are very indulgent, or they can have strong control which means they are restrained. A high score is indulgent, and a low score is restrained.

### **2.2.2 Which dimensions apply and influence The United States of America and South Korea's society.**

Out of the 6 dimensions mentioned in the Hofstede's Cultural Dimensions framework, 2 of them; individualism and uncertainty avoidance will be studied to find if they could explain and have an impact on the consumer behavior and individual behavior of people in different countries when exposed to entertainment marketing and media entertainment.

The main reason for this being that Individualism the amount of interdependence a society has between themselves, which means if a society is collective, they will be more loyal to the ones around them and therefore, they will also be loyal to the product and services they have already been using. This was a fact that we wanted to study to determine if people in collectivist societies would be willing to purchase a product even if it had a bad image in a specific media content, just because they were used to using and loyal to that brand. As for Uncertainty avoidance, it refers to how people react to not being able to know how their future will play out, so if they were in a society in which had a high score, they would be more willing to try something that is portrayed as a good thing instead of a product with a bad image in the media.

The reasons for discarding the other dimensions for this research are the following. The Masculinity dimension focuses on competition between people in a society and wanting to be the best at everything, however we wanted to focus more on the consumer behavior when consuming different types of entertainment, and not what was influenced by competition. As for Long-term orientation, it focuses on past, present and future experiences that influence a person's way of living and it encourages personal preparation

for the future. However, we wanted to study how the present and immediate future behavior change when shown any kind of media content. Therefore, this last dimension was also discarded. When it came to Indulgence, we also decided to not focus on this dimension because we wanted to analyze the aspects people can't control that creates their behavior and image towards purchasing habits. As for South Korea, for example, even if it is more restrained than the USA, its society has been having the image to be one of the most consumerist societies, like the US, in recent years. Therefore, we couldn't really lean on this dimension for our research. Lastly, Power Distance, was also not chosen since it determines how people interact with other people who are not in the same society status as them, therefore it was considered that it didn't really apply to our research.

To introduce the two dimensions in each country, the ranking and explanation of how they can affect will be discussed.

Individualism in the USA scores a 91 out 100. This means each one cares for themselves and don't feel the need to follow the steps of another person in their same cultural group, instead, they take action for what they want for themselves even if it isn't the norm or very popular.

On the other hand, South Korea scores an 18 out 100, which means that society there acts the other way around when it comes to living their life. They are more focused on the collective they form a part of or that they identify themselves with and therefore are probably more likely to follow the trends set by those in their same group or in entertainment marketing and media entertainment that they relate to and are loyal to.

When it comes to uncertainty avoidance, South Korea has almost double the points than the United States, with 85 and 46 points respectively. This means that the USA, as a country is very welcoming to new ideas and innovative things as well as being very willing to try new things even if it isn't in the norm. Therefore, they allow the freedom of expression which also affects their view on entertainment marketing because they are willing to try those products that they see on their entertainment content because they like it as an individual and not because they must follow the trend.

However, South Korea is one of the most uncertainty avoiding countries in the globe. These types of countries are usually very firm with their beliefs and ways of doing which implies that they need rules, as well as guides to know and be sure what to do. This could relate as well to how they get influenced by entertainment marketing and media entertainment since they want and need to follow, the steps of the icon influence people in order to fit in and be content with their way of life (Hofstede's Insights, 2017).

### **2.3 Entertainment industry and entertainment marketing in each country**

The Korean market has become more attractive, since along with its growth economically, (Daechun An; Sang Hoon Kim, 2008) the advertising industry has grown to be the 9<sup>th</sup> largest advertising market (Advertising Age, 2006). According to Sang Hoon Kim and Daechun An, in 2005, Korea had the world's third largest number of internet users. South Korea, as of today, has the highest internet penetration in the world with a percentage of 96.3% (Internet World Stats, 2021). This means that Korean citizens are very likely to spend a lot of time on their phones. And their innovative systems such as the pedestrian traffic light being on the floor, as well, so they can still look at their phones without having to look up to see if they can cross or not, is a big influence in how they spend their free time even if it is a short time.

This is a great opportunity for companies and entertainment marketing since they can catch the attention of the public much easier. There are higher chances they will be on their phone or mobile devices watching or using some type of media entertainment. Because they are so used to following the trends and norms that their collective society has, that once a product placement happens to cross their view in one of their usual entertainment contents that gives them a sense of belonging to their group, they will immediately follow it, buy it, and use it. That is why the internet as of 2008 was already the third main advertising medium right after television and the newspaper (Daechun An; Sang Hoon Kim, 2008).

The US has been one of the leaders in the entertainment industry since many years ago, being home to some of the biggest entertainment and advertising companies in the world. As being described by many as the country of the free and where all your dreams can

come true, a lot of people developed the mentality of trying and innovating new things even if that meant failing at first, changing the traditions, norms, and ways of living.

With that also came advertising and marketing which through the years has been developed and changed in many ways, one being entertainment marketing. In the past few years, the US entertainment industry has changed the way how others take an approach to marketing their products and services. Mainly due to the number of sponsorships (Statista, 2018) and product placements in movies, tv shows, online streaming services, YouTube content, as well as Instagram content created by normal people, that has been growing and growing since the early 2010s.

An example, of the success this type of content has had and why companies feel the need to promote through them more in the US than in any other country in the world, is the amount of people attending conventions and “concerts” held by online personalities that are just normal people and not A-list celebrities.

This creates a sense of trust to the audience which makes them feel like they are making the decision of buying a product instead of being forced to by commercial adverts.

When it comes to advertisement in entertainment media, it can appear in different formats which is why many research papers state that the advertising and marketing through the internet and entertainment media platforms has a very big potential for brands to build themselves an image and name. Nevertheless, it isn't always consistent.

### **3. Hypothesis**

After this research the main aspects decided to how the mood of a person can change and influence consumer behavior when they see a product promoted or used by a public person of influence, as well as how much involved are the individualism and uncertainty avoidance levels of their native or main culture. Therefore, the following hypothesis were created:

**H1:** Based on the Mood Management Theory we assume that if people are in a good mood after being exposed to a product while watching media content they like, they are more likely to buy from that brand.

**H2:** Following the individualism score and analysis we could imagine that, in the US people are more likely to follow their own preferences when it comes to lifestyle and consuming behavior rather than being highly influenced by entertainment marketing/media/content.

**H3:** Referring to the individualism dimension, we could argue that Korean society is more likely to consume a product/service because they've seen it on a popular show and because people in their same society group also consume it rather than because they just want to try it.

**H4:** As mentioned in the sections above, South Korea is considered one of the most uncertainty avoiding countries. From this, we expect Korean society to be less likely to purchase/consume products or services that don't have a good image on advertisements in entertainment platforms.

**H5:** Following the prosocial affect created by the gratification from the Mood Management Theory, we can assume that people are more likely to purchase from a specific brand if, to them and their social circle, it has a good reputation.

**H6:** Following the Hofstede's Dimensions we could assume that depending on the country where the person is from, they will react differently to media content and consumption and affect in their mood

**H7:** Following the Mood Management Theory we could assume that if a person has a good mood because a content they have seen, they will keep coming back to watch that similar content, which implies that will be very likely to keep consuming from the brands appearing in that content.

## **4. Methodology**

The aim of this research project is mainly to establish the cause-and-effect relationship between entertainment marketing and entertainment companies, and the consumer behavior of society depending on the geographic area. In order to get an answer to our questions and hypothesis, we decided to take into action an experiment where a survey will be done in 6 different countries, each in their native language. The goal of this is to

understand how entertainment marketing and people of influence, whether they have a good reputation or bad, affect the consumer behavior of society in different countries and culture groups in the world.

As previously mentioned, there will be a different survey for each country, in their native language, where they will be asked to give their opinion on different products and people of influence based on the reputation of the person and promotion of the product. The six previously mentioned countries will be The United States of America, South Korea, Spain, The United Kingdom, France and China.

These countries were chosen to further compare between western and eastern cultures to see if they really had similarities and/or differences because of the geographic region. China was chosen for a second Asian country and then the United Kingdom, France and Spain were chosen as three different western, specifically European, countries. We expect China to have similar results as South Korea, the US, and the UK to have similar results as well and France and Spain to have relatively similar results. These because of the proximity geographically between China and Korea, and the same for Spain and France. For the UK and the USA, it is expected to be similar because of the common language as well as for the pop culture that mainly comes from those countries, in the west.

Each country's survey will be divided into 3 different sections. Each will show the same type of product but will appear next to different famous people or persons of influence in each section. One section will show a person with likelihood of having a good reputation, another section will display a person with a likelihood of having bad reputation in that country, and there will also be a neutral section where the product will be shown by itself. This will be to determine whether people's mood change towards a product when they see it being promoted or next to a picture of someone who has a good public image or a bad public image.

However, at the beginning of the questionnaire, before these three previously mentioned sections, the subject will be asked four questions to determine the level of individualism and avoidance uncertainty. The main goal of this will be to try to determine if these factors are in fact influencing the consumer behavior of each culture, therefore these questions will be the same for all the countries. The two first questions will be about the

individualism dimension and the third and fourth questions will be about the uncertainty avoidance. In all of them the respondent will be asked to answer on a scale from 0 to 10, 0 being strongly disagree and 10 being strongly agree.

As well as this, there will be some generic questions, such as age, gender and family members in order to understand better the behavior by having more knowledge about their background.

In each of the specific product sections the interviewee will be asked if they recognize the person and to evaluate their reputation from their point of view from 0-10, 0 being that they have a bad very bad public image and 10 being that they have a very good public image from the respondent's point of view. As well as this, they will be asked to state the likelihood of them buying the product shown next to that specific person with a scale from 0 to 10, 0 being very likely to not buy and 10 being very likely to buy.

In the US, the experiment will be carried out with the general type of product being perfume. The first section will display a photo of Brad Pitt, as the person with a good image, asking the interviewee about the identity of him, followed by a photo of Brad Pitt promoting a Chanel perfume. With this last photo they will be asked if they know the brand as well as how likely they are to buy that specific product, the reputation of the brand from their perspective and whether they have bought from that brand before.

The second section will include a photo of a YSL perfume on its own, with the same questions as the questions in the second part of the first section, mentioned in the paragraph above. Whether they recognize the brand, how likely they are to buy that product by just seeing that image, the reputation of the brand and whether they have bought from that brand before.

The third section will first include a photo of Kanye West, as the person with a bad public image and reputation, with a question to the subject asking whether they recognize him or not. Followed by a question asking about the reputation of this person from the respondent's point of view. Next, will be displayed a photo of Kanye West next to a Calvin Klein perfume. Here they will be asked how likely they are of buying that product

as well as the reputation they think the brand has and if they have purchased from this brand before.

This format will be the same for each country’s survey, however the brands and persons of influence will be changing. For more detail on the types of products, refer to *Table 1*.

*Table 1: Persons of influence and products displayed in the questionnaire experiment, based on reputation, type of product and country.*

Country	<b>USA</b>	<b>South Korea</b>	<b>Spain</b>	<b>UK</b>	<b>France</b>	<b>China</b>
Type of product	Perfume	Lifestyle shoes	Sports shoes	Lifestyle shoes	Coffee	Luxury duffle bags
Positive influence	Brad Pitt (Chanel)	Yuna Kim (Nike)	Rafa Nadal (Nike)	David Beckham (Adidas)	Jean Dujardin (Nespresso)	Zanilia Zhao (Dior)
Neutral product	YSL	New Balance	Adidas	Puma	L'Or	Gucci
Negative influence	Kanye West (Calvin Klein)	Gura Kim (Fila)	Neymar (Nike)	Piers Morgan (Nike)	Nabilla (Senseo)	Kris Wu (Louis Vuitton)

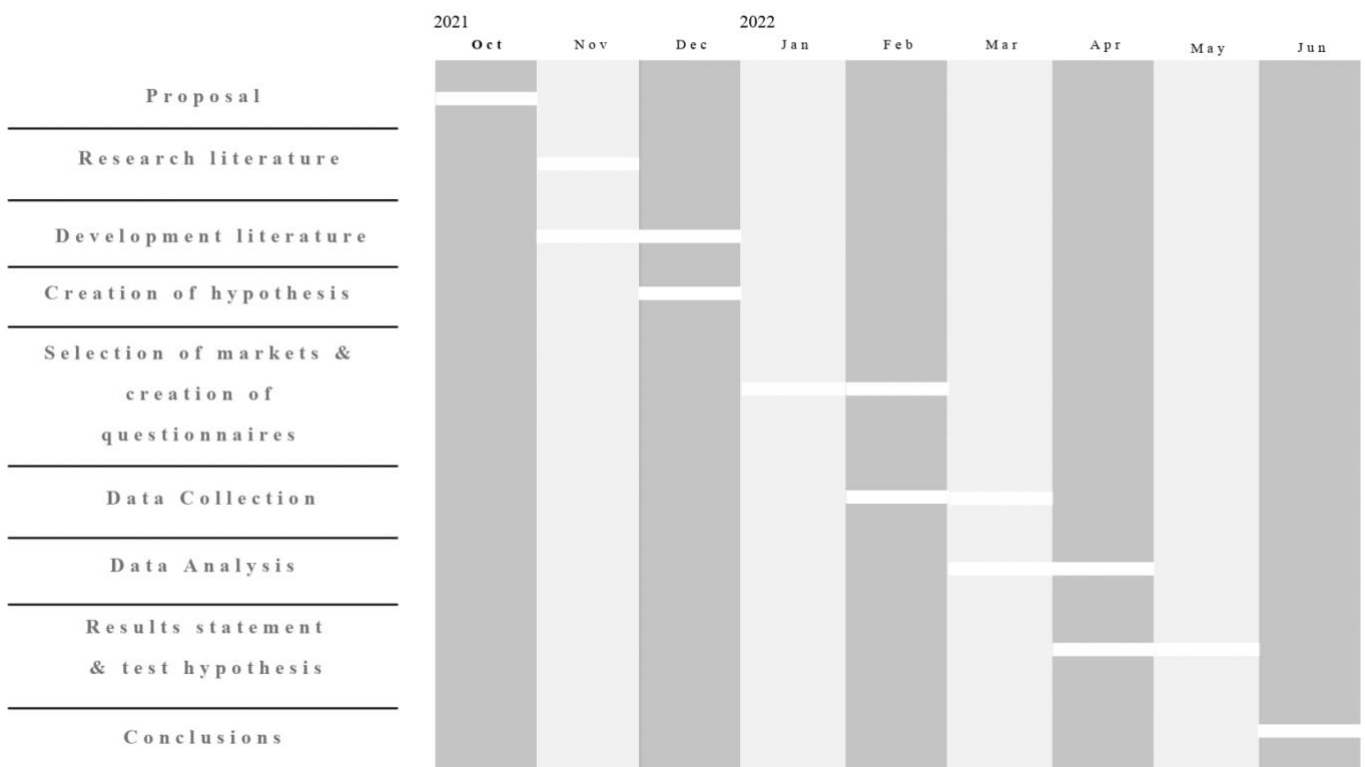
In addition to this, in *Table 2*, a timeline of the experiment is shown to understand better the process and each step taken to get the results we need. As well as an overall timeline of the project in *Table 3*.



Table 2: Timeline of the questionnaire experiment steps.



Table 3: Complete timeline of the research project.



## **6. Results:**

### **6.1 Data analysis**

To do the analysis of the data gathered through the survey process in the different countries, it was decided to use the program Stata, which is used in various fields to create reports of data. The data will be analyzed in order to determine whether there is a relationship between them that could prove or deny the hypothesis set previously for this research. The variables which were used to gather data and their description, are the ones showed in *Table 4*, below:

*Table 4: Variables in the questionnaire & their description.*

Variable	Description
Country	0: Spain 1: China 2: South Korea 3: France 4: UK 5: USA
Age	0: 0-18 1: 19-29 2: 30-40 3: 41-50 4: +51
Gender	0: Female 1: Male 2: Prefer not say 3: Non-binary
Family Members	Open answer: Number of people
Individuality	Scale from 0-10: Average between the two questions to determine the level of individuality
Uncertainty Avoidance	Scale from 0-10: Average between the two questions to determine the level of uncertainty avoidance
Recognize	0: No 1: Yes
Name	Open answer: Name of the person of influence
Reputation	Scale from 0-10: To determine the opinion of the interviewee of the person of influence (Good, Neutral Brand, Bad)
Likelihood Buy	Scale from 0-10: To determine how likely the person is to buy the product shown next to the person of influence
Reputation Brand	Scale from 0-10: To determine the opinion of the interviewee of the brand shown with the influence (Good, Bad)
Purchased Before	0: No 1: Yes

These variables shown on the table above were used for all 6 countries as well as for the 3 types of people of influence (Good, Neutral and Bad).

From the total data collected 59 observations were from Spain, 137 from China, 13 from France, 8 from South Korea, 6 from the United Kingdom, and 5 from the USA.

From these observations we acquired background information from each interviewee that could potentially affect their decisions and also their level of Individuality and Uncertainty Avoidance, following the description of these terms by Hofstede's dimensions. On the table below, *table 5*, is shown the majority age group, gender and the amount of close family members of each country of the people that answered the questionnaire as well as an average of the Individuality level, the higher the less individualistic the country is, and the average of the Uncertainty Avoidance level, the higher the more uncertainty avoidant they are, of each country.

*Table 5: Majority and average of the data collected for each country.*

	SPAIN	CHINA	SOUTH KOREA	FRANCE	UK	USA
AGE	Group 4 (57.63%)	Group 2 (56.93%)	Group 1 (100%)	Group 1 (69.23%)	Group 1 (100%)	Group 1 (80%)
GENDER	Female (69.49%)	Female (59.12%)	Female (62.50%)	Male (53.85%)	Female (100%)	Female (100%)
FAMILY MEMBERS	4 (47.46%)	3 (47.45%)	4 (100%)	5 (46.15%)	4 (66.67%)	4 (60%)
INDIVIDUALITY	6.86/10	6.57/10	8.06/10	6.15/10	6.92/10	6.3/10
UNCERTAINTY AVOIDANCE	6.5/10	5.95/10	5.38/10	5.96/10	5.58/10	5.2/10

As shown above, we can see that in 4 out of the 6 countries the majority of people that answered the questionnaire are in the age group 1, from 19 to 29 years old, apart from in

Spain that they majority are in the age group 4, 51 years old and over, and China that the majority are in the age group 2, from 30 to 40 years old.

There was also a pattern in all countries in the gender of the respondents, most of them in all countries were women apart from France that a 53.85% were men.

In the family members section, the biggest group in Spain, South Korea, the United Kingdom, and the United States of America, is of 4 family members. On the other hand, in China it was of 3 family members and in France it was of 5 family members. It is also noticeable by the result we got that South Korea is the less individualistic country out of the 6 of them, with 8.06 points out of 10, and therefore is considered collectivist. However, France is the most individualistic country, with 6.15 points out of 10. Spain is the most uncertainty avoidant country, with 6.5 points out of 10, and the USA is the less uncertainty avoidant country out of the 6, with 5.2 points out of 10. With this information we can already start to see where some of the results after the hypothesis test will be leading towards.

From the data collected, a group of linear regressions were made to determine how the variables affected each other, depending on the hypothesis, which will be explained in the next sections

### **6.1.1 Hypothesis 1**

**H1:** Based on the Mood Management Theory we assume that if people are in a good mood after being exposed to a product while watching media content they like, they are more likely to buy from that brand.

Since hypothesis 1, discussed that the better the mood of the individual is the more likely they are to buy the product they are exposed to it was decided to make three different linear regressions for each country to see how the Reputation of the Individual of influence from the perspective of the interviewee affected their likelihood to purchase the product shown with the person of influence, for the Good group, Neutral group, and Bad group.

Table 6: Coefficients of the linear regression for each country and linear regression.

	SPAIN	CHINA	KOREA	FRANCE	UK	USA
RepGood+LikelBuyGood	0.40	0.34	1.042	0.605	-0.69	0.985
RepBad+LikelBuyBad	0.46	0.48	-0.147	-0.307	0.5181	0.853
RepNeutral+LikelBuyNeutral	0.795	0.48	1.437	0.4834	-0.9412	-0.266

Table 7: P-values of the linear regression for each country and linear regression.

	SPAIN	CHINA	KOREA	FRANCE	UK	USA
RepGood+LikelBuyGood	0.056	0.011	0.146	0.045	0.206	0.305
RepBad+LikelBuyBad	0.017	0	0.719	0.214	0.26	0.21
RepNeutral+LikelBuyNeutral	0	0	0.056	0.228	0.426	0.76

For Spain, we can see that for each point that the reputation of the good person of influence goes up equals in 0.4 points up in the likelihood to buy the product shown next to it. However, we can see that the same happens with the bad person of influence, increasing the likelihood by 0.46 and with the neutral, increasing it by 0.795.

With this, we can prove that whether the person of influence is supposed to have a bad reputation or bad, if to the individual it has a higher reputation it will increase their likelihood to buy the product that was shown next to the person of influence. We can also notice that the neutral part has a bigger increase, which could mean that people in Spain are more likely to buy from a brand that doesn't have any person of influence associated to them only if the brand has an overall good reputation.

For China, we can see that for each point that the reputation of the good person of influence goes up equals in 0.34 points up in the likelihood to buy the product shown next to it. However, we can see that the same happens with the bad person of influence, increasing the likelihood by 0.48 and with the neutral, increasing it by the same amount, 0.48.

With this, we can also prove that in China whether the person of influence is supposed to have a bad reputation or bad, if to the individual it has a higher reputation it will increase their likelihood to buy the product that was shown next to the person of influence more. We can also notice that the neutral part has the same increase as the bad influence one, which could mean that people in China are also more likely to buy from a brand that doesn't have any person of influence associated to them only if the brand has an overall good reputation.

For South Korea, we can see that for each point that the reputation of the good person of influence goes up equals in 1.042 points up in the likelihood to buy the product shown next to it. However, we can see that even though the reputation of the bad person of influence goes up by a point their likelihood to buy it goes down by 0.147 which could be influenced by the view and thoughts, of the person of influence, of those around them. In terms of the neutral section, if the reputation of the brand goes up by 1 point, the likelihood of them buying the product will go up by 1.437 points.

With this, we can prove that society in South Korea is more likely to buy a product if the reputation of the person is high to them and those around them, since it creates a sense of feeling better.

For France, we notice that for each point that the reputation of the good person of influence goes up equals in 0.605 points up in the likelihood to buy the product shown next to it. However, we see that when it comes to the person of bad influence, even if their reputation goes up by 1 point, the likelihood of the French citizens to buy the product shown goes down by 0.307. We also see that, when the reputation of the neutral brand goes up by one point the likelihood to buy the product goes up by 0.48 points.

This could prove that even though some people might have a higher reputation view of the bad people it makes majority of people be in a worse mood because of the overall view of the person and therefore decrease their likelihood to purchase. However, some other aspects might come into play too.

For the United Kingdom, it proves otherwise and very different than the other countries. When it comes to the good and the neutral, by each point they go up in reputation, the likelihood to buy it goes down 0.69 and 0.9412 respectively. However, we can see that with the bad person of influence when their reputation goes up by one point the likelihood of people to buy it goes up by 0.52. Which implicates that reputation and the mood that individual produces in them are not of importance in their decision to buy it or not and many other aspects are probably involved in the result we got from the data.

In the USA, we notice that when the reputation of the good influence goes up by a point their likelihood to buy the product goes also up by almost a point, specifically, 0.985 points. And also, with the bad person of influence, which the likelihood goes up by 0.853

points. The neutral brand, on the other hand, goes down by 0.266 every time a point in reputation goes up. All of this together could prove that American citizens don't pay attention to the reputation and state of their mood when buying but how they are advertised, since the neutral brand is not shown like the other two and is on its own.

### 6.1.2 Hypothesis 2

**H2:** Following the individualism score and analysis we could imagine that, in the US people are more likely to follow their own preferences when it comes to lifestyle and consuming behavior rather than being highly influenced by entertainment marketing/media/content.

Hypothesis 2, following Hofstede's individualism score, argues that in the United States of America people are more likely to purchase a product or service because they want to and not because they are influenced by others or think about others. Three different regression models were done to see the relationship between Individualism and the likelihood to buy each product shown to them.

*Table 8: Coefficients for the linear regressions of hypothesis 2.*

USA	COEFFICIENT
INDIV+LikelBuyGood	-2.17
INDIV+LikelBuyBad	-0.8113
INDIV+LikelBuyNeutral	-1.87

Above in *Table 3*, are shown the three different linear regressions' coefficients that determine the relationship between one another.

The first one is analyzing the relationship between the individualism level and the likelihood of the people to buy the product in shown in the good influence section.

We can see that every time the individualism score goes up by one 1 point, the likelihood of them buying the product goes down by 2.17 points, which makes sense considering the individualism analysis for the USA.

The United States is the second most individualistic country out of the 6 countries analyzed, with 6.3 points out of 10. The higher this goes the less individualism there is,

therefore, we can assume that people in the United States of America are less likely to buy a product because they are influenced by their environment and more likely to buy it because they like it personally.

And the same results were attained for the bad influence section and the neutral section, with the first one decreasing 0.81 points the likelihood if the individualism score goes up 1 point, making it more collectivist, and the second decreasing the likelihood by 1.87 when individualism score goes up by one point.

### 6.1.3 Hypothesis 3

**H3:** Referring to the individualism dimension, we could argue that Korean society is more likely to consume a product/service because they've seen it on a popular show and because people in their same society group also consume it rather than because they just want to try it.

In hypothesis 3, it is argued that also following the individualism dimension, Korean society is more likely to purchase a product or service if they recognize it from their environment and media. Three linear regressions were the tests that were wanted to be done to prove or deny this theory, analyzing the relationship between the variables Recognize Good and Likelihood to Buy Good, Recognize Bad and Likelihood to buy Bad and finally Recognize Neutral and Likelihood to Buy Neutral.

Table 9: Results for hypothesis 3 test, 1= Yes and 0= No for the variables Recognize

Recognize Good	Likelihood Buy Good	Recognize Bad	Likelihood Buy Bad	Recognize Neutral	Recognize Neutral
1	3	1	5	1	0
1	2	1	4	1	7
1	6	1	3	1	10
1	7	1	6	1	7
1	9	1	5	1	6
1	7	1	3	1	7
1	0	1	0	1	5
1	8	1	3	1	3

As shown in the table above, Table 9, we can see that in the three variables which involve recognizing the neutral brand and persons of influence, everyone recognized it, 1=Yes and 0=No, and the likelihood to buy it varies a lot between individuals.



Therefore, there is not relationship between these two variables in the case of South Korea with the observations attained.

However, in the case of China, having more observations, we could determine that there were relationships between the variables, as shown on *Table 10*. Every time a person recognized the person of good influence their likelihood to buy the product would go up by 0.27 compared to the ones who didn't recognize it. When people recognized the person of bad influence their likelihood would be 0.15 points higher than the likelihood of the ones that didn't recognize it. And as for the neutral brand, the people that recognized it would 2.32 points out of 10 more likely to buy the product than those people that didn't recognize it.

*Table 10: Coefficients for the linear regressions of hypothesis 3 for China*

CHINA	COEFFICIENT
RecogGood+LikelBuyGood	0.27
RecogBad+LikelBuyBad	0.15
RecogNeutral+LikelBuyNeutral	2.32

Therefore, we could say that for South Korea this hypothesis is not accurate but for China it is.

#### 6.1.4 Hypothesis 4

**H4:** As mentioned in the sections above, South Korea is considered one of the most uncertainty avoiding countries. From this, we expect Korean society to be less likely to purchase/consume products or services that don't have a good image on advertisements in entertainment platforms.

Hypothesis 4 argues that according to Hofstede's dimensions, South Korea is a very Uncertainty avoidant country which could lead Koreans to be less likely to buy it doesn't have a good image to those in their environment and media. To prove this, a linear regression between the Uncertainty avoidance and the Likelihood to Buy the product of Bad influence was done.

Table 11: Coefficients for the linear regression of hypothesis 4

KOREA	COEFFICIENT
UNCAV+LikelBuyBad	-0.398

As seen in the table above, Table 11, every time the Uncertainty Avoidance level goes up by one point the likelihood of the person to buy the product shown next to a person of bad influence goes down by almost 0.4. Proving that a higher level of Uncertainty Avoidance will lead to a decrease on the likelihood to buy the product of the bad influence section, and proving Hypothesis 4 right.

### 6.1.5 Hypothesis 5

**H5:** Following the prosocial affect created by the gratification from the Mood Management Theory, we can assume that people are more likely to purchase from a specific brand if, to them and their social circle, it has a good reputation.

From this hypothesis, we expect people to have a higher likelihood to buy the neutral product if it has a good reputation to them. As seen in hypothesis 1 and Table 6 & 12, 4 out of the 6 countries prove this theory right, but 2 of them, the UK and the USA, prove it wrong.

In Spain for each point that goes up in the reputation, the likelihood goes up by almost 0.8, in China it goes up by 0.48, in Korea by almost 1.44 and in France it goes up by almost 0.49. However, in the UK, every time the reputation goes up by one point the likelihood goes down by 0.94 and in the USA it goes down by almost 0.27.

Table 12: Coefficients for the linear regression of hypothesis 5

COEFFICIENTS	SPAIN	CHINA	KOREA	FRANCE	UK	USA
RepNeutral+LikelBuyNeutral	0.795	0.48	1.437	0.4834	-0.9412	-0.266

### 6.1.6 Hypothesis 6

**H6:** Following the Hofstede’s Dimensions we could assume that depending on the country where the person is from, they will react differently to media content and consumption and affect in their mood.

To prove this hypothesis wrong or right it was decided to do 6 linear regressions for each country using the Individualism variable with each of the recognition variables, as well as the Uncertainty Avoidance variable with the three recognition variables.

As shown in the Table 13, we see that all observations in Korea recognized, the Good, Neutral and Bad from the pictures, as well as the UK, therefore proving that there is no relationship between the variables.

In France all the observations recognized the person of Good influence, creating no relationship between the individualism and uncertainty avoidance with the recognition of good influence. And the same happened in the United States of America but with the person of Bad influence.

*Table 13: Coefficients for the linear regression of hypothesis 6 (N/A meaning no relationship between variables)*

COEFFICIENTS	SPAIN	CHINA	KOREA	FRANCE	UK	USA
INDIV+RecogGood	0.314	0.16	N/A	N/A	N/A	0.877
INDIV+RecogBad	0.383	0.717	N/A	0.063	N/A	N/A
INDIV+RecogNeutral	0.932	0.82	N/A	0.084	N/A	0.7
UNCAV+RecogGood	0.027	0.629	N/A	N/A	N/A	0.665
UNCAV+RecogBad	0.466	0.476	N/A	0.77	N/A	N/A
UNCAV+RecogNeutral	0.761	0.782	N/A	0.339	N/A	0.373

This shows how different countries react and remember what they see in their environment and media entertainment.

Spain and China both have people that recognize and don’t recognize the people of influence. South Korea and the UK both recognize all and are affected by all. In France, all the observations recognize the person of good influence meaning that people focus more of the people that have a good image around them. Lastly, in the USA, every observation recognized the person of bad influence, therefore showing how their society

shows and talks more about people that might not be as good as an influence. However, many more aspects could come into play in the reasoning of these.

### 6.1.7 Hypothesis 7

**H7:** Following the Mood Management Theory we could assume that if a person has a good mood because a content they have seen, they will keep coming back to watch that similar content, which implies that will be very likely to keep consuming from the brands appearing in that content.

For this hypothesis it was decided to do one linear regression including the variables Reputation Good, Purchased Before Good and Likelihood Buy Good. And the results were as *Table 14* shows.

*Table 14: Coefficients for the linear regression of hypothesis 7*

COEFFICIENTS	SPAIN	CHINA	KOREA	FRANCE	UK	USA
REPUTATIONGOOD	0.3974149	0.3268528	1.041916	0.2794302	-0.7894737	0.2142857
PURCHASEDBEFOREGOOD	-0.1295812	0.7268904	0	3.107667	2.894737	5.714286

In Spain, the results showed that when the reputation went up by one point the likelihood to buy the product went up by almost 0.4, however, the likelihood to purchase of people that had already purchased before is almost 0.13 points lower than those that haven't bought before.

In China, the results showed that when the reputation went up by one point the likelihood to buy the product went up by almost 0.33 points, and the likelihood to purchase of people that had already purchased before is almost 0.73 points higher than those that haven't bought before.

In South Korea, the results showed that when the reputation went up by one point the likelihood to buy the product went up by 1.04 points, however, in the likelihood to purchase of people that had already purchased before there is no change since all observations have bought from the brand before.

In France, the results showed that when the reputation went up by one point the likelihood to buy the product went up by almost 0.28, the likelihood to purchase of people that had already purchased before is almost 3.11 points higher than those that haven't bought before.

In the United Kingdom, the results showed that when the reputation went up by one point the likelihood to buy the product went down by almost 0.79 points, however, the likelihood to purchase of people that had already purchased before is almost 2.9 points higher than those that haven't bought before.

In the United States of America, the results showed that when the reputation went up by one point the likelihood to buy the product went up by almost 0.21 points and the likelihood to purchase of people that had already purchased before is 5.71 points higher than those that haven't bought before.

## **7. Conclusions:**

This research studied the effects on entertainment marketing and media in different countries and cultures in the world. The main purpose and goal being to understand better how cultures around the world react to advertisements and how they think in order to understand it from a business perspective as well as from a prosocial perspective.

To get answers, it was decided to create an experiment showing a person of influence with expected good reputation on its own and then with a product, a person of influence with expected bad reputation on its own and then also with a product and finally a product on its own, which we determined as neutral since it had no influence other than the picture of the product.

First of all, to determine the level of individualism/collectivism and the level of uncertainty avoidance of each country a few questions were used which gave us a few results which were not expected considering the Hofstede's Dimensions scores, mainly China being more individualistic than Spain from our observations and research. However, Korea fit the expectation we had therefore already with this we could prove part of the hypothesis. And the same for Uncertainty avoidance levels, which were expected to have a similar level for Korea and Spain, but Spain turned out to be more uncertainty avoidant than South Korea with 1.2 points more out of 10.

The main aspects used to identify how the people would react depending on the country were if they recognized the person of influence, the reputation those had from their points of view, as well as how likely they were to buy the product shown next to them and if they had bought from that brand previously.

When it comes to Spain, the higher the reputation from their point of view, the more likely they'll be to buy. As well if they recognize the bad person of influence, they will be more likely to buy the product anyways, which is happens the same in China. With

similar results overall when it comes to individualism and likelihood to buy products depending on second factors such as reputation or recognizing.

What was concluded for South Korea is that even though the person of influence might have a higher reputation from their own point of view, they might not act on it and is proved by the lower likelihood of buying the product. This might be attributed to other factors such as their environment as well as individualism levels, being the most collectivistic country, which makes them rely more as well on the opinion of those around them. The individualism levels proved what we imagined would happen and the higher that level is, the lower the likelihood to buy a product shown next to a person of bad influence is.

When it comes to France, the results and actions were pretty similar to the ones of South Korea. Nevertheless, they are on opposite sides when it comes to individualism and uncertainty avoidance levels. With France being the most individualistic country, and the second most uncertainty avoidant country. However, what is seen in the case of France is that they put more importance in reputation, and even if the person has better reputation the likelihood to consume a product decreases. This could probably be a consequence of the Uncertainty Avoidance levels they have, which leads them to look for opinions elsewhere in their environment to be sure to make a good decision.

The United Kingdom had very different result than all other countries over all, leading to believe that they don't give importance to reputation of the advertisement but more importance to their preference and likes since even though they had a good image and view, they are not less likely to consume it if the product is not to their preference.

What the results showed for the United States of America, is that they are more likely and willing to buy or consume a product if it is well marketed will people of influence whether it is of good or bad influence, rather than just a product that doesn't have anyone next to it advertising it.

In conclusion, there are some differences in the way some countries react to media entertainment which leads to a different behavior of purchasing. However, since media is so globalized and gets everywhere in the world these differences might be becoming smaller through time and globalization and some cultures being influenced by others, creating similarities in consumer behavior and way of perceiving entertainment media. On the other hand, there might be many more small factors that affect the small details in each culture that create the differences, which would be good to study such as the different ways of entertainment and what types of media sources they use and why which would also influence how they view their day to day life which in consequence might be able to explain furthermore why the different types of entertainment work better in some countries than others and how exactly.



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## 7. Annexes:

### 7.1 Survey for Spain

1. Country / País / Pays / 나라
  - a. United States of America
  - b. 대한민국
  - c. España
  - d. France
  - e. United Kingdom
  - f. China
  
2. ¿Qué edad tienes?
  - a. 0-18
  - b. 19-29
  - c. 30-40
  - d. 41-50
  - e. +51
  
3. ¿Cómo te identificas?
  - a. Mujer
  - b. Hombre
  - c. No binario
  - d. Prefiero no contestar
  
4. ¿Cuántos miembros hay en tu familia?:
  - a. (type answer)
  
5. Los líderes deben fomentar la lealtad de los grupos incluso si los objetivos individuales se ven afectados.
  - a. (strongly disagree)0-10(strongly agree)
  
6. Creo que ser aceptado por otros miembros de la sociedad es muy importante:
  - a. (strongly disagree)0-10(strongly agree)
  
7. La mayoría de gente en la sociedad vive una vida estructurada con pocos eventos inesperados.
  - a. (strongly disagree)0-10(strongly agree)
  
8. Creo que los requisitos e instrucciones de sociedad deberían ser expuestos en detalle para que los ciudadanos sepan como se espera que actúen y que hagan.
  - a. (strongly disagree)0-10(strongly agree)

9. ¿Reconoces a esta persona?

- a. Si
- b. No



10. ¿Puedes nombrar su nombre?

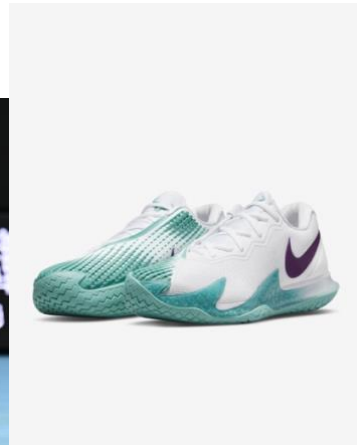
- a. (name)
- b. No lo sé

11. Evalúalo según la reputación que tiene desde tu punto de vista.

- a. 0-10

12. ¿Qué probabilidad hay de que compres el producto mostrado aquí debajo?

- a. 0-10



13. Evalúa la reputación de esta marca desde tu punto de vista.

- a. 0-10

14. ¿Has comprado anteriormente productos de esta marca?

- a. Si
- b. No

15. ¿Conoces esta marca mostrada en la foto?

- a. Si
- b. No



16. ¿Qué probabilidad hay de que compres productos de esta marca?  
a. 0-10

17. Evalúa la reputación de esta marca desde tu punto de vista.  
a. 0-10

18. ¿Has comprado anteriormente productos de esta marca?  
a. Si  
b. No

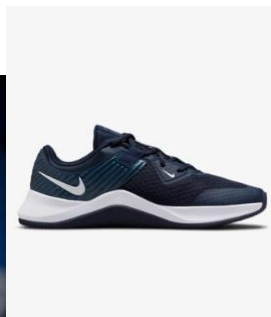
19. ¿Reconoces a esta persona?  
a. Si  
b. No



20. ¿Puedes nombrar su nombre?  
a. (nombre)  
b. No lo sé

21. Evalúala según la reputación que tiene desde tu punto de vista.  
a. 0-10

22. ¿Qué probabilidad hay de que compres el producto mostrado aquí debajo?  
a. 0-10



23. Evalúa la reputación de esta marca desde tu punto de vista.  
a. 0-10

24. ¿Has comprado anteriormente productos de esta marca?  
a. Si  
b. No

## **7.2 Survey for South Korea**

1. Country / País / Pays / 나라
  - a. United States of America
  - b. 대한민국
  - c. España
  - d. France
  - e. United Kingdom
  - f. China
  
2. 몇 살입니까?
  - a. 0-18
  - b. 19-29
  - c. 30-40
  - d. 41-50
  - e. +51
  
3. 당신은 누구입니까?
  - a. 여성
  - b. 남성
  - c. 정의하지 않음
  - d. 대답 안함
  
4. 당신의 가족은 몇명입니까?
  - a. (명)
  
5. 리더는 개인의 목표 보다 집단의 목표를 우선시 해야합니다.
  - a. (매우 부정)0-10(매우 긍정)
  
6. 사회에서 다른 사람들 에게 인정받는 것이 매우 중요하다고 생각합니다.
  - a. (매우 부정)0-10(매우 긍정)
  
7. 대부분의 사람들이 큰 사건없이 정해진 대로 산다고 생각합니다.
  - a. (매우 부정)0-10(매우 긍정)
  
8. 사회적 요구사항과 지침을 자세히 설명하여 시민들이 무엇을 해야 하는지 명시해야 된다고 생각합니다.
  - a. (매우 부정)0-10(매우 긍정)

9. 이 사람을 아시나요?



- a. 네
- b. 아니요

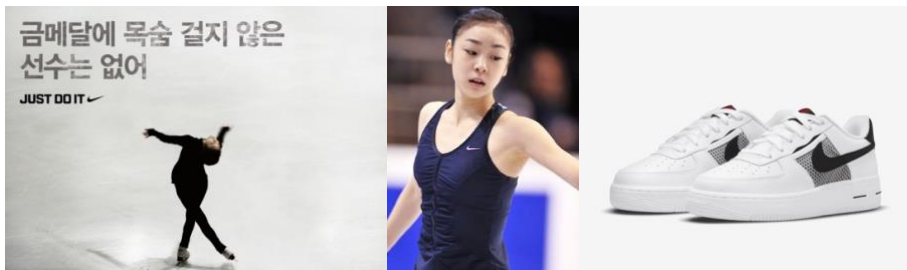
10. 그녀의 이름을 아시나요?

- a. (이름을 적어주세요)
- b. 아니요

11. 개인적으로 그녀의 평판에 대해서 어떻게 생각하시나요?

- a. 0-10

12. 아래 표시된 제품을 구매하실 생각이 있으신가요?



- a. 0-10

13. 이 브랜드의 평판에 대해 어떻게 생각하시나요?

- a. 0-10

14. 이 브랜드의 물건을 구매해 보신 적이 있나요?

- a. 네
- b. 아니요

15. 이 브랜드를 아시나요?



- a. 네
- b. 아니요

16. 위의 질문에서의 제품을 구매하실 생각이 있으신가요?

- a. 0-10

17. 이 브랜드의 평판에 대해 어떻게 생각하시나요?

- a. 0-10

18. 이 브랜드의 물건을 구매해 보신 적이 있나요?

- a. 네
- b. 아니요

19. 이 사람을 아시나요?



- a. 네
- b. 아니요

20. 그의 이름을 아시나요?

- a. (이름을 적어주세요)
- b. 아니요

21. 개인적으로 그의 평판에 대해서 어떻게 생각하시나요?

- a. 0-10



22. 아래 표시된 제품을 구매하실 생각이 있으신가요?



a. 0-10

23. 이 브랜드의 평판에 대해 어떻게 생각하시나요?

a. 0-10

24. 이 브랜드의 물건을 구매해 보신 적이 있나요?

a. 네

b. 아니요

### **7.3 Survey for the USA**

1. Country / País / Pays / 나라
  - a. United States of America
  - b. 대한민국
  - c. España
  - d. France
  - e. United Kingdom
  - f. China
  
2. How old are you?
  - a. 0-18
  - b. 19-29
  - c. 30-40
  - d. 41-50
  - e. +51
  
3. How do you identify?
  - a. Female
  - b. Male
  - c. Non-binary
  - d. I'd rather not say
  
4. How many members are in your family?
  - a. (type answer)

5. Leaders should encourage group loyalty even if individual goals suffer:
  - a. (strongly disagree)0-10(strongly agree)
6. I think that being accepted by other members in society is very important:
  - a. (strongly disagree)0-10(strongly agree)
7. Most people in society(I) lead highly (a) structured live(s) with few unexpected events
  - a. (strongly disagree)0-10(strongly agree)
8. I think that societal requirements and instructions should be spelled out in detail so citizens know what they are expected to do.
  - a. (strongly disagree)0-10(strongly agree)
9. Do you recognize this person?
  - a. Yes
  - b. No



10. Can you name them?
  - a. (name)
  - b. I don't know
11. Evaluate them according to the reputation they have from your perspective.
  - a. 0-10
12. How likely are you to buy this product showed below?
  - a. 0-10



13. What is the reputation of this brand from your point of view?

a. 0-10

14. Have you purchased from this brand before?

a. Yes

b. No

15. Do you know this company?

a. Yes

b. No



16. How likely are you to purchase a service from the company above?

a. 0-10

17. What is the reputation of this brand from your point of view?

a. 0-10

18. Have you already purchased from this brand before?

a. Yes

b. No

19. Do you recognize this person?

a. Yes

b. No



20. Can you name them?

- a. (name)
- b. I don't know

21. Evaluate them according to the reputation they have from your perspective.

- a. 0-10

22. How likely are you to buy this product showed below?

- a. 0-10



23. What is the reputation of this brand from your perspective?

- a. 0-10

24. Have you purchased from this brand before?

- a. Yes
- b. No

## **7.4 Survey for the UK**

1. Country / País / Pays / 나라
  - a. United States of America
  - b. 대한민국
  - c. España
  - d. France
  - e. United Kingdom
  - f. China
  
2. How old are you?
  - a. 0-18
  - b. 19-29
  - c. 30-40
  - d. 41-50
  - e. +51
  
3. How do you identify?
  - a. Female
  - b. Male
  - c. Non-binary
  - d. I'd rather not say
  
4. How many members are in your family?
  - a. (type answer)
  
5. Leaders should encourage group loyalty even if individual goals suffer:
  - a. (strongly disagree)0-10(strongly agree)
  
6. I think that being accepted by other members in society is very important:
  - a. (strongly disagree)0-10(strongly agree)
  
7. Most people in society(I) lead highly (a) structured live(s) with few unexpected events
  - a. (strongly disagree)0-10(strongly agree)
  
8. I think that societal requirements and instructions should be spelled out in detail so citizens know what they are expected to do.
  - a. (strongly disagree)0-10(strongly agree)

9. Do you recognize this person?  
a. Yes  
b. No



10. Can you name them?  
a. (name)  
b. I don't know

11. Evaluate them according to the reputation they have from your perspective.  
a. 0-10

12. How likely are you to buy this product showed below?  
a. 0-10



13. What is the reputation of this brand from your point of view?  
a. 0-10

14. Have you purchased from this brand before?  
a. Yes  
b. No

15. Do you know this brand?

- a. Yes
- b. No



16. How likely are you to buy the product from the question above?

- a. 0-10

17. What is the reputation of this brand from your point of view?

- a. 0-10

18. Have you already purchased from this brand before?

- a. Yes
- b. No

19. Do you recognize this person?

- a. Yes
- b. No



20. Can you name them?

- a. (name)
- b. I don't know

21. Evaluate them according to the reputation they have from your perspective.

- a. 0-10

22. How likely are you to buy/consume this product showed below?

a. 0-10



23. What is the reputation of this brand from your perspective?

a. 0-10

24. Have you purchased from this brand before?

a. Yes

b. No

### **7.5 Survey for China**

1. 请问您在哪个国家？

a. 美国

b. 韩国

c. 西班牙

d. 法国

e. 英国

f. 中国

2. 请问您多大岁数了？

a. 0-18 岁

b. 19-29 岁

c. 30-40 岁

d. 41-50 岁

e. 51+ 岁

3. 您怎么认识自己的？



- a.女性
- b.男性
- c.无性
- d.我不愿意回答

4. 你的家庭有多少成员?

- a.(输入答案)

5. 即使个人目标受到影响，领导者也应鼓励团体的忠诚。

- a.（非常不同意） 0-10（非常同意）

6. 我认为，被社会其他成员接受是非常重要的。

- a.（非常不同意） 0-10（非常同意）

7. 社会上大多数人的生活有条不紊，很少有突发事件。

- a.（非常不同意） 0-10（非常同意）

8. 我认为，社会的要求和指示应该详细规定，以便公民知道他们应该如何行动，以及他们应该做什么。

- a.（非常不同意） 0-10（非常同意）

9. 你认得这个人吗?

- a.是
- b.没有



10. 你能说出这个人的名字吗?

a.(名称)

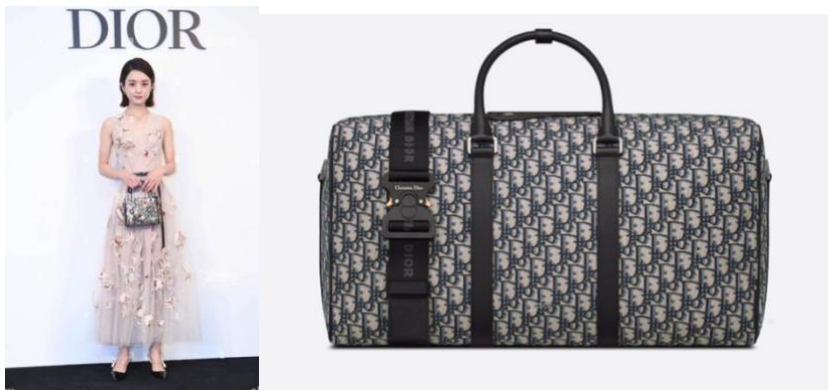
b.我不知道

11. 根据他/她在你看来声誉给他/她评分。

a.很差 0-10 很好

12. 您购买下图所示产品的可能性有多大?

a.0-10



13. 从你的角度评价一下这个品牌的声誉。

a.0-10

14. 您以前是否购买过这个品牌的产品?

a.是

b.没有

15. 你知道图片上的这个品牌吗?

a.是

b.没有



16. 您购买该品牌产品的可能性有多大?  
a.0-10
17. 从你的角度评价一下这个品牌的声誉。  
a.0-10
18. 您以前是否购买过这个品牌的产品?  
a.是  
b.没有
19. 你认得这个人吗?  
a.是  
b.没有



20. 你能说出这个人的名字吗?

a.(名称)

b.我不知道

21. 从你的角度评价她的声誉。

a.0-10

22. 您购买下图所示产品的可能性有多大?

a.0-10



23. 从你的角度评价一下这个品牌的声誉。

a.0-10

24. 您以前是否购买过这个品牌的产品?

a.是

b.没有

## **7.6 Survey for France**

1. Country / País / Pays / 나라
  - a. United States of America
  - b. 대한민국
  - c. España
  - d. France
  - e. United Kingdom
  - f. China
  
2. Quel âge avez-vous?
  - a. 0-18
  - b. 19-29
  - c. 30-40
  - d. 41-50
  - e. +51
  
3. Comment vous identifiez-vous?
  - a. Femme
  - b. Homme
  - c. Non-binaire
  - d. Je préfère ne pas dire
  
4. Combien y a-t-il de membres dans votre famille?
  - a. (écrire réponse)
  
5. Vous êtes en train de faire quelque chose et quelqu'un vous interrompt, vous:
  - a. Écoutez ce dont ils ont besoin (collectivist)
  - b. Leur dites que vous êtes occupé (Individualist)
  
6. Sacrifiez-vous souvent ce que vous voulez pour faire plaisir au groupe dans lequel vous vous trouvez?
  - a. Oui (collectivist)
  - b. Non (Individualist)
  
7. Comment décririez-vous votre intérêt pour la politique ?
  - a. Élevé (high uncertainty avoidance)
  - b. Faible (low uncertainty avoidance)
  
8. Avec laquelle option êtes-vous le plus à l'aise ?
  - a. Un système d'apprentissage structuré (high ua)
  - b. Système d'apprentissage ouvert (low ua)
  
9. Reconnaissez-vous cette personne ?
  - a. Oui
  - b. Non



10. Pouvez-vous le nommer ?
- a. (name)
  - b. Je ne connais pas son prénom
11. Évaluez-le en fonction de la réputation qu'il a de votre point de vue.
- a. 0-10
12. Quelle est la probabilité que vous achetiez ce produit présenté ci-dessous ?
- a. 0-10

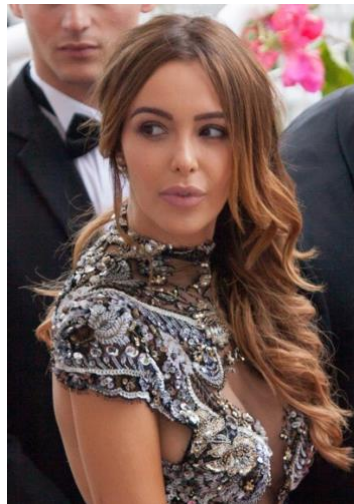


**NESPRESSO**

13. Évaluer la réputation de cette marque de votre point de vue.
- a. 0-10
14. Avez-vous déjà acheté des produits de cette marque ?
- a. Oui
  - b. Non
15. Connaissez-vous cette marque ?
- a. Oui
  - b. Non



16. Quelle est la probabilité que vous achetiez un produit de la marque présentée ci-dessus ?
- 0-10
17. Évaluer la réputation de cette marque de votre point de vue.
- 0-10
18. Avez-vous déjà acheté des produits de cette marque ?
- Oui
  - Non
19. Reconnaissez-vous cette personne ?
- Oui
  - Non



20. Pouvez-vous la nommer ?
- (prénom+nom)
  - Je ne connais pas son prénom.
21. Évaluez-la en fonction de la réputation qu'elle a de votre point de vue.
- 0-10

22. Quelle est la probabilité que vous achetiez ce produit présenté ci-dessous ?  
a. 0-10



23. Évaluer la réputation de cette marque de votre point de vue ?  
a. 0-10

24. Avez-vous déjà acheté des produits de cette marque ?  
a. Oui  
b. Non