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Faculty of Economics and Management
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Diploma Thesis

Perceptions of advertising according to culture

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DIPLOMA THESIS ASSIGNMENT

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European Agrarian Diplomacy

Thesis title

Perceptions of advertising according to culture

Objectives of thesis

The objective of given diploma thesis is to explore and compare the reactions and perceptions of different people from different countries to the same video advertisements. This diploma thesis explains the role of commercial and the significance of advertising management. Perceptions are represented by answers and opinions about 3 different industries and evaluation of them.

Methodology

Literature review, qualitative and quantitative research, sociological research which contains the questionnaire and its analysis. The practical part of this diploma thesis includes the results of Ttest and Chi-square test which were found out with the use of statistical software STATA in order to define the connection between social factors such as nationality, age, gender, education, academic qualification, etc towards the given advertments.

The proposed extent of the thesis

Approx 60 – 70 pages

Keywords

Management, advertisement, advertising management, culture, nationality, customer, video advertising, survey, social factors, perceptions, reactions, attitude, social media marketing

Recommended information sources

HOFSTEDE, G J. – MINKOV, M. – HOFSTEDE, G. *Cultures and organizations : software of the mind : intercultural cooperation and its importance for survival*. New York: McGraw-Hill, 2010. ISBN 978-0-07-166418-9.

LEWIS, R D. *When cultures collide : leading across cultures*. Boston ; London: Nicholas Brealey International, 2006. ISBN 978-1-904838-02-9.

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Declaration

I declare that I have worked on my diploma thesis titled “Perceptions of advertising according to culture” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on 21st November

Ksenia Krayuhina

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Perceptions of advertising according to culture

Summary

Values as culture in general are transmitted from generation to generation, primarily by such social institutions as family, school and religion. The influence of culture on the decision to purchase is very large. Culture affects both the choice of an individual consumer and the structure of consumption of society as a whole. Consumers think about its function, form and content in the context of their cultural beliefs and values. Only in case of full justification of expectations, we can talk about the high level of customer satisfaction and hope that he will become a supporter of this brand.

Within evaluation of options of a product, the consumer appreciates certain attributes of goods more than others, and this often depends on the culture which the consumer belongs to. For example, a wealthy person may prefer cheaper goods, but not because of a lack of money, but because his choice is influenced by the frugality (cultural value) that he adopted from the set of values. On the contrary, a poor person can buy a pair of expensive shoes because of some personal or group values that force him to follow fashionable trends, perhaps because of the certainty that others will regard his social status as higher than without such things.

The aim of the given diploma thesis is to explore and compare different customer reactions and perceptions towards the variety of video advertising and to find out the impact of cultural and other features of the countries on the effectiveness of advertising.

Key words

Management, advertisement, advertising management, culture, nationality, customer, video advertising, survey, social factors, perceptions, reactions, attitude, social media marketing, BMW, Audi, Samsung, Apple, McDonalds, Burger King.

Vnímání reklamy podle kultury

Souhrn

Hodnoty jako kultura obecně se přenášejí z generace na generaci, a to především takovými sociálními institucemi jako je rodina, škola a náboženství. Vliv kultury na rozhodnutí o koupi je velmi velký. Kultura ovlivňuje jak výběr jednotlivého spotřebitele, tak strukturu spotřeby společnosti jako celku. Spotřebitelé přemýšlí o její funkci, formě a obsahu v rámci svých kulturních přesvědčení a hodnot. Pouze v případě úplného splnění očekávání můžeme mluvit o vysoké úrovni spokojenosti zákazníků a doufáme, že se stane příznivcem dané značky.

V rámci vyhodnocení variant výrobku, může spotřebitel ocenit určité atributy zboží více než ostatní, a to často závisí na kultuře, ke které spotřebitel náleží. Například, bohatý člověk může preferovat levnější zboží, ale ne kvůli nedostatku peněz, ale proto, že jeho volba je ovlivněna skromností (kulturní hodnota), kterou si přivlastnil z jeho vlastního žebříčku hodnot. A naopak, chudý člověk může koupit pár drahých bot, a to kvůli některým osobním nebo skupinovým hodnotám, které ho nutí sledovat módní trendy, nebo kvůli jistotě, že ostatní ocení jeho společenský status jako vyšší než bez takových věcí.

Cílem dané diplomové práce je prozkoumat a porovnat různé reakce zákazníků a jejich vnímání s ohledem na rozmanitost videoreklamy a zjistit vliv kulturních a dalších funkcí země na účinnost reklamy.

Klíčová slova

Management, reklama, správa reklamy, kultura, národnost, zákazník, videoreklamy, průzkum, sociální faktory, vnímání, reakce, postoj, sociální média marketing, BMW, Audi, Samsung, Apple, McDonalds, Burger King.

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1. Introduction

Nowadays it is impossible to imagine life without advertising. Advertising is a dynamic, rapidly transformed sphere of human activity. The great value of advertising takes a place in the areas of economy and public life. It should be noted its significant educational, psychological and aesthetic role. Almost all the media, one way or another, are carriers of advertising messages. A wide variety of objects, that surround us in everyday life, are increasingly being used as an advertising medium [3].

At the same time, advertising is being a permanent companion of people's every day and has influence on them, plays a significant role in the life of society. This role is not limited by any of the media, nor even the whole market activity. Especially, there is a great advertising value in the areas of economy and public life. It may be noted also its significant educational and aesthetic role [6].

In the modern period of greater integration of national economies in the world there are a large number of multinational corporations that manufacture and sell their products in many countries.

Multinational corporations are interested in informing of their products in large mass of consumers in those countries where they have markets. Advertising plays an important role in the marketing operations of these campaigns, largely contributing to their efficiency and profitability. In turn, promotional activities management acquired the character of an international advertising management. Its distinctive features are the complexities of the problems, the need for taking into account a number of factors of effective communicate in advertising messages to consumers in different countries and regions.

The company, operating in the international market by organizing an advertising campaign of its product, faced with several difficulties. Among them are the following:

- the degree of specialization of advertising, depending on the features of a particular country;
- centralized or decentralized management of advertising activities;
- the use of advertising agencies services - international and domestic;
- advertising in the media;
- the impact of cultural and other features of the countries on the effectiveness of advertising, etc. [22].

One of the most controversial issues in the management of corporations and advertising companies is the choice of creating advertising policies: standard for all countries, or the development of specific advertising depending on the characteristics of a country. Both views have their supporters and opponents. Managers, who favor the first approach, believe that advertising should be fully international, not dependent on the particular countries and regions. Recent believe that the advertisement will only be effective if it has a target orientation to one of particular consumer country.

There is a big difference between these two views, that we can talk about two kinds of advertising strategies of international firms - producers of goods. The first of these is based on the recognition as the basis of common features and characteristics of consumers in different countries, with the result that is considered the most effective standardized advertising. The second type of advertising strategy is based on taking into account first of all the differences in consumer audiences in different countries. Accordingly, modified advertising elected as the main advertising which is correlated with the culture of each country [17].

2. Aims, objectives and methodology

The aim of the given diploma thesis is to explore and compare different customer reactions and perceptions towards the variety of video advertising and to find out the impact of cultural and other features of the countries on the effectiveness of advertising.

In order to achieve this aim, the following objectives must be reached:

- to make a thorough study of role of commercial
- to make a careful research of cultural features and particular qualities of taken nationalities
- to define what can influence attitude towards video advertisements
- to design a research model and to create a list of questions
- to conduct a survey using the website [surveymonkey.com](https://www.surveymonkey.com)
- to transform the results using statistical software STATA
- to define the connection between social factors such as nationality, age, gender, education, academic qualification, etc towards the given advertisements
- to analyze the having results

Methodology

- Sociological survey in the form of questionnaire

The main part of questionnaire consists of 6 questions for every brand of 3 industries, aimed to rate commercial and brand separately. The second part of the quiz is aimed to identify the social factors such as nationality, gender, age, academic qualification, family status and range of income. The questionnaire was created with the usage of the website [surveymonkey.com](https://www.surveymonkey.com).

- Statistical analysis

The results of Chi-square test which were found out with the use of statistical software STATA in order to define the connection between social factors and opinions towards the effectiveness of given advertisements.

3. Literature review

3.1 History of advertising

The word advertising comes from the Latin word *reclamo* which means to shout loudly. Indeed, the word originally meant a desire to shout to attract attention, to tell the news, to provide information, including the sale of some products.

The first sources of advertising refer to the ancient times. Egyptian, Babylonian, Greek and Roman cultures are surprising by high rate of development of the advertising information. It was expressed in written, visual and verbal forms. Even at the time of the ancient owners, who was represented by slave traders, set the goal to win over the potential consumers by capturing their attention and getting them to commit a profitable deal [35].

The first advertising information of ancient Egypt was a papyrus that was informing people about selling slave. Also, some Egyptologists believe that advertising messages could be written on stones. One such stone was found in Memphis, which was the first capital of ancient Egypt. It was an inscription carved on the stone, "I am Reno from Crete, according to the will of the gods I interpret dreams."

In addition, the ad text can be found on the walls and slabs, scratched or painted with dye. Before Common Era in Greece and Rome, all advertising messages were written on special tablets, and already later they were written on parchment [14].

But the global stage in the history of advertising started only after the appearance of the printing press and the mass appearance of books.

The invention of printing press by Gutenberg in 1450 marked the beginning of the era of the formation of the system of mass media, the result of which was a new stage of development of advertising. Writing which were required previously a lot of time and effort to write became much faster and easier. This typography rapidly covers the whole of Europe during the second half of the XV century.

The first printed advertisement was born in 1472 from leaflet that was posted on the door of one of London's churches to sale a prayer book. The founder of print advertising in Europe is Théophraste Renaudot which opened reference bureau in Paris in 1630 [33].

Probably, advertising would never have received such a wide distribution, if mankind did not discover the era of mass communication. The printing press was the

first step for this. Among the pioneers of the advertising business the French doctor and a journalist Theophrastus Renaudot should be noticed who was first published in the press, and the Englishman William Taylor, whose firm Tayler & Newton was founded in 1786, acted as a mediator between the advertiser and the printing press. The first advertising agency was created by Volney Palmer in 1842 in the United States of America.

The invention and subsequent dissemination of the art of photography in the mid-19th century was another important event. A photo served as irrefutable proof of the advantages of the advertised product. But the most grandiose events in the global advertising business were turned in the 20th century. There is no exaggeration to say that the 20th century became a “century of advertising” - it was a time of changes and innovations in the field of advertising and technology. In the 20th century advertising became a truly mass, primarily due to the unprecedented growth rates of world industrial production, and due to the emergence of more and more new and increasingly sophisticated means of creation and dissemination of advertising: multicolor printing, analog and then digital radio and television broadcasting, satellite communications, finally, computers and the Internet. Keeping a step with the pace of technological progress, advertising every day becomes more and more professionally organized and increasingly high-quality execution [25].

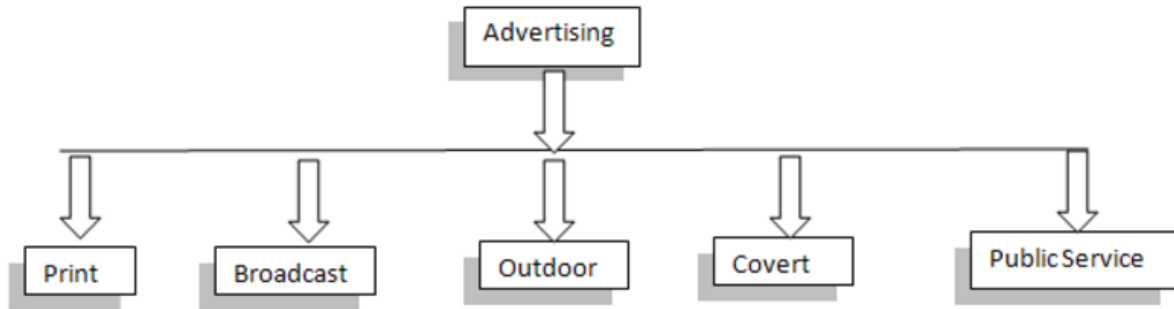
3.2 Classification

Advertising may be classify in a variety of ways: by target audience, purpose, style, geographic scope. Advertising may be local, national or global. An commercial campaign may be directed toward consumers or to businesses. The goal of an ad may be to raise realization, or to evoke an immediate sale.

In fact any medium can be used for advertising. Commercial advertising media can include, wall paintings, web banners, mobile telephone screens, cinema and television adverts, billboards, banners attached to or sides of airplanes, furniture of street, printed flyers and, cards, radio, shopping carts, skywriting, benches, magazines, newspapers, town criers, sides of buses, storage bins, taxicab doors, musical shows, subway platforms and trains, elastic bands and packs of cigarets, doors of bathroom, stickers on fruits in supermarkets, posters, tickets and supermarket receipts [4].

There are several branches or types of advertising which can be used by the companies. Let us discuss them in detail.

Figure 1: Classification of advertising



Source: Flemming Hansen, Lars Bech Christensen. Branding and Advertising

3.2.1 Printed advertising

Print advertising is a widely used form of advertisements. These advertisements appear in newspapers or magazines and are sometimes contain as brochures or fliers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.

People who read newspapers or other publications have a tendency to browse the print advertisements that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it [26].

Print advertisements are only effective when people see them. When people browse through newspapers and publications, these advertisements should take the attention of the potential customer. Therefore, these advertisements should be created in such a manner that they can hold the attention of the customer to some extent. Usually a team of individuals is required in order to design the advertisements [6].

The newspaper or magazine ad should be such that it should force people to spend money on the products. This is just what the advertising team does. To create such an ad, the team members work on a concept and develop the wordings and images of the ad. These wordings and images are then brought together to form the final advertisement. Then there are people who deal with the placement of the ad. They need to make sure that if the client has paid for premium place, they get the desired exposure [23]. For example, an ad on the first page will get instant attention of the reader than the ad on the following pages. Likewise, an ad which occupies greater space is likely to get more attention. All these factors have to be looked into while designing the ad [29].

The sales team of the publication makes sure that it gets ads regularly. In fact, these ads are a major source of income for the publication and it is expected that there should be a constant flow of the ads. The sales team does just that.

Mailers are another type of print advertising. These can range from well-designed postcards to simple paper leaflets. These are usually delivered by the postal workers in people's mailboxes. The problem with these mailers is that they get least attention and are usually considered as junk and thrown away even without reading. To reduce this occurrence, companies sometimes make use of fliers. These are paper ads which are handed over to individuals in person. The logic is that if the ad is given to people personally, they will pay more attention to it, which is actually true to some extent [33].

Though print advertising is still very popular, it does take a hit from time to time. For example, during the recession phase, when people's budgets were tight, they did not resort to print ads. In addition, with the advent of Internet, the print ads in the publications have gone down because Internet has a wider reach online. To overcome this scenario, new strategies have to be developed by advertisers and the print media. Globally, advertisers keep on developing strategies which benefit the business of print publications. Therefore, it can be said that print advertising is here to stay [33].

3.2.2. Broadcast advertising

This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be

more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products [18].

3.2.2.1 Television

Planning and implementation of advertising campaigns requires knowledge of some important features of the television, acting as an advertising medium. Among the most important are the following:

Total coverage. Television provides the highest possible total coverage of the audience and by placing advertisements on different channels and at different times of television a day, we can ensure that the majority of the population (who watch television) saw this commercial. At the same time, however, it ignores the fact that the mass of TV audience may not be any of targets, since all attempts to exert meaningful influence on some of target of the TV audience with a special TV language and artistic techniques, adapted to the tastes of the most favorite segment usually do not lead to any results. Excessive partisanship of TV story often turns to its complete ineffectiveness - the target audience begins to feel somebody tries to "catch" it, while the representatives of the other target groups such methods cause severe irritation. Therefore, advertisers who are planning advertising campaigns on television, should notes that although the numbers of coverage, offered by advertising and rating agencies, always look very impressive the percentage of "useless coverage" of any viewers, as a rule, is very high: the effectiveness of television advertising, except for quantities covered by the audience, and also consists of a plurality of other components [7].

Art power. Television has the ability to maximize the emotional contact with the audience. A compound movement, text and music in any television product (including advertising) could have a powerful impact on the viewer. Among other media, television is creatively located closer to the art of cinema, to make available to the creators of TV commercials significant arsenal of artistic techniques and tools that provide a variety of different combinations of images and their values, and a high level of audience involvement in what is happening [19].

Value management. Television as a communications industry has unique tools to change the value of people and objects. The basis for this phenomenon is virtually a

monopoly position in the field of active television communications: the vast majority of viewers in the developed countries (the vast majority of the population) recognize the television as a way of communication most appropriated stage of development of modern society. On the other hand, the largely decentralized nature of television has never been considered by most viewers factor in democratizing the relationship between man and the TV channel: no matter what channel broadcasts, the scheme of communication which is recognized by the audience as a natural, does not look like that in real life. Thus, the man on TV, once he becomes a "hero" and "value" to others, although the man does not completely changed himself and remained exactly the same as he was before the TV show. If "they" showed him then and he becomes a part of the value that "they" have in our eyes. The same thing applies to items that are also becoming "heroes", having been on television. This phenomenon explains why even frankly weak advertising can be very effective: the fact of the presence of a good on the TV broadcast gives it very tangible value [19].

3.2.2.2 Radio features of advertising

Planning and implementation of advertising campaigns on radio requires some knowledge of individual features of the radio, acting as an advertising medium. Radio has many advantages over other media, by a number of parameters, but it may be limited. In some cases, radio advertising is extremely inefficient, due to few factors, such as the inability to show the subject of the advertisement or mismatch of object presentation of advertising and audience perception. Within the framework of complex advertising campaigns radio advertising is effective primarily as a help particularly in conjunction with TV advertising and advertising in the press. Such a complex effect can significantly increase the performance efficiency of an advertising campaign in comparison with the impact of television and / or the press [21].

Benefits and drawbacks of radio advertisement

<p>Selectivity. Radio allows to reach a certain audience segments using well-defined formats. Radio advertising can be directed to the listeners of a particular gender, age, occupation,</p>	<p>Fleeting, short-time transmission of the advertising message in comparison with other advertising distribution channels, the low concentration of listeners (people listen</p>
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income or education.	to the radio, doing other things).
<p>Responsiveness and flexibility. Radio advertising has the shortest period of preparation in comparison with other media. This allows advertisers to radio as much as possible to adapt to the features of the local market, news, weather, and other variable factors. In this case the advertiser can quickly respond to certain situations and bring text changes and additions to the ad.</p>	<p>The lack of visual range and limitations which are associated with only the sound representation of goods or services.</p>
<p>Cost. Radio is the least expensive media for the advertiser. Due to the relatively low cost of maintenance of radio advertising it can be repeated several times with an inexpensively costs. The cost of production of commercials if also low (sometimes quite announcer read a short text ad).</p>	<p>Total advertising broadcast congestion. Advertising messages are broadcast on the radio in large quantities and are replaced fairly quickly, a big part of audience skip advertisements, while others forget them, listening only partially.</p>
<p>Using a sound to create mental images. Radio has the ability to stimulate the imagination of listeners, by combining sounds, words, intonation and a variety of audio effects.</p>	<p>The production of commercials uses actors and announcers of radio staff, so the advertiser runs the risk that his announcement will be heard on the broadcast in the same way as the other ads of that station. Those messages which are coming one after another significantly reduce the perception level of the listeners.</p>
<p>The availability of media. Radio is the most common media device which is characterized by high mobility. It can be operated without special</p>	<p>The lack of monitoring of radio and high-quality media measurement, so the effectiveness of the advertising campaign is difficult to analyze.</p>

<p>infrastructure and to be clear to any audience regardless of their level of literacy. Radio is set in a variety of technical devices , such as alarm clocks, TV, music, mobile phones, portable players. A significant part of radios installed not only in homes and public buildings, but also in all forms of transport.</p>	
<p>Frequency. Radio is an ideal environment for the transmission of frequently repeated messages. The average radio listener listens to the radio for more than three hours a day, so even an ordinary promotional schedule allows him to remember this or that advertising appeal. This ability to repeat radio advertising a large number of times motivates consumers to purchase goods or services.</p>	<p>The low level of attention. The audience takes advertising as a forms of or entertainment background.</p>
<p>Coverage. Radio covers a vast territory, addresses the audience at any time of the day, and is also an ideal means to reach people in the car.</p>	<p>The absence of standards of interaction with radio advertisers.</p>

3.2.2.3 Internet advertising

Currently, the Internet is actively developing as an advertising channel. At the same time the basic principles and technologies of Internet advertising are very different from traditional media such as television, radio, press. Thus, in contrast to the television or radio, which is relatively passive media, the Internet requires the active participation: in the Internet environment, nothing happens until the user does some action. The exchange of information in the real time and feedback make the Internet an effective tool of advertising in terms of quality of contact with the consumer [37].

Nowadays, there are three most common types of using of the Internet as an advertising channel:

- Placement of advertising information on websites;
- Attracting visitors to the advertiser's website;
- Searching of goods and services which are popular among Internet users.

Internet is one of the most important global markets of media advertising and it attracts a big amount of advertisers. Primarily, this is due to a substantial variety of online resources, extremely high capabilities of their target segmentation, increasing of number of offered services and a huge audience. Knowledge and optimal use of the opportunities which are offered by advertisers, allows to have very different direction, scale and cost, while achieving effective results [37].

3.2.3. Outdoor advertising

Outdoor advertising (Out-of-Home Advertising) is a text, graphics, or other visual information advertising that is placed on the special permanent or temporary structures located in the open countryside, the external surfaces of buildings, street elements equipment on the roadway of streets and roads, or on their own. It is delivery channel of advertising information with low selectivity, working on different types of media audience [18].

The effectiveness of outdoor advertising is a result of many factors, so the planning and implementation of advertising campaigns requires the advertiser knowledge of its individual features. Similarly, the selected outdoor advertising format guarantees the attention of the target audience to its content and a considerable variety of advertising media can form an ad placement program so as to ensure the greatest number of contacts with the advertising message, and therefore the greater memorability. At the same time, a wide variety of advertising media leads to "advertising noise", especially in the big cities: the user can "get lost" in the huge advertising and information flow and miss an advertising. Therefore, in order to be an effective outdoor advertising, the advertiser does not need to resort to the only eye-catching creative solutions, but also to carefully choose the right means of advertising and placements.

There are five the most important requirements for outdoor advertising:

- to be eye-catching;
- to attract attention;
- be concise;
- to be easily perceived;
- to be understandable.

Because of these requirements, the outdoor advertising is used primarily as an aid in the framework of complex advertising campaigns to support and advertising supplements placed in other media. Such a complex effect, they can significantly increase the performance efficiency of an advertising campaign. At the same time, most effectively use it to advertise the goods and services that can be represented by a picture and a brief concise text. In addition, outdoor advertising is often used for fashion, as well as for the audience reminders of the virtues already known its goods and services and how to buy them [42].

3.2.4 Covered advertising (product placement)

Technologies of covered advertising are widely used in works of art, called Product Placement. Such advertising has received mass distribution of books, computer games, reality shows, but it takes its origin from cinema. With proper use the Product Placement can show high efficiency: to consolidate the image of a successful brand and bring more profits.

Benefits of Product Placement are:

- unobtrusiveness;
- mass character;
- the absence of additional costs in the form of production;
- the ability to show the product or service in the action;
- the inability to rewind an advertising.

It is a fact that these tactics seem to be high profile and also seem to require a lot of bucks. Only established brand names have used such form of advertising. Not everyone has the financial prowess to use this form of advertising. However, there are

ways through which you can also promote your product or service. Maybe contributing an article in local daily will work well for you. You can mention your brand quite subtly there [15]. On the Internet too, covert advertising is a hot trend. You can blog about the product or ask a well-known blogger to write about your product or service. However, this should be done inconspicuously.

3.2.5 Public service advertising (social advertising)

Public service advertising (social advertising) is an advertisement, which is aimed at changing patterns of social behavior and to draw attention to socially relevant events and issues. Social advertising is a special form of non-personal presentation and promotion of social ideas, behaviors and practices that contribute to the humanization of a society as a whole, and the achievement of individual objectives that are useful to the public good perspective.

Social advertising uses the same tools as commercial. They are different only in the goals. The strategic goal of any social advertising is to change the behavioral patterns of society in relation to the subject of advertising, and in some cases it is the creation of new social values. Tangible or intangible social product (ideas, values, attitudes) stand as the object of such advertising for the implementation of certain changes in consciousness and behavior of social groups. This type of advertising is the public or the governmental interest and, as a rule, are not focused on narrow target group of consumers but on the audience, united mainly by their social status or on the whole of society or its significant part [35].

Social advertising refers to a non-profit advertising, because it does not mean profit. Most often, such advertising customers are state institutions and public organizations. Advertisement producers and advertisement produce and place it at no charge, in accordance with the requirements of the legislation. Regulation of social advertising in different countries is organized in different ways: in some countries, these functions are concentrated in the hands of the government, while others are engaged in social organizations, in the third, regulation is virtually absent. In most states, special legislation on the public service does not exist [17].

Depending on goals, PSAs can solve the following main groups of tasks:

- formation of public opinion;

- drawing attention to the urgent problems of social life;
- promote actions to solve the problems of social life;
- support for public policy;
- strengthening the institutions of civil society;
- demonstrating corporate social responsibility;
- the formation of new types of social relations;
- changing behaviors in society.

Depending on the chosen communication strategies, public service ads may perform the following functions:

- educational;
- agitation;
- information.

At present, priority directions of social advertising campaigns are the following topics:

Society, civil liability; problems of development of the society; health and safety issues; challenges in achieving equal rights and social guarantees; problems of integration into society of people with disabilities; problems of the elderly; draw public attention to socially unprotected citizens; prevention of socially dangerous phenomena and so on.

Health, a healthy lifestyle; family planning; prevention of dangerous diseases; prevention of cigarette smoking, drug and alcohol addiction.

Ecology, environmental pollution problems; Protection of nature; protection of biodiversity; protection of certain endangered species of plants and animals; protection of forests, nature reserves and other natural objects.

Family, protection of the family, motherhood and childhood; the value of family relationships; advocacy against domestic violence and so on [43].

3.3 Advertising texts. Features of creation of advertising texts

For all developed countries it is characterized by the participation of advertising in economic and trade relations for the promotion of goods from producer to consumer. In the West countries, advertising budgets make many millions of dollars and the advertising market there it is not just the industry, which includes a wide variety of businesses and organizations, the media, but also a tool of providing a serious psychological impact on the population, and all aspects of its life.

Any advertising message is a kind of text that contains specific information. It operates specific concepts and uses distinctive lexical form, it has a unique content and at the same time it produces certain images which are focused on known user. For example, settings are used in the advertising messages are closed and clear for the population in the United States, can not always be adequately and effectively understood and comprehended the inhabitants of our country or in Turkey. Moreover, competent and correct translation does not always solve arising problems [6].

Perception of advertising is a hard and multifaceted process of analysis. It is realized through the understanding and assimilation of the advertising message and forms an image of an object or phenomenon, which has an impact on the actions and behavior of the buyer. The main advertising media content is its text, as a rule.

The effectiveness of the psychological impact of advertising messages is characterized by brightness and depth of the impressions received by the quantity and quality of advertising media used by professionals and methods of influence that leave a trace in the consciousness and memory of the people [12].

Participation of ethnic and cultural factors that reflect the entire spectrum of life is also a psychological prerequisite for effective advertising exposure.

If you come to a foreign country, stay in a hotel, turn the television on and start to change channels in any case you will come across advertisements. This advertisement is not similar to the one which we are used to. In this advertisement all is different: the color, tempo, speech, etc. The difference is simple: advertising is the best reflection of the era and the country. Advertisements are a mirror of society. They reflect different cultures. However cultural differences are often reduced to stereotypes.

Advertising effectiveness is often associated with language differences from different countries. Often, a lack of understanding in intercultural communication is due to inadequate advertising text translation. For example, the American cigarette

advertising slogan "Salem is a sense of freedom" in the Japanese market has become "when you smoke Salem you feel that your brain is free and empty" [37].

3.4 Countries and advertisements

Differences in advertisements from different countries are due to cultural traditions. Commercial is a big part of the collective unconscious of a country. A source of inspiration for the creators of advertising is the people's daily life, their customs, habits and needs.

Advertising is interesting for the geography in terms of their participation in the spatial design of the territory. Advertising activity is primarily the service that in each case has its spatial form of localization. Undoubtedly, there is specific national identity of advertising. Each country has its own distinctive handwriting of advertising; it is due to the nature of national identity, the historical traditions of advertising, due to the economic and social realities [28].

During the developing of certain advertising, the campaign always takes into account the cultural traditions of the country where the campaign is directed. This applies not only to outdoor advertising and television advertising but even trademarks. It is not a secret that certain characters, words or colors are perceived differently by representatives of East and West. There are many cases when the company enters the international market, it develops a special "international" trade mark for its product which is different to the main one on the domestic market (LADA, SONY). To achieve this, the developers carry investigations out and learn the features of brand perception. There are also the traditions and customs of a people are taken into account. The Norwegians, for example, spend less time than the French or Spanish people during watching advertising. And in the Scandinavia, the TV advertising is severely restricted in general. Every country has their own perception of morality. Things which are usual in one country can be unusual in another one and be beyond off limits [13].

Sometimes even in the domestic market it can be difficult to determine buying motives, figurative and symbolic representations about the product. There are many examples which prove how important cultural and psychological characteristics of the country in the development of advertising products. An example from the field of naming: the Russian company "Gazprom" has signed with the Nigerian company «Nigerian National Petroleum Corporation» the agreement on establishing a joint

venture which is called “Nigaz”. The name is a composite word formed by combining the words Nigeria and gaz. However, the cultural associations with the offensive name of African Americans “niggaz” weren’t considered in the name of venture. Thus, each culture has a unique universe with its own type of mentality, behavior norms, customs and traditions, the neglect of them can lead to a failure of the entire marketing and advertising strategy of the company. Therefore, it is important to analyze the national media during the development of creative strategy of advertising for a particular country [31].

Eastern and Western cultures types have significant differences in the mentalities of representatives. East (India, China, Japan) and the West (Europe, USA, Canada) for its thousand-year history of development of society have developed various strategies, different models of perception of the world. So, the French advertising widely use sexual motives, the English commercial uses wit, the Germans take fundamental fact, Spanish people and Italians attract viewers with music and dance. Western mindset is logical and analytical. For the West, the key principle subject is domination over the world. Power, will, proactive, initiative are the ideals of Western identity. On the other hand, in advertising of electronic engineering or Asian car companies they often show butterflies, trees and other natural scenery. These images show the harmony between man and nature, which is a reflection of the long-term focus of many Asian cultures [8].

If we know about all of these features and if we can observe the world of advertising for some time, we can say with high probability what country was invented a particular clip, video, layout, and so on.

It is often said that the American advertising is rustic, English commercial is funny French ad is too designed for "effect", the German one is boring and the Japanese one is esoteric. In fact, differences between them are much thinner and deeper.

Features of advertising from different countries are very interesting. The creators of commercials work in different ways. The style of a work depends on the culture of the country. Due to this fact, advertising agencies have some changes. Many European Agencies obliged to the United States. The USA was dominated from the economic and cultural development after World War II. Their task was the reconstruction of the world after its destruction. Advertising in Europe and the Far East come of age and this led to changes. A new flow of ideas appeared around the world. As more sources of inspiration we have, as more opportunities for the new ideas we will get [40].

If we compare the ads in France and the United States we can find a lot of differences. Primarily they happen because of the attitude of each culture towards business and money. Here French people are the exact opposite of Americans. This is reflected in the advertising. Advertising in France is pure of drama. The selling act is suspicious and people rarely believe sellers. Therefore, advertising is very theatrical. Otherwise in the United States all is different. All advertising is intrusive, American people are not afraid of tough competition. In France, there are only 10% of commercials, where the characters speak directly to the camera, in America they are 70% of that kind of advertisements. Actors in American commercials look into your eyes. French advertisers "sell" it not so openly. All these distinctions are taken their places due to the different attitudes to business. For the US, advertising is self-granted and advertisers have resorted to any means. In France, the same people who advertise something always try to justify themselves. They aim to seduce rather than convince. It is believed that one has the pleasure that gives a beautiful advertising, able to encourage people to buy the advertised product. In France, you never hear the word "sale" and the Americans valiantly shout it on television [26].

US advertising texts make consumers perceive the product as a symbol of success, which allows them to belong to a select group of people, and defines their uniqueness. The main attention is paid to the interest in the "truly male occupations" (hunt, war, sport, cars, etc.), or the most important social instincts (the spirit of competition, the concept of "the strongest wins", etc.) American consumer wants to receive all the best, and at discounted prices. The most profound difference between American and generally European ad is perhaps that European one is discreet even timid. They hesitate to pour their emotions out in advertising. In the US it is totally opposite.

Now let's consider the UK. Nature of this country is incompleteness. The creators of the advertising have business approach with restraint. The superiority of the UK is due to restraint, the ability to act with absolute equanimity, while maintaining complete control over people and events. The British believe that the advertising message must be clear and simple [2].

In Spain, the advertising is passionate and so theatrical matched the Spanish customs. The Spanish people believe that the advertising of refrigerator do not require any comment; it is enough to show its work. This is how the advertising of refrigerator Zanussi was appeared, which stands in the middle of the desert and even, being off-

state, it retains cold. Spain is the country that later discovered advertising, but now specializes in the unexpected demonstrations and memorable visual effect [26].

German advertising is the embodiment of the responsibility for the process of advertising. The desire to sell the goods in the German advertising is stronger than in the American commercial. German advertising convinces. It is difficult to understand for them the mechanics of that product life may depend heavily on advertising. German advertising presents only the bare facts, but many advertising firms are beginning to "rock" the conservative German public. It is high time to remember that it is not only a country of rationalism, but also the root of romanticism [24].

Humor, irony and self-irony are important features of the Czech advertising, especially advertising of beer. A Czech proverb "as you make your bed, so you will lie in it" successfully formed the basis of international advertising campaigns of beds. The classic of Czech literature of world importance Jaroslav Hasek, the famous Czech author of "The Adventures of the Good Soldier Schweik" has also become a source of inspiration for advertisers, especially since he did not shied away from this craft.

Ethno cultural singularity of advertising texts in Asia, especially in Japan are shown in the orientation of consumers to the products of famous brands and have a high price. This factor, according to opinions of people, shows their high quality and usefulness. They are always ready to pay for it. But to find a productive approach in the advertising exposure they need to work hard. The Japanese, as well as the French do not accept the categorical statements. It is necessary to understand their national character and outlook, their point of view. At the same time the creators of advertising will have to spend a lot of time to study their religion beliefs. Japanese texts are more focused on the group but at the same time the Japanese text more sensual. Pictorial and scenic traditions are dominated in Japan. Therefore poems of the Japanese advertising are always symbolic, colorful and almost every visual advertising presents nature motifs. Japanese advertising is not just emotional. It appeals to the wealth of imagination [8].

Advertising of Russia was in the same stages of development as Europe, but the level of its commercial still remains low, because the USSR economy was developed in the other way. Russia has had its own national advertising and as a commercial advertising, it was a meaning of agitation and propaganda among the population USSR. The objective of advertising is primarily to educate tastes of consumers, thereby to stimulate the demand of goods. Russian texts, unlike the Japan and American ones, at least appeal to the emotions and increasingly turning to images of group activities,

success and power, more rational, explain the advantages of the product. Selecting of a Russian consumer is due to the desire to achieve success, the power that rightly associates with a certain level of material well-being and social stability. In Russia, according to data of scientists from other countries, people do not tend to trust advertising. This also applies to post-Soviet states, where during a lot of years people were inspired by the thing that commercial is only a brainwashing mechanism to spend a lot of money [36].

A survey conducted by “Roper Starch Agency” shows that distrust of advertising is widespread among the consumers. The most trusting people are Asian population, the least trusting people are the population of post-Soviet Russia, where only 9% of respondents said that advertisers give reliable information about themselves and their products. Based on these data, we can say that advertising and its effectiveness is rather the socio-psychological and ethno-psychological problem than economic [12].

Turkish advertising market is rapidly developing accordingly to global trends, experiencing a significant effect of advertising technologies and ideas that come from the US and Europe. Features of the Turkish commercial market as a whole are determined by the culture and history of the country, the mentality of its inhabitants. They relate primarily to the values of Islam and the specifics of the secular state which led to a number of significant restrictions of advertising. While advertisers are preparing the message of commercial, they should be aware if it is suitable for their culture or it is not. Additionally, these advertisements should be prepared for demographic, psychological and socio-cultural characteristics of the target society. For example, Turkish people are conservative and this characteristic of them must be considered. Also advertisements depend on time period. For example in Ramadan month, most of food advertisement's themes are about Ramadan. Turkish people know how much family is important, that is why in their advertisement they show family solidarity. Moreover, even if a woman works, the primary position for her is man's wife and mother of her children. These traditional and cultural roles are used in Turkish advertisements [17].

To achieve the goal when aspects of the psychology of advertising become the subject of a special socio-psychological and ethno-psychological research it is necessary to explore:

- What social group of people uses a particular category of goods;
- How big is this group of people and what kind of characteristics does it have;

- What is the difference in the needs of representatives of various social groups and what is the reason of a choice of a particular product;
- What singularities are stand out in the product, what are the criteria used for this purpose;
- What hierarchy items in order of importance for this group, what formal and value (prestige) characteristics of the product are more important and what are less important;
- What are the ordinary circumstances of the acquisition, how frequently and regularly purchases are;
- What is psychological portrait of the consumer;
- What features of mentality and lifestyle of the people must be taken into account to adjust the value orientation towards local goods, and others [18].

4. Own input

The second part of the diploma thesis consists of several steps. First one is construction of research model and creation of questions for a survey. This work is dedicated to perception of advertising according to culture. Perceptions are represented by the opinions about three groups of industries – vehicles (BMW and Audi), technologies (Apple and Samsung) and fast food (McDonalds and Burger King). As perceptions highly depend on the characteristics of people, this diploma thesis also searches the connection between perception towards the variety of video advertising and social factors such as nationality, age, gender, education, academic qualification, family status and range of income. The next step is data collection. The questionnaire was created with the usage of the website [surveymonkey.com](https://www.surveymonkey.com). One hundred and five people took part in the survey. The third step is descriptive statistics, T-test and Chi-square test which were found out with the use of statistical software STATA in order to define the connection between social factors and opinions towards the effectiveness of given advertisements. The last step is the assessment of results of the tests, which will show if there is a dependency between social and cultural factors and perception of advertising or if there is no relationship between these variables.

4.1 Construction of research model

The research model is created in order to make up the main hypothesis of the diploma thesis, as well as to make up the two phenomena, which are necessary for the creation of a questionnaire.

Main hypothesis is purchase for a particular brand is highly affected by the variety of social and cultural factors.

After the collection of responses from all the participants of the questionnaire, it will be possible to create the additional hypotheses, which depend on the perception of advertising.

- Phenomena A

- Social factors

- Phenomena B

- Groups of industries presented in advertisings and factors that influence the purchase of the products

Variables and indicators of A phenomena

- Nationality (Spanish, Russian, Czech, Turkish)
- Gender (male, female)
- Range of current age (18 to 25, 26 to 35, 36 to 45, 46 to 55, older than 56)
- Academic qualification (no qualifications, primary school, high school or similar, university, postgraduate)
- Family status (single, married)
- Range of income (0 to 15.000€, 15.001€ to 30.000€, 30.001€ to 45.000€, 45.001€ to 60.000€, more than 60.000€)

Variables and indicators of B phenomena

- Brand interaction
- Commercial evaluation
- Brand experience
- Brand personality

Questionnaire

In the given questionnaire, responders watched 6 videos of 3 different industries – vehicle (BMW and AUDI), technology (Apple and Samsung) and fast food (McDonalds and Burger King).

BMW vs AUDI

- <https://www.youtube.com/watch?v=I6KYaF95w3g>
- https://www.youtube.com/watch?v=jYnWQ_-2xQc

First, responders were asked if they ever have experienced each brand before (owner, user, passenger, another experience and no experience). Next step was to evaluate commercials of BMW and AUDI separately. For this, responders rated the extent to which the commercial reflects the following adjectives: emotional, technical, entertaining, boring, funny, ingenious, encouragement, reflexive, it is easy to remember, it gave me a good impression, it is better than the other competitor's commercial. Third step is brand evaluation. After watching the advertisements, in this stage, responders

rated each brand of given vehicles by brand experience and brand personality. People were asked to evaluate the followings statements related to the brand on a scale of 1 to 5 (*1= strongly disagree; 5= strongly agree*):

Senses

- That brand makes a strong impression on my senses
- This brand is an emotional brand
- This brand induces feelings & sentiments
- I do not have emotions for this brand

Actions

- This brand induces me in physical actions & behaviors

- This brand is not action-oriented

Thinking

- This brand induces me in a lot of thinking
- This brand does not make me think

Moreover, responders were asked to rate the extent to which the brand reflects and has to do with the following adjectives and aspects (*1= not at all; 5=completely*): reliable, easy to use, expensive, new technology, status, quality and just function.

To complete and conclude the questionnaire concerning vehicles, responders were asked 2 questions: after watching the commercials, would you buy a product of this brand; after watching the commercials, would you buy a product of its competitor rather this brand.

Apple vs Samsung

- <https://www.youtube.com/watch?v=TJ1SDXbj8Y>
- <https://www.youtube.com/watch?v=Q2TtdM4iI5k>

First, responders were asked if they ever have experienced each brand before (owner, another experience and no experience). Second step was to rate commercials of Samsung and Apple separately. For this, responders rated the extent to which the commercial reflects the following adjectives: emotional, technical, entertaining, boring, funny, ingenious, encouragement, reflexive, it is easy to remember, it gave me a good impression, it is better than the other competitor's commercial. Next step is brand

evaluation. After watching the advertisements, in this stage, responders rated each brand of given technologies by brand experience and brand personality. People were asked to evaluate the following statements related to the brand on a scale of 1 to 5 (*1= strongly disagree; 5= strongly agree*):

Senses

- That brand makes a strong impression on my senses
- This brand is an emotional brand
- This brand induces feelings & sentiments
- I do not have emotions for this brand

Actions

- This brand induces me in physical actions &

behaviors

- This brand is not action-oriented

Thinking

- This brand induces me in a lot of thinking
- This brand does not make me think

Moreover, responders were asked to rate the extent to which the brand reflects and has to do with the following adjectives and aspects (*1= not at all; 5=completely*): reliable, easy to use, expensive, new technology, status, quality and just function.

To complete and conclude the questionnaire concerning technologies, responders were asked 2 questions: after watching the commercials, would you buy a product of this brand; after watching the commercials, would you buy a product of its competitor rather than this brand.

McDonalds vs Burger king

- <https://www.youtube.com/watch?v=VMjRSnokms8>
- <https://www.youtube.com/watch?v=KAupGnoG3m4>

In this case, the first question was about brand interaction. People were asked if they ever have experienced food of given brand before. After, if the answer was yes, responders replied how often do they eat food of each brand (rarely, sometimes, frequently, regular). After watching the advertisements and brand interaction, the next question was to evaluate the given commercials with following adjectives: emotional,

technical, entertaining, boring, funny, ingenious, encouragement, reflexive, it is easy to remember, it gave me a good impression, it is better than the other competitor's commercial. Next step is brand evaluation. In this stage, responders rated each brand of given fast food by brand experience and brand personality. People were asked to evaluate the following statements related to the brand on a scale of 1 to 5 (*1= strongly disagree; 5= strongly agree*):

Senses

- That brand makes a strong impression on my senses
- This brand is an emotional brand
- This brand induces feelings & sentiments
- I do not have emotions for this brand

Actions

- This brand induces me in physical actions &

behaviors

- This brand is not action-oriented

Thinking

- This brand induces me in a lot of thinking
- This brand does not make me think

Moreover, responders were asked to rate the extent to which the brand reflects and has to do with the following adjectives and aspects (*1= not at all; 5=completely*): reliable, easy to use, expensive, new technology, status, quality and this brand gives me associations not only with food.

To complete and conclude the questionnaire concerning fast food, responders were asked 2 questions: after watching the commercials, would you buy a product of this brand; after watching the commercials, would you buy a product of its competitor rather than this brand.

The given questionnaire is in the appendix for more detailed description.

4.2 Data collection

At the fieldwork stage, data collection takes place and further questions arise. In order to guarantee equivalence of administration and enhance the comparability of the data collected, attention must be paid to the following aspects:

Response equivalence – uniform data collection procedures must be adopted. These include identical settings, methods of introduction to the study and researcher, and task instructions to minimize differences due to data collection procedures.

Timing of data collection – Data collection should be completed within a comparable time frame.

Status and other psychological issues – In societies with large status and authority differences, some techniques may be unwarranted. The fact that the researcher is a foreigner or that research is to be analysed and published abroad may trigger unexpected reactions from the respondents.

These methodological recommendations were accounted for and followed as closely as possible: uniform data collection procedures were adopted and timing was taken into consideration in that not too much time should elapse between data collection in each country [25].

Data collection took place in Spain. The questionnaire was administered during class time and online. Respondents were informed of the purpose of the study in very general terms by their instructor. Then the interviewer introduced herself and the study's aims, distributed the questionnaires, and remained in class during their completion. Respondents were very cooperative and 57 questionnaires were delivered and completed.

Another part of the data was collected with the help of an online survey service – the web site SurveyMonkey. It is one of the leading providers of Web-based survey methodology. The company was founded provides free and customizable surveys, that include data collection, data analysis, sample selection, data representation tools and brand management. Eventually, it is easy to create the questionnaire, not only the ordinary one, but also more complicated, for example large-scale enterprise options, such as allowance to access to videos, that were used in this thesis. One more advantage of SurveyMonkey for the given master thesis is that people answered questions online. Responders from different countries, different ages and different income filled the questionnaire.

One hundred and five people answered the questions of the questionnaire and were retained for analysis. Of these, 26 people are from Czech Republic, 25 people are from Spain, 27 people are from Russia and 27 people are from Turkey.

However, the suppose that data collection was unaffected by unforeseen cultural differences cannot be completely ruled out. For instance, aspects such as a high resistance to complete the questionnaire by responders from Turkey also played a role.

This stage was a highly time-consuming phase of this research as a high number of contacts. In this type of research, data collection, the research setting, instructions and timing should be similar to guarantee equivalence of administration and enhance the comparability of the data collected. In general, however, although it has been confirmed that “data is hard to get in cross-cultural research”, this stage provided very positive results.

4.3 Data preparation and analysis

Raw data must be compiled and analyzed so that collected information can be interpreted and understood. The data preparation process followed seven stages:

Questionnaire checking → Editing → Coding → Rewriting → Cleaning → Statistically adjusting data → Selecting a data analysis strategy.

Cross-cultural analysis is characterized by specific issues. Cross-cultural research deals with data at different levels and a decision regarding level of analysis of the data is needed. Hence, the first decision regarding data analysis in cross-cultural analyses refers to the unit at which the analysis should be conducted. Based on the level of aggregation, cross-cultural data can be analyzed at three levels: individual, within-country or cultural unit, and across-countries or cultural units.

4.4 Relationship testing between cultures and perception of advertising

In a hypothesis test, it is necessary to look at two propositions: the *null hypothesis* (H_0 for short), and *the alternative hypothesis* (H_1). The *alternative hypothesis* is that statement which is going to be proved in the test. The null hypothesis, in contrast, is presumed to be true, until the data provide sufficient evidence that it is not. Both of hypothesis are constructed in such a way that one and only one of these statements are true.

If the null hypothesis is rejected, then it is correct to accept the alternative hypothesis. However, if the null hypothesis is not rejected, then it is wrong to say that the null hypothesis is accepted.

In order to critically examine various cultural influences on perception of advertising the following hypothesis have been postulated:

H₀: There is no significant cultural influence on the perception of advertising

H₁: There is significant culture influence on the perception of advertising

The degree of statistical evidence needed in order to ‘prove’ the alternative hypothesis is the confidence level. The alpha level is the probability of rejecting the null hypothesis when the null hypothesis is true. It is the probability of making a wrong decision. The typical alpha value of 0.05 corresponds to a 95% confidence level: accepting a 5% chance of rejecting the null even if it is true. Statistically speaking, the p-value is the probability of obtaining a result as extreme as, or more extreme than, the result actually obtained when the null hypothesis is true.

Regardless of the alpha and p-value, any hypothesis test has only two possible outcomes:

1. **Reject the null hypothesis** (if p-value is less or equal to alpha) and conclude that the alternative hypothesis is true at the 95% confidence level.
2. **Fail to reject the null hypothesis** (if p-value is more than alpha) and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4.4.1 BMW

Q2. Relationship testing between country and opinions about commercial evaluation.

After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives

1) Emotional

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) Technical

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.016) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) Entertaining

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.428) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.283) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.145) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.012) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.008) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.489) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.368) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

11) *It is better than the other competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.069) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q3. Relationship testing between country and opinions about brand experience

After watching the commercials, please rate the followings statements related to the BRAND

1) *This brand makes a strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.191) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.048) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *This brand induces feelings and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.070) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *I do not have emotions to this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.034) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *This brand induces me in physical actions and behaviour*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.122) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.470) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.175) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q4: Relationship testing between country and opinions about brand personality. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.042) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.388) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.005) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.123) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q5. Relationship testing between country and opinions about brand purchase.

After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.011) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q6. Relationship testing between country and opinions about competitor purchase. *After watching the commercials, would you BUY a product of its competitor rather this Brand.*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.846) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4.4.2 AUDI

Q8. Relationship testing between country and opinions about commercial evaluation.

After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives

1) Emotional

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.036) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) Technical

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.305) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) Entertainig

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.157) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.011) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.003) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.008) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.256) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.277) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.622) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.103) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

11) *It is better than the other competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.190) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q9. Relationship testing between country and opinions about brand experience

After watching the commercials, please rate the followings statements related to the BRAND

1) *This brand makes a strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.008) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.129) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *This brand induces feeling and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.183) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *I do not have emotions for this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.063) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *This brand induces me in physical actions and behaviours*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.086) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.076) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q10: Relationship testing between country and opinions about brand personality. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.025) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.020) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.025) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.126) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.146) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Just functional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.004) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q11. Relationship testing between country and opinions about brand purchase. After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.508) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q12. Relationship testing between country and opinions about competitor purchase. After watching the commercials, would you BUY a product of its competitor rather this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.086) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4.4.3 *APPLE*

Q14. Relationship testing between country and opinions about commercial evaluation. After watching the commercials, please rate the extent to which this *COMMERCIAL* reflects the following adjectives

1) *Emotional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.036) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *Technical*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.135) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *Entertaining*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.221) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.044) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.005) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.264) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.008) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.157) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

11) *It is better than the another competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.055) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q15. Relationship testing between country and opinions about brand experience. *After watching the commercials, please rate the followings statements related to the BRAND*

1) *This brand makes a strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.001) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.502) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *This brand induces feelings and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.034) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *I do not have emotions for this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.249) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *This brand induces me in physical actions and behaviours*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.013) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.062) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.012) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q16. Relationship testing between country and opinions about brand personality. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.046) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.105) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.143) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.321) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.670) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.351) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Just functional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q17. Relationship testing between country and opinions about brand purchase. After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.153) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q18. Relationship testing between country and opinions about competitor purchase. After watching the commercials, would you BUY a product of its competitor rather this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.822) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4.4.4 SAMSUNG

Q20. Relationship testing between country and opinions about commercial evaluation. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives.

1) *Emotional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.085) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *Technical*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.012) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Entertaining*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.207) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.020) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.153) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.426) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.078) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.034) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.034) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

11) *It is better that the another competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.638) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q21. Relationship testing between country and opinions about brand experience. After watching the commercials, please rate the followings statements related to the BRAND

1) *This brand makes a strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.553) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.055) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *This brand induces feelings and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.225) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *I do not have emotions for this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.141) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *This brand induces me in physical actions and behaviours*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.197) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.009) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.517) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q22. Relationship testing between country and opinions about brand personality. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.218) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.682) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.067) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.585) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.095) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.245) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Just functional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.005) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q23. Relationship testing between country and opinions about brand purchase. After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.372) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q24. Relationship testing between country and opinions about competitor purchase. After watching the commercials, would you BUY a product of its competitor rather this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.009) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4.4.5 McDonalds

Q27. Relationship testing between country and opinions about commercial evaluation. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives.

1) Emotional

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.365) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) Technical

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.034) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Entertaining*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.477) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.040) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.006) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.016) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.062) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.124) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.117) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.039) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

11) *It is better than the other competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.035) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q28. Relationship testing between country and opinions about brand experience. *After watching the commercials, please rate the following statements related to the BRAND*

1) *This brand makes strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.010) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *This brand induces feelings and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *I do not have emotions for this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.048) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *This brand induces me in physical actions and behaviour*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.018) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.064) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.011) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.815) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q29. Relationship testing between country and opinions about brand personality. *After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.*

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.124) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.006) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.057) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.005) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.023) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *Just functional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.192) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q30. Relationship testing between country and opinions about brand purchase. After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.240) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q31. Relationship testing between country and opinions about competitor purchase. After watching the commercials, would you BUY a product of its competitor rather this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.103) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4.4.6 BURGER KING

Q34. Relationship testing between country and opinions about commercial evaluation. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives.

1) *Emotional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.061) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *Technical*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.090) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

3) *Entertaining*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.353) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *Boring*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.002) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5) *Funny*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.189) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

6) *Ingenious*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.020) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

7) *Encouragement*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.090) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

8) *Reflexive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.263) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

9) *It is easy to remember*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.095) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

10) *It gives me a good impression*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.015) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

11) *It is better than the another competitor's commercial*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.033) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q35. Relationship testing between country and opinions about brand experience. After watching the commercials, please rate the followings statements related to the BRAND

1) *This brand makes a strong impression on my sense*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.006) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

2) *This brand is an emotional brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.013) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *This brand induces feelings and sentiments*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.009) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

4) *I do not have emotions for this brand*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.065) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *This brand induces me in actions and behaviour*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.018) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *This brand is non action-oriented*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.448) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *This brand induces me in a lot of thinking*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.019) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

8) *This brand does not make me think*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.697) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q36. Relationship testing between country and opinions about brand personality. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects.

1) *Reliable*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.369) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

2) *Easy to use*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.026) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

3) *Expensive*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.419) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

4) *New technology*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.344) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

5) *Status*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.036) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

6) *Quality*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.245) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

7) *Just functional*

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.000) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

Q37. Relationship testing between country and opinions about brand purchase. After watching the commercials, would you BUY a product of this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.815) according to the table 1.2 in the appendix

P value > Level of significance

Conclusion: Fail to reject the null hypothesis and conclude that not enough evidence is available to suggest the null hypothesis is false at the 95% confidence level.

Q38. Relationship testing between country and opinions about competitor purchase. After watching the commercials, would you BUY a product of its competitor rather this Brand.

Ho: There is no significant cultural influence on the perception of advertising

H1: There is significant culture influence on the perception of advertising

Test at 0.05 level of significance; P value (0.083) according to the table 1.2 in the appendix

P value < Level of significance

Conclusion: Reject the null hypothesis and conclude that the alternative hypothesis is true at the 95% confidence level.

5. Conclusion

The rapidly increasing importance of International Marketing has led marketers, practitioners and academics alike, to seek a deeper understanding of how consumers and markets differ around the globe. The pendulum of studies in this area has swung between the need for adaptation and the pragmatics of standardization. International consumer behavior has, therefore, been influenced by this polarization of the question leading researchers to focus either on revealing differences, or similarities within various consumer behavior domains. This project aimed to make a contribution to this discussion by adopting a cultural perspective of consumer behavior. The research questions centered on understanding the influence of culture on purchase of a specific brands and products.

The research focus evolved as the research question shifted from “are consumers becoming more similar” to “what makes consumers different” and “how does culture influence consumer behavior”. Following this trajectory, it was sought to identify the dimensions of consumer behavior that would be more susceptible to cultural influences. Risk related aspects were identified as one general trait of behavior that would be particularly culture-sensitive. The aim of the given diploma thesis was to explore and compare different customer reactions and perceptions towards the variety of video advertising. It was found out that BMW, Apple and McDonalds do have an impact on the cultural and other features of the countries on the effectiveness of advertising. A connection between social factors such as nationality, age, gender, education, academic qualification, etc was identified towards the given advertisements.

According to the results of the research, marketers firstly should take into consideration culture and nationality of the target audience, as the opinions about purchase are completely dependent upon them. Secondly, it is essential to think about academic qualification and range of income of people on whom the commercial is directed. These factors are followed by a level of education, employment status and age. The least significant social factor that does not influence the perception of advertising is gender. If the companies are able to analyze these features, they will be in a better position to adapt the marketing strategies.

Globalization trends have driven and will continue to drive consumers towards assimilation in many ways. Markets have clearly become global within the areas of

trade and commercial integration. This, however, does not minimize the need for understanding the impact of culture. On the contrary, the challenge of comprehending how culture affects consumers is enhanced. The increased pace of globalization has not decreased the importance of cultural variation.

Recommendation

The following recommendations are advanced to assist the multinational firms and meet the dynamic nature of demands.

1. They should hold fast to the marketing concept, which focuses on the identification of the needs and wants of target customers, and finding means to satisfy it. By so doing, both current and latent needs will be satisfied.
2. They should concentrate on the production of particular product items that would be spycific to various cultural settings.
3. Their promotion programs should be culture bund to the targeted indigenious people and their interest.

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7. Appendix

Please watch the following videos for 3 different industries and evaluate it with given questions.

BMW vs Audi

<https://www.youtube.com/watch?v=I6KYaF95w3g>

https://www.youtube.com/watch?v=jYnWQ_-2xQc

Table 1.1

BMW

Brand INTERACTIONS	
1. Have you ever experienced a PRODUCT of this Brand before? (Check only the most applicable option)	
<input type="checkbox"/>	Owner
<input type="checkbox"/>	User
<input type="checkbox"/>	Passenger
<input type="checkbox"/>	Another experience
<input type="checkbox"/>	No Experience

Commercial EVALUATION	
2. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives : (1= not at all; 5=completely)	
Emotional	
Technical	
Entertaining	
Boring	
Funny	
Ingenious	
Encouragement	
Reflexive	
It is easy to remember	
It gave me a good impression	
It is better than the another competitor's commercial	

Brand EXPERIENCE	
3. After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5: (1= strongly disagree; 5= strongly agree)	
SENSES	That brand makes a strong impression on my senses
	This brand is an emotional brand
	This brand induces feelings & sentiments
	I do not have emotions for this Brand
ACTIONS	This brand induces me in physical actions & behaviors
	This brand is not action-oriented

	THINKING	This brand induces me in a lot of thinking					
		This brand does not make me think					

Brand PERSONALITY

4. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)

Reliable					
Easy Use					
Expensive					
New Technology					
Status					
Quality					
Just Functional					

5. After watching the commercials, would you BUY a product of this Brand:

Yes	No

6. After watching the commercials, would you BUY a product of its competitor rather this Brand:

Yes	No

AUDI

Brand INTERACTIONS

7. Have you ever experienced a PRODUCT of this Brand before? (Check only the most applicable option)

- Owner
- User
- Passenger
- Another experience
- No Experience

Commercial EVALUTION

8. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives : (1= not at all; 5=completely)

Emotional					
Technical					
Entertaining					
Boring					
Funny					
Ingenious					
Encouragement					
Reflexive					
It is easy to remember					
It gave me a good					

	impression						
	It is better than the another competitor's commercial						

Brand EXPERIENCE

9. After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5: (1= strongly disagree; 5= strongly agree)

SENSES	That brand makes a strong impression on my senses						
	This brand is an emotional brand						
	This brand induces feelings & sentiments						
	I do not have emotions for this Brand						
ACTIONS	This brand induces me in physical actions & behaviors						
	This brand is not action-oriented						
THINKING	This brand induces me in a lot of thinking						
	This brand does not make me think						

Brand PERSONALITY

10. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)

Reliable					
Easy Use					
Expensive					
New Technology					
Status					
Quality					
Just Functional					

11. After watching the commercials, would you BUY a product of this Brand:

Yes	No

12. After watching the commercials, would you BUY a product of its competitor rather this Brand:

Yes	No

Apple vs Samsung

<https://www.youtube.com/watch?v=TJ1SDXbij8Y>

Apple

Brand INTERACTIONS	
13. Have you ever experienced a PRODUCT of this Brand before? (Check only the most applicable option)	
<input type="checkbox"/> Owner <input type="checkbox"/> Another experience <input type="checkbox"/> No Experience	

Commercial EVALUTION	
14. After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives : (1= not at all; 5=completely)	
Emotional	
Technical	
Entertaining	
Boring	
Funny	
Ingenious	
Encouragement	
Reflexive	
It is easy to remember	
It gave me a good impression	
It is better than the another competitor's commercial	

Brand EXPERIENCE	
15. After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5: (1= strongly disagree; 5= strongly agree)	
SENSES	That brand makes a strong impression on my senses
	This brand is an emotional brand
	This brand induces feelings & sentiments
	I do not have emotions for this Brand
ACTIONS	This brand induces me in physical actions & behaviors
	This brand is not action-oriented
THINKING	This brand induces me in a lot of thinking
	This brand does not make me think

Brand PERSONALITY

16. **After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)**

Reliable					
Easy Use					
Expensive					
New Technology					
Status					
Quality					
Just Functional					

17. **After watching the commercials, would you BUY a product of this Brand:**

	Yes	No

18. **After watching the commercials, would you BUY a product of its competitor rather this Brand:**

	Yes	No

Samsung

Brand INTERACTIONS

19. **Have you ever experienced a PRODUCT of this Brand before? (Check only the most applicable option)**

- Owner
- Another experience
- No Experience

Commercial EVALUTION

20. **After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives : (1= not at all; 5=completely)**

Emotional					
Technical					
Entertaining					
Boring					
Funny					
Ingenious					
Encouragement					
Reflexive					
It is easy to remember					
It gave me a good impression					
It is better than the another competitor's commercial					

Brand EXPERIENCE

21. **After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5: (1= strongly disagree; 5= strongly agree)**

SENSES	That brand makes a strong impression on my senses				

		This brand is an emotional brand					
		This brand induces feelings & sentiments					
		I do not have emotions for this Brand					
	ACTIONS	This brand induces me in physical actions & behaviors					
		This brand is not action-oriented					
	THINKING	This brand induces me in a lot of thinking					
		This brand does not make me think					

Brand PERSONALITY

22. **After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)**

Reliable					
Easy Use					
Expensive					
New Technology					
Status					
Quality					
Just Functional					

23. **After watching the commercials, would you BUY a product of this Brand:**

Yes	No

24. **After watching the commercials, would you BUY a product of its competitor rather this Brand:**

Yes	No

McDonalds/Burger king

<https://www.youtube.com/watch?v=VMjRSnokms8>

<https://www.youtube.com/watch?v=qvh8uT68hFQ>

McDonalds

Brand INTERACTIONS

25. **Have you ever experienced food of this brand before? (Check only the most applicable option)**

- Yes
- No

26. **How often do you eat this food?**

- Rarely
- Sometimes
- Frequently
- Regular

Commercial EVALUATION

27. **After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives : (1= not at all; 5=completely)**

	Emotional				
	Technical				
	Entertaining				
	Boring				
	Funny				
	Ingenious				
	Encouragement				
	Reflexive				
	It is easy to remember				
	It gave me a good impression				
	It is better than the another competitor's commercial				

Brand EXPERIENCE

28. **After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5: (1= strongly disagree; 5= strongly agree)**

SENSES	That brand makes a strong impression on my senses					
	This brand is an emotional brand					
	This brand induces feelings & sentiments					
	I do not have emotions for this Brand					
ACTIONS	This brand induces me in physical actions & behaviors					
	This brand is not action-oriented					
THINKING	This brand induces me in a lot of thinking					
	This brand does not make me think					

Brand PERSONALITY

29. **After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)**

	Reliable				
	Easy Use				
	Expensive				
	New Technology				
	Status				
	Quality				
	This brand gives me associations not only with food				

30. **After watching the commercials, would you BUY a product of this Brand:**

Yes	No

31. **After watching the commercials, would you BUY a product of its competitor rather this Brand:**

Yes	No

Burger king

Brand INTERACTIONS

32. **Have you ever experienced food of this brand before?** (Check only the most applicable option)

Yes
 No

33. **How often do you eat this food?**

Rarely
 Sometimes
 Frequently
 Regular

Commercial EVALUTION

34. **After watching the commercials, please rate the extent to which this COMMERCIAL reflects the following adjectives :** (1= not at all; 5=completely)

Emotional					
Technical					
Entertaining					
Boring					
Funny					
Ingenious					
Encouragement					
Reflexive					
It is easy to remember					
It gave me a good impression					
It is better than the another competitor's commercial					

Brand EXPERIENCE

35. **After watching the commercials, please rate the followings statements related to the BRAND on a scale of 1 to 5:** (1= strongly disagree; 5= strongly agree)

SENSES	That brand makes a strong impression on my senses				
	This brand is an emotional brand				
	This brand induces feelings & sentiments				
	I do not have				

		emotions for this Brand					
	ACTIONS	This brand induces me in physical actions & behaviors					
		This brand is not action-oriented					
	THINKING	This brand induces me in a lot of thinking					
		This brand does not make me think					

Brand PERSONALITY

36. After watching the commercials, please rate the extent to which this BRAND reflects and has to do with the following adjectives and aspects (1= not at all; 5=completely)

	Reliable				
	Easy Use				
	Expensive				
	New Technology				
	Status				
	Quality				
	This brand gives me associations not only with food				

37. After watching the commercials, would you BUY a product of this Brand:

Yes	No

38. After watching the commercials, would you BUY a product of its competitor rather this Brand:

Yes	No

ADDITIONAL DATA

39. Which country are you from?: _____

40. Gender:

Female	Male

41. Select the range of your current age (in years):

Fro m 18 to 25	Fro m 26 to 35	Fro m 36 to 45	Fro m 46 to 55	Olde r than 56

42. Select your academic qualifications:

No qualifications	Primary School	High School or similar	University	Postgraduated

43. Single or Married

Single	Married
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<div style="display: flex; justify-content: center; gap: 20px;"> <div style="border: 1px solid black; width: 100px; height: 15px;"></div> <div style="border: 1px solid black; width: 100px; height: 15px;"></div> </div> <p>44. Select the rage of your income:</p>				
0 to 15.000€	15.001€ to 30.000€	30.001€ to 45.000€	45.001€ to 60.000€	More than 60.000€

Thank you very much for taking the time to complete this questionnaire!

1 . tab q2_1 country, chi

Q2_1	country				Total
	CR	Russia	Spain	Turkey	
1	8	0	2	2	12
2	4	0	5	3	12
3	6	15	6	9	36
4	6	7	6	12	31
5	1	5	6	2	14
Total	25	27	25	28	105

Pearson chi2(12) = 30.7926 Pr = 0.002

2 . tab q2_2 country, chi

Q2_2	country				Total
	CR	Russia	Spain	Turkey	
1	4	0	0	2	6
2	3	1	3	0	7
3	9	6	4	2	21
4	8	13	14	18	53
5	1	7	4	6	18
Total	25	27	25	28	105

Pearson chi2(12) = 24.8183 Pr = 0.016

3 . tab q2_3 country, chi

Q2_3	country				Total
	CR	Russia	Spain	Turkey	
1	3	1	1	4	9
2	7	1	1	2	11
3	9	7	14	4	34
4	6	12	8	15	41
5	0	6	1	3	10
Total	25	27	25	28	105

Pearson chi2(12) = 31.4371 Pr = 0.002

4 . tab q2_4 country, chi

Q2_4	country				Total
	CR	Russia	Spain	Turkey	
1	11	11	8	14	44
2	7	14	9	8	38
3	5	2	7	5	19
4	2	0	1	1	4
Total	25	27	25	28	105

Pearson chi2(9) = 9.0991 Pr = 0.428

5 . tab q2_5 country, chi

Q2_5	country				Total
	CR	Russia	Spain	Turkey	
1	1	0	2	2	5
2	3	3	1	2	9
3	10	7	13	12	42

4	8	16	5	8	37
5	3	1	4	4	12
Total	25	27	25	28	105

Pearson chi2(12) = 14.2866 Pr = 0.283

6 . tab q2_6 country, chi

Q2_6	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	0	0	2
2	2	1	0	4	7
3	5	10	10	12	37
4	11	10	13	8	42
5	5	6	2	4	17
Total	25	27	25	28	105

Pearson chi2(12) = 17.1242 Pr = 0.145

7 . tab q2_7 country, chi

Q2_7	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	0	0	2
2	5	8	6	2	21
3	10	4	12	12	38
4	3	13	6	12	34
5	5	2	1	2	10
Total	25	27	25	28	105

Pearson chi2(12) = 25.7293 Pr = 0.012

8 . tab q2_8 country, chi

Q2_8	CR	country			Total
		Russia	Spain	Turkey	
2	7	3	7	0	17
3	6	6	10	16	38
4	9	17	6	9	41
5	3	1	2	3	9
Total	25	27	25	28	105

Pearson chi2(9) = 22.3041 Pr = 0.008

9 . tab q2_9 country, chi

Q2_9	CR	country			Total
		Russia	Spain	Turkey	
2	1	0	3	0	4
3	8	9	7	8	32
4	8	11	6	11	36
5	8	7	9	9	33
Total	25	27	25	28	105

Pearson chi2(9) = 8.4503 Pr = 0.489

10 . tab q2_10 country, chi

Q2_10	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	0	0	1
2	6	1	6	3	16
3	4	7	4	7	22
4	9	14	11	9	43

5	5	5	4	9	23
Total	25	27	25	28	105

Pearson chi2(12) = 13.0162 Pr = 0.368

11 . tab q2_11 country, chi

Q2_11	CR	country			Total
		Russia	Spain	Turkey	
1	0	1	0	3	4
2	5	3	4	1	13
3	5	10	15	8	38
4	9	7	4	11	31
5	6	6	2	5	19
Total	25	27	25	28	105

Pearson chi2(12) = 19.8887 Pr = 0.069

12 . tab q3_1 country, chi

Q3_1	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	0	0	1
2	6	0	2	4	12
3	8	11	9	5	33
4	8	11	12	14	45
5	2	5	2	5	14
Total	25	27	25	28	105

Pearson chi2(12) = 15.9990 Pr = 0.191

13 . tab q3_2 country, chi

Q3_2	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	1	1	4
2	1	3	2	3	9
3	12	6	7	10	35
4	3	15	11	14	43
5	7	3	4	0	14
Total	25	27	25	28	105

Pearson chi2(12) = 21.1735 Pr = 0.048

14 . tab q3_3 country, chi

Q3_3	CR	country			Total
		Russia	Spain	Turkey	
1	4	0	2	1	7
2	4	1	1	2	8
3	5	12	9	13	39
4	6	9	10	12	37
5	6	5	3	0	14
Total	25	27	25	28	105

Pearson chi2(12) = 19.8366 Pr = 0.070

15 . tab q3_4 country, chi

Q3_4	CR	country			Total
		Russia	Spain	Turkey	
1	3	12	10	6	31
2	13	10	3	12	38
3	5	1	4	4	14

4	1	4	6	5	16
5	3	0	2	1	6
Total	25	27	25	28	105

Pearson chi2(12) = 22.3545 Pr = 0.034

16 . tab q3_5 country, chi

Q3_5	CR	country			Total
		Russia	Spain	Turkey	
1	5	0	4	2	11
2	4	8	5	8	25
3	4	11	7	9	31
4	10	5	9	9	33
5	2	3	0	0	5
Total	25	27	25	28	105

Pearson chi2(12) = 17.7928 Pr = 0.122

17 . tab q3_6 country, chi

Q3_6	CR	country			Total
		Russia	Spain	Turkey	
1	4	6	10	6	26
2	8	8	8	8	32
3	10	8	6	12	36
4	2	5	1	1	9
5	1	0	0	1	2
Total	25	27	25	28	105

Pearson chi2(12) = 11.7009 Pr = 0.470

18 . tab q3_7 country, chi

Q3_7	CR	country			Total
		Russia	Spain	Turkey	
1	5	0	0	0	5
2	5	3	1	4	13
3	9	15	12	12	48
4	6	6	12	12	36
5	0	3	0	0	3
Total	25	27	25	28	105

Pearson chi2(12) = 32.4299 Pr = 0.001

19 . tab q3_8 country, chi

Q3_8	CR	country			Total
		Russia	Spain	Turkey	
1	7	8	4	9	28
2	6	5	10	9	30
3	6	10	11	7	34
4	4	4	0	3	11
5	2	0	0	0	2
Total	25	27	25	28	105

Pearson chi2(12) = 16.3631 Pr = 0.175

20 . tab q4_1 country, chi

Q4_1	CR	country			Total
		Russia	Spain	Turkey	
2	8	4	0	2	14
3	5	4	11	7	27

4	7	3	5	11	26
5	5	16	9	8	38
Total	25	27	25	28	105

Pearson chi2(9) = 26.5194 Pr = 0.002

21 . tab q4_2 country, chi

Q4_2	CR	country			Total
		Russia	Spain	Turkey	
2	1	3	0	3	7
3	16	7	14	6	43
4	3	7	4	10	24
5	5	10	7	9	31
Total	25	27	25	28	105

Pearson chi2(9) = 17.4501 Pr = 0.042

22 . tab q4_3 country, chi

Q4_3	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	1	2	5
2	4	0	1	0	5
3	4	4	8	12	28
4	7	21	7	2	37
5	8	2	8	12	30
Total	25	27	25	28	105

Pearson chi2(12) = 44.3075 Pr = 0.000

23 . tab q4_4 country, chi

Q4_4	CR	country			Total
		Russia	Spain	Turkey	
1	3	0	2	0	5
2	2	1	1	2	6
3	1	3	0	2	6
4	11	15	9	13	48
5	8	8	13	11	40
Total	25	27	25	28	105

Pearson chi2(12) = 12.7397 Pr = 0.388

24 . tab q4_5 country, chi

Q4_5	CR	country			Total
		Russia	Spain	Turkey	
2	3	0	0	0	3
3	5	0	8	10	23
4	8	17	9	10	44
5	9	10	8	8	35
Total	25	27	25	28	105

Pearson chi2(9) = 23.4313 Pr = 0.005

25 . tab q4_6 country, chi

Q4_6	CR	country			Total
		Russia	Spain	Turkey	
2	3	0	0	0	3
3	7	3	4	5	19
4	7	10	9	12	38
5	8	14	12	11	45

Total	25	27	25	28	105
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Pearson chi2(9) = 13.9925 Pr = 0.123

26 . tab q5 country, chi

I= yes; 0=no	country				Total
	CR	Russia	Spain	Turkey	
0	11	10	1	9	31
1	14	17	24	19	74
Total	25	27	25	28	105

Pearson chi2(3) = 11.1700 Pr = 0.011

27 . tab q6 country, chi

I= yes; 0=no	country				Total
	CR	Russia	Spain	Turkey	
0	14	14	11	15	54
1	11	13	14	13	51
Total	25	27	25	28	105

Pearson chi2(3) = 0.8148 Pr = 0.846

28 . tab q8_1 country, chi

Q8_1	country				Total
	CR	Russia	Spain	Turkey	
1	7	0	2	5	14
2	4	1	7	5	17
3	5	4	4	6	19
4	3	14	7	7	31
5	6	8	5	5	24
Total	25	27	25	28	105

Pearson chi2(12) = 22.1669 Pr = 0.036

29 . tab q8_2 country, chi

Q8_2	country				Total
	CR	Russia	Spain	Turkey	
1	4	0	5	4	13
2	7	4	6	2	19
3	5	9	6	6	26
4	6	7	6	10	29
5	3	7	2	6	18
Total	25	27	25	28	105

Pearson chi2(12) = 13.9261 Pr = 0.305

30 . tab q8_3 country, chi

Q8_3	country				Total
	CR	Russia	Spain	Turkey	
1	3	0	0	2	5
2	1	0	4	4	9
3	6	5	6	4	21
4	8	16	11	9	44
5	7	6	4	9	26
Total	25	27	25	28	105

Pearson chi2(12) = 16.8028 Pr = 0.157

31 . tab q8_4 country, chi

Q8_4	CR	country			Total
		Russia	Spain	Turkey	
1	4	5	11	16	36
2	10	13	11	6	40
3	5	6	2	5	18
4	6	3	1	0	10
5	0	0	0	1	1
Total	25	27	25	28	105

Pearson chi2(12) = 25.9040 Pr = 0.011

32 . tab q8_5 country, chi

Q8_5	CR	country			Total
		Russia	Spain	Turkey	
1	4	0	0	2	6
2	3	2	11	5	21
3	7	15	4	13	39
4	6	9	6	4	25
5	5	1	4	4	14
Total	25	27	25	28	105

Pearson chi2(12) = 29.5504 Pr = 0.003

33 . tab q8_6 country, chi

Q8_6	CR	country			Total
		Russia	Spain	Turkey	
2	6	2	5	9	22
3	5	11	5	7	28
4	5	13	5	4	27
5	9	1	10	8	28
Total	25	27	25	28	105

Pearson chi2(9) = 22.2293 Pr = 0.008

34 . tab q8_7 country, chi

Q8_7	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	0	0	1
2	4	0	4	1	9
3	5	15	10	12	42
4	9	7	6	9	31
5	6	5	5	6	22
Total	25	27	25	28	105

Pearson chi2(12) = 14.7384 Pr = 0.256

35 . tab q8_8 country, chi

Q8_8	CR	country			Total
		Russia	Spain	Turkey	
1	3	0	0	0	3
2	1	3	4	1	9
3	7	11	11	13	42
4	7	8	6	8	29
5	7	5	4	6	22
Total	25	27	25	28	105

Pearson chi2(12) = 15.2651 Pr = 0.227

36 . tab q8_9 country, chi

Q8_9	country				Total
	CR	Russia	Spain	Turkey	
2	3	3	4	4	14
3	4	7	7	4	22
4	5	8	9	10	32
5	13	9	5	10	37
Total	25	27	25	28	105

Pearson chi2(9) = **7.1630** Pr = **0.620**

37 . tab q8_10 country, chi

Q8_10	country				Total
	CR	Russia	Spain	Turkey	
1	1	0	0	1	2
2	7	5	1	2	15
3	3	3	4	1	11
4	2	11	11	11	35
5	12	8	9	13	42
Total	25	27	25	28	105

Pearson chi2(12) = **18.4486** Pr = **0.103**

38 . tab q8_11 country, chi

Q8_11	country				Total
	CR	Russia	Spain	Turkey	
1	1	3	0	0	4
2	3	0	3	5	11
3	4	7	6	4	21
4	4	5	9	8	26
5	13	12	7	11	43
Total	25	27	25	28	105

Pearson chi2(12) = **16.0346** Pr = **0.190**

39 . tab q9_1 country, chi

Q9_1	country				Total
	CR	Russia	Spain	Turkey	
1	2	0	0	1	3
2	8	1	3	0	12
3	1	6	5	8	20
4	4	11	11	9	35
5	10	9	6	10	35
Total	25	27	25	28	105

Pearson chi2(12) = **26.7814** Pr = **0.008**

40 . tab q9_2 country, chi

Q9_2	country				Total
	CR	Russia	Spain	Turkey	
1	3	0	0	0	3
2	3	0	3	4	10
3	8	9	9	14	40
4	6	9	7	5	27
5	5	9	6	5	25
Total	25	27	25	28	105

Pearson chi2(12) = **17.5941** Pr = **0.129**

41 . tab q9_3 country, chi

Q9_3	CR	country			Total
		Russia	Spain	Turkey	
2	3	3	3	1	10
3	3	10	7	15	35
4	12	11	10	7	40
5	7	3	5	5	20
Total	25	27	25	28	105

Pearson chi2(9) = **12.5684** Pr = **0.183**

42 . tab q9_4 country, chi

Q9_4	CR	country			Total
		Russia	Spain	Turkey	
1	6	7	4	4	21
2	5	9	7	2	23
3	6	11	10	12	39
4	5	0	4	6	15
5	3	0	0	4	7
Total	25	27	25	28	105

Pearson chi2(12) = **20.2013** Pr = **0.063**

43 . tab q9_5 country, chi

Q9_5	CR	country			Total
		Russia	Spain	Turkey	
1	5	0	2	0	7
2	3	7	0	1	11
3	5	11	17	17	50
4	6	6	5	4	21
5	6	3	1	6	16
Total	25	27	25	28	105

Pearson chi2(12) = **33.0239** Pr = **0.001**

44 . tab q9_6 country, chi

Q9_6	CR	country			Total
		Russia	Spain	Turkey	
1	4	3	5	2	14
2	11	11	6	8	36
3	3	8	13	12	36
4	6	2	1	3	12
5	1	3	0	3	7
Total	25	27	25	28	105

Pearson chi2(12) = **19.0862** Pr = **0.086**

45 . tab q9_7 country, chi

Q9_7	CR	country			Total
		Russia	Spain	Turkey	
1	1	2	0	0	3
2	2	4	2	0	8
3	8	13	17	14	52
4	12	5	6	9	32
5	2	3	0	5	10
Total	25	27	25	28	105

Pearson chi2(12) = **19.5584** Pr = **0.076**

46 . tab q9_8 country, chi

Q9_8	country				Total
	CR	Russia	Spain	Turkey	
1	9	13	5	9	36
2	2	8	11	6	27
3	4	5	9	11	29
4	5	0	0	1	6
5	5	1	0	1	7
Total	25	27	25	28	105

Pearson chi2(12) = **34.9865** Pr = **0.000**

47 . tab q10_1 country, chi

Q10_1	country				Total
	CR	Russia	Spain	Turkey	
1	2	1	0	1	4
2	2	0	0	0	2
3	8	5	12	8	33
4	6	8	3	14	31
5	7	13	10	5	35
Total	25	27	25	28	105

Pearson chi2(12) = **23.3728** Pr = **0.025**

48 . tab q10_2 country, chi

Q10_2	country				Total
	CR	Russia	Spain	Turkey	
1	3	0	0	0	3
2	5	0	1	5	11
3	6	9	9	5	29
4	5	7	9	12	33
5	6	11	6	6	29
Total	25	27	25	28	105

Pearson chi2(12) = **24.0274** Pr = **0.020**

49 . tab q10_3 country, chi

Q10_3	country				Total
	CR	Russia	Spain	Turkey	
2	1	0	0	1	2
3	10	2	8	9	29
4	12	20	10	4	46
5	2	5	7	14	28
Total	25	27	25	28	105

Pearson chi2(9) = **28.8085** Pr = **0.001**

50 . tab q10_4 country, chi

Q10_4	country				Total
	CR	Russia	Spain	Turkey	
2	5	1	0	2	8
3	1	5	8	4	18
4	12	6	6	10	34
5	7	15	11	12	45
Total	25	27	25	28	105

Pearson chi2(9) = **19.0808** Pr = **0.025**

51 . tab q10_5 country, chi

Q10_5	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	0	1	3
2	1	0	0	1	2
3	2	1	6	5	14
4	7	16	6	8	37
5	13	10	13	13	49
Total	25	27	25	28	105

Pearson chi2(12) = **17.6829** Pr = **0.126**

52 . tab q10_6 country, chi

Q10_6	CR	country			Total
		Russia	Spain	Turkey	
2	4	0	1	0	5
3	3	2	5	5	15
4	4	10	7	8	29
5	14	15	12	15	56
Total	25	27	25	28	105

Pearson chi2(9) = **13.3786** Pr = **0.146**

53 . tab q10_7 country, chi

Q10_7	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	3	6
2	3	6	1	3	13
3	3	4	13	8	28
4	14	7	3	5	29
5	4	10	6	9	29
Total	25	27	25	28	105

Pearson chi2(12) = **29.1232** Pr = **0.004**

54 . tab q11 country, chi

1=yes; 0=no	CR	country			Total
		Russia	Spain	Turkey	
0	3	5	5	8	21
1	22	22	20	20	84
Total	25	27	25	28	105

Pearson chi2(3) = **2.3228** Pr = **0.508**

55 . tab q12 country, chi

1=yes; 0=no	CR	country			Total
		Russia	Spain	Turkey	
0	11	16	9	19	55
1	14	11	16	9	50
Total	25	27	25	28	105

Pearson chi2(3) = **6.5942** Pr = **0.086**

56 . tab q14_1 country, chi

Q14_1	CR	country			Total
		Russia	Spain	Turkey	

1	4	0	1	3	8
2	5	5	2	4	16
3	1	3	6	10	20
4	7	14	7	7	35
5	8	5	9	4	26
Total	25	27	25	28	105

Pearson chi2(12) = **22.1105** Pr = **0.036**

57 . tab q14_2 country, chi

Q14_2	country				Total
	CR	Russia	Spain	Turkey	
1	2	0	6	2	10
2	1	5	4	4	14
3	6	4	2	8	20
4	11	8	7	8	34
5	5	10	6	6	27
Total	25	27	25	28	105

Pearson chi2(12) = **17.4125** Pr = **0.135**

58 . tab q14_3 country, chi

Q14_3	country				Total
	CR	Russia	Spain	Turkey	
1	2	1	0	2	5
2	0	4	3	6	13
3	6	6	8	4	24
4	5	15	12	13	45
5	12	1	2	3	18
Total	25	27	25	28	105

Pearson chi2(12) = **31.9752** Pr = **0.001**

59 . tab q14_4 country, chi

Q14_4	country				Total
	CR	Russia	Spain	Turkey	
1	6	5	10	3	24
2	10	9	8	11	38
3	2	7	6	9	24
4	5	3	1	2	11
5	2	3	0	3	8
Total	25	27	25	28	105

Pearson chi2(12) = **15.3763** Pr = **0.221**

60 . tab q14_5 country, chi

Q14_5	country				Total
	CR	Russia	Spain	Turkey	
1	3	5	5	3	16
2	5	9	8	11	33
3	8	7	11	7	33
4	9	3	1	7	20
5	0	3	0	0	3
Total	25	27	25	28	105

Pearson chi2(12) = **21.4457** Pr = **0.044**

61 . tab q14_6 country, chi

Q14_6	country				Total
	CR	Russia	Spain	Turkey	

1	1	0	0	0	1
2	5	7	1	5	18
3	3	5	6	10	24
4	2	13	8	10	33
5	14	2	10	3	29
Total	25	27	25	28	105

Pearson chi2(12) = 33.1155 Pr = 0.001

62. tab q14_7 country, chi

Q14_7	country				Total
	CR	Russia	Spain	Turkey	
1	2	0	1	2	5
2	3	8	0	3	14
3	7	0	12	9	28
4	8	15	9	7	39
5	5	4	3	7	19
Total	25	27	25	28	105

Pearson chi2(12) = 28.1112 Pr = 0.005

63. tab q14_8 country, chi

Q14_8	country				Total
	CR	Russia	Spain	Turkey	
1	1	1	0	1	3
2	7	8	2	5	22
3	4	10	10	8	32
4	8	7	9	13	37
5	5	1	4	1	11
Total	25	27	25	28	105

Pearson chi2(12) = 14.6037 Pr = 0.264

64. tab q14_9 country, chi

Q14_9	country				Total
	CR	Russia	Spain	Turkey	
1	2	5	1	3	11
2	3	1	2	6	12
3	3	14	7	7	31
4	5	2	10	4	21
5	12	5	5	8	30
Total	25	27	25	28	105

Pearson chi2(12) = 26.8117 Pr = 0.008

65. tab q14_10 country, chi

Q14_10	country				Total
	CR	Russia	Spain	Turkey	
1	2	0	1	3	6
2	2	6	5	6	19
3	2	9	8	3	22
4	12	6	5	11	34
5	7	6	6	5	24
Total	25	27	25	28	105

Pearson chi2(12) = 16.7976 Pr = 0.157

66. tab q14_11 country, chi

| country

Q14_11	CR	Russia	Spain	Turkey	Total
1	2	5	1	6	14
2	3	7	9	4	23
3	16	9	9	9	43
4	0	5	2	3	10
5	4	1	4	6	15
Total	25	27	25	28	105

Pearson chi2(12) = **20.7181** Pr = **0.055**

67 . tab q15_1 country, chi

Q15_1	CR	Russia	Spain	Turkey	Total
1	2	5	1	0	8
2	2	3	4	9	18
3	6	4	4	9	23
4	2	9	11	8	30
5	13	6	5	2	26
Total	25	27	25	28	105

Pearson chi2(12) = **31.9714** Pr = **0.001**

68 . tab q15_2 country, chi

Q15_2	CR	Russia	Spain	Turkey	Total
1	1	1	1	0	3
2	5	4	6	9	24
3	2	5	2	7	16
4	6	10	6	4	26
5	11	7	10	8	36
Total	25	27	25	28	105

Pearson chi2(12) = **11.3198** Pr = **0.502**

69 . tab q15_3 country, chi

Q15_3	CR	Russia	Spain	Turkey	Total
1	1	0	2	0	3
2	1	6	4	8	19
3	3	7	4	11	25
4	10	10	7	3	30
5	10	4	8	6	28
Total	25	27	25	28	105

Pearson chi2(12) = **22.3217** Pr = **0.034**

70 . tab q15_4 country, chi

Q15_4	CR	Russia	Spain	Turkey	Total
1	7	10	5	2	24
2	8	8	11	11	38
3	6	4	6	5	21
4	3	5	2	6	16
5	1	0	1	4	6
Total	25	27	25	28	105

Pearson chi2(12) = **14.8702** Pr = **0.249**

71 . tab q15_5 country, chi

country

Q15_5	CR	Russia	Spain	Turkey	Total
1	1	5	0	0	6
2	5	2	8	14	29
3	9	9	11	8	37
4	7	6	3	3	19
5	3	5	3	3	14
Total	25	27	25	28	105

Pearson chi2(12) = 25.3253 Pr = 0.013

72. tab q15_6 country, chi

Q15_6	CR	country			Total
		Russia	Spain	Turkey	
1	3	5	9	0	17
2	12	2	7	9	30
3	4	11	8	12	35
4	6	6	0	4	16
5	0	3	1	3	7
Total	25	27	25	28	105

Pearson chi2(12) = 31.4622 Pr = 0.002

73. tab q15_7 country, chi

Q15_7	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	1	2	4
2	4	4	5	6	19
3	9	12	4	7	32
4	10	9	6	11	36
5	1	2	9	2	14
Total	25	27	25	28	105

Pearson chi2(12) = 20.2701 Pr = 0.062

74. tab q15_8 country, chi

Q15_8	CR	country			Total
		Russia	Spain	Turkey	
1	12	6	9	6	33
2	5	5	13	9	32
3	6	6	2	5	19
4	2	8	0	8	18
5	0	2	1	0	3
Total	25	27	25	28	105

Pearson chi2(12) = 25.7863 Pr = 0.012

75. tab q16_1 country, chi

Q16_1	CR	country			Total
		Russia	Spain	Turkey	
2	5	7	0	4	16
3	8	6	14	10	38
4	2	9	6	6	23
5	10	5	5	8	28
Total	25	27	25	28	105

Pearson chi2(9) = 17.1749 Pr = 0.046

76. tab q16_2 country, chi

country

Q16_2	CR	Russia	Spain	Turkey	Total
1	0	1	0	0	1
2	3	5	6	3	17
3	10	3	8	8	29
4	2	12	4	8	26
5	10	6	7	9	32
Total	25	27	25	28	105

Pearson chi2(12) = **18.3687** Pr = **0.105**

77 . tab q16_3 country, chi

Q16_3	CR	Russia	Spain	Turkey	Total
1	0	1	0	0	1
2	2	2	0	0	4
3	1	4	2	6	13
4	13	6	9	6	34
5	9	14	14	16	53
Total	25	27	25	28	105

Pearson chi2(12) = **17.1804** Pr = **0.143**

78 . tab q16_4 country, chi

Q16_4	CR	Russia	Spain	Turkey	Total
1	1	1	0	0	2
2	3	1	0	5	9
3	1	6	4	5	16
4	7	9	9	5	30
5	13	10	12	13	48
Total	25	27	25	28	105

Pearson chi2(12) = **13.6826** Pr = **0.321**

79 . tab q16_5 country, chi

Q16_5	CR	Russia	Spain	Turkey	Total
2	2	2	1	4	9
3	5	6	3	3	17
4	7	6	10	5	28
5	11	13	11	16	51
Total	25	27	25	28	105

Pearson chi2(9) = **6.6868** Pr = **0.670**

80 . tab q16_6 country, chi

Q16_6	CR	Russia	Spain	Turkey	Total
2	3	2	1	4	10
3	5	5	3	2	15
4	8	8	13	6	35
5	9	12	8	16	45
Total	25	27	25	28	105

Pearson chi2(9) = **9.9964** Pr = **0.351**

81 . tab q16_7 country, chi

| country

Q16_7	CR	Russia	Spain	Turkey	Total
1	2	2	7	2	13
2	0	0	6	3	9
3	11	13	5	4	33
4	8	7	5	9	29
5	4	5	2	10	21
Total	25	27	25	28	105

Pearson chi2(12) = **31.7608** Pr = **0.002**

82 . tab q17 country, chi

I= yes; 0=no	CR	Russia	Spain	Turkey	Total
0	10	11	5	14	40
1	15	16	20	14	65
Total	25	27	25	28	105

Pearson chi2(3) = **5.2724** Pr = **0.153**

83 . tab q18 country, chi

I= yes; 0=no	CR	Russia	Spain	Turkey	Total
0	11	13	9	11	44
1	14	14	16	17	61
Total	25	27	25	28	105

Pearson chi2(3) = **0.9143** Pr = **0.822**

84 . tab q20_1 country, chi

Q20_1	CR	Russia	Spain	Turkey	Total
1	2	0	0	0	2
2	3	0	2	2	7
3	5	9	12	8	34
4	10	8	2	9	29
5	5	10	9	9	33
Total	25	27	25	28	105

Pearson chi2(12) = **19.1414** Pr = **0.085**

85 . tab q20_2 country, chi

Q20_2	CR	Russia	Spain	Turkey	Total
2	3	0	2	1	6
3	8	0	5	7	20
4	0	10	7	7	24
5	14	17	11	13	55
Total	25	27	25	28	105

Pearson chi2(9) = **21.2018** Pr = **0.012**

86 . tab q20_3 country, chi

Q20_3	CR	Russia	Spain	Turkey	Total
2	2	0	2	1	5
3	6	0	3	4	13
4	8	10	11	9	38
5	9	17	9	14	49

Total	25	27	25	28	105
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Pearson chi2(9) = 12.1208 Pr = 0.207

87 . tab q20_4 country, chi

Q20_4	CR	country			Total
		Russia	Spain	Turkey	
1	7	10	9	14	40
2	2	10	11	5	28
3	7	6	2	4	19
4	8	0	3	5	16
5	1	1	0	0	2
Total	25	27	25	28	105

Pearson chi2(12) = 24.0428 Pr = 0.020

88 . tab q20_5 country, chi

Q20_5	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	0	3
2	3	0	0	2	5
3	4	8	10	6	28
4	9	13	9	16	47
5	8	6	4	4	22
Total	25	27	25	28	105

Pearson chi2(12) = 16.9195 Pr = 0.153

89 . tab q20_6 country, chi

Q20_6	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	0	3
2	1	0	0	2	3
3	9	10	8	13	40
4	9	10	12	11	42
5	5	7	3	2	17
Total	25	27	25	28	105

Pearson chi2(12) = 12.2453 Pr = 0.426

90 . tab q20_7 country, chi

Q20_7	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	0	3
2	4	1	1	2	8
3	5	7	10	8	30
4	7	15	12	13	47
5	8	4	0	5	17
Total	25	27	25	28	105

Pearson chi2(12) = 19.4724 Pr = 0.078

91 . tab q20_8 country, chi

Q20_8	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	0	0	1
2	2	0	6	3	11
3	8	8	10	8	34
4	6	14	7	15	42

5	8	5	2	2	17
Total	25	27	25	28	105

Pearson chi2(12) = 22.3176 Pr = 0.034

92 . tab q20_9 country, chi

Q20_9	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	0	3
2	1	6	3	2	12
3	2	7	4	9	22
4	15	6	14	14	49
5	6	8	2	3	19
Total	25	27	25	28	105

Pearson chi2(12) = 22.3640 Pr = 0.034

93 . tab q20_10 country, chi

Q20_10	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	1	4
2	4	1	1	0	6
3	2	11	4	12	29
4	9	4	17	10	40
5	9	11	1	5	26
Total	25	27	25	28	105

Pearson chi2(12) = 36.2097 Pr = 0.000

94 . tab q20_11 country, chi

Q20_11	CR	country			Total
		Russia	Spain	Turkey	
1	2	0	1	0	3
2	1	1	3	3	8
3	5	8	7	9	29
4	11	14	11	9	45
5	6	4	3	7	20
Total	25	27	25	28	105

Pearson chi2(12) = 9.7522 Pr = 0.638

95 . tab q21_1 country, chi

Q21_1	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	0	1	1
2	2	0	2	0	4
3	6	10	10	12	38
4	10	12	9	8	39
5	7	5	4	7	23
Total	25	27	25	28	105

Pearson chi2(12) = 10.7169 Pr = 0.553

96 . tab q21_2 country, chi

Q21_2	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	2	1	4
2	4	0	6	5	15
3	4	7	10	8	29

4	10	9	4	11	34
5	6	11	3	3	23
Total	25	27	25	28	105

Pearson chi2(12) = 20.7277 Pr = 0.055

97. tab q21_3 country, chi

Q21_3	CR	country			Total
		Russia	Spain	Turkey	
1	1	0	1	0	2
2	1	1	7	5	14
3	9	10	10	11	40
4	9	12	4	10	35
5	5	4	3	2	14
Total	25	27	25	28	105

Pearson chi2(12) = 15.3153 Pr = 0.225

98. tab q21_4 country, chi

Q21_4	CR	country			Total
		Russia	Spain	Turkey	
1	3	2	6	5	16
2	11	12	5	6	34
3	5	6	11	10	32
4	4	4	3	7	18
5	2	3	0	0	5
Total	25	27	25	28	105

Pearson chi2(12) = 17.2353 Pr = 0.141

99. tab q21_5 country, chi

Q21_5	CR	country			Total
		Russia	Spain	Turkey	
1	2	1	2	1	6
2	4	7	2	5	18
3	11	5	11	13	40
4	8	11	5	8	32
5	0	3	5	1	9
Total	25	27	25	28	105

Pearson chi2(12) = 15.8772 Pr = 0.197

100 . tab q21_6 country, chi

Q21_6	country				Total
	CR	Russia	Spain	Turkey	
1	4	1	8	4	17
2	13	7	5	3	28
3	1	13	8	14	36
4	6	4	4	7	21
5	1	2	0	0	3
Total	25	27	25	28	105

Pearson chi2(12) = 30.5881 Pr = 0.002

101 . tab q21_7 country, chi

Q21_7	country				Total
	CR	Russia	Spain	Turkey	
1	1	0	1	0	2
2	0	3	11	5	19
3	16	13	5	13	47
4	7	11	8	8	34
5	1	0	0	2	3
Total	25	27	25	28	105

Pearson chi2(12) = 26.5593 Pr = 0.009

102 . tab q21_8 country, chi

Q21_8	country				Total
	CR	Russia	Spain	Turkey	
1	5	5	4	8	22
2	11	8	5	9	33
3	5	9	10	7	31
4	4	2	5	2	13
5	0	3	1	2	6
Total	25	27	25	28	105

Pearson chi2(12) = 11.1381 Pr = 0.517

103 . tab q22_1 country, chi

Q22_1	country				Total
	CR	Russia	Spain	Turkey	
1	1	0	0	0	1
2	2	2	0	0	4
3	8	7	9	7	31
4	7	15	7	14	43
5	7	3	9	7	26
Total	25	27	25	28	105

Pearson chi2(12) = 15.4358 Pr = 0.218

104 . tab q22_2 country, chi

Q22_2	country				Total
	CR	Russia	Spain	Turkey	
2	1	0	0	0	1
3	5	9	5	7	26
4	14	13	16	13	56
5	5	5	4	8	22
Total	25	27	25	28	105

Pearson chi2(9) = 6.5682 Pr = 0.682

105 . tab q22_3 country, chi

Q22_3	CR	country			Total
		Russia	Spain	Turkey	
2	3	0	2	0	5
3	7	13	8	4	32
4	12	12	11	16	51
5	3	2	4	8	17
Total	25	27	25	28	105

Pearson chi2(9) = 16.0010 Pr = 0.067

106 . tab q22_4 country, chi

Q22_4	CR	country			Total
		Russia	Spain	Turkey	
3	3	1	4	3	11
4	9	11	7	14	41
5	13	15	14	11	53
Total	25	27	25	28	105

Pearson chi2(6) = 4.6833 Pr = 0.585

107 . tab q22_5 country, chi

Q22_5	CR	country			Total
		Russia	Spain	Turkey	
2	2	0	3	2	7
3	7	3	6	4	20
4	11	18	12	9	50
5	5	6	4	13	28
Total	25	27	25	28	105

Pearson chi2(9) = 14.8618 Pr = 0.095

108 . tab q22_6 country, chi

Q22_6	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	1	2	3
2	3	2	1	3	9
3	3	8	4	3	18
4	15	9	14	18	56
5	4	8	5	2	19
Total	25	27	25	28	105

Pearson chi2(12) = 14.9290 Pr = 0.245

109 . tab q22_7 country, chi

Q22_7	CR	country			Total
		Russia	Spain	Turkey	
2	3	1	0	4	8
3	2	5	13	7	27
4	17	12	8	14	51
5	3	9	4	3	19
Total	25	27	25	28	105

Pearson chi2(9) = 23.3729 Pr = 0.005

110 . tab q23 country, chi

1= yes; | country

0=no	CR	Russia	Spain	Turkey	Total
0	10	5	7	7	29
1	15	22	18	21	76
Total	25	27	25	28	105

Pearson chi2(3) = 3.1334 Pr = 0.372

111 . tab q24 country, chi

1= yes; 0=no	CR	Russia	Spain	Turkey	Total
0	5	16	6	13	40
1	20	11	19	15	65
Total	25	27	25	28	105

Pearson chi2(3) = 11.5300 Pr = 0.009

112 . tab q27_1 country, chi

Q27_1	CR	Russia	Spain	Turkey	Total
1	2	0	2	1	5
2	5	2	4	2	13
3	3	7	5	8	23
4	12	13	14	11	50
5	3	5	0	6	14
Total	25	27	25	28	105

Pearson chi2(12) = 13.0618 Pr = 0.365

113 . tab q27_2 country, chi

Q27_2	CR	Russia	Spain	Turkey	Total
1	2	3	3	1	9
2	1	2	11	4	18
3	9	8	3	8	28
4	11	11	8	13	43
5	2	3	0	2	7
Total	25	27	25	28	105

Pearson chi2(12) = 22.2909 Pr = 0.034

114 . tab q27_3 country, chi

Q27_3	CR	Russia	Spain	Turkey	Total
1	2	0	0	1	3
2	1	0	1	1	3
3	3	11	9	8	31
4	15	11	9	14	49
5	4	5	6	4	19
Total	25	27	25	28	105

Pearson chi2(12) = 11.6160 Pr = 0.477

115 . tab q27_4 country, chi

Q27_4	CR	Russia	Spain	Turkey	Total
1	2	7	9	8	26
2	7	12	8	6	33
3	12	2	6	7	27

4	4	6	2	7	19
Total	25	27	25	28	105

Pearson chi2(9) = 17.5752 Pr = 0.040

116 . tab q27_5 country, chi

Q27_5	CR	country			Total
		Russia	Spain	Turkey	
1	1	1	0	1	3
2	8	3	1	2	14
3	7	15	10	9	41
4	9	7	13	9	38
5	0	1	1	7	9
Total	25	27	25	28	105

Pearson chi2(12) = 27.9862 Pr = 0.006

117 . tab q27_6 country, chi

Q27_6	CR	country			Total
		Russia	Spain	Turkey	
2	1	7	0	3	11
3	16	8	10	13	47
4	7	9	15	10	41
5	1	3	0	2	6
Total	25	27	25	28	105

Pearson chi2(9) = 20.2964 Pr = 0.016

118 . tab q27_7 country, chi

Q27_7	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	1	1	2
2	6	5	1	1	13
3	8	12	17	11	48
4	8	10	6	13	37
5	3	0	0	2	5
Total	25	27	25	28	105

Pearson chi2(12) = 20.2535 Pr = 0.062

119 . tab q27_8 country, chi

Q27_8	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	1	1	2
2	7	5	2	1	15
3	9	11	14	21	55
4	6	7	6	5	24
5	3	4	2	0	9
Total	25	27	25	28	105

Pearson chi2(12) = 17.7493 Pr = 0.124

120 . tab q27_9 country, chi

Q27_9	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	1	1	2
2	3	0	2	1	6
3	10	14	10	6	40
4	11	9	5	11	36
5	1	4	7	9	21

Total	25	27	25	28	105
Pearson chi2(12) = 17.9453 Pr = 0.117					

121 . tab q27_10 country, chi

Q27_10	country				Total
	CR	Russia	Spain	Turkey	
1	1	4	1	0	6
2	5	4	5	5	19
3	10	8	15	5	38
4	8	8	3	13	32
5	1	3	1	5	10
Total	25	27	25	28	105
Pearson chi2(12) = 21.8486 Pr = 0.039					

122 . tab q27_11 country, chi

Q27_11	country				Total
	CR	Russia	Spain	Turkey	
1	2	5	8	0	15
2	6	6	7	5	24
3	11	7	7	11	36
4	6	5	3	9	23
5	0	4	0	3	7
Total	25	27	25	28	105
Pearson chi2(12) = 22.2281 Pr = 0.035					

123 . tab q28_1 country, chi

Q28_1	country				Total
	CR	Russia	Spain	Turkey	
1	0	4	1	0	5
2	5	4	4	1	14
3	10	13	16	10	49
4	8	6	3	11	28
5	2	0	1	6	9
Total	25	27	25	28	105
Pearson chi2(12) = 26.3655 Pr = 0.010					

124 . tab q28_2 country, chi

Q28_2	country				Total
	CR	Russia	Spain	Turkey	
2	2	2	2	4	10
3	5	15	21	13	54
4	10	10	2	6	28
5	8	0	0	5	13
Total	25	27	25	28	105
Pearson chi2(9) = 32.2986 Pr = 0.000					

125 . tab q28_3 country, chi

Q28_3	country				Total
	CR	Russia	Spain	Turkey	
1	0	1	2	0	3
2	4	3	11	3	21
3	2	15	10	12	39
4	18	8	0	12	38
5	1	0	2	1	4

Total	25	27	25	28	105
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Pearson chi2(12) = 42.8104 Pr = 0.000

126 . tab q28_4 country, chi

Q28_4	CR	country			Total
		Russia	Spain	Turkey	
1	2	5	6	7	20
2	4	2	5	2	13
3	13	16	7	15	51
4	6	0	3	1	10
5	0	4	4	3	11
Total	25	27	25	28	105

Pearson chi2(12) = 21.1718 Pr = 0.048

127 . tab q28_5 country, chi

Q28_5	CR	country			Total
		Russia	Spain	Turkey	
1	1	1	6	1	9
2	9	3	3	6	21
3	9	18	15	16	58
4	6	5	1	5	17
Total	25	27	25	28	105

Pearson chi2(9) = 20.0200 Pr = 0.018

128 . tab q28_6 country, chi

Q28_6	CR	country			Total
		Russia	Spain	Turkey	
1	2	3	6	3	14
2	10	3	7	2	22
3	9	17	7	14	47
4	3	3	3	8	17
5	1	1	2	1	5
Total	25	27	25	28	105

Pearson chi2(12) = 20.1481 Pr = 0.064

129 . tab q28_7 country, chi

Q28_7	CR	country			Total
		Russia	Spain	Turkey	
1	0	4	4	2	10
2	5	3	9	6	23
3	17	17	11	10	55
4	3	3	1	10	17
Total	25	27	25	28	105

Pearson chi2(9) = 21.3399 Pr = 0.011

130 . tab q28_8 country, chi

Q28_8	CR	country			Total
		Russia	Spain	Turkey	
1	4	8	3	4	19
2	7	8	7	9	31
3	9	5	10	7	31
4	5	5	5	7	22
5	0	1	0	1	2
Total	25	27	25	28	105

Pearson chi2(12) = **7.6107** Pr = **0.815**

131 . tab q29_1 country, chi

Q29_1	country				Total
	CR	Russia	Spain	Turkey	
1	1	1	0	0	2
2	6	6	8	0	20
3	7	13	10	14	44
4	7	6	6	8	27
5	4	1	1	6	12
Total	25	27	25	28	105

Pearson chi2(12) = **17.7290** Pr = **0.124**

132 . tab q29_2 country, chi

Q29_2	country				Total
	CR	Russia	Spain	Turkey	
2	1	2	2	1	6
3	7	7	9	5	28
4	6	16	10	6	38
5	11	2	4	16	33
Total	25	27	25	28	105

Pearson chi2(9) = **23.1531** Pr = **0.006**

133 . tab q29_3 country, chi

Q29_3	country				Total
	CR	Russia	Spain	Turkey	
1	4	0	5	2	11
2	1	10	11	7	29
3	10	10	7	15	42
4	10	7	2	0	19
5	0	0	0	4	4
Total	25	27	25	28	105

Pearson chi2(12) = **41.7006** Pr = **0.000**

134 . tab q29_4 country, chi

Q29_4	country				Total
	CR	Russia	Spain	Turkey	
1	2	6	4	5	17
2	8	5	10	9	32
3	5	9	10	10	34
4	9	6	1	1	17
5	1	1	0	3	5
Total	25	27	25	28	105

Pearson chi2(12) = **20.5643** Pr = **0.057**

135 . tab q29_5 country, chi

Q29_5	country				Total
	CR	Russia	Spain	Turkey	
1	2	10	7	0	19
2	6	7	8	6	27
3	10	3	9	13	35
4	6	6	1	5	18
5	1	1	0	4	6
Total	25	27	25	28	105

Pearson chi2(12) = 28.5915 Pr = 0.005

136 . tab q29_6 country, chi

Q29_6	country				Total
	CR	Russia	Spain	Turkey	
1	0	2	3	1	6
2	4	12	13	7	36
3	11	5	6	12	34
4	10	8	3	6	27
5	0	0	0	2	2
Total	25	27	25	28	105

Pearson chi2(12) = 23.5703 Pr = 0.023

137 . tab q29_7 country, chi

Q29_7	country				Total
	CR	Russia	Spain	Turkey	
1	3	3	5	3	14
2	6	8	5	2	21
3	7	6	7	10	30
4	5	10	8	8	31
5	4	0	0	5	9
Total	25	27	25	28	105

Pearson chi2(12) = 15.9917 Pr = 0.192

138 . tab q30 country, chi

1= yes; 0=no	country				Total
	CR	Russia	Spain	Turkey	
0	8	15	11	9	43
1	17	12	14	19	62
Total	25	27	25	28	105

Pearson chi2(3) = 4.2043 Pr = 0.240

139 . tab q31 country, chi

1= yes; 0=no	country				Total
	CR	Russia	Spain	Turkey	
0	12	15	6	10	43
1	13	12	19	18	62
Total	25	27	25	28	105

Pearson chi2(3) = 6.1834 Pr = 0.103

140 . tab q34_1 country, chi

Q34_1	country				Total
	CR	Russia	Spain	Turkey	
1	2	0	3	2	7
2	4	8	2	1	15
3	7	2	5	11	25
4	7	10	12	11	40
5	5	7	3	3	18
Total	25	27	25	28	105

Pearson chi2(12) = 20.3154 Pr = 0.061

141 . tab q34_2 country, chi

| country

Q34_2	CR	Russia	Spain	Turkey	Total
1	1	3	4	1	9
2	8	4	8	4	24
3	8	6	9	14	37
4	3	10	4	6	23
5	5	4	0	3	12
Total	25	27	25	28	105

Pearson chi2(12) = **18.9303** Pr = **0.090**

142 . tab q34_3 country, chi

Q34_3	CR	Russia	Spain	Turkey	Total
1	1	0	2	1	4
2	3	7	0	3	13
3	5	3	4	6	18
4	11	11	9	9	40
5	5	6	10	9	30
Total	25	27	25	28	105

Pearson chi2(12) = **13.2199** Pr = **0.353**

143 . tab q34_4 country, chi

Q34_4	CR	Russia	Spain	Turkey	Total
1	7	11	19	10	47
2	2	10	3	5	20
3	12	3	1	8	24
4	4	3	2	4	13
5	0	0	0	1	1
Total	25	27	25	28	105

Pearson chi2(12) = **30.8434** Pr = **0.002**

144 . tab q34_5 country, chi

Q34_5	CR	Russia	Spain	Turkey	Total
1	0	3	0	0	3
2	3	3	0	1	7
3	4	5	4	7	20
4	11	8	9	9	37
5	7	8	12	11	38
Total	25	27	25	28	105

Pearson chi2(12) = **16.0590** Pr = **0.189**

145 . tab q34_6 country, chi

Q34_6	CR	Russia	Spain	Turkey	Total
1	0	0	0	1	1
2	1	8	0	2	11
3	3	7	7	9	26
4	10	3	6	7	26
5	11	9	12	9	41
Total	25	27	25	28	105

Pearson chi2(12) = **24.1232** Pr = **0.020**

146 . tab q34_7 country, chi

| country

Q34_7	CR	Russia	Spain	Turkey	Total
1	1	3	0	0	4
2	1	6	3	1	11
3	8	6	8	10	32
4	12	12	9	11	44
5	3	0	5	6	14
Total	25	27	25	28	105

Pearson chi2(12) = **18.9400** Pr = **0.090**

147 . tab q34_8 country, chi

Q34_8	CR	Russia	Spain	Turkey	Total
1	0	0	1	1	2
2	1	7	4	1	13
3	8	11	6	10	35
4	15	8	12	13	48
5	1	1	2	3	7
Total	25	27	25	28	105

Pearson chi2(12) = **14.6254** Pr = **0.263**

148 . tab q34_9 country, chi

Q34_9	CR	Russia	Spain	Turkey	Total
1	0	0	0	1	1
2	3	9	1	1	14
3	6	7	5	7	25
4	5	2	7	7	21
5	11	9	12	12	44
Total	25	27	25	28	105

Pearson chi2(12) = **18.7561** Pr = **0.095**

149 . tab q34_10 country, chi

Q34_10	CR	Russia	Spain	Turkey	Total
1	0	3	0	0	3
2	1	5	2	3	11
3	11	7	3	7	28
4	11	6	9	11	37
5	2	6	11	7	26
Total	25	27	25	28	105

Pearson chi2(12) = **24.9716** Pr = **0.015**

150 .

151 . tab q34_11 country, chi

Q34_11	CR	Russia	Spain	Turkey	Total
1	1	4	0	5	10
2	2	6	1	3	12
3	6	5	4	8	23
4	8	6	7	10	31
5	8	6	13	2	29
Total	25	27	25	28	105

Pearson chi2(12) = **22.4161** Pr = **0.033**

152 . tab q35_1 country, chi

Q35_1	CR	Russia	Spain	Turkey	Total
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1	1	4	1	2	8
2	6	10	3	7	26
3	4	8	10	3	25
4	12	4	6	6	28
5	2	1	5	10	18
Total	25	27	25	28	105

Pearson chi2(12) = 27.6498 Pr = 0.006

153 . tab q35_2 country, chi

Q35_2	CR	country			Total
		Russia	Spain	Turkey	
1	0	0	4	1	5
2	2	8	2	5	17
3	10	10	10	4	34
4	12	9	9	15	45
5	1	0	0	3	4
Total	25	27	25	28	105

Pearson chi2(12) = 25.4677 Pr = 0.013

154 . tab q35_3 country, chi

Q35_3	CR	country			Total
		Russia	Spain	Turkey	
1	0	1	6	1	8
2	9	7	2	2	20
3	8	15	8	14	45
4	7	3	7	8	25
5	1	1	2	3	7
Total	25	27	25	28	105

Pearson chi2(12) = 26.5481 Pr = 0.009

155 . tab q35_4 country, chi

Q35_4	CR	country			Total
		Russia	Spain	Turkey	
1	1	7	8	5	21
2	9	3	5	3	20
3	9	9	4	12	34
4	6	7	5	4	22
5	0	1	3	4	8
Total	25	27	25	28	105

Pearson chi2(12) = 20.1107 Pr = 0.065

156 . tab q35_5 country, chi

Q35_5	CR	country			Total
		Russia	Spain	Turkey	
1	1	4	5	1	11
2	7	8	5	7	27
3	13	14	5	8	40
4	2	1	8	7	18
5	2	0	2	5	9
Total	25	27	25	28	105

Pearson chi2(12) = 24.3261 Pr = 0.018

157 . tab q35_6 country, chi

Q35_6	CR	country			Total
		Russia	Spain	Turkey	

1	3	4	7	4	18
2	8	6	5	2	21
3	8	8	8	9	33
4	5	8	3	9	25
5	1	1	2	4	8
Total	25	27	25	28	105

Pearson chi2(12) = 11.9706 Pr = 0.448

158 . tab q35_7 country, chi

Q35_7	CR	country			Total
		Russia	Spain	Turkey	
1	0	4	3	1	8
2	4	10	3	2	19
3	8	7	7	13	35
4	11	4	7	5	27
5	2	2	5	7	16
Total	25	27	25	28	105

Pearson chi2(12) = 24.1570 Pr = 0.019

159 . tab q35_8 country, chi

Q35_8	CR	country			Total
		Russia	Spain	Turkey	
1	4	7	5	7	23
2	5	8	8	9	30
3	12	7	6	9	34
4	4	3	5	3	15
5	0	2	1	0	3
Total	25	27	25	28	105

Pearson chi2(12) = 9.0646 Pr = 0.697

160 . tab q36_1 country, chi

Q36_1	CR	country			Total
		Russia	Spain	Turkey	
1	0	1	0	0	1
2	3	6	9	2	20
3	11	12	7	14	44
4	8	7	6	9	30
5	3	1	3	3	10
Total	25	27	25	28	105

Pearson chi2(12) = 12.9987 Pr = 0.369

161 . tab q36_2 country, chi

Q36_2	CR	country			Total
		Russia	Spain	Turkey	
1	0	1	0	0	1
2	0	6	2	4	12
3	5	11	10	6	32
4	14	9	9	9	41
5	6	0	4	9	19
Total	25	27	25	28	105

Pearson chi2(12) = 23.2341 Pr = 0.026

162 . tab q36_3 country, chi

Q36_3	CR	country			Total
		Russia	Spain	Turkey	

1	2	1	3	1	7
2	4	6	8	4	22
3	11	13	8	16	48
4	5	6	6	3	20
5	3	1	0	4	8
Total	25	27	25	28	105

Pearson chi2(12) = 12.3431 Pr = 0.419

163 . tab q36_4 country, chi

Q36_4	CR	country			Total
		Russia	Spain	Turkey	
1	2	5	4	3	14
2	6	8	8	5	27
3	4	8	9	11	32
4	11	6	4	7	28
5	2	0	0	2	4
Total	25	27	25	28	105

Pearson chi2(12) = 13.3523 Pr = 0.344

164 . tab q36_5 country, chi

Q36_5	CR	country			Total
		Russia	Spain	Turkey	
1	1	8	3	0	12
2	6	7	5	3	21
3	8	6	11	13	38
4	8	6	4	8	26
5	2	0	2	4	8
Total	25	27	25	28	105

Pearson chi2(12) = 22.1696 Pr = 0.036

165 . tab q36_6 country, chi

Q36_6	CR	country			Total
		Russia	Spain	Turkey	
1	0	2	3	1	6
2	4	11	5	3	23
3	8	5	8	10	31
4	9	8	7	9	33
5	4	1	2	5	12
Total	25	27	25	28	105

Pearson chi2(12) = 14.9344 Pr = 0.245

166 . tab q36_7 country, chi

Q36_7	CR	country			Total
		Russia	Spain	Turkey	
1	0	8	2	3	13
2	2	9	10	3	24
3	7	7	9	15	38
4	8	1	2	3	14
5	8	2	2	4	16
Total	25	27	25	28	105

Pearson chi2(12) = 38.0127 Pr = 0.000

167 . tab q37 country, chi

Q37	CR	country			Total
		Russia	Spain	Turkey	

0	7	11	9	10	37
1	18	16	16	18	68
Total	25	27	25	28	105

Pearson chi2(3) = **0.9413** Pr = **0.815**

168 . tab q38 country, chi

Q38	country				Total
	CR	Russia	Spain	Turkey	
0	6	16	11	13	46
1	19	11	14	15	59
Total	25	27	25	28	105

Pearson chi2(3) = **6.6817** Pr = **0.083**