

The Effectiveness of Using a Global Look in an Asian Market

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Adopting a global look has been an important strategy for marketing in multinational and local markets. This research explored the use of two global-look strategies in Taiwanese advertising: the use of Western models and English brand names. First, a content analysis revealed that Western models were used to promote products in 46.81 percent of magazine advertisements, whereas English brands were featured in 53.90 percent of the advertisements. Variables such as distribution area and product categories were shown to influence the use of these strategies. Second, an experiment examined the advantages and disadvantages of adopting global-look strategies in advertising. The use of Western models and English brand names enhanced the perceived globalness of the brand and encouraged participants to infer that the product originated from a developed Western country. However, a global look is not always persuasive. On the one hand, using Western models enhanced the perceived quality of the product. On the other hand, participants showed an "in-group bias" by rating products with Chinese brand names, as opposed to English brand names, higher on brand friendliness, brand trust, self-brand connections, and brand liking. The findings are discussed in terms of the implications for marketing.

ENHANCING THE GLOBAL APPEAL of products is an important strategy for marketing across national boundaries (Steenkamp, Batra, and Alden, 2003). The perceived "globalness" of a product, namely its international appeal, adds value to a brand (Steenkamp, Batra, and Alden, 2003). This study argues that there are two effective ways to enhance the global perceptions of a brand when marketing in East Asia. For most consumers in East Asian countries (including Taiwan), a Western look is synonymous with a global look. English brand names also signal the global quality of a brand. Therefore, this article explores the use of Western models and English brand names as two strategies for achieving a global look in advertising.

There are two common situations where marketers would like to convey a global appearance

for their products. First, with standard marketing strategies, multinational companies from developed Western countries often feature Western models in their advertising campaigns and retain their original brand names, which are often in English. Second, local marketers sometimes feature Western models in their advertising and adopt English brand names as strategic attempts to increase the perceived globalness of their products and to capitalize on being perceived as global.

The first objective of this article is to explore two strategies for attaining a global look that have been used in Taiwanese advertising, namely the use of Western models and English brand names. The degree to which these strategies have been employed in advertising for products distributed internationally and locally will be examined. The

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purpose of using Western models and English brand names for internationally distributed products (hereafter international products) is to develop a consistent image worldwide (e.g., Nike). However, the goal of featuring Western models and English brand names for locally-distributed products (hereafter local products) is to encourage consumers to make inferences regarding the globalness of the product or its country of origin (COR). Therefore, exploring the prevalence and use of foreign models and English brand names in advertising by multinational and local companies can shed light on our understanding of the forces that drive the use of these strategies in international and local markets. It is also argued that global perceptions may not benefit all categories of products. Therefore, this research will also examine how these global elements are adopted to differing degrees in advertisements for different types of products.

The second objective of this article is to explore whether consumer inferences about a product's perceived globalness or COR will vary according to whether the advertisements feature Western models and English brand names as compared to Asian models and Chinese brand names. If Western models and English names are strongly associated with the global quality of a brand, such associations will encourage consumers to make inferences of a product's globalness or COR when they are

exposed to advertising featuring these elements.

The third objective of this article is to understand the influence of Western models and English brand names on consumer product perceptions. It has been widely documented that products originating from developed countries are evaluated more favorably than products from developing countries (see Bilkey and Nes, 1982, for a review). In addition, an increased global perception of a product is associated with more favorable attitudes as to the product's quality (Steenkamp, Batra, and Alden, 2003). Therefore, if consumers infer that Western models and English brand names indicate a product's global qualities or that the product originated from developed Western countries, such inferences will also alter consumers' product evaluations.

When do brands want a global look?

It is proposed that adopting a global look is an important marketing communication strategy that has been used in two situations where marketers can capitalize on consumer attitudes about the global look. This topic will be discussed in the following sections.

International marketers adopt standardization strategies

When marketing globally, multinational companies can adopt strategies of either standardization or localization. Proponents

of standardization argue that in an age when national boundaries are being blurred, standardization strategies can help maintain consistency in global brand images (Peables, 1989). When multinational marketers standardize advertising strategies to promote their products and deliver a coherent brand image worldwide, chances are that their advertisements feature models who are foreign to local markets in East Asia. This can be seen in the case of Nike's advertising campaign in East Asia.

Moreover, Steenkamp, Batra, and Alden (2003) argued that the advantages associated with going global move international advertisers away from adopting local brands for different markets toward using standardized global brands that, in most cases, are given in English. According to Steenkamp, Batra, and Alden (2003), these advantages include economy and time efficiency in marketing, as well as the perceived quality of global brands.

Local marketers imbue their brands with a global look

Most of the leading global brands are from developed or Western countries. As mentioned above, products imported from developed countries are evaluated more favorably than products from developing countries (see Bilkey and Nes, 1982, for a review). Additionally, this positive bias toward products imported from foreign countries is greater for consumers in developing countries than developed nations (Batra et al., 2000). Therefore, local marketers in developing countries may attempt to develop a Western brand image by featuring Western models in their advertising. For example, an advertising campaign for a famous local coffee drink brand, Zuo-An (Left River Bank), depicted a French image by featuring cafes in France and French waiters.

It is common for global brands to use English names in local markets, as in the

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case of Nike and IBM. Therefore, local brands in developing countries use English names to create the impression that their products are imported from developed countries and take advantage of being perceived as global. As Gerritsen, Korzilius, Meurs, and Gusbers (2000) showed, English is often used in Dutch advertising to give the advertised brand an international image. In a similar vein, English brand names should suggest a Western COR or global image when used in East Asian marketing campaigns.

This research argues that featuring Western models and adopting English brand names are common strategies that advertisers have used to persuade consumers that products are imported from Western developed countries. This study will first explore the extent to which foreign models and English brand names are depicted in magazine advertisements in Taiwan.

RQ1a: To what extent are Western models featured in Taiwanese advertisements?

RQ1b: To what degree are English brand names used in Taiwanese advertisements?

The global look for internationally and locally distributed products

As discussed earlier, Western models and English brand names can be adopted for different strategic marketing reasons when

the products are distributed internationally or locally. International products that feature Western models and adopt English brand names seek to deliver a consistent global image. Local products may feature foreign models and adopt English brand names in order to present a global brand image. Specifically, the extent to which foreign models and English brand names are employed for international and local products will be explored. In addition, some products are targeted at the greater Chinese markets, including China, Hong Kong, Taiwan, and Singapore. The frequency of Western models and English brand names in advertisements for these regionally distributed products (hereafter regional products) will also be examined.

RQ2: To what extent are Western models used in advertisements for international products (2a), local products (2b), and regional products (2c)?

RQ3: To what degree are English brand names used in advertisements for international products (3a), local products (3b), and regional products (3c)?

The global look for different product categories

An international global image or a product originating from a developed country creates an impression of technology ad-

vancement, workmanship, and prestige (Han and Terpstra, 1988). However, the importance of these different perceptions varies across products. For example, food products do not require as much advanced technical production as high-end consumer items such as automobiles, and therefore a perceived global image may be less important for food items. It is reasonable to suggest that the extent to which Western models and English brands are employed should vary for different product categories.

RQ4a: Which product categories are most likely to feature foreign models in advertisements?

RQ4b: Which product categories are most likely to adopt English brand names in advertisements?

THE CONTENT ANALYSIS

Methods

Sampling. The content analysis was conducted in October 2004. Based on prior research (e.g., Wang, 2003), four primary magazine types were selected: general interest, business, fashion, and entertainment. The two most widely circulated magazines in each of these four areas were selected for analysis: general interest (*Business Weekly* and *Common Wealth*), business (*Wealth Magazine* and *Smart*), fashion (*Vogue* and *Bella*), and entertainment (*China Times Weekly* and *Next Magazine*). The sampling time period was approximately one year prior to the content analysis, from October 2003 to September 2004. Two months were randomly selected from this time frame: May 2004 and September 2004. For the monthly magazines (*Wealth Magazine*, *Smart*, *Vogue*, and *Bella*), two issues were analyzed. For the bimonthly magazine (*Common Wealth*), four issues were analyzed. For the weekly magazines (*Business Weekly*, *China Times Weekly*, and

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Next Magazine), eight issues were analyzed. In total, 36 magazine issues and 2,442 advertisements were analyzed from these various sources.

Coding procedures. Two coders were trained to code the advertisements. Coding procedures adopted from Kolbe and Burnett (1991) were employed to improve the objectivity of the coding. These procedures included providing coders with detailed descriptions of rules and procedures, familiarizing the coders with the coding scheme and operational definitions throughout the training, pretesting coding categories on a sample of advertisements, and finalizing definitions. The coding unit was each advertisement.

Some of the advertisements featured more than one character. Other advertisements depicted a scene involving a crowd of people. Therefore, it was important to identify the primary characters from each advertisement. The primary character in each advertisement was identified by using the following three criteria: (1) The primary character occupied the most space among the other characters depicted in the advertisement; (2) when two or more characters occupied the same amount of space the primary character was the one in the central position of the advertisement; and (3) when two or more characters occupied the same size of space and both were in a central position in the

advertisement, the primary character was the person depicted using the product (for example, when advertisements for necklaces featured a couple that was facing each other, the woman who was wearing the jewelry was the primary character). When characters simply served as background or appeared in crowd scenes where individual features could not be clearly identified, there was no primary character to be identified.

Advertisements with primary characters were further coded as Western or local. Caucasians and Latinos were categorized as Western, whereas Asians were categorized as local. Although in some cases persons of Japanese or Korean descent could be distinguished from Taiwanese or Chinese individuals, in general, it was difficult to accurately categorize Asians into different ethnic groups based simply on appearance alone. Therefore, Asians in the advertisements were not categorized further into distinct ethnic groups.

Products were categorized into 11 groups based on the E-ICP (2003) survey in Taiwan: food (e.g., snack foods, cigarettes, etc.), beverages (e.g., wine, soft drinks, etc.), medicine (e.g., pain killers, diet pills, etc.), distributors (e.g., convenient stores, beauty parlors, restaurants, etc.), daily consumption products (e.g., detergents, bathtub cleaners, etc.), cosmetics (e.g., cosmetics, perfume, lotion, etc.), fashions (e.g., watches, jeans, shoes, clothing,

etc.), durable consumer goods (e.g., cars, televisions, air-conditioners, etc.), communication/telecommunication (e.g., mobile phones, printers, etc.), leisure (e.g., hotels, airlines, playgrounds, etc.), financial products/services (e.g., banks, insurance, etc.), and others (e.g., the government, NPO, etc.). Products in each category were further categorized into different subcategories. In total, 58 subcategories were derived from the 11 superordinate categories.

Products were also categorized based on the area in which they were distributed. Those distributed only in Taiwan were deemed local products (e.g., La New shoes, Luxy pub). Those distributed in the greater China area (e.g., China, Hong Kong, Taiwan) were termed regional products (e.g., Natural Beauty cosmetics). Those distributed in Taiwan as well as most developed countries were called international products (e.g., Chanel, IBM, Toyota, etc.).

To check for intercoder reliability, one-third of the magazines were first double coded. Intercoder reliabilities were satisfactory for all coding categories (Cohen's kappas ranged from .90 to .94). The coders then each coded half of the remaining magazines.

Results

Of the 2,442 advertisements analyzed, 59.83 percent ($N = 1,461$) featured people. Among these advertisements, primary characters were identified in 80.56 percent of the advertisements (1,177/1,461). The analyses regarding models were based on the 1,177 advertisements with primary characters. The analyses regarding brand names were based on the total number of advertisements (2,442).

RQ1a examined the extent to which Western models were featured in the advertisements. The content analysis showed that Western models appeared in 46.81 percent (551/1,177) of the advertisements that had primary characters (see Table 1).

TABLE 1
The Use of Western and Asian Models for Advertisements in Different Product Categories

Product Categories	All		Advertisements Featuring Persons		Advertisements Featuring Primary Characters		Advertisements Featuring Western Models		Advertisements Featuring Asian Models	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Food	117	4.8%	41	2.8%	33	2.8%	6	1.1%	27	4.3%
Beverages	121	5.0%	46	3.1%	38	3.2%	20	3.6%	18	2.9%
Medicine	58	2.4%	36	2.5%	30	2.5%	4	0.7%	26	4.2%
Retailers	189	7.7%	106	7.3%	71	6.0%	27	4.9%	44	7.0%
Daily consumption products	98	4.0%	63	4.3%	39	3.3%	8	1.5%	31	5.0%
Cosmetics	440	18.0%	336	23.0%	304	25.8%	160	29.0%	144	23.0%
Fashions	514	21.0%	333	22.8%	283	24.0%	227	41.2%	56	8.9%
Durable goods	192	7.9%	98	6.7%	73	6.2%	29	5.3%	44	7.0%
Information/telecommunication	332	13.6%	170	11.6%	125	10.6%	45	8.2%	80	12.8%
Leisure	79	3.2%	58	4.0%	35	3.0%	14	2.5%	21	3.4%
Financial products/services	236	9.7%	147	10.1%	131	11.1%	8	1.5%	123	19.6%
Others	66	2.7%	27	1.8%	15	1.3%	3	0.5%	12	1.9%
Total	2,442	100.0%	1,461	100.0%	1,177	100.0%	551	100.0%	626	100.0%
										53.2%

RQ1b explored the degree to which English brand names were used. The content analysis found that English brands appeared in 53.90 percent (1,316/2,442) of the advertisements (see Table 2).

RQ2a explored the extent to which foreign models were featured in advertisements for international products. Western models appeared in 60.80 percent of the advertisements when the products were internationally distributed and had primary characters (483/794, see Table 3). RQ2b investigated the extent of advertisements featuring Western models for local products. The analysis indicated that Western models appeared in 17.50 percent (54/309) of the advertisements when the products were locally distributed and

had a primary character. RQ2c examined the percent of advertisements featuring Western models for regional products. Findings showed that Western models appeared in 18.90 percent (14/74) of advertisements for regionally distributed products that had a primary character. Chi-square tests demonstrated that the prevalence of Western models in advertisements varied significantly as a function of product distribution area, $\chi^2 = 126.21, p < 0.01$. For international products, more Western models were depicted than Asian models. Conversely, for local and regional products, more Asian models were featured than Western models.

RQ3a explored the degree to which English brand names were adopted in ad-

vertisements for international products. Results indicated that English names were used in 72.20 percent (1,161/1,609, see Table 4) of advertisements for international products. RQ3b examined the degree to which English brand names were adopted in advertisements for local products. Findings showed that English brand names appeared in 13.90 percent (91/656) of advertisements for local products. RQ3c investigated the degree to which English brand names were adopted in advertisements for regional products. The results showed that English brand names were adopted in 36.20 percent (64/177) of the advertisements for regional products. Chi-square tests showed that the use of English brand names varied significantly as

TABLE 2
The Use of English and Chinese Brand Names for Advertisements in Different Product Categories

Product Categories	All Advertisements		Advertisements Featuring English Brands			Advertisements Featuring Chinese Brands		
	Number	Percent	Number	Percent	Percent in Row	Number	Percent	Percent in Row
Food	117	4.8%	23	1.7%	19.7%	94	8.3%	80.3%
Beverages	121	5.0%	40	3.0%	33.1%	81	7.2%	66.9%
Medicine	58	2.4%	10	0.8%	17.2%	48	4.3%	82.8%
Retailers	189	7.7%	29	2.2%	15.3%	160	14.2%	84.7%
Daily consumption products	98	4.0%	15	1.1%	15.3%	83	7.4%	84.7%
Cosmetics	440	18.0%	329	25.0%	74.8%	111	9.9%	25.2%
Fashions	514	21.0%	396	30.1%	77.0%	118	10.5%	23.0%
Durable goods	192	7.9%	137	10.4%	71.4%	55	4.9%	28.6%
Information/telecommunication	332	13.6%	276	21.0%	83.1%	56	5.0%	16.9%
Leisure	79	3.2%	11	0.8%	13.9%	68	6.0%	86.1%
Financial products/services	236	9.7%	28	2.1%	11.9%	208	18.5%	88.1%
Others	66	2.7%	22	1.7%	33.3%	44	3.9%	66.7%
Total	2,442	100.0%	1,316	100.0%	53.9%	1,126	100.0%	46.1%

TABLE 3

The Use of Western and Asian Models for Local, Regional, and International Products

	Western Models			Asian Models		
	Row	Column		Row	Column	
	Number	Percentage	Percentage	Number	Percentage	Percentage
Local	54	17.5%	9.8%	255	82.5%	40.7%
Regional	14	18.9%	2.5%	60	81.1%	9.6%
International	483	60.8%	87.7%	311	39.2%	49.7%
Total	551	46.8%	100.0%	626	53.2%	100.0%

TABLE 4

The Use of English and Chinese Brand Names for Local, Regional, and International Products

	English Brand Names			Chinese Brand Names		
	Row	Column		Row	Column	
	Number	Percentage	Percentage	Number	Percentage	Percentage
Local	91	13.9%	6.9%	565	86.1%	50.2%
Regional	64	36.2%	4.9%	113	63.8%	10.0%
International	1,161	72.2%	88.2%	448	27.8%	39.8%
Total	1,316	53.9%	100.0%	1,126	46.1%	100.0%

a function of product distribution area, $\chi^2 = 661.23$, $p < 0.01$. For internationally distributed products, more English brand names were used than Chinese brand names. For locally and regionally distributed products, more Chinese brand names were adopted than English brand names.

RQ4a addressed the product categories that were most likely to feature Western models in their advertisements. The top three product categories in terms of number of advertisements with Western models featured were fashion products (accounting for 41.20 percent of all Western model advertisements, see Table 1), cosmetics (29.00 percent), and information/

telecommunication (8.20 percent). The three product categories that had the highest percentage of advertisements featuring Western models as opposed to Asian models were fashions (80.20 percent of models were Western), cosmetics (52.60 percent), and beverages (52.60 percent).

RQ4b explored the product categories that were most likely to adopt English brand names in their advertisements. The three product categories that had the largest number of advertisements with English brand names were fashions (accounting for 30.10 percent of English brands, see Table 2), cosmetics (25.00 percent), and information/telecommunication

(21.00 percent). This pattern is identical to the findings for advertisements featuring Western models. The three product categories that adopted the highest percentage of English brand names as opposed to Chinese brand names were information/telecommunication (83.10 percent of the brands were in English), fashions (77.00 percent), and cosmetics (74.80 percent).

Discussion

The findings of this content analysis indicated that Western models were widely used in Taiwanese advertising, with 46.80 percent of the advertisements in which primary characters were identified featuring Western models. In terms of sheer numbers, advertising for fashion products, cosmetics, and information/telecommunication products featured the greatest number of Western models. In terms of percentages, Western models accounted for more than 50 percent of the featured models in advertising for fashion products, cosmetics, and beverages. In addition, internationally distributed products were more likely to feature Western models than regionally and locally distributed products.

More than half (53.90 percent) of the advertised products adopted English brand names. The greatest number of English names was used in advertising for cosmetics, fashion products, and information/telecommunication products. For information/telecommunications, cosmetics, fashion products, and durable goods, more than 50 percent of the advertisements used English brand names regardless of where the products were distributed. As expected, internationally distributed products were more likely to use English brands than regionally and locally distributed products.

The results of the content analysis indicated that these two strategies for adopting a global look were quite prevalent in

Taiwanese advertising. The consequences of these practices on consumer product perception will be explored further. In addition, the use of these strategies has been shown to vary across different product categories. Fashions, cosmetics, and information/telecommunication products were the three categories most likely to feature Western models and adopt English brand names. Therefore, whether the effectiveness of using Western models and English names in advertising may vary according to the type of product will also be explored in the next section.

THE EFFECTIVENESS OF ADOPTING A GLOBAL LOOK

Prior research has indicated that consumer perceptions as to the globalness of a brand leads to greater confidence in product quality and higher intention to purchase (Steenkamp, Batra, and Alden, 2003). Similarly, in developing countries, products that are perceived as nonlocal in origin have also been shown to enhance consumers' attitudes toward brands (Batra et al., 2000). In addition, global brands are believed to originate from developed countries, which are thought to manufacture products of high quality (see Bilkey and Nes, 1982, for a review). To the extent that using Western models and English brands enhances the perceived globalness of a product or creates the impression that a product is imported from a developed Western country, these strategies can be used to influence consumer brand perceptions.

According to cue utilization theory, products are composed of cues that work as surrogate indicators of product quality (Cox, 1967). Some of these cues are extrinsic, such as brand names and COR, whereas other cues are intrinsic, pertaining to attributes of the product itself (Olson and Jacoby, 1972). In the context of product evaluation, Richardson, Dick, and

Jain (1994) found that extrinsic cues explained more variance in product quality perception than intrinsic cues. This was more likely to be the case for advertised products that consumers could not sample firsthand. Thus, it is proposed that when processing advertising, consumer product perceptions are influenced by the ethnicity of the model and the language of the brand via activation of the association between these extrinsic cues and the product's globalness or its COR.

Western models

Western models as indicators of globalness and country of origin. The ethnicity of advertising models is a salient cue that has been shown to affect consumer evaluations of products (Whittler and DiMeo, 1991). In addition, Neelankavil, Mummalaneni, and Sessions (1995) demonstrated that a product's COR influenced the use of Western models in advertising. The content analysis reported earlier also showed that international brands are more likely to feature Western models than regional or local brands. Thus, the close correspondence between a product's COR (or globalness) and the use of Western models suggests that the presence of Western models can indeed influence consumers' perceptions regarding a product's COR or globalness. However, past research has not specifically explored this issue. Therefore the current study will address the following hypothesis:

H1: Western models, as opposed to Asian models, will enhance the perceived globalness of a product (1a) and the perception that a given product is imported from a Western developed country (1b).

The influence of Western models on product perceptions. If inferences about an advertised product's COR can be altered

by the ethnicity of the featured models, these inferences should influence product perceptions. The influence of information regarding a product's COR has been widely demonstrated in marketing research (see Al-Sulati and Baker, 1998, for a review). This line of research has demonstrated that a product's COR serves as surrogate information, providing an indication of product quality and eliciting other image perceptions associated with the country in which the product was manufactured (Verlegh and Steenkamp, 1999). The assumption is that consumers have rich mental representations of the culture, people, and products of other countries, and that these representations can alter consumers' perceptions of various products.

The impact of COR on product perceptions has been well documented. In a meta-analysis Peterson and Jolibert (1995) showed that the average effect size of COR on product quality perception was 0.30. In contrast, the influence of foreign models on product perception has not drawn as much research as COR. The only exception is Tan and Farley (1987), who showed that the use of Caucasian models in Singapore positively influenced attitudes toward the advertisement. However, if foreign models alter consumer perceptions of a product's COR, then they should generate similar effects as COR. Therefore, I will review research on the effects of COR on consumer product perceptions, which serve as the basis for hypothesizing influences of Western models on consumer perceptions. In general, COR can influence the perceived quality of a product (e.g., Hastak and Hong, 1991; Hong and Wyer, 1989; White and Cundiff, 1978). Therefore, this study explored the influence of the ethnicity of the models featured in advertising on consumer perceptions of product quality.

H2: Western models will enhance perceptions of the advertised product's quality as compared to Asian models.

In addition to a positive consumer bias demonstrated toward products imported from developed Western countries, past research has also shown a positive consumer bias toward products that are manufactured in a consumer's own country (Shimp and Sharma, 1987). When exploring the influence of the ethnicity of a model on consumer perceptions of a product, Taylor and Stern (1997) argued that an in-group bias was likely to occur when models are of the same ethnicity as the consumers. Prior research has indicated that the perceived similarity between consumers and the advertising models is enhanced when the models are of the same ethnicity as the consumers (Whittler, 1989; Whittler and DiMeo, 1991). Thus, in the current study it is proposed that, if models of the same ethnicity as the consumer are perceived as more similar, products should be perceived as more friendly when advertisements feature models of the same ethnicity as opposed to models of a different ethnicity.

Deshpande and Stayman (1994) demonstrated that the perceived similarity between models and consumers also enhances the perceived trustworthiness of the models. Consistent with this finding, it was predicted in the current study that, when the featured models are Asian, the advertised brand would be rated as more trustworthy by Taiwanese consumers.

Martin, Lee, and Yang (2004) found that models of the same ethnicity are more likely to encourage self-referencing by consumers. In other words, models of the same ethnicity are more likely to facilitate familiar associations between the brand and its consumers. In the present study, this concept is measured by self-brand

connections, or "the degree to which individuals have incorporated brands into their self-concept" (Escalas, 2004, p. 140). Past research has also demonstrated that self-referencing and self-brand connections are positively associated with how much consumers like a particular brand (Escalas, 2004). Therefore, it is hypothesized that featuring models of the same ethnicity as consumers will have a positive influence on how much consumers like a brand.

H3: Taiwanese consumers' ratings of brand friendliness (3a), brand trust (3b), self-brand connections (3c), and brand liking (3d) will be higher for advertisements featuring Asian models as opposed to Western models.

English brand names

English brand names as indicators of globalness and country of origin. Choice of an appropriate brand name is an important marketing consideration and is believed to play a pivotal role in building a brand's equity (Aaker, 1991, 1996). Brand names can be made meaningful in a variety of ways. For example, a brand name can be created to promote impressions about its product category or various attributes and benefits of the product (Keller, Heckler, and Houston, 1998). In a similar manner, this study proposes that brand names can be created in different languages to influence consumer perceptions of where a given product is made. Foreign branding, or using brand names in foreign languages, is a strategy for building a brand's image in the eyes of consumers in that it suggests a product's COR and activates its association with that country (Leclerc, Schmitt, and Dube, 1994). This explains why brand names work similarly as COR in influencing consumer perceptions of various products (e.g.,

Han and Terpstra, 1988). Leclerc, Schmitt, and Dube (1994) also showed that COR and foreign branding generated similar patterns of effects on perceived hedonism of a product.

The assumption behind foreign brand studies is that a product's COR can be effectively communicated by the language of the brand name (Harris, Garner-Earl, Sprick, and Carroll, 1994). However, this assumption has not been directly tested. The content analysis indicated that internationally distributed products are more likely to adopt English brand names. The association between international products and English brands in the real world should encourage consumers to make inferences regarding a product's globalness and COR based on the language of the brand names. Therefore, this study will specifically test whether consumers will infer a product's globalness and COR based on the language in which the brand name is depicted.

H4: English, as opposed to Chinese, brand names will enhance the perceived globalness of a product (4a) and the perception that a product is imported from a developed country (4b).

The influence of English brand names on product perceptions. As discussed above, foreign brand names have been shown to influence consumer product perceptions. For example, Leclerc, Schmitt, and Dube (1994) demonstrated that when brand names were pronounced in French, American consumers perceived an enhanced hedonism in regard to the product. Harris, Garner-Earl, Sprick, and Carroll (1994) found that American consumers preferred brands in English to brands in French or German. If the language in which a brand name is depicted is generally taken to indicate a product's COR, then it

is reasonable to predict that consumer perceptions will be altered by foreign brand names. The expected pattern of effects for English brand names is similar to that proposed in H2 for Western models.

H5: English brand names can enhance consumer perceptions of the advertised product's quality as compared to Chinese brand names.

According to Gerritsen, Korzilius, Meurs, and Gusbers (2000), the use of English in advertising is rated negatively among Dutch people. They showed that the ability to translate the English text determined the Dutch consumers' attitudes. In contrast to English advertising copy, English brand names are short and the ability to translate them may not affect how consumers perceive the brands. Similar to what was argued for H3, it is proposed that an in-group bias will lead Taiwanese consumers to rate brands in their native language more favorably.

H6: Taiwanese consumers' ratings of brand friendliness (6a), brand trust (6b), self-brand connections (6c), and brand liking (6d) will be higher for advertisements with Chinese brand names than advertisements with English brand names.

THE EXPERIMENT

Methods

Design. This experiment had a 2 (model ethnicity: Western versus Asian) by 2 (brand name language: Chinese versus English) by 3 (product type: telecommunications, fashions, or food) by 2 (model gender: male versus female) between-subjects factorial design. Gender of the model was included to increase the generalizability of the findings. However, there were no significant effects of the models'

gender on any of the dimensions of consumer product perceptions and, therefore, gender of the model was not included as a factor in the reported analyses.

Stimuli development. The advertisements were created by professionals. The copy and layout of the advertisements were held constant. In a pretest, participants ($N = 60$) were asked to rate photos for 16 models (four Western male models, four Asian male models, four Western female models, and four Asian female models) on attractiveness. Because attractiveness of models has been shown to impact consumer liking of a product (Joseph, 1982), it is important to reduce the confounding influence of attractiveness by selecting models that are similar in terms of their level of attractiveness. Based on the results of the pretest, the four models that did not differ significantly on attractiveness were chosen to be in the advertisements. In addition, past COR research has been criticized for using only COR cues for products (Hong and Wyer, 1989). Therefore, the advertisements for each product featured four product attributes that consumers regarded as important. The layout was held constant across all the advertisements, whereas advertising copy was the same for advertisements in each product category.

Participants and procedures. Participants ($N = 306$; 50 percent male) were recruited from a university in Taipei and were paid for their participation. They were randomly assigned to different conditions. Participants were told that the research study was investigating how readers process advertising information, and they were asked to read one filler advertisement and one target advertisement the way they would if they were at home. When they finished reading the advertisement, they rated the products, rated the adver-

tisement, and responded to manipulation check questions.

Independent variables

Model ethnicity. Participants were asked to check whether the models were Western or Asian. All the participants correctly identified the ethnicity of the models. In addition, there was no significant difference between Western models and Asian models on ratings of attractiveness, $F(1, 304) = 2.26, p = 0.13$, which was measured by averaging responses to two items: "The model is good looking," and "The model looks attractive."

Brand name language. Among those participants exposed to advertisements featuring Chinese brand names, 82.40 percent could correctly write down the names of the brands. Among those exposed to advertisements featuring English brand names, 80.50 percent could correctly write down the names of the brands. Therefore, participants showed awareness of the languages in which the brands were advertised.

Product type. To increase generalizability, three product types were tested. Based on findings of the content analysis, telecommunication and fashion products were selected to represent products that often used global elements, whereas food products were selected to represent the product type that did not frequently use global elements. Each product category contained a set of subcategories. Subcategory products that are commonly consumed by college students were selected for the study, with printers (information/telecommunication), jeans (fashions), and instant noodles (food) as the advertised products.

Dependent measures

Perceived globalness. Two items rated on 7-point Likert scales were used to assess

participants' perceived globalness of the brand. Participants indicated the degree to which they agreed with two statements: "The product is distributed globally," and "The product is only distributed in Taiwan." Correlation of the two items was significant, Pearson's $r = -0.29$, $p < 0.01$. Responses to the second item were reverse scored and averaged with responses to the first item.

Perceived country of origin. The perceived COR of the advertised product was measured in two ways. First, two items that were rated on a 7-point Likert scale assessed perceived COR: "The product is imported," and "The product originated from a foreign country." Correlation of the two items was significant, Pearson's $r = 0.89$, $p < 0.01$. Responses to the two items were averaged. In addition, participants were asked to write down the country from which they believed the product had originated.

Quality perception. Two items rated on a 7-point Likert scale were used to measure quality perception. Participants reported the degree to which they felt the products were "of high quality" and "of premium quality." Correlation of the two items was significant, Pearson's $r = 0.58$, $p < 0.01$. Scores on the two items were averaged, with higher scores reflecting greater quality.

Brand friendliness. Four items rated on a 7-point Likert scale were used to measure the perceived friendliness of the brand: "The brand is friendly," "There is no distance between me and the brand," and "The brand is affable." Scale reliability was satisfactory (Cronbach's alpha = 0.87). Responses to the three items were averaged, with higher scores reflecting greater agreement.

Brand trust. Three items rated on a 7-point Likert scale were adopted from

Delgado-Ballester's (2004) brand trust scale: "I feel confidence in X," "X is a brand that never disappoints me," and "X is a brand name that meets my expectations" (Cronbach's alpha = 0.90). Responses to the four items were averaged, with higher scores reflecting greater level of trust.

Self-brand connection (SBC). The SBC scale contained four items from Escalas (2004): "The brand reflects who I am," "I can identify with brand X," "I feel a personal connection to brand X," and "I can use brand X to communicate who I am to others." Participants rated the four items on a 7-point Likert scale. Cronbach's alpha for the scale was 0.87. Ratings for the four items were averaged.

Brand liking. Participants indicated on a 7-point Likert scale the degree to which they agreed that the brand was "good," "likable," "positive," and "favorable." These items were adopted from Holbrook and Batra (1987). Scale reliability was satisfactory (Cronbach's alpha = 0.91). Re-

sponses to the four items were averaged, with higher scores reflecting more favorable attitudes.

Results

The results of the ANOVA showed that Western models generated a greater level of perceived brand globalness than Asian models, $F(1, 302) = 6.51$, $p = 0.01$, see Table 5 ($M_{\text{Western}} = 4.59$, $SD = 1.37$; $M_{\text{Asian}} = 4.21$, $SD = 1.39$), providing support for H1a.

Participants viewing advertisements with Western as opposed to Asian models were also more likely to perceive that the product originated from a foreign country, $F(1, 302) = 9.26$, $p = 0.01$ ($M_{\text{Western}} = 4.14$, $SD = 1.65$; $M_{\text{Asian}} = 3.59$, $SD = 1.72$), in support of H1b. Participants also reported the country from which they believed the product originated. Their responses were categorized as either United States/Western Europe, Japan, or Taiwan. A Chi-square test revealed that participants were more likely to attribute the product's COR to be the United States

TABLE 5
The Influence of Model Ethnicity, Brand Language, and Product Type on Perceived Brand Globalness and Foreign Country of Origin

	Perceived Brand Globalness		Foreign COR	
	F	p	F	p
Model ethnicity (M)	6.51	0.01	9.26	0.01
Brand language (B)	0.74	0.39	2.75	0.10
Product type (P)	11.19	0.01	6.85	0.01
M × B	0.04	0.84	0.04	0.84
M × P	0.17	0.85	0.24	0.78
B × P	0.44	0.65	6.38	0.01
M × B × P	0.97	0.38	0.30	0.74

or Western Europe when the advertisement featured Western models, whereas participants were more likely to attribute the product's COR to be Japan or Taiwan when the advertisement featured Asian models, $\chi^2 = 112.74, p < 0.01$. This result also supported H1b.

There was a significant main effect of model ethnicity on quality perception, $F(1, 294) = 4.20, p = 0.04$ (see Table 6). The means were in the expected direction, with Western models generating higher ratings of quality perception than Asian models ($M_{Western} = 3.83, SD = 1.46; M_{Asian} = 3.51, SD = 1.47$), providing support for H2.

There were no main effects of model ethnicity on brand friendliness, $F(1, 294) = 1.68, p = 0.20$; brand trust, $F(1, 294) = 2.91, p = 0.09$; self-brand connections, $F(1, 294) = 2.01, p = 0.16$; or brand liking, $F(1, 294) = 0.07, p = 0.79$ (see Table 6). Therefore, there was no support for H3a-3d.

Additional analyses indicated that the interactions between product type and model ethnicity for all measures of par-

ticipants' product perceptions were not significant. In other words, product type did not moderate the influence of model ethnicity.

ANOVA showed that the language of the brand names had no effect on perceived brand globalness, $F(1, 302) = 0.74, p = 0.39$. However, the means were in the expected direction ($M_{English} = 4.48, SD = 1.36; M_{Chinese} = 4.33, SD = 1.42$). This result failed to support H4a.

Results of the ANOVA revealed a trend in the influence of brand name language on perceived foreign COR that approached significance, $F(1, 302) = 2.75, p = 0.10$ ($M_{English} = 4.03, SD = 1.72; M_{Chinese} = 3.71, SD = 1.68$). In addition, a Chi-square test showed that participants were more likely to attribute the product's COR to be the United States, Western Europe, or Japan when the advertisement used English brand names, whereas participants were more likely to judge the product's COR to be Taiwan when the advertisement used Chinese brand names, $\chi^2 = 10.98, p < 0.01$. Therefore, there was partial support for H4b.

There was no significant main effect of brand name language on quality perception, $F(1, 294) = 1.33, p = 0.25$, which failed to support H5.

There was a significant main effect of brand name language on brand friendliness, $F(1, 294) = 10.80, p = 0.01$. Chinese brand names generated higher ratings of friendliness than English brand names ($M_{English} = 3.46, SD = 1.26; M_{Chinese} = 3.93, SD = 1.31$). There was also a significant main effect of brand name language on brand trust, $F(1, 294) = 6.38, p = 0.01$, with Chinese brand names generating higher ratings of trust than English brand names ($M_{English} = 3.46, SD = 1.29; M_{Chinese} = 3.83, SD = 1.39$). Brand name language had a significant effect on self-brand connection as well, $F(1, 294) = 4.88, p = 0.03$. Chinese brand names generated higher ratings of self-brand connection than English brand names ($M_{English} = 3.33, SD = 1.26; M_{Chinese} = 3.64, SD = 1.29$). Finally, there was a significant main effect of brand name language on brand liking, $F(1, 294) = 4.52, p = 0.03$, with Chinese brand names

TABLE 6

The Influence of Model Ethnicity, Brand Language, and Product Type on Perceptions of Quality, Brand Friendliness, Brand Trust, Self-Brand Connection, and Brand Liking

	Quality		Friendliness		Trust		Self-Brand Connection		Brand Liking	
	F	p	F	p	F	p	F	p	F	p
Model ethnicity (M)	4.20	0.04	1.68	0.20	2.91	0.09	2.01	0.16	0.07	0.79
Brand language (B)	1.33	0.25	10.80	0.01	6.38	0.01	4.88	0.03	4.52	0.03
Product type (P)	16.72	0.00	1.29	0.29	6.56	0.01	2.78	0.06	1.49	0.23
M × B	1.28	0.26	0.57	0.45	0.17	0.68	1.90	0.17	1.19	0.28
M × P	0.50	0.61	2.23	0.11	0.90	0.41	1.34	0.26	1.08	0.34
B × P	0.49	0.62	0.65	0.52	0.99	0.37	1.53	0.22	0.18	0.84
M × B × P	0.21	0.81	1.80	0.17	1.90	0.15	1.25	0.29	1.19	0.31

generating higher ratings of brand liking than English brand names ($M_{\text{English}} = 3.84$, $SD = 1.29$; $M_{\text{Chinese}} = 4.16$, $SD = 1.37$). These results provided support for H6a–6d.

The interactions between product type and brand name language for all measures of product perception were not significant. That is, product category did not moderate the influence of brand name language.

Discussion

As expected, the ethnicity of advertising models altered perceptions of a product's globalness. In addition, participants inferred that products advertised with Western models were imported from developed Western countries. Also as expected, advertisements that depicted Western models generated more favorable ratings of product quality than advertisements with Asian models. However, the use of Asian models did not influence participants' ratings of brand friendliness, trust, self-brand connections, or liking.

Participants were also more likely to infer that products were imported from developed Western countries when English brand names were used. However, using English brand names did not enhance participants' perceptions of the quality. Nevertheless, consistent with expectations, the use of Chinese brand names generated higher ratings of brand friendliness, brand trust, self-brand connections, and brand liking.

GENERAL DISCUSSION

Cue utilization theory proposes that product evaluations are often based on extrinsic cues (Cox, 1967). Insch and McBride (1998) argued that COR was one of the most common extrinsic cues. The findings of the current study suggest that consumers are likely to consider other salient cues when evaluating product advertising, such as the ethnicity of the ad-

vertising models and the language of the brand name. The presence of these cues was shown to influence the perceived globalness of the advertised brands and participants' perceptions that the products were imported from Western developed countries.

The findings of the current study showed, however, that these two cues have different effects on product and brand perceptions. First, the influence of the ethnicity of the model was limited to perceptions of product quality, whereas the influence of the language of the brand name was limited to perceptions of brand friendliness, trust, self-brand connections, and brand liking. Second, in the former case, the influence of Western models was positive, whereas in the latter case, the influence of English brand names was negative.

Past research that has considered how a product's COR can influence consumer perceptions has focused more on cognitive aspects of the consumers' perceptions, such as perceptions about a product's quality, than on affective components of consumers' perceptions, including friendliness, trust, self-brand connections, and brand liking. Findings from the COR literature have reached the conclusion that, in general, products originating from developed countries have a positive influence on cognitive aspects of consumer perceptions. Nevertheless, the findings reported in this article suggest that believing products originate from developed Western countries can have either a positive or negative effect on consumer perceptions. Using Western models in advertisements can favorably impact the cognitive dimensions of product perception, whereas using English brand names can have unfavorable effects on the affective dimensions of product perception. In other words, an in-group bias may influence consumer product perceptions when evaluations pertain to affective perspec-

tives. These findings suggest that more attention should be given to the distinction between affective and cognitive components of consumer product perceptions.

This study demonstrated that Chinese brand names activated a positive home-country bias. Early studies have found evidence of a home-country bias in developed Western countries, such as the United States (Schooler, 1971), but not in less economically developed countries (Tan and Farley, 1987). Furthermore, nationalism and patriotism are factors that have been shown to influence consumers' ethnocentrism (Balabanis, Diamantopoulos, Mueller, and Melewar, 2001), which refers to the belief that purchasing foreign-made products is not in the interests of one's home nation (Shimp and Sharma, 1987). The degree of consumers' ethnocentrism further accounts for a positive home-country bias (Balabanis and Diamantopoulos, 2004; Brodowsky, 1998). This study showed that a positive home-country bias triggers perceptions of friendliness, trustworthiness, and self-definition. Future research can explore other possible effects a home-country bias has on consumer perceptions.

In contrast to the effects of Chinese brand names, the use of Asian models did not improve consumers' perceptions of products on affective domains regarding brand friendliness, brand trust, self-brand connections, and brand liking. One of the reasons for this finding is that it is very common for magazine articles to feature models from Japan, South Korea, Hong Kong, and Singapore. Therefore, readers cannot always infer that Asian models are local or Taiwanese. Brand names in traditional Chinese characters (not simplified Chinese characters) can be taken to indicate that a product is local or manufactured in Taiwan. Meyer (1981) argued that the utility of information lies in its ability to reduce uncertainty.

Nationalism and patriotism are factors that have been shown to influence consumers' ethnocentrism, which refers to the belief that purchasing foreign-made products is not in the interests of one's home nation.

Therefore, Asian appearances may not be as indicative of a product's local origin as Chinese brand names.

Past research examining the effects of the ethnicity of models has focused on the effectiveness of using models of different races for advertising that is targeted at different demographic and ethnic portions of the U.S. population (e.g., Grier and Deshpande, 2001). This line of research has shown that using models of the same ethnicity as the consumer can improve the consumers' attitudes toward a particular product. However, these findings cannot directly explain why Western models are commonly featured in advertising in East Asian countries, where most of the people in each country share a common ethnic origin. Surprisingly, even though using Western models is a common strategy that is practiced in advertising throughout East Asian countries, little research has investigated the effectiveness of this strategy. This study addresses this gap in the literature by exploring attitudes toward the use of Western models in East Asian countries, and considering both the positive and negative influences of this strategy.

Information regarding a product's COR cannot be falsified. However, marketers can strategically develop advertising campaigns that imbue their brands with a global look. Therefore, the findings of this study have direct implications for international marketers as well as local marketers, who consider the pros and cons of

adopting global-look strategies. In addition to featuring Western models and adopting English names, other global-look strategies include using English advertising copy, English narration, English songs, and English slogans. Commercials can also be shot in foreign settings to convey a sense of globalness. Future research can explore how perceived brand globalness is influenced by these different strategies.

The findings of this study should be interpreted with consideration of its limitations. First, this study only investigated consumers residing in Taiwan. Future research can replicate this study in other Asian cultures where people share a common ethnicity and where advertisements may feature Western models or English brand names. Second, only college students participated in this study. Although certainly representative of consumer interests, college students represent only a subsection of the general public. Younger Taiwanese people have been shown to express greater intentions to purchase Western products (Lundstrom, Lee, and White, 1998), and young Dutch people have been shown to hold more positive attitudes toward English advertisements (Gerritsen, Korzilius, Meurs, and Gusbiers, 2000). Moreover, college students are likely to be more globally oriented and more proficient in English than the general population of Taiwanese consumers. This suggests that the negative impact of not using Chinese names may be magni-

fied when products are targeted at consumers who are middle-aged or have less education. **JAR**

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Disponível em: <http://www.ebscohost.com>. Acesso em 16/6/2008.