

Cross-Cultural Differences in Consumer Response to Advertising: How Solid Is the Evidence?

Lars Bergkvist^{a*} and Qiang (Kris) Zhou^b

^a Norwegian School of Hotel Management, University of Stavanger, Stavanger, Norway

^b Business School, Renmin University of China, Beijing, China

* Corresponding author

Lars Bergkvist

University of Stavanger

P.O. box 8600

4036 Stavanger

Norway

lars.i.bergkvist@uis.no

+47 51831889

Abstract

This study reviews recent research on cross-cultural differences in consumer response to advertising published in *IJA*, *JA*, and *JAR*. Unlike previous reviews, the study scrutinizes the methodological approach in the articles, focusing on the strength of the evidence supporting cultural theoretical accounts. The results show that more than half of the articles offer no or weak evidence for their theoretical accounts, because of widespread reliance on quasi-experimental designs or untested assumptions of underlying cultural differences. However, some studies relied on more sophisticated methodological approaches, suggesting a growing awareness of the limitations of the approaches used in early studies of cross-cultural differences in advertising response.

Keywords: cross-cultural; culture; collectivism; individualism; self-construal