The effects of advertisements using the endorsements of culturally-congruent spokespersons on consumer attitude and purchase intention

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The effects of advertisements using the endorsements of culturally-congruent spokespersons on consumer attitude and purchase intention

by

Mingxue Lu

A thesis submitted to the graduate faculty

in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

Major: Journalism and Mass Communication

Program of Study Committee:
Suman Lee (Major Professor)
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Lulu Rodriguez

Iowa State University
Ames, Iowa
2007

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Chapter 1 INTRODUCTION & STATEMENT OF THE PROBLEM

American Express has “a long and proud history of communicating the values of our brand by using heroes and personalities who hold a significant place in the hearts and spirits of people around the world. In Tiger Woods we have a representative who captures the imagination of many different types of consumers. His participation helps us communicate messages that our Do More campaign supports: American Express has a family of products that is relevant to a wide variety of consumers.” (Kennet, Chenault, President and CEO, American Express, in Clark & Horstmann, 2003).

The above paragraph illustrates the significance of the endorsement of products and services in advertising. Standing together with a product, a spokesperson's image meshes with the product itself, giving it a sense of importance, potency and power. Thus, Tiger Woods lends his expertise as a golf professional to American Express, perhaps bringing home the message that American Express is as dependable as Tiger Woods on a golf course.

The endorsement in advertising is a ubiquitous feature of modern marketing (McCracken, 1989). Approximately a quarter of all television commercials feature a spokesperson (Erdogan, Baker & Tagg, 2001). IEG Endorsement Insider, a monthly trade publication, estimated that U.S. companies spent $800 million in 1998 “to acquire talent—entertainers, athletes, and other high profile personalities—to spotlight in advertising, promotion and PR campaigns” (Clark and Horstmann, 2003, p. 1). Spokesperson-endorsed products are so ubiquitous that they are featured online, in newspapers and magazines, on TV, radio and billboards. The types of products being endorsed seem endless, ranging from sports utilities to cell phones.

With the globalization of the world economy, global advertising has seen enormous growth (Zhou & Belk, 2004). Multinational companies as well as local companies use both
global and local advertising (Barber 1996; Friedman, 1999) in order to expand the influence of their products. Thus, adequately taking cultural differences into consideration has become crucial to those companies in designing their advertising strategies. In the presence of cultural considerations, however, the effects of spokespersons’ endorsements can be more complex.

China is the most populous market in the world, and is experiencing fast economic growth coupled with the fastest-expanding advertising industry (Wang, 2000). In the 10-year period from 1987 to 1996, “advertising spending in China increased by almost 900%, making the country the world’s fastest growing advertising market” (Wang, 2000, p. 7). Advertising spending is represented by a mixture of foreign and local goods, advertising appeals, and consumption ideas (Yang, 2002). At the beginning of the 1990s there were only four joint-venture advertising agencies in China, but by 1997 that number has grown to 433 (Wang, 2000), which have brought diversified advertising ideas to Chinese consumers. Consequently, western appeals in advertising have increased in recent years (Cheng, 1997). The world’s big brands are competing for a niche in the Chinese market. Pizza Hut, Kentucky Fried Chicken, McDonald’s and Domino’s serve fast foods (Wang, 2000). Dove chocolate, Nestle coffee and Dannon yogurt have also surged into the Chinese supermarkets. Louis Vitton, Gucci, Ralph Lauren, Versace, and Prada are making the Chinese fashion market more colorful. At the same time, foreign advertisers are trying to adapt their strategies to a Chinese context to some extent (Yin, 1999). For instance, the French cosmetics brand L’Oréal has invited Chinese actress Gong Li to endorse its products to Chinese customers. Related to the endorsement, there have been heated debates on whether it is proper for a global brand to use local names or to invite local people as endorsers (Liu, 2001).

The debate involves two competing opinions. One argues that the Western “look” increases the product’s credibility and confidence among Chinese customers because
“Chinese companies are less confident about their own national brands,” and that the localization of the brand may make the products “neither fish nor fowl” (Zhou & Belk, 2004, p. 64). The other contends that the localization of the brand through the use of local spokespersons’ endorsements is more loyal to Chinese customers and the Chinese culture and thus can attract customers’ attention more. With China’s entry into the World Trade Organization, it has become important for Chinese companies to know how advertisements can appeal to both global and local customers.

As such, advertising companies have favored the use of western endorsers to heighten product identification among customers, to facilitate audiences’ recall, and to enhance purchase intentions. This study aims to find out the impact of the cultural congruence between the spokespersons and the products they endorse on audiences’ favorability ratings of the product, the persuasiveness of the advertising piece, and consumers’ purchase intentions.
Chapter 2 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

A spokesperson may be a celebrity “who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p. 312), or just a common person who endorses a consumer good in an advertisement. It encompasses not only the usual movie and television stars, but also individuals from the world of sports, politics, business, art, and the military.

Spokespersons are considered to have expert power, referent power, legitimate power, coercive power and reward power. The more powers a spokesperson possesses, the greater their ability to influence the behavior of others (Tom, Clark, Elmer, Grech, Masetti & Sandhar, 1992). Expert power has to do with audiences’ perception of the spokesperson as an expert for the product he/she is endorsing (Tom et al., 1992). For example, the effectiveness of a famous Chinese gymnast, Li Ning as an endorser for sports shoes (a national brand established by and named after Li Ning) lies in his expertise in gymnastics. Referent power is demonstrated when an audience “identifies with and aspires to be like the endorsers” (Tom et al., 1992, p. 46). For example, although both Liu Xiang (a gold medal winner of the 110-meter hurdle run in the 28th Olympic Games held in Athens) and Michael Johnson are talented athletes, they appeal to different audience segments. Liu Xiang has more referent power to audiences who identify themselves as traditional and having an eastern cultural background. Michael Jordan has more referent power to those who identify themselves as carefree and with a western cultural background. When George Bush served as the spokesperson for the United Way, his legitimate power works to influence U. S. citizens to give to this worthy cause (Tom et al., 1992). Due to these powers, spokespersons are regarded as credible sources of information. Highly credible sources, compared to sources of low credibility, have been found to produce more positive attitude changes toward the
position advocated by the advertiser, and induce more positive product-directed behavioral changes (Woodside & Davenport, 1974; Craig & McCann, 1978).

As one attribute of spokespersons, their attractiveness to audiences is considered another aspect that influences the effectiveness of a message (Knott & James, 2003). This attractiveness is a function of the extent to which the spokespersons are similar to and liked by the audiences (McGuire, 1985).

**Congruence and match-up in advertising**

Spokespersons have the power to heighten the appeal of advertisements (Kamins & Gupta, 1994). However, the use of spokespersons alone does not guarantee an effective advertisement. Conventional wisdom suggests that congruence, or the match between the spokesperson and the endorsed brand, is crucial in advertising success (Kahle & Homer, 1985; Spielman, 1981). Hawkins, Best, and Coney (1983) point out that a good match-up between the spokesperson’s image and the product image receives high effectiveness scores. A mismatch between the spokesperson and the product may fail to appeal to the taste of targeted audiences (McCracken, 1989). That is, some endorsements work better than others due to an inherent match or congruence between the spokesperson and the product (McCracken, 1989).

In a study of endorsements in advertising, congruence firstly refers to the “agreement” between the spokesperson’s image and the product. To avoid confusion, distinction between “product” and “brand” needs to be made here. A product refers to a single physical product, or a distinct unit within a brand or product line that is distinguishable by size, price or appearance, whereas a brand is defined as the name, associated with one or more items in the product line that is used to identify the source or character of the items (Kotler, 1997). Kamins and Cupta (1994) suggest that the benefits of endorsed advertising may become increasingly more evident as the “level of congruence between spokesperson
and the product increases” (p. 572). This aspect of congruence has been examined through the match-up hypothesis (Kahle and Homer, 1985), which holds that the message conveyed by the spokesperson and the message about the product should converge for an advertisement to be effective. Misra and Beatty (1990) tested the effectiveness of matching endorsers with brand name, and found that the recall of the advertisements and the attitudes toward the advertisements improved when there was congruence between the endorser and the brand name. In a study using male and female models paired with different kinds of products, Kanungo and Pang (1973) noted that the effect of the models changed with the product that the models were paired with, and explained their effects as the “fit” of the model for the product.

Generally, research on the match-up hypothesis and related topics focus on the appropriate match between the spokesperson’s physical attractiveness and the product (Kahle & Homer, 1985; Kamins, 1990). Kahle and Homer (1985) applied the social adaptation theory to explain that a proper match-up between the product (a razor) and a physically attractive spokesperson (compared with a non-attractive endorser) increased audiences’ attitude toward the brand. Kamins (1990) also interpreted the match-up concept by way of pairing either an attractive or an unattractive spokesperson with either a product used to enhance one’s attractiveness (a luxury car) or a product that is considered irrelevant to one’s attractiveness (a personal computer). However, Kahle and Homer’s (1985) study only tested the match-up between the attractive spokesperson and product that helped to enhance attractiveness, but they did not test the effects of the matching of attractive spokespersons with a product irrelevant to enhancing attractiveness. Kamins’ (1990) study, on the other hand, has taken both attractive and unattractive spokespersons into consideration, and crossed them with products that help to enhance or reduce the attractiveness of spokespersons.
In addition to the match-up or congruence between the spokesperson and the product/brand, there is another aspect of congruence that must be examined. Romer (1979) claimed that communicators who use arguments that are congruent with and similar to the values of the target audience appear to be attractive over and beyond the extent to which their arguments are internalized. This finding reinforces the importance of congruence between the spokesperson and the audiences.

Some researchers argue that advertisements are more effective when the symbols, characters, and values depicted in the advertisements are drawn from the intended audiences’ cultural environment (McGuire, 1984). Such a practice allows the audiences to better identify with the message and the source of the message. Audiences who are more likely to identify with media characters (Huesman, Eron, Klein, Brice & Fisher, 1983) and perceive themselves to be similar to media characters (Brock, 1965) are more influenced by media content in which those characters are portrayed (Appiah, 2001). Aaker, Brumbaugh, and Grier (1996) found that high levels of similarity between the viewer and the characters portrayed in the advertisements increases the viewers’ belief that he or she is the intended audience for the advertisements. This, in turn, leads to more positive attitudes about the advertisement and the product.

Fiske, Kitayama, Markus and Nesbitt (1998) noted that cultural differences can be studied and described in a number of ways. Simons, Berkowitz and Moyer (1970) point out that there is such a concept as membership-group similarity, which emphasizes “similarity or identity in origin” (p. 2), which includes race, ethnicity, and nationality, etc. Appiah (2001) selected racial and ethnic characteristics to be the two aspects of “similarity” and digitally manipulated these attributes in advertisements. He asked White, Hispanic, and Asian American adolescents to evaluate black or white characters in the advertisements. The findings indicate that overall, his subjects responded more favorably to black-character
advertisements than white-character advertisements. This finding, the author explained, comes from the respondents’ identification with the characters in the advertisements, or the extent of their similarity to the characters in the advertisements.

Hoeken and Korzilius (2003) employed “nationality” to operationalize cultural differences and found great discrepancies between Chinese participants and American participants in the value they attach to personal freedom. Johansson, Douglas and Nonaka (1985) examined the impact of country of origin on product evaluations. In their study, the product produced in a country is coupled with that country’s image in consumers’ minds. For example, consumers were found to assume German car with “durable” characteristics; Japanese-brand electronic products produce the impression of “accuracy.” This country-of-origin effect indicates differences in country stereotyping by nationality. Ahmed, Johnson, Chew, Tan and Ang (2002) studied country-of-origin effect on consumers’ evaluations of brands from different countries. Again, country stereotyping was associated with the product. For example, products from the United States gave consumers a sense that they are from economically developed country. Products from Singapore were categorized as coming from a developing country. Both positive and negative impressions have created different effects in consumers’ perceptions of quality, attitudes and purchase intentions. Govers and Schoormans (2005) tested product-personality congruence and user-image congruence, and found that people prefer products with a product personality that matches their self-image. The positive effect of product-personality congruence is found to be independent of the user-image congruence effect.

The above literature shows that congruence or match-up both between the product and spokespersons (Stafford, Stafford & Day, 2002) and between the spokespersons and audiences (Feick & Higie, 1992) is crucial to successful advertising. The current study further examines the match-up or congruence concept through the “fit” between the
spokespersons’ nationality and the brand nationality. In this study, brand nationality refers to the brand’s country of origin. The congruence between the spokespersons’ and the audiences’ nationality is also examined. By pairing the spokespersons’ nationality and the brands’ nationality, this study explores audiences’ attitudes towards different matches, and their potential purchase intention of the products.

**Persuasiveness in advertising**

McGuire (1978) identified five components of persuasive communication: source, message, channel, receiver, and destination variables. Communication researchers argue that typically, attraction and persuasive impact increase with source-receiver similarity (Simons, Berkowitz & Moyer, 1970; Byrne, 1971; Stoneman & Brody, 1981). Researchers have proposed that perceived similarity leads to liking, and liking leads to audiences exaggerating their perceived similarity (Newcomb, 1956; Byrne & Blaylock, 1963; Moreland & Zajonc, 1979). The obvious positive relationship between similarity and persuasive impact is derived from numerous theories (McGuire, 1985). Kelman (1961) proposed three modes of persuasion, two of which—internalization and identification—are frequently quoted by researchers who study the persuasiveness of advertising. Persuasive impact, however, is frequently studied through source attractiveness models (McGuire, 1985), in which the “similarity” of the source with the audience is considered an important variable in enhancing message. Similarity is defined as the supposed resemblance between the source and the receiver of the message—birds of a feather flock together (McGuire, 1985). In short, the McGuire model holds that sources who are similar to consumers are attractive, and to this extent, persuasive.

Gallup & Robinson’s Impacts system measures persuasiveness of advertising through their favorable buying interest for advertised products (Metha, 2000). Various measures of the persuasiveness of advertising have been used, such as “overall favorability or
unfavorability.” (Metha, 2000). In Metha’s study (2000), subjects were asked to rate on a five-point scale the extent to which a particular advertisement increased their interest in buying the advertised product. This buying interest index, together with purchase intention, was used as a measure of persuasiveness (Metha, 2000).

**Purchase intention influenced by advertising**

Empirical studies have related the effectiveness of celebrity—endorsed advertising to the audiences’ intention to purchase (Ohanian, 1991). Purchase intention is the perceived likelihood of buying the products advertised. Inquiry, consideration, and purchase represent increasing levels of commitment toward the product (Ohanian, 1991). These variables are commonly used to measure the effectiveness of source attractiveness in advertising research (Baker & Churchill, 1977; Kahle & Homer, 1985). Daneshvary and Schwer (2000) point out that purchase intention in an environment of association endorsements depends on the audience identifying with the association and its purpose and also on the socioeconomic profile of the audience. Daneshvary and Schwer (2000) developed a formula of purchase intention, and believe that purchase intention has a connection with demographic factors, such as age, gender, occupation, and education. The greater the interaction with a group or an association, the greater the likelihood of individuals’ perceived affiliation with the group.

Combining the congruence and match-up concepts, the current study investigates the impact of advertisements endorsed by culturally-congruent spokespersons. Favorability toward the advertisements and audiences’ purchase intention are the study’s two dependent variables. The two types of congruence are independent variables. In the current study, match-up is examined through both the congruence of nationality between the spokesperson and the brand and the congruence of nationality between the spokesperson and the audiences. Congruence between the spokesperson and the brand means that both the spokesperson and the brand originate from the same country. For example, a Chinese spokesperson endorsing a
Chinese brand is considered congruent, but a Chinese spokesperson endorsing an American brand is considered incongruent. Congruence between the spokespersons and the audiences refers to both having the same nationality or country origin. For instance, an advertisement with a Chinese spokesperson exposed to Chinese audiences is considered congruent. In contrast, an advertisement with a Chinese spokesperson exposed to American audiences is considered to be incongruent.

**Involvement on persuasiveness and purchase intention**

Involvement has been studied by a number of literatures. Petty, Cacioppo and Schumann (1983) found the persuasiveness of advertising on subjects varied by their different level of involvement in the products. Their findings suggest that under high involvement, how people integrate relevant information into a unitary plays an important role in persuasion. Maheswaran and Meyers-Levy (1990) engaged involvement to examine message framing effects on persuasion and came out with mixed results. Johnston and Eagly (1989) conclude that effects of involvement on persuasion depend on the aspect of message recipients’ self-concept that was activated to create involvement.

In addition to the effect of involvement on persuasion of advertising, some literature also studied the effects of involvement on purchase intention from different perspectives. Mackenzie and Spreng (1992) applied central and peripheral routes to study the moderation effects on consumers’ brand attitude and purchase intention. As studied by Cacioppo and Schumann (1983), central and peripheral routes reflected consumers’ involvement in the products. Therefore, involvement also plays an important role in determining consumers’ purchase intention.

Based on the above discussion, the current studied manipulated product types by the level of involvement from consumers on the persuasiveness of advertisement and purchase intention of consumers. Laptop computer represents high-involvement product, while liquid
hand soap represents low-involvement product. These two product types are controlling variables in the current study.

**Hypotheses**

Based on the literature review, the current study poses the following hypotheses:

*Hypothesis 1:* The congruence of nationality between spokesperson and audience is positively related to the favorability toward the advertisements.

*Hypothesis 2:* The congruence of nationality between spokesperson and audience is positively related to the purchase intention.

*Hypothesis 3:* The congruence of nationality between spokesperson and brand is positively related to the favorability toward the advertisements.

*Hypothesis 4:* The congruence of nationality between spokesperson and brand is positively related to the purchase intention.

An interaction effect is therefore expected from the above hypotheses. That is, favorability toward the advertisements and audiences’ purchase intention are expected to be influenced by the interaction of two independent variables—congruence of nationality between the spokesperson and audience and congruence of nationality between the spokesperson and audiences brand. Thus,

*Hypothesis 5:* There will be an interaction between the two types of congruence (spokesperson-audience nationality and spokesperson-brand nationality) on favorability toward advertisements.

*Hypothesis 6:* There will be an interaction between the two types of congruence (spokesperson-audience nationality and spokesperson-brand nationality) on the purchase intention of audiences.
Chapter 3 METHODOLOGY

The current study investigates the effect of congruence among spokesperson, brand, and audiences on audiences’ favorability towards advertisements and on audiences’ purchase intentions. In a paper-pencil experiment, each participant was exposed to four types of print advertisements: spokesperson-audience congruence, spokesperson-audience incongruence; spokesperson-brand congruence, and spokesperson-brand incongruence, based on two product types (laptop computer and liquid hand soap). Data on audiences’ favorability toward the advertisements and the subjects’ purchase intention were collected as dependent measures.

Sample

This study capitalizes on the large contingent of Chinese students at Iowa State University, a Midwest state university, as subjects. A total of 234 Chinese students and scholars are members of the Chinese Students and Scholars Friendship Association (CSSFA). Among the members, 70% are graduate students, 20% are undergraduate students and 10% are scholars, faculty and their family members. The ratio of males to females in CSSFA is about six to four. Invitation letters were sent to the student members through e-mails. The first e-mail was sent, and five people promised to participate after two days. Then, two reminder e-mails were sent three days apart. Almost at the same time, the researcher also disseminated self-made fliers on a CSSFA picnic. A total of 44 people were recruited, including five people from the first e-mail. Of the 44 Chinese students, 21 were female; 23 were male. The minimum age of the participants is 22, and the maximum is 32. Four of the participants are undergraduate students, and the rest (40) are graduate students. The subjects were majoring in academic areas from the College of Liberal Arts and Sciences, College of Engineering, the College of Business, College of Design and the College of Human Sciences.
Most of them have been in the U.S. for over two years. Their annual income varies from less than $10,000 to around $20,000.

**The stimuli**

The study used advertising pieces for liquid hand soap and laptop computers. These two products were chosen because, according to the FCB grid, they represent the extremes terms of consumers’ involvement in considering or actually buying the products. Personal involvement by product type is a controlling variable in this experiment. In order to eliminate the interference of other factors, the researchers introduced some artifacts. Product brands were created, to remove pre-knowledge and attitude of the participants toward existing brands.

The Chinese brand laptop computer was named “Zhaoyang,” and the American brand was “Aspiron.” The Chinese brand liquid hand soap was called “ZhiYan,” and the American brand was called “Eco.” The researcher also created company names corresponding to the brands, such as “China AOMEI Co.” and “Magna Co.” for the Chinese and American laptop producers, respectively; and “Shanghai Jiahua Corporation” and “R&G Co.” for the Chinese and American liquid hand soap producers. In addition, there could be a significant amount of variation in subjects’ knowledge and the attitude toward a given spokesperson (Till & Busler, 1998). By using created spokespersons, previous knowledge of and attitude about known spokespersons are controlled. Spokespersons were created by using four unknown peoples’ pictures. Of the four, two were Chinese (a man and a woman) and two were Americans (a man and a woman). Two Chinese and two Americans were chosen to be portrayed in the ads instead of one Chinese and one American because audiences may get sensitive to the purpose of the experiment if the same spokesperson shows up repeatedly.
After creating the brands and spokespersons, the researcher applied a 2x2 factorial design with two Chinese spokespersons endorsing two Chinese brands (laptop and hand soap) and two American brands (laptop and hand soap). Similarly, the two American spokespersons were matched with two Chinese brands and two American brands. Therefore, there were eight color-print advertisements in total (See Appendix A). Eight questionnaires were set up based on the eight advertisements. Table 1 describes the experimental design.

**Procedure**

A pilot test was conducted on two Chinese graduate students, male and female, who were majoring in accounting and computer engineering respectively. The female was first exposed to four culturally-congruent advertisements only. The male only saw the four culturally-incongruent advertisements. Each of them answered fours questionnaires corresponding to the advertisements. The reliability test showed an alpha value greater than 0.8.

The subjects were randomly assigned into two groups. The only factor controlled for in this initial grouping was gender. Twelve females and eleven males were placed in Group A; nine females and twelve males were placed in Group B. On the schedule date, subjects were led to a reserved classroom, equipped with an overhead projector, computers, screen and Internet access. The researcher was the only person working as moderator in the classroom. The two groups participated in the experiment separately. Group A took the experiment first. The researcher gave a brief introduction to the procedure of the experiment and the university policies regarding human subjects in experiments, and then asked the subjects to sign consent form. After that, the researcher showed Group A four advertisements in random order by projected from the computer to the screen, and asked them to fill out a questionnaire after
Table 1: The experimental design

<table>
<thead>
<tr>
<th>Spokesperson-audience</th>
<th>Congruent (Group A)</th>
<th>Incongruent (Group B)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Congruent</td>
<td>Incongruent</td>
</tr>
<tr>
<td></td>
<td>Chinese spokesperson with Chinese brand <em>laptop computer</em></td>
<td>Chinese spokesperson with American brand <em>laptop computer</em></td>
</tr>
<tr>
<td></td>
<td>Chinese spokesperson with Chinese brand <em>liquid hand soap</em></td>
<td>Chinese spokesperson with American brand <em>liquid hand soap</em></td>
</tr>
<tr>
<td></td>
<td>American spokesperson with American brand <em>laptop computer</em></td>
<td>American spokesperson with Chinese brand <em>laptop computer</em></td>
</tr>
<tr>
<td></td>
<td>American spokesperson with American brand <em>liquid hand soap</em></td>
<td>American spokesperson with Chinese brand <em>liquid hand soap</em></td>
</tr>
</tbody>
</table>

Note: Subjects were Chinese students only.

looking at each advertisement. It took Group A about 15 minutes to finish the questionnaires. The subjects, then, left all the paper work on the table and left. Each participant was given a take-out lunch box in appreciation of their participation. Ten minutes after Group A left, Group B was led to the classroom and was through the same procedure. Group B also took about 15 minutes to complete the questionnaires.
Treatment-check measures

The questionnaire has three parts. To ensure that the subjects looked at the advertisements carefully, four fact-check questions were asked about the spokesperson’s nationality and gender, and product’s name and its national origin in the first part of the questionnaire. The second and third parts of the questionnaire were composed of questions measuring the dependent variables--overall favorability rating and purchase intention.

Dependent variables

The following items were indexed to measure the favorability toward the advertisements: (1) The color of this advertisement is comfortable to look at; (2) The design of this advertisement is eye-catching; (3) The layout (i.e., the placement of pictures and text) of this advertisement is very well done; (4) The spokesperson in this advertisement is attractive; (5) I like the spokesperson after seeing the advertisement; (6) The spokesperson matches well with the brand; (7) The spokesperson looks credible; (8) Overall, after looking at the advertisement, I begin to like this brand. Responses to these questions were measured on a 5-point Likert scale where: 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; and 5=strongly agree. The Cronbach’s alpha reliability for the eight items was 0.92.

Purchase intention measures were adopted from Kamins (1990), Atkins and Blok (1983), Kahle and Homer (1985), Smith and Swinyard (1983), and Haubl (1996). This study asked a general question first: “Imagine you are about to buy a new hand liquid soap/laptop computer shown on the advertisements. To what degree would each of the following statements about the new model apply to yourself?” After that, five separate statements were given to the subjects: (1) I will request information on the new model; (2) I would like to test the laptop computer/liquid hand soap; (3) The purchase of advertised laptop computer/liquid hand soap would be a wise decision; (4) The advertisement has increased the possibility that I would consider buying the product in the future; and (5) I will purchase a liquid hand
soap/laptop computer next time an opportunity to do so presents itself. Responses to these questions were measured on a 5-point Likert scale where: 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; and 5=strongly agree. The Cronbach’s alpha reliability for the five items was 0.85.
Chapter 4 RESULTS AND ANALYSIS

Congruence of spokesperson-audience nationality

Independent samples T-tests were conducted to test differences in favorability ratings toward the advertisement (H1) and purchase intention (H2) between the congruent and incongruent groups in terms of spokesperson-audience nationality. As Table 2 shows, in the advertisements for laptop computers, no significant difference was found between the congruent group (Chinese spokesperson-Chinese audience) and incongruent group (American spokesperson-Chinese audience) in terms of overall favorability toward the advertisements (t=0.23, p=0.82) and in purchase intention (t=0.2, p=0.83). In the advertisements for liquid hand soap, the difference between the congruent and incongruent groups was significant for both overall favorability toward advertisements (t=5.63, p<0.001) and purchase intention (t=3.68, p<0.001). These indicate that the Chinese students showed higher favorability toward the advertisements with Chinese spokespersons (mean=3.23, SD=0.62 for laptop, mean=4.23, SD=0.38 for hand soap) than with the American spokespersons (mean=2.94, SD=0.49). They also showed higher purchase intention for the products advertised by Chinese spokespersons (mean=3.06, SD=0.66 for laptop, mean=3.75, SD=0.53) than by American spokespersons (mean=2.96, SD=0.72 for laptop, mean=2.46, SD=0.75 for hand soap). Thus, Hypothesis 1 and Hypothesis 2 were supported for the low-involvement product (liquid hand soap), but not supported for the high-involvement product (laptop computer).

Congruence of spokesperson-brand nationality

Independent samples tests were also conducted to test differences in favorability toward advertisement (H3) and purchase intention (H4) between the congruent and incongruent group in terms of spokesperson-audience nationality. As Table 3 shows, for laptop computers, there was a significant difference between the congruent group (Chinese
Table 2. Independent sample t-tests for overall favorability and purchase intention by spokesperson-subject congruence

<table>
<thead>
<tr>
<th>Dependent variables</th>
<th>Congruent group</th>
<th>Incongruent group</th>
<th>t-value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall favorability toward advertisements</td>
<td>3.05 (.74)</td>
<td>3.01 (.77)</td>
<td>.23</td>
<td>86</td>
<td>.82</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>2.84 (.77)</td>
<td>2.80 (.77)</td>
<td>.22</td>
<td>86</td>
<td>.83</td>
</tr>
</tbody>
</table>

**Laptop computer**

<table>
<thead>
<tr>
<th>Dependent variables</th>
<th>Congruent group</th>
<th>Incongruent group</th>
<th>t-value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall favorability toward advertisements</td>
<td>3.91 (.73)</td>
<td>3.05 (.70)</td>
<td>5.6</td>
<td>86</td>
<td>.000***</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>3.40 (.77)</td>
<td>2.80 (.78)</td>
<td>3.68</td>
<td>86</td>
<td>.000***</td>
</tr>
</tbody>
</table>

**Liquid hand soap**

* <0.05
** <0.01
*** <0.001

spokesperson-Chinese brand and American spokesperson-American brand) and the incongruent group (Chinese spokesperson-American brand and American spokesperson-Chinese brand) in overall favorability toward the advertisements (t=2.29, p<0.05), and in purchase intention (t=2.57, p<0.05). For liquid hand soap, the difference between the congruent and incongruent group was not significant for either overall favorability toward advertisements (t=1.23, p=0.222) or purchase intention (t=0.10, p=0.919). Thus, the Chinese
students showed higher favorability toward the advertisements with spokesperson-brand congruence (mean=3.23, SD=0.62 for laptop, mean=4.23, SD=0.38 for hand soap) than with the ads that have spokesperson-brand incongruence (mean=2.85, SD=0.83, for laptop, mean=3.17, SD=0.86 for hand soap). They also showed higher purchase intentions for the products that displayed spokesperson-brand congruence (mean=3.06, SD=0.66 for laptop, mean=3.75, SD=0.53 for hand soap) in these ads than that the materials with spokesperson-brand incongruence (mean=2.59, SD=0.82 for laptop, mean=3.02, SD=0.82 for hand soap). Hypothesis 3 and Hypothesis 4 were thus supported for the high-involvement product (laptop computer), but not supported for the low-involvement product (liquid hand soap).

**Interaction of spokesperson-audience congruence and spokesperson-brand congruence**

A one-way ANOVA test was conducted to determine the interaction effect on audience’s overall favorability toward advertisements and purchase intention by the combination of spokesperson-audience congruence and spokesperson-brand congruence (See Table 4).

The Chinese students’ overall favorability toward the advertisement showed no significant difference for the ads in laptop computers (F=0.93, p=0.43), but there was significant different for the liquid hand soap ads (F=15.13, p<0.001). Hypothesis 5 was therefore supported for the low-involvement product (liquid hand soap), but not for the high-involvement product (laptop computer).

On purchase intention, the difference was weak for laptop computer (F=2.21, p=0.092). However, it could be significant if the confidence level is lowered to 90 percent instead of 95 percent. For liquid hand soap, there was a significant difference on consumers’ purchase intention of the product (F=12.96, p<0.001). Hypothesis 6 was thus supported for the low-involvement product (liquid hand soap), and for the high-involvement product (laptop computer) based on a significance level of 0.05.
Combine the effects of spokesperson-brand congruence and spokesperson-audience congruence shows that spokesperson-audience congruence had a more significant effect on the two dependent variables than spokesperson-brand congruence. The same in interaction effect has been found for the low-involvement product (liquid hand soap). For the high-involvement product (laptop computer), however, the impact was produced by a mixture of effects of the two types of congruence, especially for purchase intention.
Table 3. Independent samples t-tests for overall favorability and purchase intention by spokesperson-brand congruence

<table>
<thead>
<tr>
<th>Dependent variables</th>
<th>Congruent group</th>
<th>Incongruent group</th>
<th>t-value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall favorability toward advertisements:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Laptop computer</strong></td>
<td>3.20 (.68)</td>
<td>2.85 (.79)</td>
<td>2.29</td>
<td>86</td>
<td>.025*</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>3.01 (.69)</td>
<td>2.60 (.81)</td>
<td>2.57</td>
<td>86</td>
<td>.012*</td>
</tr>
<tr>
<td><strong>Liquid hand soap</strong></td>
<td>3.59 (.78)</td>
<td>3.37 (.88)</td>
<td>1.23</td>
<td>86</td>
<td>.22</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>3.11 (.91)</td>
<td>3.09 (.74)</td>
<td>.10</td>
<td>86</td>
<td>.92</td>
</tr>
</tbody>
</table>

*<0.05
Table 4. One-way ANOVA for overall favorability and purchase intention by combination of two congruence types

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>S.D.</th>
<th>F</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Laptop</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall favorability</td>
<td>2.83</td>
<td>.72</td>
<td>.93</td>
<td>3</td>
<td>.43</td>
</tr>
<tr>
<td>toward advertisements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. sp-C. br.</td>
<td>2.70</td>
<td>.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.sp.-A. br.</td>
<td>2.43</td>
<td>.87</td>
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<td></td>
</tr>
<tr>
<td>C. sp.-A. br.</td>
<td>2.62</td>
<td>.86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase intention</td>
<td>3.06</td>
<td>.66</td>
<td>2.21</td>
<td>3</td>
<td>.09</td>
</tr>
<tr>
<td>C. sp-C. br.</td>
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<td></td>
</tr>
<tr>
<td>A.sp.-A. br.</td>
<td>2.96</td>
<td>.72</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>C. sp.-A. br.</td>
<td>2.59</td>
<td>.83</td>
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</tr>
<tr>
<td>A.sp.-C. br.</td>
<td>2.62</td>
<td>.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Liquid hand soap</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall favorability</td>
<td>3.91</td>
<td>.60</td>
<td>15.13</td>
<td>3</td>
<td>.000***</td>
</tr>
<tr>
<td>toward advertisements</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. sp-C. br.</td>
<td>2.35</td>
<td>.57</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>A.sp.-A. br.</td>
<td>3.05</td>
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</tr>
<tr>
<td>C. sp.-A. br.</td>
<td>2.76</td>
<td>.99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase intention</td>
<td>3.75</td>
<td>.53</td>
<td>12.96</td>
<td>3</td>
<td>.000***</td>
</tr>
<tr>
<td>C. sp-C. br.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.sp.-A. br.</td>
<td>2.47</td>
<td>.75</td>
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<tr>
<td>C. sp.-A. br.</td>
<td>3.03</td>
<td>.83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.sp.-C. br.</td>
<td>3.15</td>
<td>.66</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes: C. sp-C. br. (Chinese spokesperson-Chinese brand); A.sp.-A. br. (American spokesperson-American brand) C. sp.-A.br. (Chinese spokesperson-American brand) A.sp.-C. br. (American spokesperson-Chinese brand)

◦ <0.10.

***<0.001
Chapter 5 DISCUSSION AND CONCLUSIONS

The study demonstrated the effects of two types of congruence, spokesperson-subject congruence and spokesperson-brand congruence on consumers’ overall favorability toward the advertisements and their product purchase intention. Then, the interaction effect of the two types of congruence was tested. The results suggest that spokesperson-audience congruence works for low-involvement products (liquid hand soap) only, while spokesperson-brand congruence works only for high-involvement products (laptop computer). A significant interaction effect of the two types of congruence was found for the low-involvement product (liquid hand soap), but not for the high-involvement product (laptop computer).

Hypotheses 1 and 2 posited that the congruence of spokesperson and audience nationality is positively related to the expressed favorability toward the advertisements and purchase intention. The results showed that matching the spokesperson’s nationality and the subjects’ nationality works for the low-involvement product (liquid hand soap), but not for the high-involvement product (laptop computer).

This difference found between the two product types may suggest that the quality of the products plays an important role on audiences’ overall favorability and their intention to purchase the advertised product. A laptop computer is a high-involvement product which requires more effort in information collection and assessment. Because the cost of purchasing such high involvement product is high, consumers are likely to be more careful in making buying decisions. In this case, therefore, it is difficult for a single advertisement to greatly influence favorability or intention to purchase, even if the spokesperson is from the same country as the consumers. Consumers will find the information they gathered on the laptop more credible than how was promoted on the advertisement.

Liquid hand soap, on the other hand, is a low involvement product which does not
require much information processing and buying effort. If consumers are not satisfied with the hand soap, they can easily afford a new one. The cost for such a low involvement product is much lower than the high involvement product. Therefore, consumers do not care much about the product itself. In this case, the advertisement may affect consumers’ decision-making. A spokesperson of the same nationality may look more attractive to the consumers, so that favorability and purchase intention generated by spokesperson-subject congruent advertisements could be significantly different from those of the incongruent ones.

Previous studies have also supported the effect of congruence between spokesperson and audiences in a number of ways. Hoeken and Korzilius (2003) employed “nationality” congruence to find great differences between Chinese and Americans in their understanding of personal freedom. Johansson, Douglas and Nonaka (1985) found differences in country stereotyping by nationality. A similar study by Ahmed, Johnson, Chew, Tan and Ang (2002) also suggests there is a relationship between country-of-origin and consumers’ perceptions of product quality, their attitudes and purchase intentions toward a service-industry brand. However, the effects of this congruence were tested only on a single concept or service. Product types have not been paid much attention in previous literature. The results of the current study indicate that the spokesperson-audience congruence still works, but the effects are different by product types—not significant for the high involvement product (laptop computer) but significant for low involvement product (liquid hand soap).

Hypotheses 3 and 4 proposed that the congruence of nationality between spokesperson and brand is positively related to the overall favorability toward the advertisements and product purchase intention. In this study, spokesperson-brand congruence was found to work for the high involvement product (laptop computer), but not for the low involvement product (liquid hand soap).

The difference can be explained by the consumers’ determination of who can provide
or help them find the necessary information. When consumers have no access to the actual high involvement products and get information only from advertisements, the similarity (in this study, in terms of nationality) between the brand and the spokesperson may play an important role. The spokesperson, in this case, may increase the attractiveness and credibility of the product when the spokesperson’s and the product’s nationality matches. For example, consumers may put more trust on an advertisement of a Chinese brand laptop computer endorsed by a Chinese spokesperson because they may think that the Chinese spokesperson knows better than an American spokesperson about the product that is originated from their own country. The consumers, then, give more credit to the nationally-congruent spokesperson of a high involvement product.

Liquid hand soap, on the other hand, is low-involvement product. The consumers may not care whether information about this product comes from a Chinese spokesperson or an American spokesperson. They may purchase any kind of liquid hand soap, not matter the nationality of the spokesperson. A wrong decision can be easily remedied by trying another one. For low involvement products, therefore, consumers are not likely to give much credit to the spokesperson. As a result, the spokesperson-brand congruence does not have a significant effect on consumers’ purchasing behavior.

Other researchers have also explained the effect of spokesperson-product/brand congruence. Misra and Beatty (1990) found that the recall of advertisements and attitudes toward the advertisements improved when there was congruence between the endorser and the brand name, which supports the findings of the current study. However, the current study found that the effect of spokesperson-brand congruence works differently by product types. This suggests that the matching concept exerts limited influence based on product types, although the spokesperson and brand are congruent.
Hypotheses 5 and 6 tested the interaction effects of the two types of congruence—spokesperson-subject congruence and spokesperson-brand congruence. The findings suggest that the interaction effect works for low-involvement products (liquid hand soap) on both overall favorability and purchase intention, but not for high involvement products (laptop computer) on overall favorability and weak for purchase intention. Thus, the interaction effect is cancelled out.

**Limitations and future study**

Experimental designs are often criticized for their artificiality, for being prone to experimenter bias, and for their limited scope (Wimmer and Dominick, 2003). This study’s small sample size limits the generalizability of the findings from the experiments.

The experiment employed a 2x2 factorial design, creating four types of advertisements. However, only two groups were recruited instead of four due to the difficulty in getting more students involved. If the experimenter divided the subjects into four groups, about only 11 participants in each group will be placed. The size is definitely smaller than the required minimum of 15 members per group on experimental designs. As a result, each group was exposed to two types of advertisements, and then a between-group and within-group comparisons were artificially made. Future studies could recruit more subjects to establish four groups and conduct between-group comparisons only.

In addition, there is a threat to validity and reliability of the experiment results due to the subjects’ repetitive exposure to similar advertisements and questions. The design of the advertisements was manipulated so that they are similar in color, type application and layout to control for advertisement appearance and style. The questions on each questionnaire were also similar except for the changes in spokesperson, brand and product type. The repetitive exposure to similar advertisements and questions may have sensitized the subjects. Future studies could minimize this internal threat by creating more groups, so that each group will
be exposed to fewer advertisements. In this way, the effects of sensitization of can be controlled.

Another confounding factor could be brand loyalty of consumers. Assume in the case of using real products and brands, consumers may have a particular attitude toward certain product and brand, and therefore form a kind of loyalty to the brand and product. There could be some baseline measures to test the subjects’ general attitude toward certain products or brands before the experiment in the current study. And then, there could be a comparison of attitude toward certain brands and products before subjects’ exposure to the stimuli and after their exposure to the stimuli. Future study could employ brand loyalty as a powerful factor to study the persuasive effects of advertisements.

The subjects are exclusively Chinese students, which limited comparisons with consumers from other cultural backgrounds. Future studies can engage two consumer groups, such as Chinese and American consumers, to cross-check the effects of congruence. In addition, the sample characteristics may have been biased. The subjects are all students who are keen on analyzing advertising trends compared to other audience segments. All of them have been living in the U.S. for about two years on average. Their income, living conditions and the degree of adaptation to American culture would be different from those without such experiences. Therefore, their responses to the stimuli may be different from the general Chinese consumers in China. The above limitations pose a certain level of threat to the validity of the findings. As a result, this study expects response bias from a non-representative sample of Chinese audiences.

Futures studies could employ a larger sample size from China, and compare the results between consumers in different population segments by social and economic status. For example, a comparison could be conducted between young people and those bringing to the older generation, because these two segments may have different attitudes toward foreign
brands. Young people may be more adaptive to newly-emerging products and ideas, such as foreign brands, and are more likely to try them than their older counterparts, who may be more conservative and cautious in trying foreign brands. Another comparison could be made between Chinese students living in the U. S. and those living in China. This comparison may ascertain the attitudes of these two groups due to the differences in living environments. Chinese students in the U. S. have more opportunities to be exposed to foreign brands and advertisements than Chinese students living in China. This difference in living environments may play an important role in their attitudes toward foreign brands and advertisements. A third comparison could be made between Chinese students and the general consuming public (non-student group). The rationale for this comparison is that the students may be keener to follow, analyze and accept foreign brands than the general public.

Additionally, more product types based on the FCB grid could be used in the experiment. In the current study, the researcher employed only two types of products (high-involvement and low-involvement products). The foregoing literature also reviewed the effects of involvement on consumers’ attitude toward products and their purchase intention from other perspectives by using Elaboration Likelihood Model (central and peripheral routes) and message framing model. Future studies could examine the same hypotheses on, for example, rational-driven vs. emotion-driven types of products of FCB grid, as well as the perspectives mentioned in the foregoing literature.

A final point is about the types of advertisements. The current study used print advertisements only as stimuli, which is displayed on a two-dimensional and sound-free space. Future study could target at media advertisements, such as TV commercials and Internet interactive commercials. For example, under TV commercials, language could become another factor of congruence, i.e. the language spoken by the spokesperson and by the audiences.
The findings of this study suggest that the matching concept does work, as many studies, but the effect of matching is limited by product type. This study provides insights for advertising professionals in designing advertising strategies. International advertising agencies should consider cultural background as an important factor in developing advertising strategies. Specifically, they should take a closer look at whether culturally-congruent or incongruent spokespersons should be used for certain advertisements. In addition, congruence of cultural background is affected by product types. Advertising agencies can therefore consider employing spokesperson-audience congruence for low-involvement products in order to bring out the similarity between the spokesperson and targeted consumers. For high-involvement products, spokesperson-brand congruence could be applied so that the congruence effect could give more credit to the products.
REFERENCES


Research, 27 (3), 24-38.


Appendix I: EXPERIMENTAL STIMULI

American spokesperson—American brand liquid hand soap
American spokesperson—American brand laptop computer
朝阳®

英特尔® 奔腾® M ULV 处理器
正版 Windows® XP 家用版
17 英寸宽屏 WXGA+
WUXGA 液晶显示屏

256MB NVIDIA® GeForce™

轻薄多媒体高性能型

Chinese spokesperson—Chinese brand laptop computer
Chinese spokesperson—Chinese brand liquid hand soap
American spokesperson—Chinese brand laptop computer
Rich with plant essence

ZhiYan®

Fresh
Natural
Healthy

American + Chinese brand liquid hand soap
Chinese spokesperson—American brand laptop computer

英特尔® 酷睿™ 双核处理器
正版 Windows® XP 家用版 SP2
15.4 英寸宽屏 WXGA
英特尔® 图形媒体加速器（GMA）

多媒体性能与移动性的完美组合

Chinese + American brand laptop computer
Chinese spokesperson—American brand liquid hand soap
Appendix II. QUESTIONNAIRES

Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

Eco® liquid hand soap is developed and produced by R&G Corporation, an American company. The product was launched into market at the beginning of the year 2006. In order to make the new product look more international and get a market share in the Chinese market, R&G Corporation has invited an American model—Ms. Green, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is: ( ) Chinese ( ) American
(2) The gender of the spokesperson is: ( ) Female ( ) Male
(3) The liquid hand soap is: ( ) Chinese brand ( ) American brand
(4) The brand of the liquid hand soap is: ( ) ZhiYan® ( ) Eco®

Part II.
(5) The color of this advertisement is comfortable to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(8) The spokesperson in this advertisement is attractive;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(9) I like the spokesperson after seeing the advertisement;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand;
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(11) The spokesperson looks credible.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(Please continue on the next page, thanks!)
Part III.

Imagine you are about to buy a bottle of Eco® liquid hand soap presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—Eco®;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(14) I would like to test use this liquid hand soap;</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>(15) The purchase of Eco® liquid hand soap would be a wise decision;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Eco® liquid hand soap in the future;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Eco® liquid hand soap next time when I see it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

Aspiron® laptop computer is developed by Magna Co., an American company, and launched into market at the beginning of the year 2006. In order to promote this laptop computer into the Chinese market, Magna Co., has invited Mr. William Stock, an American model, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is: ( ) Chinese ( ) American
(2) The gender of the spokesperson is: ( ) Female ( ) Male
(3) The laptop computer is: ( ) Chinese brand ( ) American brand
(4) The brand of the laptop computer is: ( ) Zhaoyang® ( ) Aspiron®

Part II.
(5) The color of this advertisement is comfortable to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(8) The spokesperson in this advertisement is attractive;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(9) I like the spokesperson after seeing the advertisement;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand;
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(11) The spokesperson looks credible.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(Please continue on the next page, thanks!)
Part III.

Imagine you are about to buy Aspiron® laptop computer presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—Aspiron®;</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>(14) I would like to test use Aspiron® laptop computer;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(15) The purchase of Aspiron® laptop computer would be a wise decision;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Aspiron® laptop computer in the future;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Aspiron® laptop computer next time when I see it.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

Zhanyang® laptop computer is developed by China AOMEI Co., and launched into market at the beginning of the year 2006. In order to promote this laptop computer into market, AOMEI Co., has invited Mr. Zhang Hong, a Chinese model, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is: ( ) Chinese ( ) American
(2) The gender of the spokesperson is: ( ) Female ( ) Male
(3) The laptop computer is: ( ) Chinese brand ( ) American brand
(4) The brand of the laptop computer is: ( ) Zhanyang® ( ) Aspiron®

Part II.
(5) The color of this advertisement is comfortable to eyes.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(8) The spokesperson in this advertisement is attractive.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(9) I like the spokesperson after seeing the advertisement.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(11) The spokesperson looks credible.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
**Part III.**

Imagine you are about to buy *Zhaoyang® laptop computer* presented on the advertisement.

To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—Zhaoyang®;</td>
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<tr>
<td>(14) I would like to test use Zhaoyang® laptop computer;</td>
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<tr>
<td>(15) The purchase of Zhaoyang® laptop computer would be a wise decision;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Zhaoyang® laptop computer in the future;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Zhaoyang® laptop computer next time I see it.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

ZhiYan® is a new brand liquid hand soap produced by Shanghai Jiahua Corporation, and launched into market at the beginning of the year 2006. In order to promote this new liquid hand soap into market, the company has invited Ms. Lee Xiaojie, a Chinese model, as the spokesperson for the product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is:  ( ) Chinese  ( ) American
(2) The gender of the spokesperson is:  ( ) Female  ( ) Male
(3) The liquid hand soap is:  ( ) Chinese brand  ( ) American brand
(4) The brand of the liquid hand soap is:  ( ) ZhiYan®  ( ) Eco®

Part II.
(5) The color of this advertisement is comfortable to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
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   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
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   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand;
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(11) The spokesperson looks credible.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
**Part III.**

Imagine you are about to buy ZhiYan® liquid hand soap presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—ZhiYan®;</td>
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<td></td>
</tr>
<tr>
<td>(14) I would like to test use ZhiYan® liquid hand soap;</td>
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</tr>
<tr>
<td>(15) The purchase of ZhiYan® liquid hand soap would be a wise decision;</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying ZhiYan® liquid hand soap in the future;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase ZhiYan® liquid hand soap next time when I see it.</td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

Zhaoyang® laptop computer is developed by China AOMEI Co., and launched into market at the beginning of the year 2006. In order to make this laptop computer look more international and get a market share more quickly in China, AOMEI Co., has invited Mr. William Stock, an American model, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is: ( ) Chinese ( ) American
(2) The gender of the spokesperson is: ( ) Female ( ) Male
(3) The laptop computer is: ( ) Chinese brand ( ) American brand
(4) The brand of the laptop computer is: ( ) Zhaoyang® ( ) Aspiron®

Part II.
(5) The color of this advertisement is comfortable to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(8) The spokesperson in this advertisement is attractive;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(9) I like the spokesperson after seeing the advertisement;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand;
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(11) The spokesperson looks credible.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
Part III.

Imagine you are about to buy **Zhaoyang® laptop computer** presented on the advertisement.

To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—Zhaoyang®;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(14) I would like to test use Zhaoyang® laptop computer;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(15) The purchase of Zhaoyang® laptop computer would be a wise decision;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Zhaoyang® laptop computer in the future;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Zhaoyang® laptop computer next time when I see it.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

ZhiYan® is a new brand liquid hand soap produced by Shanghai Jinhua Corporation, and launched into market at the beginning of the year 2006. In order to make this new product look more international and get market share more quickly, the company has invited Ms. Kelly Green, an American model, as the spokesperson for the product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
(1) The spokesperson is: ( ) Chinese ( ) American
(2) The gender of the spokesperson is: ( ) Female ( ) Male
(3) The liquid hand soap is: ( ) Chinese brand ( ) American brand
(4) The brand of the liquid hand soap is: ( ) ZhiYan® ( ) Eco®

Part II.
(5) The color of this advertisement is comfortable to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(6) The design of this advertisement is eye-catching;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(8) The spokesperson in this advertisement is attractive;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(9) I like the spokesperson after seeing the advertisement;
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(10) The spokesperson matches well with the brand;
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(11) The spokesperson looks credible.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
(12) Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
Part III.

Imagine you are about to buy ZhiYan® liquid hand soap presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—ZhiYan®;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(14) I would like to test use ZhiYan® liquid hand soap;</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>(15) The purchase of ZhiYan® liquid hand soap would be a wise decision;</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying ZhiYan® liquid hand soap in the future;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase ZhiYan® liquid hand soap next time when I see it.</td>
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</tr>
</tbody>
</table>

THANK YOU VERY MUCH! ^0^
Questionnaire on the Effect of Advertisements Endorsed by Spokesperson

Aspiron® laptop computer is developed by Magna Co., an American company, and launched into market at the beginning of the year 2006. In order to promote this laptop computer into the Chinese market, Magna Co., has invited Mr. Zhang Hong, a Chinese model, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.

(1) The spokesperson is: ( ) Chinese ( ) American

(2) The gender of the spokesperson is: ( ) Female ( ) Male

(3) The laptop computer is: ( ) Chinese brand ( ) American brand

(4) The brand of the laptop computer is: ( ) Zhaoyang® ( ) Aspiron®

Part II.

(5) The color of this advertisement is comfortable to eyes.

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(6) The design of this advertisement is eye-catching.

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(7) The layout (i.e. the placement of pictures and text) of this advertisement is good.

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(8) The spokesperson in this advertisement is attractive;

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(9) I like the spokesperson after seeing the advertisement;

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(10) The spokesperson matches well with the brand;

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(11) The spokesperson looks credible.

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(12) Overall, after looking at the advertisement, I begin to like this brand.

( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
**Part III.**

Imagine you are about to buy *Aspiron® laptop computer* presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
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</tr>
<tr>
<td>(15) The purchase of Aspiron® laptop computer would be a wise decision;</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Aspiron® laptop computer in the future;</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Aspiron® laptop computer next time when I see it.</td>
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</tbody>
</table>

Thank you very much! ^o^
Questionnaire on the Effect of Advertisements Endorsed by Eco®

Eco® liquid hand soap is developed and produced by R&G Corporation, an American company. The product was launched into market at the beginning of the year 2006. In order to promote this liquid hand soap into the Chinese market, R&G Corporation has invited a Chinese model—Ms. Lee Xiaoji, to be the spokesperson of this new product.

Please answer the following questions by marking an “X” in the bracket for Part I and Part II.

Part I.
1. The spokesperson is: ( ) Chinese ( ) American
2. The gender of the spokesperson is: ( ) Female ( ) Male
3. The liquid hand soap is: ( ) Chinese brand ( ) American brand
4. The brand of the liquid hand soap is: ( ) ZhiYan® ( ) Eco®

Part II.
5. The color of this advertisement is comforting to eyes.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
6. The design of this advertisement is eye-catching:
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
7. The layout (i.e. the placement of pictures and text) of this advertisement is good.
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
8. The spokesperson in this advertisement is attractive:
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
9. I like the spokesperson after seeing the advertisement:
   ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
10. The spokesperson matches well with the brand:
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
11. The spokesperson looks credible:
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree
12. Overall, after looking at the advertisement, I begin to like this brand.
    ( ) 1=strongly disagree; ( ) 2=disagree; ( ) 3=neutral; ( ) 4=agree; ( ) 5=strongly agree

(Please continue on the next page, thanks!)
Part III.

Imagine you are about to buy Eco® liquid hand soap presented on the advertisement. To what degree would each of the following statements about the new brand apply to yourself?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13) I will request information on this new brand—Eco®;</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(14) I would like to test use Eco® liquid hand soap;</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(15) The purchase of Eco® liquid hand soap would be a wise decision;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16) The advertisement has increased the possibility that I would consider buying Eco® liquid hand soap in the future;</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(17) I will purchase Eco® liquid hand soap next time when I see it.</td>
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</tbody>
</table>

Thank you very much! ^o^
Appendix III. INVITATION EMAIL

The recruit email address will be China-lianvi@iastate.edu.

E-mail message:

Hello, dear friends!

This is Mingxue Lu, a graduate student in Greenlee School of Journalism and Communication. I am currently doing my thesis research on advertising effects. This research examines how Chinese consumers respond to different types of advertisements endorsed by models from different cultures. I would like to ask you to participate in my research. The procedure is simple: I will show you four advertisements by a projector and then ask for your thoughts or reactions on the advertisements. The estimated time for your participation is around 20 minutes. The location is in a classroom of Greenlee School of Journalism and Communication.

Your participation in this study is completely voluntary and you may refuse to participate or leave the study at any time. If you decide to not participate in the study or leave the study early, it will not result in any penalty or loss of benefits to which you are otherwise entitled.

To ensure confidentiality to the extent permitted by law, the following measures will be taken. Subjects will be used on forms instead of their name. The researcher and the POS committee members will have access to study records and all the records will be kept in a locked filing cabinet. The duration of time the data will be retained before erasure or destruction is about a year. If the results are published, your identity will remain confidential.

I would be very much appreciated for your help and participation. Please respond to this email or call 515-450-9241 if you would like to join the research. Food and beverage will be served as appreciation for your cooperation.

Thank you very much! Have a nice day!

Best regards

Mingxue Lu
Appendix IV. FLIER OF INVITATION

Welcome to Mingxue’s Thesis Research

Advertising effects:
Chinese consumers’ response to advertisements endorsed by models from different cultures

Where: Hoover Hall, Room 1322
When: Sept. 8 (Firday)
Choose from 12:00 p.m. or 12:30 p.m.
About 20 minutes

Food and beverage will be provided!!!

Please drop me a message if you can come, thanks!
Feel free to contact me for details: Mingxue Lu: 515-450-9241; lumx@iastate.edu

Come and Be a Part of It!
Appendix V. IRB FORMS

INFORMED CONSENT DOCUMENT

Title of Study: The effects of advertisements using the endorsements of culturally-congruent spokesperson on consumer attitude and purchase intention

Investigators: Mingxue Lu

This is a research study. Please take your time in deciding if you would like to participate. Please feel free to ask questions at any time.

INTRODUCTION

The purpose of this study is to learn more about Chinese consumers' attitude toward advertisements endorsed by spokespersons within different cultural background, and their intention to purchase the advertised products after watching these advertisements. You are invited to participate in this study because you are all Chinese students and have had the experience in watching endorsed advertisements.

DESCRIPTION OF PROCEDURES

If you agree to participate in this study, your participation will last for about 20 minutes, during which time you will be invited to a classroom in Greenlce School, shown four advertisements and asked to answer a questionnaire. During the study you may expect the following study procedures to be followed. You will be exposed to four colorful print advertisements separately by a projector, and then asked to answer a questionnaire after each advertisement. You may skip any question that you do not wish to answer or that makes you feel uncomfortable.

RISKS

There are no foreseeable risks at this time from participating in this study.

BENEFITS

If you decide to participate in this study there may be no direct benefit to you. It is hoped that the information gained in this study will benefit society by providing more information for market research and pre-market forecasting.

COSTS AND COMPENSATION

You will not have any costs from participating in this study except your 20-minute time period. You will be compensated for participating in this study after finish answering the questionnaires.

PARTICIPANT RIGHTS

Your participation in this study is completely voluntary and you may refuse to participate or leave
the study at any time. If you decide to not participate in the study or leave the study early, it will not result in any penalty or loss of benefits to which you are otherwise entitled.

CONFIDENTIALITY

Records identifying participants will be kept confidential to the extent permitted by applicable laws and regulations and will not be made publicly available. However, federal government regulatory agencies and the Institutional Review Board (a committee that reviews and approves human subject research studies) may inspect and/or copy your records for quality assurance and data analysis. These records may contain private information.

To ensure confidentiality to the extent permitted by law, the following measures will be taken. Subjects will be used on forms instead of their name. The researcher and her POS committee members will have access to study records and all the records will be kept in a locked filing cabinet. The duration of time the data will be retained before erasure or destruction is about a year. If the results are published, your identity will remain confidential.

QUESTIONS OR PROBLEMS

You are encouraged to ask questions at any time during this study.

- For further information about the study contact Mingxue Lu (515)459-9241, lmux@iastate.edu, and Dr. Suman Lee (515)294-0496, smlee@iastate.edu

- If you have any questions about the rights of research subjects or research-related injury, please contact the IRB Administrator, (515) 294-4566, aasing@iastate.edu, or Diane Ament, Director, Office of Research Assurance (515) 294-3115, danent@iastate.edu.

*****************************************************************************

PARTICIPANT SIGNATURE

Your signature indicates that you voluntarily agree to participate in this study, that the study has been explained to you, that you have been given the time to read the document and that your questions have been satisfactorily answered. You will receive a copy of the written informed consent prior to your participation in the study.

Participant’s Name (printed) ____________________________

(Participant’s Signature) ____________________________ (Date)
INVESTIGATOR STATEMENT

I certify that the participant has been given adequate time to read and learn about the study and all of their questions have been answered. It is my opinion that the participant understands the purpose, risks, benefits and procedures that will be followed in this study and has voluntarily agreed to participate.

(Signature of Person Obtaining Informed Consent)   (Date)
DATE: August 16, 2006

TO: Mingxue Lu
    412 E. 6th Street, Apt. 6, Ames, IA 50010

CC: Dr. Suman Lee
    204A Hamilton Hall

FROM: Jan Canny, IRB Administrator
      Office of Research Assurances

SUBJECT: IRB ID 06-374

The Institutional Review Board (IRB) Chair has reviewed the project, "Effects of advertisements endorsed by culturally-congruent spokespersons on consumers' attitude and purchase intention" and has declared the study exempt from the requirements of the human subject protections regulations as described in 45 CFR 46.101(b) (2). The applicable exemption category is provided below for your information. Please note that you must submit all research involving human participants for review by the IRB. Only the IRB may make the determination of exemption, even if you conduct a study in the future that is exactly like this study.

The IRB determination of exemption means that this project does not need to meet the requirements from the Department of Health and Human Service (DHHS) regulations for the protection of human subjects, unless required by the IRB. We do, however, urge you to protect the rights of your participants in the same ways that you would if the project was required to follow the regulations. This includes providing relevant information about the research to the participants.

Because your project is exempt, you do not need to submit an application for continuing review. However, you must carry out the research as proposed in the IRB application, including obtaining and documenting (signed) informed consent if you have stated in your application that you will do so or if required by the IRB.

Any modification of this research should be submitted to the IRB on a Continuation and/or Modification form, prior to making any changes, to determine if the project still meets the Federal criteria for exemption. If it is determined that exemption is no longer warranted, then an IRB proposal will need to be submitted and approved before proceeding with data collection.

Exempt Categories

(2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless: (i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the human subjects' responses outside the research
ISU NEW HUMAN SUBJECTS REVIEW FORM

SECTION I: GENERAL INFORMATION

Principal Investigator (PI): Mingxue Lu
Phone: 515-450-9241
Fax: n/a

Degrees: Master of Science
Correspondence Address: 412 E 6th Street, Apt #6, Ames, IA, 50010

Department: Greenlee School of Journalism and Communication
Email Address: lumx@iastate.edu

Center/Institute: Greenlee School of Journalism and Communication
College: Liberal Arts and Science

PI Level: [ ] Faculty [ ] Staff [ ] Postdoctoral [x] Graduate Student [ ] Undergraduate Student

Title of Project: Effects of advertisements endorsed by culturally-congruent spokespersons on consumers’ attitude and purchase intention

Project Period (Include Start and End Date): [mm/dd/yy] (08/21/2006) to [mm/dd/yy] (08/08/2007)

FOR STUDENT PROJECTS

Name of Major Professor/Supervising Faculty: Dr. Suman Lee
Phone: 515-294-0496
Campus Address: Rm. 204A, Hamilton Hall
Department: Greenlee School of Journalism and Communication
Email Address: smlee@iastate.edu

Type of Project: (check all that apply)

☐ Research [x] Thesis
☐ Independent Study (490, 590, Honors project)
☐ Dissertation
☐ Other. Please specify: 

KEY PERSONNEL

List all members and relevant experience of the project personnel. This information is intended to inform the committee of the training and background related to the specific procedures that the each person will perform on the project.

<table>
<thead>
<tr>
<th>NAME &amp; DEGREE(S)</th>
<th>SPECIFIC DUTIES ON PROJECT</th>
<th>TRAINING &amp; EXPERIENCE RELATED TO PROCEDURES PERFORMED, DATE OF TRAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mingxue Lu, Master of Science</td>
<td>researcher</td>
<td>April 26, 2005</td>
</tr>
</tbody>
</table>

Add New Row

Research Assurances 12/01/2005
FUNDING INFORMATION

| Internally funded, please provide account number: $200 from Greenlee School of Journalism and Communication |
| Externally funded, please provide funding source and account number: |
| Funding is pending please provide OSPA Record ID on GoldSheet: |
| Title or GoldSheet if Different Than Above: |
| Other e.g., funding will be applied for later: |

SCIENTIFIC REVIEW

Although the assurance committees are not intended to conduct peer review of research proposals, the federal regulations include language such as “consistent with sound research design,” “rationale for involving animals or humans” and “scientifically valuable research,” which requires that the committees consider in their review the general scientific relevance of a research study. Proposals that do not meet these basic tests are not justifiable and cannot be approved. If an assurance review committee(s) has concerns about the scientific merit of a project and the project was not competitively funded by peer review or was funded by corporate sponsors, the project may be referred to a scientific review committee. The scientific review committee will be ad hoc and will consist of your ISU peers and outside experts as needed. If this situation arises, the PI will be contacted and given the option of agreeing that a consultant may be contacted or withdrawing the proposal from consideration.

☐ Yes ☒ No Has or will this project receive peer review?

If the answer is “yes,” please indicate who did or will conduct the review:

If a review was conducted, please indicate the outcome of the review:

NOTE: RESPONSE CELLS WILL EXPAND AS YOU TYPE AND PROVIDE SUFFICIENT SPACE FOR YOUR RESPONSE.

COLLECTION OR RECEIPT OF SAMPLES

Will you be: (Please check all that apply.)

☐ Yes ☒ No Receiving samples from outside of ISU? See examples below.
☐ Yes ☒ No Sending samples outside of ISU? See examples below.

Examples include: genetically modified organisms, body fluids, tissue samples, blood samples, pathogens.

If you will be receiving samples from or sending samples outside of ISU, please identify the name of the outside organization(s) and the identity of the samples you will be sending or receiving outside of ISU:

Please note that some samples may require a USDA Animal Plant Health Inspection Service (APHIS) permit, a USDA Centers for Disease Control and Prevention (CDC) Import Permit for Etiologic Agents, a Registration for Select Agents, High Consequence Livestock Pathogens and Toxins or Listed Plant Pathogens, or a Material Transfer Agreement (MTA) (http://www.ehs.iastate.edu/bs/shipping.htm).

SECTION II: APPLICATION FOR INSTITUTIONAL REVIEW BOARD (IRB) APPROVAL

Research Assurances 12/01/2005
**SECTION III: ENVIRONMENTAL HEALTH AND SAFETY INFORMATION (EH&S)**

☐ Yes ☒ No  Does this project involve laboratory chemicals, human cell lines or tissue culture (primary or immortalized), or human blood components, body fluid or tissues? If the answer is “no” is checked you will automatically move to a question regarding the involvement of radiation producing devices in your project.

**ASSURANCE**

- I certify that the information provided in this application is complete and accurate and consistent with any proposal(s) submitted to external funding agencies.
- I agree to provide proper surveillance of this project to ensure that the rights and welfare of the human subject or welfare of animal subjects are protected. I will report any problems to the appropriate assurance review committee(s).
- I agree that I will not begin this project until receipt of official approval from all appropriate committee(s).
- I agree that modifications to the originally approved project will not take place without prior review and approval by the appropriate committee(s), and that all activities will be performed in accordance with all applicable federal, state, local and Iowa State University policies.

**CONFLICT OF INTEREST**

A conflict of interest can be defined as a set of conditions in which an investigator’s or key personnel’s judgment regarding a project (including human or animal subject welfare, integrity of the research) may be influenced by a secondary interest (e.g., the proposed project and/or a relationship with the sponsor). ISU’s Conflict of Interest Policy requires that investigators and key personnel disclose any significant financial interests or relationships that may present an actual or potential conflict of interest. By signing this form below, you are certifying that all members of the research team, including yourself, have read and understand ISU’s Conflict of Interest policy as addressed by the ISU Faculty Handbook [http://www.provost.iastate.edu/faculty](http://www.provost.iastate.edu/faculty) and have made all required disclosures.

☐ Yes ☒ No  Do you or any member of your research team have an actual or potential conflict of interest?

☐ Yes ☒ No  If yes, have the appropriate disclosure form(s) been completed?

**SIGNATURES**

Signature of Principal Investigator: [Signature]
Date: 08/02/2006

Signature of Department Chair: [Signature]
Date: 08/02/2006

PLEASE NOTE: Any changes to an approved protocol must be submitted to the appropriate committee(s) before the changes may be implemented.

Please proceed to SECTION II.
SECTION II: IRB SECTION - STUDY SPECIFIC INFORMATION

STUDY OBJECTIVES

Briefly explain in language understandable to a layperson the specific aim(s) of the study.

To explore the effects of advertisements endorsed by culturally-congruent and culturally incongruent spokespersons. Culturally-congruent in this study means that the subjects and spokespersons are of the same nationality. Culturally incongruent in this study means that the subjects and spokespersons are of different nationality. In this current study, the subjects are all Chinese students, and the spokespersons are two Chinese and two Americans. It is expected the subjects will have different responses on advertisements with Chinese spokespersons and American spokespersons.

BENEFIT

Explain in language understandable to a layperson how the information gained in this study will benefit participants or the advancement of knowledge, and/or serve the good of society.

This study will help advertising professionals learn how to design effective advertisements in a global market when taking cultural differences into consideration. For example, the study will help American companies understand how to design effective advertisements by engaging Chinese/American spokespersons for certain products, and promote their products effectively in Chinese market.

PART A: PROJECT INVOLVEMENT

1) ☐ Yes ☒ No Is this project part of a Training, Center, Program Project Grant?
   Director Name: ________________________________ Overall IRB ID:

2) ☒ Yes ☐ No Is the purpose of this project to develop survey instruments?
3) ☐ Yes ☒ No Does this project involve an investigational new drug (IND)? Number:
4) ☐ Yes ☒ No Does this project involve an investigational device exemption (IDE)? Number:
5) ☐ Yes ☒ No Does this project involve existing data or records?
6) ☒ Yes ☐ No Does this project involve secondary analysis?
7) ☐ Yes ☒ No Does this project involve pathology or diagnostic specimens?
8) ☐ Yes ☒ No Does this project require approval from another institution? Please attach letters of approval.
9) ☐ Yes ☒ No Does this project involve DEXA/CT scans or X-rays?

PART B: MEDICAL HEALTH INFORMATION OR RECORDS

1) ☐ Yes ☒ No Does your project require the use of a health care provider’s records concerning past, present, or future physical, dental, or mental health information about a subject? The Health Insurance Portability and Accountability Act established the conditions under which protected health information may be used or disclosed for research purposes. If your project will involve the use of any past or present clinical information about someone, or if you will add clinical information to someone’s treatment record (electronic or paper) during the study you must complete and submit the Application for Use of Protected Health Information.

PART C: ANTICIPATED ENROLLMENT

Research Assurances 12/01/2005
Estimated number of subjects contacted to reach required enrollment: 60

<table>
<thead>
<tr>
<th>Number of subjects to be enrolled in the study</th>
<th>Total: 60</th>
<th>Males: 30</th>
<th>Females: 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check if any enrolled subjects are:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Minors (Under 18)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Age Range of Minors:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Pregnant Women/Fetuses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Cognitively Impaired</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Prisoners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check below if this project involves either:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Adults, non-students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Minor ISU students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☒ ISU students 18 and older</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Other (explain)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

List estimated percent of the anticipated enrollment that will be minorities if known:

<table>
<thead>
<tr>
<th>American Indian:</th>
<th>Alaskan Native:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian or Pacific Islander: 100%</td>
<td>Black or African American:</td>
</tr>
<tr>
<td>Latino or Hispanic:</td>
<td></td>
</tr>
</tbody>
</table>

PART D: SUBJECT SELECTION

Please use additional space as necessary to adequately answer each question.

11. Explain the procedures for selecting subjects including any inclusion/exclusion criteria (i.e., Where will the names come from? Will a sample be purchased, will ads, fliers, word of mouth, email list, etc. be used?).

   All the subjects will be reached through an email address: china-lianyi@iastate.edu. This email address is a server email of a university organization—Chinese Students and Scholars Friendship Association (CSSFA), and it is widely, if not all, registered among Chinese students in ISU. Information through this email address can reach most of the Chinese students. With the approval of the CSSFA committee, an invitation letter will be sent to this email address to recruit participants. Responses will be recorded and respondents will be contacted through their email addresses. The target number is at least 60, and ideally half female, half male. If the responses after the first round invitation reaches or exceeds 60, there will be no second round invitation. If not, a second round email invitation will be sent to the same email address. However, if after two email invitations, there are still less than 60 participants, a snowball sample will be taken, i.e., asking the respondents to invite their friends or workmates to participate in the experiment, until the total number reaches 60.

12. Attach a copy of any recruitment telephone scripts or materials such as ad, fliers, e-mail messages, etc. Recruitment material must include a statement of the voluntary and confidential nature of the research. Do not include the amount of compensation, (e.g., compensation available).

Note: Please answer each question. If the question does not pertain to this study, please type not applicable (N/A).

PART E: RESEARCH PLAN

Include sufficient detail for IRB review of this project independent of the grant, protocol, or other documents.

13. Describe the flow of events used in this research protocol. Include information from the first contact with the volunteers to the end of the study. Use a diagram or flow chart if appropriate. Also, include a description of the study procedures or tasks that participants will be exposed to or asked to complete. This information is intended to inform the committee of the procedures used in the study and their potential risk. Please do not respond with “see attached” or “not applicable.”

   The participants of this experiment will be divided into two groups, each group composed of the same number (at least 30, the more the better), and the gender proportion will be controlled at 1:1. Each group will be led to a classroom in Greenlee School of Journalism and Communication, at two times (considering it is not easy to gather...
all people at the same time, so it is expected that each group will take the experiment first, and an hour after the first group's experiment, the other group repeats the experiment. The participation is voluntary. All the participants' information will be kept confidential. The researcher will explain the procedure of the experiment at the beginning, and then ask each subject to look through and sign on the consent form. After that, each group will be exposed to four color print advertisements by projector, and explanations to the four advertisements, respectively. The four advertisements will be shown one by one. After one advertisement, the subjects are asked to fill out a questionnaire. Altogether, each subject will fill out four questionnaires regarding four different advertisements. A free meal will be provided at the end of the experiment, after all the subjects finish their questionnaires, and they are free to leave. Any subject is free to quit the during the experiment.

14. For studies involving pathology/diagnostic specimens, indicate whether specimens will be collected prospectively and/or already exist “on the shell” at the time of submission of this review form. If prospective, describe specimens procurement procedures; indicate whether any additional medical information about the subject is being gathered, and whether specimens are linked at any time by code number to the subject’s identity. If this question is not applicable, please type N/A in the response cell.

N/A

15. For studies involving deception, please justify the deception and indicate the debriefing procedure, including the timing and information to be presented to subjects. If this question is not applicable, please type N/A in the response cell.

N/A

PART F: CONSENT PROCESS

16. Describe the consent process for participants who are age 18 and older. If the consent process does not include documented consent, a waiver of documentation of consent must be requested.

The participants will be recruited on a voluntary basis. For those who agree to take the experiment, the researcher will explain the experiment procedure and possible physical and psychological impacts on participants. After the explanation, participants are free to stay or leave. For those who will participate the experiment, a consent form will be handed out to each subject, asking for their close reading and signing on the consent form.

17. If your study involves minors, please explain how parental consent will be obtained prior to enrollment of the minor(s).

N/A

18. Please explain how assent will be obtained from minors (younger than 18 years of age), prior to their enrollment. Also, please explain if the assent process will be documented (e.g. a simplified version of the consent form, combined with the parental informed consent document). According to the federal regulations, "assent"...means a child's affirmative agreement to participate in research. Merely failure to object should not, absent affirmative agreement, be construed as assent."

N/A

PART G: DATA ANALYSIS

19. Describe how the data will be analyzed (e.g. statistical methodology, statistical evaluation, statistical measures used to evaluate results)

Research Assurances 12/01/2005
All data will be put into SPSS for statistical analysis, based on research questions and hypotheses.

20. If applicable, please indicate the anticipated date that identifiers will be removed from completed survey instruments and/or audio or visual tapes will be erased:

08/08/2008 Month/Day/Year

PART II: BENEFITS

21. Describe the benefit to the volunteer from participating in this study, if any, and the benefit to society that will be gained from the study. Please note that monetary compensation is not considered a benefit.

The study is focusing on the endorsed advertising effects by culturally different spokespersons (Chinese vs. American). Because there are many international advertising in China, using either Chinese model or foreign model, it would be interesting to find out Chinese consumers' responses to the advertisements endorsed by Chinese and foreign models. This research result will benefit international companies in designing advertisements and promoting their products in different countries with different cultural backgrounds (e.g. China). The participants of this study will experience this difference and make their judgment, which would be meaning to them.

PART I: RISKS

The concept of risk goes beyond physical risk and includes risks to subjects' dignity and self-respect as well as psychological, emotional, legal, social or financial risk.

22. ☐ Yes ☒ No Is the probability of the harm or discomfort anticipated in the proposed research greater than that encountered ordinarily in daily life or during the performance of routine physical or psychological examinations or tests?

23. ☐ Yes ☒ No Is the magnitude of the harm or discomfort greater than that encountered ordinarily in daily life, or during the performance of routine physical or psychological examinations or tests?

24. Describe any risks or discomforts to the subjects and how they will be minimized and precautions taken. Do not respond with N/A. If you believe that there will not be risk or discomfort to subjects you must explain why.

There are no expected risks or discomfort to the subjects. There is no physical contact to the subject. The experimental stimuli bear nothing harmful or psychologically discomfortable contents.

25. If this study involves vulnerable populations, including minors, pregnant women, prisoners, educationally or economically disadvantaged, what additional protections will be provided to minimize risks?

N/A

PART J: COMPENSATION

26. ☒ Yes ☐ No Will subjects receive compensation for their participation? If yes, please explain.

Research Assurances 12/01/2005
Do not make the payment an inducement, only a compensation for expenses and inconvenience. If a person is to receive money or another token of appreciation for their participation, explain when it will be given and any conditions of full or partial payment. (E.g., volunteers will receive $5.90 for each of the five visits in the study or a total of $25.00 if he/she completes the study. If a participant withdraws from participation, they will receive $5.00 for each of the visits completed.) It is considered undue influence to make completion of the study the basis for compensation.

There will be no monetary compensation for subjects. However, refreshment and beverage will be provided after the experiment.

PART K: CONFIDENTIALITY

27. Describe below the methods that will be used to ensure the confidentiality of data obtained. For example, who has access to the data, where the data will be stored, security measures for web-based surveys and computer storage, how long data (specimens) will be retained, etc.

The data will be accessed by the researcher and the major professor only during the research period. The data will be stored in the researcher's personal computer. The data will be kept in the computer until the researcher finish the whole study and pass the thesis defense.

PART L: REGISTRY PROJECTS

To be considered a registry: (1) the individuals must have a common condition or demonstrate common responses to questions; (2) the individuals in the registry might be contacted in the future; and (3) the names/data of the individuals in the registry might be used by investigators other than the one maintaining the registry.

☐ Yes ☒ No  Does this project establish a registry?

If “yes,” please provide the registry name below.

Checklist for Attachments

The following are attached (please check ones that are applicable):

☒ A copy of the informed consent document OR ☐ Letter of introduction to subjects containing the elements of consent
☒ A copy of the assent form if minors will be enrolled
☐ Letter of approval from cooperating organizations or institutions allowing you to conduct research at their facility
☒ Data-gathering instruments (including surveys)
☒ Recruitment fliers, phone scripts, or any other documents or materials the subjects will see

Two sets of materials should be submitted for each project – the original signed copy of the application form and one copy and two sets of accompanying materials. **Federal regulations require that one copy of the grant application or proposal be submitted for comparison with the application for approval.**

FOR IRB USE ONLY:

Initial action by the Institutional Review Board (IRB):

☒ Project approved. Date: ____________________________
☐ Pending further review. Date: ________________________

Research Assurances 12/01/2005
Follow-up action by the IRB:

IRB Approval Signature __________________________ Date 8/15/06

SECTION III: ENVIRONMENTAL HEALTH AND SAFETY INFORMATION

☐ Yes ☒ No Does this project involve human cell or tissue cultures (primary OR immortalized), or human blood components, body fluids or tissues? If the answer is "no", please proceed to SECTION III: APPLICATION FOR IRB APPROVAL. If the answer is "yes," please proceed to Part A: Human Cell Lines.

PART A: HUMAN CELL LINES

☐ Yes ☒ No Does this project involve human cell or tissue cultures (primary OR immortalized cell lines/strains) that have been documented to be free of bloodborne pathogens? If the answer is "yes," please attach copies of the documentation. If the answer is "no," please answer question 1 below.

1) Please list the specific cell lines/strains to be used, their source and description of use.

<table>
<thead>
<tr>
<th>CELL LINE</th>
<th>SOURCE</th>
<th>DESCRIPTION OF USE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add New Row

2) Please refer to the ISU “Bloodborne Pathogens Manual,” which contains the requirements of the OSHA Bloodborne Pathogens Standard. Please list the specific precautions to be followed for this project below (e.g., retractable needles used for blood draws):

Anyone working with human cell lines/strains that have not been documented to be free of bloodborne pathogens is required to have Bloodborne Pathogen Training annually. Current Bloodborne Pathogen Training dates must be listed in Section I for all Key Personnel. Please contact Environmental Health and Safety (294-5359) if you need to sign up for training and/or to get a copy of the Bloodborne Pathogens Manual (http://www.els.istate.edu/hs/bbp.htm).

PART B: HUMAN BLOOD COMPONENTS, BODY FLUIDS OR TISSUES

☐ Yes ☒ No Does this project involve human blood components, body fluids or tissues? If "yes", please answer all of the questions in the "Human Blood Components, Body Fluids or Tissues" section.

1) Please list the specific human substances used, their source, amount and description of use.

Research Assurances 12/01/2005
<table>
<thead>
<tr>
<th>SUBSTANCE</th>
<th>SOURCE</th>
<th>AMOUNT</th>
<th>DESCRIPTION OF USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g., Blood</td>
<td>Normal healthy volunteers</td>
<td>2 ml</td>
<td>Approximate quantity, assays to be done.</td>
</tr>
</tbody>
</table>

Add New Row

2) Please refer to the ISU “Bloodborne Pathogens Manual,” which contains the requirements of the OSHA Bloodborne Pathogens Standard. Specific sections to be followed for this project are:

N/A

Anyone working with human blood components, body fluids or tissues is required to have Bloodborne Pathogen Training annually. Current Bloodborne Pathogen Training dates must be listed in Section I for all Key Personnel. Please contact Environmental Health and Safety (294-5359) if you need to sign up for training and/or to get a copy of the Bloodborne Pathogens Manual (http://www.ets.iastate.edu/bw/bhp.htm).

FOR ENVIRONMENTAL HEALTH AND SAFETY USE ONLY

Signature of Biological Safety Officer

Date

Research Assurances 12/01/2005
Appendix VI. TRANSLATION

Translation from Chinese to English—Chinese characters shown on the experimental stimuli

1. 富含植物萃取液: Enriched with plant essence
   清新一滴

2. : A fresh drop; natural and healthy

3. 植妍®: ZhiYan®

4. 伊科®: Eco®

5. 浓缩植物精华: Enriched with plant essence

6. 生态健康，从伊科开始: natural and healthy feeling starts with Eco®.

7. 朝阳®: Zhaoyang®

8. 英特尔® 奔腾® M ULV 处理器: Intel® Pentium® MULV Processor
   正版 Windows® XP 家用版: Windows® XP Home Edition
   17 英寸宽屏 WXGA+: 17-inch Wide Screen WXGA+
   WUXGA 液晶显示屏: WUXGA Screen
   集成英特尔® 915GMS 和: Integrated Intel® 915 GMS and
   英特尔® 图形媒介加速器 900: Intel® Multimedia accelerator
   256MB NVIDIA® GeForce™
   超轻超薄多媒体高性能型: Ultra light and thin, multimedia, high performance
9. 英特尔® 酷睿™ 双核处理器: Intel® Core® Dual Processor

正版 Windows® XP 家用版 SP2: Windows® XP Home Edition SP2

15.4 英寸宽屏 WXGA: 15.4-inch wide screen WXGA

英特尔® 图形媒体加速器 (GMA): Intel® Multimedia accelerator (GMA)

256MB ATI Mobility™

Radeon® X1400 Hypermemory

多媒体性能与移动性的完美组合: Perfect combination of multimedia and flexibility