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THE NATIONAL CULTURAL DIMENSIONS INFLUENCE ON CELEBRITY ENDORSEMENT

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Abstract

Celebrity endorsement is one of the most effective promotional strategies and, as such, is widely present in both domestic and international marketing. The application of this promotional strategy in global marketing requires adaptation depending on the cultural patterns of consumer behavior in the international environment. Accordingly, the subject of this study is the influence of culture on the effect of celebrity endorsement within the global context. The study aims to examine the impact of national cultural dimensions, based on Hofstede's model (power distance and individualism/collectivism) on the perceptions of respondents from different cultural backgrounds regarding the appearance of celebrities in promotional activities, the perceived quality of products endorsed by celebrities, the attractiveness and credibility of celebrities. Primary data was collected using the method of personal interview, applying an online survey technique. A total of 353 respondents from 70 different nationalities participated in the study. The research hypotheses were tested using group comparison techniques, specifically the independent samples t-test. The results suggest that celebrity endorsement is more favorable in collectivistic and high power distance cultures in comparison to individualistic and low power distance cultures. The theoretical contribution of the study lies in providing new insights into the influence of culture on consumer behavior. The findings may serve as guidelines for marketing managers in developing a marketing strategy plan for international markets, which can be considered a practical contribution of the study.

Keywords: culture, power distance, individualism/collectivism, celebrities, celebrity endorsement

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1. INTRODUCTION

Numerous studies on celebrity endorsement have analyzed the impact of celebrities in promotional activities on various aspects of consumer behavior. However, few studies have taken into consideration the cultural impact on the experience and effect of celebrity endorsement in an international environment. Based on previous studies in the field of culture as a predictor of consumer behavior, it can be concluded that the role of celebrities is different, depending on the cultural context. In some cultures, celebrities are perceived as experts, individuals who possess authority, credibility, and trust, while in others, they are seen as symbols of prestige and glamour. It follows that successful communication strategies in international marketing require an understanding of the cultural behavior patterns of a nation, which can be more thoroughly examined using cultural models. Accordingly, the subject of this study is the consideration of cultural influence on the effectiveness of celebrity endorsement in the international environment. The study aims to examine the impact of national cultural dimensions, based on Hofstede's model (power distance and individualism/collectivism), on the perceptions of respondents from different national backgrounds regarding the appearance of celebrities in promotional activities, the perceived quality of celebrity-endorsed products, and the attractiveness and credibility of celebrities. The paper consists of four logically connected sections. The first part presents a review of the existing theoretical and practical knowledge in the relevant field of research. The second part provides a detailed description of the research methodology and sample structure. The third part contains the results of the empirical research. Finally, the paper concludes with a summary of findings, a discussion of the study's contributions and limitations, and suggestions for future research.

2. LITERATURE REVIEW

Celebrities can be defined as "individuals who have achieved a significant level of fame that makes them well-known in society" (Young & Pinsky, 2006). Their fame and recognition stem from accomplishments, influence, and presence in various areas of social life (Avin & Aseel, 2022). For these reasons, celebrities often appear in the role of brand ambassadors and have become an indispensable part of modern marketing tactics and strategies. The practice of using celebrities in promotional activities is based on the idea that the positive perceptions and credibility of celebrities are transferred to the brand (Marković et al., 2023), thereby increasing the brand's appeal and desirability in the eyes of consumers. It can be concluded that marketing professionals use celebrities in promotional activities to create a strong connection between the brand and consumers (D'Ambrogio et al., 2022), thus influencing purchasing behavior. Marković et al. (2023) state that celebrity endorsement in promotional activities can influence, facilitate, and serve as significant support in attracting consumer attention, enhancing advertisement recall and recognition, building brand image, positioning and repositioning the brand, managing the cisis, building brand personality, personalization and differentiation, accessing global markets, influencing consumer behavior, and

increasing sales. Accordingly, celebrity endorsement is considered one of the most effective advertising methods (Mashwama et al., 2020) and, as such, is widely used at a global level (Olmedo et al., 2020).

Sejung et al. (2005) stated that celebrities appear in 57% of advertisements in Korea, compared to only 10% in the United States. Another study (Nam-Hyun, 2013) indicates that over 70% of advertisements in Korea feature a celebrity, while in the United States, the figure is around 25%. Based on these findings, it can be observed that the practice of celebrity endorsement is more prevalent in Asian than in Western cultures. Accordingly, some studies have explored the relationship between culture and the effectiveness of celebrities in promotional activities. Paek's (2005) pointed out that marketing campaigns designed in a "Western" style did not achieve the expected success in Asian cultures. In these cultural contexts, credible celebrities who are perceived as trustworthy had a greater impact than celebrities known for their physical attractiveness. Similarly, Sejung et al. (2005) emphasize that advertisements featuring celebrities selected in alignment with local cultural tastes, norms, and dominant values tend to be more persuasive.

It is evident that consumer culture plays a significant role in the perception and impact of celebrity endorsement, which can be better understood through the analysis of cultural dimensions. One of the most well-known models in this field is Hofstede's six-dimensional model, which allows the identification and interpretation of general behavioral patterns within a culture and the comparison of these patterns with those of other cultures. This model is one of the most widely and frequently utilized in research examining the influence of culture on marketing and consumer behavior, primarily because all cultural dimensions are accompanied by precisely and quantitatively expressed national scores, which makes the model highly suitable and exceptionally convenient for empirical analyses. Although the model comprises six dimensions, this study will focus exclusively on two of them - power distance, individualism vs. collectivism, because these particular dimensions are directly and strongly connected to psychological processes such as the acceptance of authority, group-oriented thinking, and the formation of attitudes and values, all of which may significantly and meaningfully shape perceptions of celebrity endorsement. The following section discusses the above mentioned two dimensions of the model, as they are the primary focus of this study.

Power Distance – This cultural dimension explains the extent to which members of a culture accept or do not accept hierarchy and unequally distributed power. Cultures with a high power distance index are those that accept inequality and differences, respect hierarchy and authority. Members of such cultures are more likely to accept orders, instructions, and advice from individuals with authority, higher status, and position. Examples of countries with a high power distance index include Serbia, China, India, and Greece. In contrast, cultures with a low power distance index are characterized by a tendency toward decentralization of responsibility, absence of strict hierarchy, equality among members, and a participative management style. Germany, the United States, Denmark, Sweden, and Switzerland are examples of countries with a low power distance index (Young & Pinsky, 2006; Gao et al., 2016; Hofstede, n.d.).

Several studies indicate that in high power

distance cultures, celebrities are perceived more favorably and that the impact of celebrity appearances in promotional activities is greater compared to low power distance cultures. Winterich et al. (2018) state that celebrities are perceived as authority figures, role models, and credible sources of information. In contrast, members of low power distance cultures place more value on facts, evidence, and reasoning when making brand purchase decisions and, accordingly, do not perceive celebrities as credible sources. Similarly, Paek (2005) notes that in high power distance cultures, celebrities are viewed as experts and reference groups, which is why their impact on consumer behavior is stronger compared to low power distance cultures.

The favorable effect of celebrity endorsment n high power distance cultures can also be explained by the findings of Wang et al. (2020), which states that a high level of power distance leads to increased consumption of products that symbolize status. Therefore, it can be concluded that consumers are more likely to purchase products used or endorsed by celebrities in order to achieve a desired social status. This is confirmed by Biswas et al. (2009), who found that in high power distance cultures, consumers rely on the perceived status and glamour of celebrities during the purchase decision-making process, while in low power distance cultures, the focus is placed on the expertise of the celebrity.

Another study by Huo et al. (2022) explored the influence of the cultural dimension of power distance on consumer preferences for restaurants owned by celebrities versus those owned by renowned professional chefs. The results of this study suggest that guests in high power distance cultures show a stronger preference for restaurants owned by celebrities, as opposed to guests in low power distance cultures, who tend to favor restaurants owned by respected professional chefs.

Individualism/Collectivism is a dimension that identifies and explains the level of interdependence among members of a culture. This dimension examines the extent to which individuals are integrated into social groups and how they perceive their obligations toward the group. In individualistic cultures, the emphasis is on personal independence, caring for members of the immediate family, and valuing personal achievements and individual rights. Examples of individualistic cultures include the United States, Australia, the United Kingdom, and the Netherlands. In contrast, the dominant values in collectivist cultures are group harmony, mutual support and loyalty, and concern for the well-being of all members of the social groups to which individuals belong. Serbia, Colombia, India, and Mexico are examples of collectivist cultures (Hofstede, n.d.).

The study by Sejung et al. (2005) examined the influence of individualism/collectivism on the perception of promotional messages. According to this study, promotional messages in individualistic cultures emphasize values such as independence, uniqueness, and success. In contrast, in collectivistic cultures, advertising more frequently highlights interdependence, family integrity, group well-being, and care for others. The authors suggest that celebrity endorsement aligns more closely with typical communication styles in collectivistic cultures, where celebrities are perceived as credible sources and carriers of widely accepted cultural values. This conclusion is consistent with the findings of Nam-Hyun (2013), who found

that advertising messages in collectivistic cultures emphasize emotions such as empathy and peace, while those in individualistic cultures emphasize ego-focused emotions such as pride, happiness, and frustration. Members of collectivistic cultures tend to perceive advertising as a form of entertainment, whereas members of individualistic cultures view advertising as an informational medium. Considering that celebrities are most often part of the entertainment industry, their appearance can be expected to have a more significant effect in collectivistic cultures.

Praet (2009) emphasizes that celebrities are frequently perceived as opinion leaders and role models, often leading to imitation, whereby consumers adopt behavioral patterns inspired by these public figures. Such behavior is more common among members of collectivistic cultures, unlike members of individualistic cultures, who are less inclined to conform to other members of social groups.

Based on the above, it can be concluded that celebrity endorsement will have a more significant effect in promotional activities in high power distance cultures, where authority is respected, and in collectivistic cultures, where group well-being, care for others, and interpersonal relationships are valued. Accordingly, two research hypotheses have been formulated:

H1: The cultural national dimension of power distance influences consumers' perceptions regarding the celebrity endorsement.

H2: The cultural national dimension of individualism/collectivism influences consumers' perceptions regarding the celebrity endorsement.

Based on the defined research hypotheses, the research framework has been developed and is presented in Figure 1.

The influence of culture was examined through two Hofstede cultural dimensions: power distance and individualism/collectivism. On the other hand, consumer perceptions regarding celebrity endorsement in promotional activities were observed through five variables: celebrities in advertising, perceived quality, attractiveness,

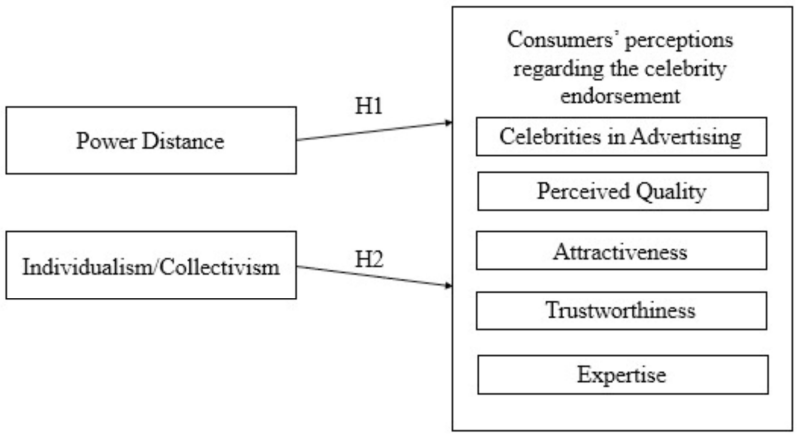

Figure 1. Conceptual Framework of the Research

trustworthiness, and expertise of celebrities. The variable celebrities in advertising describes the memorability and appeal of advertisements in which celebrities appear. The perceived quality reflects consumers' opinions on the quality of products recommended by celebrities. The attractiveness variable refers to the physical appearance and likability of the celebrity, based on the source attractiveness model. According to this model, physically attractive individuals draw more consumer attention and have a greater impact compared to physically unattractive individuals (Cohen & Golden, 1972). Trustworthiness and expertise are variables related to the credibility of the information source, developed according to the source credibility model. This model suggests that the higher the level of trust and expertise of the source, the greater the likelihood that the consumer will accept the message.

3. SAMPLE STRUCTURE AND RESEARCH METHODOLOGY

To collect primary data, the method of personal interviewing was used, specifically the technique of an online survey. The research was conducted on a sample of international respondents, which is why an electronic structured questionnaire was used. A pilot study was conducted before the formal research. The pilot respondents were international students from North Korea, Mexico, Ukraine, Syria, Mexico, Spain, and France. Based on their suggestions, minor errors and ambiguities in the question and answers formulation were corrected. The final questionnaire, used in the formal research, was distributed via email or social media exclusively to respondents living abroad, i.e., outside the Republic of Serbia (including Serbian nationals living abroad). Among social media platforms, ResearchGate and LinkedIn were used the most, which later influenced the sample educational structure (the majority of respondents in the sample have higher education).

The questionnaire was designed to contain several logically connected sections. The first part of the questionnaire contains sociodemographic questions aimed at revealing the profile of the respondents. Answers to these profiling questions were used to segment the sample by gender, age, nationality, education, and employment status. The next section of the questionnaire consisted of statements related to the respondents' perceptions of advertisements featuring celebrities, perceptions of the product quality promoted by celebrities, and the attractiveness and credibility of the celebrity. Respondents expressed their opinion on a five-point Likert scale (1 – strongly disagree, 5 – strongly agree). The statements were taken from relevant literature (Ohanian, 1990; Kok Wei & Wu, 2013; Ha & Lam, 2017; Osei-Frimpong et al., 2019; Opris et al., 2020) and were adapted for this research. In selecting the statements, careful consideration was given to ensuring that the measurement scales were both valid and empirically tested.

A total of 353 respondents were surveyed. The sample was segmented according to gender, age, occupation, nationality, and cultural dimensions, including power distance and individualism/collectivism (Table 1). Due to the international nature of the study, the sample was further segmented by the respondents' nationality. The sample included individuals from 70 different nationalities. The largest group of

respondents was of Serbian nationality, comprising 9.9% (Serbs living and working abroad). This was followed by respondents of American nationality (9.3%) and German nationality (6.2%). The Croatian and British nationality groups each represented 5.7% of the sample. The sample also included 4.8% Indians, 4.5% Indonesians, 3.7% Swedes, 2.8% French, 2.3% Koreans, 2.3% Bosnians, and 2% each of Taiwanese and Greeks. Respondents with less than 2% representation in the sample included individuals from the following nationalities: Albanians, Algerians, Georgians, Eritreans, Israelis, Icelanders, Japanese, Armenians, South Africans, Kazakhs, Malagasy, Macedonians, Nicaraguans, Norwegians, Saudis, Syrians, Slovaks, Thais, Ugandans, Dutch, Montenegrins, Austrians, Bangladeshis, Vietnamese, Danes, Iranians, Jordanians, Colombians, Hungarians, Maltese, Mexicans, Nigerians, Omanis, Pakistanis, Poles, Sri Lankans, Brazilians, Bulgarians, Egyptians, Italians, Japanese, Peruvians, Ukrainians, Dutch, Australians, Belgians, Finns, Czechs, Swiss, Canadians, Chinese, Malaysians, Filipinos, Romanians, Russians, and Slovenians.

The sample was segmented according to two Hofstede dimensions of national culture: power distance and individualism/collectivism. The values for

Table 1: Sample Structure

Caractesistic		Respondent number	% respondents
Gender	Mail	167	47.3
	Femail	186	52.7
Age	18-25	75	21.2
	26-35	87	24.6
	36-45	97	27.5
	46-55	59	16.7
	56-65	20	5.7
	More then 65	15	4.2
Education	High school and below	46	13.0
	University, college	149	42.2
	Postgraduate and higher	158	44.8
Ocupation	Employed	269	76.2
	Housewives	5	1.4
	Students	72	20.4
	Retirees	6	1.7
	Other	1	0.3
Nationality	Srbs	35	9.9
	Americans	33	9.3
	Germans	22	6.2
	Brithis	20	5.7
	Croatians	20	5.7
	Indians	17	4.8
	Indonesians	16	4.5
	Swedes	13	3.7
	French	10	2.8
	Bosnians	8	2.3
	Other nationalities	159	45.1
Power distance	High power distance	230	65.2
	Low power distance	123	34.8
Individualism/ Collectivism	Individualism	173	48.9
	Collectivism	180	51.1

these cultural dimensions were obtained from Hofstede's country comparison online tool based on national cultural dimensions (available at: https://www.hofstede-insights.com/country-comparison-tool). The majority of respondents, 65.2%, belong to cultures with a high power distance index, while 34.8% belong to cultures with a low power distance index. Nearly half of the respondents, 48.9%, belong to individualistic cultures, while just over half, 51.1%, belong to collectivistic cultures.

For the analysis of primary data, statistical software IBM SPSS (Statistical Package for Social Sciences) and Microsoft Excel were used. The statistical analyses implemented include descriptive statistical analysis, reliability analysis, correlation analysis, and the statistical technique for group comparison, the T-test.

4. RESEARCH RESULTS

To examine the favorability and homogeneity of the respondents' attitudes, a descriptive analysis was conducted. Table 2 presents the results of the analysis, specifically the calculated values for the arithmetic mean and standard deviation for

Table 2. Descriptive Analysis

Analyzed Variables/Statements	Arithmetic Mean	Standard Deviation	Cronbach's Alpha
Celebrities in Advertising			0.915
I like advertisements featuring celebrities.	3.26	1.036	
I believe that advertisements with celebrities are more effective than those without.	3.34	1.145	
I pay more attention to advertisements that include celebrities.	3.26	1.187	
I find advertisements with celebrities interesting.	3.23	1.080	
I more often remember advertisements that feature celebrities.	3.2	1.199	
I pay attention to celebrity advertisements even if I do not admire the person featured.	3.04	1.199	
Perceived Quality			0.761
I believe that products endorsed by celebrities are of higher quality.	2.39	1.141	
I think that products promoted by celebrities provide a better image for the person who buys them.	2.91	1.214	
I believe that products endorsed by celebrities are luxury items.	2.70	1.165	
I trust that celebrities benefit from the products they endorse.	3.50	1.225	
Attractiveness			0.905
Celebrity X is attractive.	3.53	1.003	
Celebrity X is classy.	3.55	1.016	
Celebrity X is good-looking.	3.56	0.931	
Celebrity X is elegant.	3.49	0.989	
Trustworthiness			0.903
Celebrity X is consistent.	3.38	1.010	
Celebrity X is honest.	3.48	1.063	
Celebrity X is trustworthy.	3.53	1.036	
Celebrity X is sincere.	3.50	0.983	
Expertise			0.927
Celebrity X is an expert.	3.97	1.064	
Celebrity X is experienced.	4.18	0.949	
Celebrity X is educated.	3.74	1.044	
Celebrity X is qualified.	3.98	1.028	
Celebrity X is skilled.	4.27	0.935	

each observed variable in the research model.

The Cronbach's alpha coefficient was calculated to assess the reliability of the measurement scale. Since all calculated values are significantly higher than 0.7 (Hair et al., 2014), it can be concluded that all observed variables in this research model demonstrate good internal consistency.

In order to test the research hypotheses, the statistical technique of the independent samples t-test was applied. This test first examined the differences in respondents' perceptions of celebrities in promotional activities between respondents from cultures with high and low scores on the national cultural dimension of power distance. The results of the analysis are presented in Table 3. The calculated (p) values are less than the recommended value ($p<0.05$), so it can be concluded that there is a statistically significant difference regarding celebrities for all observed variables in the research model. Based on the analysis results, the first research hypothesis is accepted. The results are consistent with the findings of studies by Paek (2005), Winterich et al. (2018), and Huo et al., (2022).

Furthermore, the t-test was conducted to examine the difference in attitudes between respondents from individualistic and collectivist cultures regarding the engagement of celebrities in promotional activities. The results are presented in Table 4. The analysis results indicate that there is a statistically significant difference in respondents' attitudes concerning the variables: celebrities in advertisements, attractiveness, and expertise. The analysis suggests more favorable attitudes among respondents from collectivist cultures. Although a difference was observed in the mean values of the observed samples for the variable of trustworthiness, it is negligible and not statistically significant. Based on the analysis results, the second research hypothesis is accepted. The findings are consistent with the studies by Sejung et al., 2005, and Nam-Hyun (2013).

5. CONCLUSION

Celebrity endorsement is a widely accepted promotional strategy that leverages the influence, credibility, recognition, and

Table 3. Independent Samples T-test – Examining Differences According to the National Cultural Dimension of Power Distance

Variable	Power Distance (PD)	Broj	AS	SD	Levene's Test Sig.	Differences between groups	
						Assumed Sig. (2-tailed)	Conclusion
Celebrities in Advertising	Low PD	123	3.09	1.034	0.083	0.007	High PD
	High PD	230	3.38	0.900			
Perceived Quality	Low PD	123	2.37	0.930	0.212	0.000	High PD
	High PD	230	2.83	0.976			
Attractiveness	Low PD	123	3.28	0.818	0.426	0.000	High PD
	High PD	230	3.67	0.868			
Trustworthiness	Low PD	123	3.32	0.939	0.709	0.019	High PD
	High PD	230	3.55	0.872			
Expertise	Low PD	123	3.89	0.874	0.831	0.028	High PD
	High PD	230	4.11	0.884			

Table 4: Independent Samples T-test – Examining Differences According to the National Cultural Dimension of Individualism/Collectivism

Variable	Individualism/ Collectivism	N	AS	SD	Levene's Test Sig.	Differences between groups	
						Assumed Sig. (2-tailed)	Conclusion
Celebrities in Advertising	Individualism	172	3.12	0.987	0.276	0.003	Collectivism
	Collectivism	180	3.42	0.909			
Perceived Quality	Individualism	172	2.43	0.931	0.289	0.000	Collectivism
	Collectivism	180	2.90	0.981			
Attractiveness	Individualism	172	3.34	0.838	0.654	0.000	Collectivism
	Collectivism	180	3.71	0.864			
Trustworthiness	Individualism	172	3.36	0.898	0.821	0.023	There is no difference
	Collectivism	180	3.58	0.893			
Expertise	Individualism	172	3.89	0.911	0.371	0.005	Collectivism
	Collectivism	180	4.16	0.843			

attractiveness of celebrities to enhance brand positioning and stimulate purchase decisions. As the most effective promotional strategy, celebrity endorsement is applied in international marketing. However, few studies have explored the effect of celebrities in promotional activities across different cultures. This study aimed to examine the impact of national cultural dimensions, power distance and individualism/collectivism, on the effect of celebrity endorsement in promotional activities. The findings of the study confirm that the effect of celebrity endorsement differs across cultures with varying behavioral patterns. Specifically, based on the results of this study, it can be concluded that the effect of celebrities is more significant in cultures with a high power distance index compared to cultures with a low power distance. This can be explained by the fact that in cultures with high power distance indices, celebrities are seen as individuals who hold authority and credibility based on their achievements in their respective fields, making their recommendations particularly influential. On the other hand, in cultures that strive for equality within the community (low power distance cultures), purchase decisions are driven more by facts and evidence, and less by the endorsements of celebrities.

Furthermore, this study indicated that the effect of celebrity endorsement in promotional activities is more pronounced in collectivist cultures compared to individualistic ones. People from collectivist cultures are more influenced by reference groups, place greater importance on social status, are more prone to imitation, and have higher trust in authority figures, which explains the greater influence of celebrities in promotional activities. Conversely, in individualistic cultures, consumers are more guided by personal preferences, rational facts, and evidence when making purchase decisions, and are less influenced by celebrity endorsements.

This study, like other studies in the social sciences, has several limitations. First, only two national cultural dimensions according to Hofstede were considered in the analysis. Additionally, the sample included respondents from 70 different nationalities;

however, most nationalities had less than 2% representation in the sample, which hindered deeper analysis and comparison based on respondents' nationalities. Furthermore, the survey was mostly conducted through social media, which may not capture all segments of respondents in terms of education level.

These limitations point to future research directions. In future studies, it would be interesting to examine the impact of the remaining cultural dimensions according to Hofstede, n.d., (masculinity/femininity, uncertainty avoidance, long-term orientation, and pleasure) as well as other cultural models on the effect of celebrity endorsements in promotional activities. Moreover, future studies should ensure a more representative participation of certain nationalities to enable more detailed analysis of respondents' behavioral patterns. Additionally, future research should combine both online and offline data collection methods to ensure the inclusion of various demographic segments, including those with lower education levels.

This study also has several theoretical implications. The first theoretical implication relates to the analysis of the topic of celebrity endorsement in promotional activities from an international marketing perspective. The study further enriches knowledge about national cultural dimensions and their influence on promotional activities involving celebrities. Third, empirical studies in this field are rare, so the research conducted in this study can be considered another theoretical contribution.

The study also has practical implications, as it can be useful for marketing managers when creating promotional strategies, particularly for international markets. According to the study results, marketing managers should select celebrities with authority, status, and notable success for promotional activities in collectivist cultures and cultures with high power distance. On the other hand, in individualistic cultures and cultures with low power distance, the choice should focus on personalities who are perceived as approachable and experts in their field. Furthermore, it can be concluded that promotional messages themselves must be tailored to the widely accepted cultural values of the target market. This implies that in collectivist cultures and cultures with high power distance, the emphasis in promotional messages should be on group membership, social status, family integrity, and general well-being, while in individualistic cultures and cultures with low power distance, the focus of promotional messages should be on independence, authenticity, and rational facts.

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УТИЦАЈ НАЦИОНАЛНИХ КУЛТУРНИХ ДИМЕНЗИЈА НА ПОДРШКУ СЛАВНИХ

Ивана Марковић, Биљана Рабасовић, Катарина Борисављевић

Апстракт

Подршка познатих личности једна је од најефикаснијих промотивних стратегија и, као таква, широко је присутна и у домаћем и у међународном маркетингу. Примена ове промотивне стратегије у глобалном маркетингу захтева адаптацију у зависности од културних образаца понашања потрошача у међународном окружењу. Сходно томе, предмет ове студије је утицај културе на ефекат подршке познатих личности у глобалном контексту. Циљ студије је испитивање утицаја националних културних димензија, на основу Хофстедовог модела (дистанца моћи и индивидуализам/колективизам), на перцепције испитаника из различитих културних средина у вези са појављивањем познатих личности у промотивним активностима, перципираним квалитетом производа које подржавају познате личности, атрактивношћу и кредибилитетом познатих личности. Примарни подаци су прикупљени методом личног интервјуа, применом технике онлајн анкетирања. У студији је учествовало укупно 353 испитаника из 70 различитих националности. Хипотезе истраживања су тестиране коришћењем техника групног поређења, тачније t-теста независних узорака. Резултати сугеришу да је подршка познатих личности повољнија у колективистичким и културама са високом дистанцом моћи у поређењу са индивидуалистичким и културама са ниском дистанцом моћи. Теоријски допринос студије лежи у пружању нових увида у утицај културе на понашање потрошача. Резултати могу послужити као смернице маркетиншким менаџерима у развоју плана маркетиншке стратегије за међународна тржишта, што се може сматрати практичним доприносом студије.

Кључне речи: култура, дистанца моћи, индивидуализам/колективизам, познате личности, подршка познатих личности

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