

The Influence of Advertising Creative Elements on Consumer Behavior from the Perspective of Cross-Cultural Communication

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Abstract: - In the current globalized environment, advertising, as a key medium of cultural communication, has been widely noticed and discussed for the creative elements it contains in cross-cultural communication. This study systematically reviews cross-cultural communication theories, analytical frameworks for the elements of advertisement creation, and consumer behavior theories, laying a solid theoretical foundation for the current study. Based on this, we developed a cross-cultural advertising effectiveness model to analyze how creative elements of advertisements break through cultural boundaries and thus influence consumers' behavioral patterns. This study collects data from consumers with diverse cultural backgrounds through an empirical approach and uses data analysis and model validation techniques to confirm the actual effectiveness of the cross-cultural advertising effect model. Research has shown that the impact of advertising creation factors on consumer behavior varies according to a cultural context and that cultural differences are considered to be a central element influencing the effectiveness of advertising.

Key-Words: - Cross-cultural communication, Advertising creative elements, Consumer behavior, Cultural differences, Cross-cultural advertising effect model, cross-cultural.

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1 Introduction

Under the background of global economic integration and cultural diversification, cross-cultural communication has become an important issue that cannot be ignored in the field of advertising. As a bridge of communication between brands and consumers, advertising's creative elements in cross-cultural communication directly affect the brand's international recognition and market competitiveness, [1]. With the rapid development of science and technology and the advent of the information age, the forms and contents of creative elements in advertising are increasingly abundant. How to accurately grasp consumer psychology in cross-cultural communication has become a key issue to be solved urgently in the advertising industry.

This study focuses on the influence of advertising

creative elements on consumer behavior from the perspective of cross-cultural communication, aiming to deeply explore the communication effect and mechanism of advertising creative elements in different cultural backgrounds. By constructing a cross-cultural advertising effect model, this study empirically analyzes the communication effect of creative elements of advertising in different cultural backgrounds and explores their specific impact on consumer behavior, [2]. This study not only helps to enrich the theoretical system of cross-cultural communication and advertising but also provides practical guidance and strategic suggestions for advertising practitioners to promote the sustainable and healthy development of the advertising industry in the context of globalization.

2 Theoretical Basis and Model Construction

2.1 Theoretical Basis of Cross-Cultural Communication

Cross-cultural communication, as an important branch of communication studies, mainly discusses the process of how information is encoded, transmitted, decoded, and influenced under different cultural backgrounds. Research in this area started in the 1950s, [3]. In the process of global economic integration, the rapid development of information technology has made cross-cultural communication increasingly important.

The essence of intercultural communication is how to convey and receive information in different cultural contexts. Different geographical locations, language systems, religious beliefs, values, social customs and many other factors come together. In the process of translation, there are different cultural backgrounds among different cultures, and in different linguistic environments, there are different linguistic symbols as well as different meanings, and different languages in different contexts give rise to different understandings and conflicts, thus forming 'cultural empires, [4].

Cross-cultural communication is a new research methodology that can help us better understand and appreciate the impact of creative elements in advertising on consumer purchasing decisions. It is only through the study of intercultural differences that it can be communicated in the best possible way.

2.2 Advertising Creative Elements Analysis Framework

In the content of an advertisement, the role of the creative element is to deliver a message to a specific audience through visual, auditory and textual mediums, to arouse their emotional resonance, and then to motivate them to act in a certain way. It is evaluated comprehensively in terms of cultural sensitivity, creative uniqueness, message delivery efficiency, and target audience acceptance. [5].

Cultural sensitivity is an important indicator when evaluating the creative elements of advertising. In cross-border markets, advertisements are often

called upon to communicate in a multicultural environment. Therefore, differences in cultural traditions, religious beliefs and values should be taken into account when translating, and corresponding countermeasures should be taken in order to minimise cultural conflicts and misunderstandings. Therefore, in the process of advertising creativity and design, it is necessary to pay attention to the differences of various cultures in order to ensure that the message conveyed can be accurately conveyed, [6].

During the exploration of creative factors, the originality of advertisement creativity is put at the core. In the market competition day by day, the unique creative ability can catch the consumer's attention, enhance the recognition and the lasting memory of the advertisement. The originality of advertisement creativity lies not only in its novelty, but also in its richness and variety. Through the use of cutting-edge technologies, new media, or innovative techniques of art, it is possible to create more attractive and visually appealing ads.

When analysing the creative elements of an advertisement, the most important thing is the effectiveness of the message conveyed. In advertising design, creative elements must clearly and directly convey the core message of the goods or services in order to be quickly understood by customers and stimulate their desire to buy. For the content of the advert to be communicated in the best possible way, it is important that the content in the advert meets the psychological needs of the audience. For example, adverts aimed at young audiences often emphasise fashion elements, trends and personality traits, while adverts aimed at the middle-aged and elderly pay more attention to the practicality, quality assurance and stability of the product, [7].

In the construction of an integrated analytical framework, we need to explore the cultural sensitivity, the uniqueness of creativity, the efficiency of information transfer, and the acceptance of the target audience.

2.3 Theoretical Framework of Consumer Behavior

Theory of Consumer Behaviour, as an emerging and cutting-edge discipline, has the central aim of understanding and predicting the behaviour and decision-making mechanisms of an individual or a group of individuals in the process of purchase, use, evaluation and usage. As shown in Figure 1.

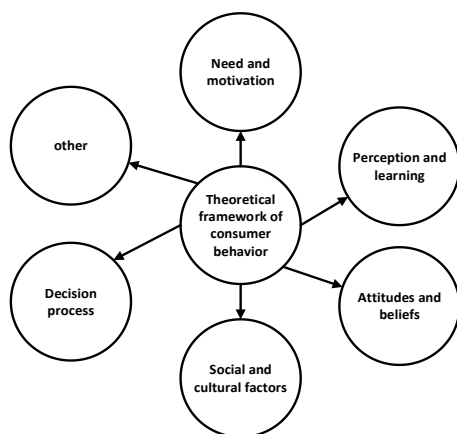


Fig. 1: Theoretical framework of consumer behavior

It mainly includes the following aspects:

The purchasing behavior of consumers is mainly strongly driven by their needs and motivations. In the context of cross-cultural communication, advertising creative elements should accurately grasp and stimulate the needs and motivations of target consumers, so as to effectively attract their attention and interest.

Perception and learning. Advertising information is input via the consumer's senses, which in turn creates perceptions, and this information is subsequently processed and stored through the learning process. The design of the creative elements of the advertisement needs to take into full consideration the perception characteristics and learning mode of the target consumers, in order to ensure that the message is accurately conveyed and received, [8].

Attitudes and beliefs. Customers' attitudes and beliefs about goods or services are important factors that influence their purchasing decisions. Advertising ideas should aim to build and reinforce positive attitudes and beliefs about a product or service.

Social and cultural influences. Consumption

behaviour is both conditioned by individual factors and closely related to the social and cultural environment in which it takes place. Therefore, in intercultural communication, the social and cultural context of the audience should be fully considered in order to effectively avoid conflicts and misunderstandings between different cultures, [9].

Decision-making process. Consumers' purchasing behavior is usually followed by the following steps: problem recognition, information retrieval, options assessment, purchase selection, and after buying behavior. It is necessary for the creative elements of advertisement to play a positive role in these phases, and to guide the consumer to make a decision that is beneficial to the brand or product.

Based on the theory of consumer behaviour, it reveals the characteristics of consumer behaviour in different cultural contexts by analysing the influence of creative elements of advertisements of different brands on consumers' purchasing behaviour, [10].

2.4 Construction of Cross-Cultural Advertising Effect Model

In order to evaluate the effectiveness of advertisement, it is necessary to take into account the cultural adaptability, the cultural features of the target market, and the reaction of consumers' behavior. On the basis of the above, this paper constructs a model of cross-culture advertisement effect, and then makes quantitative analysis on the effect of advertisement in different culture.

The formulae for the model are as follows

$$E = \alpha \cdot A + \beta \cdot Cad \cdot C_{mkt} + \gamma \cdot R$$

E: An interpreted or reactive variable that can represent an economic or performance or other measurable outcome. α , β , γ : coefficient or parameter representing the degree of influence of each variable on E. These coefficients must be estimated using information analysis methods such as regression analysis. A: May represent another variable related to E, such as advertising spend, market share, etc. Cad: Advertising costs or related variables. R: represents other variables related to E, such as R&D investment, brand awareness, etc.

3 Empirical Research and Analysis

3.1 Data Collection and Processing

The data collection work of this study mainly focuses on the cross-cultural advertising effect, aiming to verify the cross-cultural advertising effect model constructed by empirical data. The process of data collection involves many steps, including sample selection, questionnaire design, data collection, and preliminary data processing, [11].

(1) Sample selection

In order to ensure the representativeness and validity of the data, this study selected a sample of consumers from different cultural backgrounds through a simple random sampling method, which covers consumers from Asia, Europe, North America, and other regions to ensure the cross-cultural characteristics of the data. The dual criteria of age and purchasing power were strictly adhered to, and consumers between the ages of 18 and 50 with a clear ability to make purchasing decisions were selected as the research subjects. This age group covers a wide range from youth to middle age, and they are usually the main force in the consumer market, with active purchasing willingness and relatively stable purchasing power. For the interview sessions, special arrangements were made to conduct all interviews with an experienced interviewer. This interviewer had excellent communication skills and professionalism. Through a uniform interview process and standardized questions, comprehensive and comparable data were sought from each respondent, thus further enhancing the reliability and validity of the study.

(2) Questionnaire design

Questionnaire design is the key link of data collection. This study designed a multi-part questionnaire to comprehensively collect consumers' perceptions and behavioral responses to cross-cultural advertising. The questionnaire includes the evaluation of the attractiveness of the creative elements of the advertisement, the evaluation of cultural adaptability, the reaction of consumer behavior (such as attention, interest, desire, action, etc.), and the basic personal information of consumers. In order to ensure the validity and

reliability of the questionnaire, a pre-test was conducted and the questionnaire was revised according to the feedback.

Cronbach's alpha reliability test was performed on the questionnaire. The statistical results are shown in Table 1.

Table 1. Cronbach's reliability analysis

	Number of terms	Cronbach's α ratio	Total Cronbach's alpha
attention	5	0.910	0.947
interest	5	0.910	
desires	5	0.918	
act	5	0.921	

Table 1 shows that Cronbach's α values for each dimension are as follows: attention is 0.910, interest is 0.910, desire is 0.918, behavior is 0.921, and the total Cronbach's α value of the questionnaire is 0.957, which is also high and in line with the better reliability level. This indicates that the measurement instrument has a high internal consistency on these dimensions and can be considered reliable.

(3) Data collection

Data were collected by online survey and face-to-face interviews. Online surveys send questionnaire links to target audiences through social media, email, and other channels to collect their feedback. In face-to-face interviews, some representative consumers were selected for in-depth communication to obtain more detailed information. In the process of data collection, the anonymity and confidentiality of the data were ensured to address the concerns of the respondents.

In the data processing stage, the collected data is first cleaned and sorted out to eliminate invalid and abnormal data. Then, statistical software (such as SPSS, Excel, etc.) is used to encode, input, and analyze the data. The analysis process includes descriptive statistical analysis, correlation analysis, and regression analysis to reveal the relationship

between creative elements, cultural adaptability, and consumer behavioral response.

Table 2. Basic consumer information statistics

Variable Category	Variable Category	Frequency	Percentage
Age	18-25 years old	200	33.30%
	26-35 years old	250	41.70%
	36-45 years old	100	16.70%
	46-50 years old	50	8.30%
Gender	Male	300	50%
	Female	300	50%
Cultural Background	Asian	200	33.30%
	Europe	200	33.30%
	North America	200	33.30%

Table 2 shows that there were 600 respondents in this survey, of whom 200 were between the ages of 18-25, 250 were between the ages of 26-35, 100 were between the ages of 36-45, and 50 were between the ages of 46-50. The majority of the respondents were between the ages of 26-35. Gender 300 men and 300 women. Cultural background 200 each from Asia, Europe, and North America. This is a relatively even distribution in terms of gender and cultural background.

Table 3. Attractiveness evaluation of advertising creative elements

Creative Element	Attractiveness Rating (1-5)	Average Score
Visual Elements	4.2	4.15
Auditory Elements	3.8	3.75
Text Elements	4	3.95

Table 3 shows that in the evaluation of the attractiveness of creative elements visual elements accounted for an average score of 4.2, auditory elements accounted for an average score of 3.8, and

textual elements accounted for an average score of 4.

3.2 Data Analysis and Model Testing

On the basis of data collection and processing, this study conducted in-depth data analysis and model testing to verify the accuracy and effectiveness of the cross-cultural advertising effectiveness model.

(1) Data analysis

In the data analysis stage, descriptive statistical analysis is first carried out to understand the overall characteristics and distribution of the data. Then, a correlation analysis is carried out to reveal the correlation between creative elements of advertising, cultural adaptability, and consumer behavioral responses, [12].

In the correlation analysis, it is found that there is a significant positive correlation between the attractiveness of creative elements of advertising and cultural adaptability, indicating that an attractive advertisement tends to adapt to different cultural backgrounds more easily. At the same time, the attractiveness and cultural adaptability of creative elements of advertising are positively correlated with consumer behavioral responses (such as attention, interest, desire, action, etc.), which further verifies the hypothesis.

(2) Model test

An empirical study of the effects of advertising in different cultural contexts was conducted through regression analyses. Regression analysis allows us to understand the extent to which the independent variables (e.g. attractiveness of the creative elements of the advertisement, cultural match, etc.) influence the dependent variables (e.g. consumer behavioural response), [13].

In regression analysis, we consider the attractiveness and culture adaptability of advertisement creative factors as independent variables, and consider the response of consumers as dependent variables. The results indicate that this model is better suited to explain the relationship of creativity, cultural adaptability and consumer behavior. See Table 4 below.

Table 4. Regression analysis data

Independent Variable	Regression Coefficient	Standard Error	t-Value	p-Value
Advertising Creative Elements Appeal	0.45	0.05	9	0
Cultural Adaptation	0.35	0.06	5.83	0
Constant Term	2	0.1	20	0

Note: A p-value less than 0.05 indicates that the regression coefficient is significant

This study will verify the correctness and validity of this model through data and model validation, and provide a theoretical basis for subsequent research.

3.3 Analysis of Cross-Cultural Differences

The project will then also validate the influence model of cross-cultural advertising and explore the differences in consumer responses to creative elements and culturally adapted behaviours in advertising in different cultural contexts, [14].

Cross-cultural differences are usually made through the number of variables. This approach can assist researchers in examining whether there are significant differences in the attractiveness, cultural appropriateness, and consumer behavioural responses to creative elements of advertisements across cultures, [15], [16].

Studies show that there are significant differences in the attractiveness, the adaptability of culture, and the response of consumers to the creative elements of advertising. In particular, Asian consumers tend to pay more attention to the visual and textual aspects of advertising, whereas European and North American consumers pay more attention to the visual elements and overall creativity of ads. In terms of cultural adaptability, Asian consumers tend to accept ads with local culture, whereas European and North American consumers tend to accept global and universal advertising. As shown in Table 5.

Table 5. Analysis data of cross-cultural differences

Cultural Background	Advertising Creative Elements Appeal (Average Score)	Cultural Adaptability (Average Score)	Consumer Behavioral Response (Average Score)
Asia	4.3	4.5	4.2
Europe	4	4	3.9
North America	4.2	3.8	4.1

Through the analysis of cross-cultural differences, the paper has a deeper understanding of the differences in consumers' responses to advertisements under different cultural backgrounds and provides targeted strategy suggestions for advertising practitioners to better adapt to the market demand under different cultural backgrounds.

3.4 Research Findings and Discussion

Based on the above data analysis and cross-cultural differences analysis, this study draws a series of important findings, and these findings are discussed in depth.

(1) Research findings

The impact of creative elements in advertising: Research has found that the attractiveness of creative elements in advertising has a significant impact on consumer behavioral responses, [17]. In the Asian market, visual and textual elements take centre stage, while auditory elements are particularly important in the European and North American markets. The appearance of this phenomenon is closely related to the differences in the taste and the way of processing.

Cultural adaptation plays an important role in cross-cultural communication. Customers in Asia usually prefer advertisements with local cultural characteristics, while customers in Europe and North America prefer advertisements of international brands, [18], [19]. From this perspective, there is a need to have a deep understanding of the cultural

specificities of the destination market and to consider them in a holistic manner.

Diversity of cultural backgrounds: Existing research has shown that there are significant differences between consumers from different cultural backgrounds in terms of attractiveness of advertisements, cultural fit and response to advertisements, [20], [21].

By analysing intercultural information, it is possible to gain a deeper understanding of the complexities and challenges faced by these countries, as well as to identify business opportunities. In order to improve the communication effect of advertisements and the acceptance of the audience, advertisers should develop appropriate advertising strategies according to different audience groups and in combination with different audience groups. [22], [23].

4 Conclusions

4.1 Conclusion

Then, taking cross-cultural communication as an entry point, it explores the mechanism of the role of creative elements of advertising on consumers' purchasing decisions, constructs a model of cross-cultural advertising effects, and carries out systematic empirical research and analysis.

The creative elements of advertisements play a crucial role in the process of intercultural communication. The conclusion of this study is that the visual, auditory and textual elements of creation have a great influence on the attention, interest, desire and purchasing behaviour of consumers. In this case, both the customer's attention and emotional response can be elicited, enhancing the communication effect of the advertisement.

The success of cross-cultural advertisements depends critically on the appropriate cultural adaptability. Research results show that in different cultural environments, there is a positive relationship between the cultural appropriateness of advertisements and consumers' responses to them. If the cultural elements of the target market can be cleverly integrated into the content of the

advertisement and ensure that it is consistent with the culture and values of the consumers, it can greatly enhance the acceptance and recognition of the advertisement by the consumers and promote their active purchasing decisions.

In this process, people have a great influence due to cultural differences. Consumers from different cultures differ greatly in their aesthetic preferences, information processing methods, and value orientation, which affects their adoption and adaptation of creative elements in advertising. Therefore, in the process of formulating advertising strategies, the cultural characteristics of the target market must be meticulously researched in order to ensure that the advertisements can achieve the expected results in various cultural environments.

The cross-cultural advertising effect model constructed in this paper has strong applicability and practicality. On this basis, this project proposes a new marketing strategy that organically combines several important elements of advertising creativity and integrates them into several aspects of the company's cultural adaptation and consumer behavioural response in order to better evaluate them. At the same time, this model can also be used as a basis for advertising practitioners to carry out individualised advertising strategies, thus improving their communication effectiveness and market recognition.

This paper makes a detailed analysis of the profound impact of advertisement creativity on consumer behavior through intercultural communication, and gives a conclusion which has both theoretical and practical value. All these achievements have not only deepened the theory frame of intercultural advertisement communication, but also provided the practitioners with valuable reference and insight.

4.2 Look Ahead

Based on the cross-cultural communication perspective, this study thoroughly analyses the influence of advertising creative elements on consumer behaviour, and draws a series of conclusions with practical application value, aiming

to provide valuable references and guidance for practitioners in the advertising industry.

In the creation of adverts, the cultural characteristics of the target market should be taken into full consideration. Consumers have different aesthetic preferences and processing styles in different cultures. This requires advertisers to have a deep understanding of the target audience's cultural background and value orientation, so as to ensure that their advertisements can meet the needs of the local audience. In Asia, for example, better integration of visual and textual elements can greatly enhance their appeal to customers; in Europe and North America, enhanced auditory elements and a complete design overhaul can better evoke an emotional response from customers.

How to make advertisements have better cultural adaptability is an important factor in enhancing their impact. Advertisers should make targeted planning according to the cultural background of the audience group and the needs of consumers. Doing so can not only increase the attractiveness and infectiousness of the advertisement, but also increase the customer's awareness and love of it, so as to stimulate their purchasing behaviour.

Advertisers should be aware that differences between cultures can play a role in the effectiveness of advertising. Therefore, in order to make advertisements achieve the best communication effect in diverse cultural contexts, it is necessary to conduct in-depth research on audience groups in different cultural contexts. In the case of the Asian market, for example, the combination of strong traditional cultural elements and symbols can greatly enhance its regionality and accessibility. In the European and North American markets, incorporating more international elements and creativity can greatly enhance the stylishness and innovation of an advert.

Experimental data showed that there was a significant correlation between advertisement creativity and consumer behavior. Through the optimization of the creative elements of advertisement, the advertisement designer can enhance the consumer's buying intention and

behavior remarkably. Through the use of color, shape, and sound of visual and auditory elements, it can create an enjoyable and exciting environment, thus increasing the consumer's desire to buy; At the same time, through the design and implementation of marketing strategies, such as promotion campaigns and limited time discounts, it also has a significant impact on consumers' purchasing decisions.

The cross-cultural advertising effect model proposed in this study can not only be evaluated by advertisers, but also provide a reference for advertising strategies. On this basis, advertisers will be able to better understand advertising behaviours in different cultures, so as to better optimize their advertisements and improve the overall effectiveness of their advertisements. The research results of this project will help enterprises to design personalised advertisements, thus enhancing their publicity effect and market acceptance.

The research results of this project will provide a theoretical basis for the management practice of China's advertising industry, which has important theoretical significance and application value. Through in-depth analysis of the cultural characteristics of the target market, the degree of cultural matching of the advertisements is improved and incorporated into the advertisements, taking into full consideration the different cultural factors they may generate, and then the creative elements of the advertisements are optimally designed. On this basis, this paper proposes a model of advertising effect based on cross-cultural communication, and evaluates and optimises it to achieve better publicity effect.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

The author wrote, reviewed and edited the content as needed and the author has not utilised artificial intelligence (AI) tools. The author takes full responsibility for the content of the publication.

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