

On the Effects of Culture Value on Cross-Cultural Marketing and Its Revelation

文化价值观对跨文化广告传播的影响及启示

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Abstract: In recent years, with the rapid development of the economy, the focus of commodity competition has shifted from product and marketing to brand image and cultural influence. One of the most important tasks of marketing is to establish a good brand image and endow the brand with a specific cultural connotation and value. Therefore, the assessment of the effects of advertising must take the social and cultural benefits which it brings into consideration. Cross-cultural marketing requires that special attention be paid to cultural differences between countries. Especially in the current homogenization of the consumer environment and product competition, the problem of localization must be taken into account, that is to say, a problem of how the creative strategies of transnational communication adapt to local cultural characteristics in the new environment. The integration of local culture is a powerful tool for cross-cultural advertising success. One of the most influential factors in the effectiveness of cross-cultural advertising is how to understand the differences in values embraced by people from different cultural backgrounds, as

well as the concepts, ethics and behavioral attitudes embodied in values. In fact, cultural values represent the will of society and the attitude of consumers. This thesis attempts to make use of the methods of literature research and case analysis to explore this issue from the perspective of cross-cultural communication and cultural audience, and explore effective ways to spread cross-cultural advertising.

Key words: cross-cultural marketing; local cultural traits; cultural backgrounds; controversial advertising

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摘要：商品竞争的焦点已从产品和营销转向品牌形象和文化影响。营销最重要的任务之一是树立良好的品牌形象，赋予品牌特定的文化内涵和价值。因此，评估广告的成败必须考虑它带来的社会和文化利益。跨文化营销需要特别关注国家之间的文化差异。特别是在当前的消费环境和产品竞争的同质化中，广告商必须更多地考虑跨国传播的创意策略如何适应当地的文化特征。尊重和融合当地文化是跨文化广告成功的有力工具。对跨文化广告传播效果影响最大的因素之一是如何理解来自不同文化背景的人们的价值观差异，以及价值观中反映的观念，道德和行为态度。事实上，文化价值观代表着社会的意志和消费者的态度。本文将采用文献研究法以及案例分析法，从跨文化传播与文化受众角度阐述探讨此问题，探寻跨文化广告传播的有效途径。

关键词： 跨文化广告传播；本土文化特质；文化背景；争议广告

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