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**The Influence of National Identity Activation on Consumer Responses
to Patriotic Ads: Caucasian vs. Asian Americans**

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to Patriotic Ads: Caucasian vs. Asian Americans**

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Dedication

I dedicate this dissertation to my parents, Min-Sun Kim and Byung-Kyu Yoo, and to my brothers, Seung-Ho Yoo and Seung-Hoon Yoo – all of whom supported me enormously throughout the Ph.D. process.

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The Influence of National Identity Activation on Consumer Responses to Patriotic Ads: Caucasian vs. Asian Americans

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This dissertation study examined how the activation of national identity influences consumer evaluations of ads using patriotic appeals. Specifically, this study proposed that (1) priming of national identity through the cues within media-context would activate consumers' national identity, making it momentarily salient, and this increased national identity salience, in turn, would affect consumer responses to the ads using patriotic themes; and (2) the impact of national identity salience on evaluations of patriotic ads among ethnic minority consumers (i.e., Asian Americans) would be different from that among majority consumers (i.e., Caucasian Americans). As expected, findings from this study showed that activating consumers' national identity through a national identity prime (i.e., a news story about a national event) led to favorable responses to the ads featuring patriotic themes. Further, results of this study indicated that the effect of national identity salience on increasing evaluations of ads using patriotic themes was significantly stronger for ethnic minority consumers than was for majority consumers. Implications and suggestions for future research in this area are provided.

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CHAPTER I

INTRODUCTION

The terrorist attacks of 9/11 and the Iraq War have stirred the patriotic emotions among American consumers. In the aftermath of 9/11, the relationship between consumption and citizenship was dramatically reinforced in patriotism-themed advertising. The high emotional impact of 9/11 no doubt prompted advertisers to use the patriotic message format in hopes of evoking positive attitudinal and behavioral responses. Ads using symbols such as the Statue of Liberty, the American flag, patriotic colors (e.g., red, white, and blue) and phrases such as “God bless America” and “United We Stand” began appearing in TV, newspapers, and magazines to drive home the perception of companies’ commitment to and pride in the nation (Kinnick, 2003). In addition, the use of “Made-in-the-USA” and other similar slogans with patriotic appeals and references also significantly increased.

Not long after the tragedy of 9/11, the United States started experiencing a period of continuous economic decline (Henderson, 2004). In the years since 2001, the necessity of patriotic spending to keep the economy growing, as the nation struggles against economic recession, has been continuously advocated. Furthermore, as the economic power of developing countries such as China, India, Brazil, and Russia grows, American leadership in the global market has been questioned. For example, during the past decade, China’s economic success has allowed it to pursue a greater role on the international

stage, the country being recognized both as a regional superpower and aspiring global power. Given these, researchers have suggested that the internal and external economic threats are likely to increase American consumers' ethnocentric tendencies. In other words, the national economic crisis induces pro-social purchase of domestic products. Through such acts, consumers consciously enact the role of altruistic "helpers" to fellow citizens (Granzin and Olsen, 1998).

Given the economic challenges the U.S. faces, patriotism has been incorporated into advertisers' long-term branding campaigns. Companies expect patriotic advertising appeals that promote buy-American as a helping behavior to stimulate consumers' sense of responsibility to help their home country (Tsai, 2010). Meanwhile, it has been questioned whether these "patriotic" advertisements actually convince consumers to purchase domestic products. Indeed, many ads using patriotic themes have been criticized rather than praised (Stearns, Borna, and Oakenfull, 2003). Researchers have cautioned marketers and advertisers to be careful when relying on patriotism to connect with prospective customers. Patriotic themes can be counterproductive, since consumers may view the strategy as exploiting patriotism for financial gain. McMellon and Long (2006) pointed out that ads using patriotic themes after 9/11 were not a manifestation of the need to communicate group needs or membership in the group. Rather, they appeared to exploit consumer feelings of patriotism, hoping that the same patriotic feeling would be associated with their products or services. These ads would be especially open to criticism by consumers and might easily bring forth negative attitudes rather than evoking

a positive attitudinal response. In addition, few Americans are easily affected by ads merely featuring patriotic symbols. Rather, feeling loyal to the brands they have always used, consumers hesitate to change their purchase patterns (Chura, 2002). Therefore, it is important to address how consumers respond to ads using patriotic themes.

Consumers' patriotic emotions and subsequent judgments and product choices in response to ads using patriotic themes could be greatly influenced by their level of national identification. National identification in the form of national attachment, pride, and loyalty creates bonds of solidarity among all citizens, aligns individual interests with national welfare, and provides motivation for being a good citizen. National identification also enacts the voluntary, participatory behaviors that constitute the role of a citizen (Turner, Hogg, Oakes, Reicher, and Wetherell, 1987). People who have a stronger national identification are likely to have a stronger desire to support and protect their own country's economy and welfare than those who do not (Verlegh, 2007). Consumers who strongly identify with their country may therefore seek to express their national identity through consumption behaviors. Expressions of national identity may range from complying with ads using "made in ..." (home country) labels to boycotting or destroying products of nations considered "adversaries" of the home country. Being loyal to domestic products via purchase behavior has important social and cultural connotations for these consumers (Askegaard and Ger, 1998).

While national identity seems to be one of the major factors that affects consumer responses to ads using patriotic themes, triggering the national identity among individuals'

multiple identities can be somewhat complex. In particular, it can be even more complex when this nation based affinity works alongside an individual who has affinity toward another nation, which may influence his or her identification with a nation as a whole. In other words, it is important to further scrutinize how ethnic minority consumers, who have both country-of-origin and country-of-residence to reconcile, negotiate between these two different cultural identities, which may affect their responses to ads using patriotic themes.

In order to better understand these ethnic minority consumers, it is important to first recognize that today's U.S. culture is seen as a "salad bowl" rather than a "melting pot." In the "salad bowl" scenario, ethnic minorities desire to develop an American lifestyle but maintain their own language, norms and values, creating unique cultures. In this multicultural context, group identity, especially racial or ethnic membership, is the social base camp from which they become involved in American culture. Ethnic minorities often choose to incorporate different aspects of American culture, and by doing so, they create a hybrid version of American-ness (Tharp, 2001). For example, Chinese American culture may be neither Chinese nor American, nor is it on some continuum between the two (Wallendorf and Reilly, 1983). That is, over a long time or even generations, there will still be a unique mix of American and Chinese cultural aspects that constitute Chinese American subculture in the U.S.

Unlike majority group members, most ethnic minority group members struggle with the question of combining their own ethnic identity with their commitment to the

nation as a whole. An important issue, then, is how these individuals who have internalized more than one culture negotiate their different, often opposing, cultural orientations. While some ethnic minorities perceive their cultural identities (i.e., ethnic and national) as compatible and complementary, others tend to describe them as oppositional and contradictory (Benet-Martínez et al., 2002). Ethnic minorities who have developed compatible cultural identities tend not to perceive the two cultures to be mutually exclusive, oppositional, or conflicting. On the other hand, those who have developed oppositional cultural identities often report difficulty in incorporating both cultures into a cohesive sense of identity (Gil, Vega, and Dimas, 1994; Phinney and Devich-Navarro, 1997; Vivero and Jenkins, 1999). When the two cultural identities are dissociated and conflicted within an individual, he or she becomes particularly sensitive to specific tensions between the two cultural orientations (Benet-Martinez and Haritatos, 2005). In this case, the individual often feels that he or she should just choose one cultural identity, rather than identifying with both at the same time (Benet-Martínez et al., 2002). For these individuals, maintaining incompatibility between the two cultural identities may result in either a weaker sense of national identity and stronger attachment to their ethnic groups, or vice versa. The weaker national identification diminishes common bonds, loyalty, and attachment to the nation, which may influence their responses to patriotic advertising messages. Little is known, however, about how these bicultural individuals manage and negotiate their dual cultural identities and how the identity negotiation process influences their consumption behavior.

The above discussion brings up the existence of multiple social identities in ethnic minority consumers. Social identity refers to the part of an individual's self-concept which is derived from his or her knowledge of his or her membership of a social group (or groups) together with the value and emotional significance attached to that membership (Tajfel, 1978). Recently, there has been increasing interest among social psychologists regarding the fact that most individuals are simultaneously members of multiple social groups (e.g., nationality, gender, and ethnicity), and each of these social groups provides a basis for shared identity and group membership that may become an important source of social identity. As discussed above, in the context of ethnic groups, researchers (Hong, Morris, Chiu, and Benet-Martinez, 2000; Laroche, Kim, and Tomiuk, 1998; Oswald, 1999; Penaloza, 1994) have suggested that ethnic minorities, being simultaneously rooted in multiple contexts, construct their identity by maintaining dual cultural identities rather than merely assimilating into the host culture through the construction of a homogeneous identity.

As a step toward understanding the structure of multiple social identities, Roccas and Brewer (2002) introduced the concept of "social identity complexity," which suggests that the actual degree of overlap between social categories of which a person is simultaneously a member may vary considerably. The basic premise of the theory is that social groups that people belong to may be completely embedded in others, some may be completely orthogonal, and some may overlap only slightly. According to the theory, low complexity means that multiple identities are subjectively embedded in a single in-group

representation, whereas high complexity involves the acknowledgment of differentiation and differences between in-group categories. Rocass and Brewer (2002) further suggest that social identity complexity reduces cognitive and motivational bases for in-group bias, which may result in reduced in-group favoritism and heightened out-group tolerance. In this sense, ethnic minorities with high complexity in their identity structures would be likely to feel less attachment or be less loyal to the in-groups (i.e., ethnic or nation) compared to those with relatively low-complex social identity structure.

The link between social identities and judgments has been investigated in numerous consumer domains, including the persuasiveness of spokespersons (Deshpande and Stayman, 1994), gender and ethnic differences in advertisements (Grier and Deshpande, 2001), food consumption preferences (Wooten, 1995), media usage (Saegert, Hoover, and Hilger, 1985), brand loyalty/organizational patronage (Deshpande, Hoyer, and Donthu, 1986), and even information-processing tendencies (Meyers-Levy and Sternthal, 1991). These studies have demonstrated that classifying consumers based on different social identities leads to differences in the descriptions of how consumers behave or respond to marketing stimuli. More recently, however, social psychologists have begun to argue that social identities have little or no impact on consumer attitudes, decisions, and behaviors, unless the social identity information is accessible or activated in consumer's mind, a construct termed social identity salience (Reed, 2002). The notion of identity salience takes on particular importance because consumers each have so many identities that, without knowing how and when which ones become salient, one cannot

predict the impact of identity cues on persuasion (Reed, 2004). Social identity salience refers to the activation or “switching on” of an identity-related conceptual structure in an individual’s self-concept (Reed, 2002). Previous research on social identity salience suggests that environmental and situational factors can make a particular social identity momentarily salient in individuals’ mind, or cause a momentary shift in the identity, which subsequently leads to their judgments and behaviors that are congruent to that momentarily salient identity (Bolton and Reed, 2004; Dimofte, Forehand, and Deshpande, 2004; Forehand and Deshpande, 2001; LeBoeuf 2002; Reed, 2004; Stayman and Deshpande, 1989; Wooten, 1995). That is, multiple identities have differential salience at different points in time, and stimulus cues can “switch on” any of the multiple social identities momentarily (LeBoeuf, 2002). For instance, as ethnic minority consumers continuously face situations where they are reminded of their identity, certain stimulus cues may momentarily “switch on” a particular cultural identity (i.e., ethnic or national), and the momentarily salient identity may influence them to make alternative choices.

Literature on social identity-based consumption has demonstrated that social/situational contexts and stimulus cues act as “triggers” for identity salience and “prime” for subsequent social identity-congruent attitudes and behaviors. Further, recent research on the influence of environmental primes on consumer behavior has found that the same prime can produce different effects on subsequent consumer choices, which suggests the need to employ segmentation procedures in predicting prime-based effects on consumer choices (Wheeler and Berger, 2007). Of the various ways of segmenting

consumers, this study particularly focuses on consumer ethnicity in analyzing how ethnic minority (vs. majority) consumers activate their national identity and how the salience of national identity affects their decision making. In other words, the purpose of this dissertation research is to shed light on how the negotiation between ethnic and national identity among ethnic minority consumers influences the activation of a national identity and their subsequent judgment and decision making and, further, how this process differs from that of majority consumers.

The overarching research question of this dissertation is: How do ethnic minority consumers respond to ads using patriotic themes? While the majority of consumers have a relatively simple structure of cultural identity, ethnic minority consumers have a complex structure of cultural identity and, thus, need to reconcile multiple cultural identities. For this reason, their response to an appeal that builds on a specific cultural identity will likely depend on whether that particular cultural identity is switched on and becomes momentarily salient. To be more specific, the research questions to be addressed are: (1) Are the ethnic minority consumers' responses to ads using patriotic themes different from those of majority consumers (i.e., Caucasian Americans)?; (2) How does the activation of national identity through stimulus cues (i.e., national identity primes) influence ethnic minority consumers' responses to ads using patriotic themes, as compared to the majority?; and (3) How is the impact of activation of national identity on responses to ads using patriotic themes for ethnic minorities different from that for majority?

In Chapter 2, a review of the literature relevant to this study will be provided. Chapter 3 will put forth a proposed conceptual framework and specific hypotheses. Chapter 4 describes the experimental study design and procedure to empirically test the hypotheses. Results from the empirical research are presented and discussed in Chapter 5. Finally, Chapter 6 concludes this dissertation research with a summary, limitations, and suggestions for future research.

CHAPTER II

LITERATURE REVIEW

This chapter describes relevant literature that guided the development of the proposed hypotheses tested in this dissertation. This chapter is organized into three parts. The first part reviews literature related to identity negotiation among ethnic minority consumers and includes the following sections that encompass relevant sub-sections: self-concept and social identity; strength of identification and in-group favoritism; multiple cultural identities among ethnic minorities. The second part of this chapter focuses on social identity salience influencing individuals' perceptions and behavior, including the following sections: social identity salience; factors influencing social identity salience; activating dual cultural identities in responding to cultural cues. The final part of the chapter reviews literature regarding consumer responses to ads using patriotic themes as an expression of national identity, and it contains the following sections: trends of patriotic advertising and consumer responses; patriotic consumption as an expression of national identity; activation of national identity through media content.

1. Identity Negotiation of Ethnic Minority Consumers

1.1. Self-Concept and Social Identity: The 'Self' as 'We'

Self-concept and identity are what come to mind when we think of ourselves (Neisser, 1993). According to Cooley (1902), the self-concept encompasses all of the

perceptions an individual holds about himself/herself. It involves not only how an individual personally perceives himself/herself but also his or her perceptions of how the world sees him or her and interacts with him or her. Hence, the basic questions of self-concept and identity such as “Who am I?”, “Where do I belong?”, and “How do I fit (or fit in)?” are related to the social environment to which the individual belongs (Higgins, 1996). Theorists have conceptualized the self-concept as a social product that develops through relationships with others and what they see in one’s self (Oyserman, 2001). William James (1950), for instance, described the social aspect of the self-concept and social selves as the unique version of the self, reflected in each human interaction. The self is thus experienced “indirectly, from the particular standpoints of other individual members of the same social group, or from the generalized standpoint of the social group” (Mead, 1934, 1964, p. 138).

Social identity theory provides reasonable evidence for the assertion that one’s self-concept is affected by specific group memberships (Deaux et al., 1995; Tajfel, 1978, 1981; Tajfel and Turner, 1979). The definition proposed by Tajfel (1978), which is most commonly cited, maintains that an individual’s social identity is “. . . that part of an individual’s self-concept which derives from his knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership” (p. 63). The basic idea of social identity theory is that a social category such as nationality, ethnicity, or gender provides the self-defining characteristics that constitute a part of an individual’s self-concept (Hogg, Terry, and White, 1995).

According to Hogg et al. (1995), in an individual's mind, group membership provides a category-congruent self-definition through descriptive, prescriptive, and evaluative consequences, which relate to the individual's cognitions, emotions, and behavior (Hogg et al., 1995). They suggest that an individual's self-concept is comprised of multiple distinct category memberships that vary in their relative overall importance in the self-concept. A social identity that represents each of these memberships both describes and prescribes one's attributes as a membership of that group, guiding how one should think, feel, and behave.

Tajfel and Turner (1979) posit that the basic criterion that defines an individual as a group member is whether the individual defines himself/herself and is defined by others as a group member. Categorization, a process through which individuals are assigned to contextually relevant categories (Hogg et al., 1995), is the key socio-cognitive process by which group membership is invoked, and categorization of self and others into in-group and out-group defines people's social identity. Self-categorization theory (Turner, 1985; Turner et al., 1987) elaborates the operation of the categorization process as the cognitive basis for group behavior. According to this theory, people are essentially "depersonalized" in the process of categorization. That is, they are perceived as, are reacted to, and act as embodiments of the relevant in-group prototype rather than as unique individuals (Oakes et al., 1991; Turner, 1991; Hogg et al., 1995). Depersonalization of the self is the basic process underlying group phenomena such as social stereotyping, group cohesion and ethnocentrism, cooperation and altruism, emotional contagion and empathy, collective

behavior, and shared norms. Through depersonalization, self-categorization effectively brings self-perception and behavior in line with the contextually relevant in-group prototype, and thus transforms individuals into group members and individuality into group behavior (Hogg et al., 1995).

1.2. Strength of Identification and In-Group Favoritism

The association of a social identity with the self has generally been referred to as “strength of identification,” which is “an enduring association between an individual’s sense of self and his/her identity” (Forehand et al., 2002, p. 1087). Social identification entails affective and evaluative processes that are above and beyond a mere cognitive classification of the self (“I am American”) into a shared social category. The affective significance of social identification arises from the felt attachment between the self and the in-group as a whole. As a result, a person’s sense of self, grounded in the feelings of an attachment, takes on a positive or negative value (“I am proud of being American”) (Brewer, 2001). According to Brewer (2001), “social identification represents the extent to which the in-group has been incorporated into the sense of self, and at the same time, that the self is experienced as an integral part of the in-group” (p.21). With high levels of social identification, the group’s outcomes and welfare become closely connected to one’s own sense of well-being (Brewer, 1991). Thus, individuals who strongly identify with a group feel oneness with or belongingness to that group (Ashforth and Mael, 1989) and, in turn, are more likely to behave in a fashion consistent with that group’s goals and

norms than are weak identifiers (Madrigal, 2001). Social identity theory proposes that it is the engagement of the self that accounts for the positive evaluation of the in-group and positive orientations toward fellow in-group members. This gives rise to the notion that attachment, love, and loyalty to in-groups are fundamental to individual survival and well-being. Thus, the stronger the relationship between a social group and its members, the greater the willingness of individual members to engage in behaviors that support the group (Fisher and Wakefield, 1998).

Brewer (2001) suggests that identification may well lead to a motivation to view the in-group in the most favorable terms. Drawing on Heider's (1958) principles of cognitive balance, the connection between self and in-group constitutes a unit relationship. Assuming that affect toward the self is primarily one of positive regard, positive attitudes toward the group creates balance between unit and sentiment relations. There is empirical evidence that positivity biases associated with in-group identification arise automatically and without awareness. Perdue, Dovidio, Gurtman, and Tyler (1990), for instance, demonstrated that in-group signifiers (terms such as "we", "us," and "our") automatically activate positive evaluative responses, as indicated by differential reaction time to recognize subsequent words as "good" (vs. "bad"). Further, consistency motives are also implicated in relationships between attributes and behavior. Positive evaluations and expectations give rise to trust and cooperative behavior that in turn justify positive feelings and further expectancies.

1.3. Multiple Social Identities and Cultural Identities

1.3.1. Multiple group memberships and social identity complexity

Contemporary social science theorists have demonstrated that the notion of the self and its constituent multiple identities are crucial for understanding human thoughts, feelings, attitudes, beliefs, motives, values, and behaviors (Jussim et al., 2001; Holland, 1997; Tajfel, 1981; Thoits and Virshup, 1997). Most individuals are members of many social and cultural groups. That is, members of any large and complex society are differentiated or subdivided along many meaningful social dimensions, including ethnicity, gender, sexual orientation, religion, political ideology, life stage (e.g. student, worker, retiree), and economic sector (e.g. technology, service, academics, professional). Each of these divisions provides a basis for shared identity and group membership that may be an important source of social identity. Most of these differentiations are cross-cutting, in a sense that individuals may share a common in-group membership on one dimension but belong to different categories on another dimension (Miller, Brewer, and Arbuckle, 2009). Acknowledging the fact that the most individuals are simultaneously members of multiple social groups, there have been a number of studies examining the effects of cross-cutting social categories on in-group bias. The majority of research on social identity and intergroup relations, however, has been conducted in the context of a single ingroup-outgroup categorization (Brewer and Pierce, 2005). Research that examines the nature of relationships among an individual's numerous in-group identities or on the effects of holding multiple social identities on individuals' attitudes and

behaviors is still limited.

Understanding the structure of the multiple social identities is important because the representations of one's in-groups have effects not only on the self-concept but also on the nature of relationships between self and others (Roccas and Brewer, 2002). In order to better understand the structure of multiple social identities, Roccas and Brewer (2002) introduced the concept of "social identity complexity". The complexity construct emphasizes how different social identities are subjectively combined to determine the overall inclusiveness of an individual's in-group memberships (Miller et al., 2009). That is, multiple social identities can be represented subjectively along a continuum of complexity and inclusiveness, reflecting the degree to which different identities are differentiated and integrated in an individual's cognitive representation of his or her group memberships. According to Roccas and Brewer (2002), when an individual perceives his or her in-groups as having highly overlapping sets of members, identification is relatively "simple". For example, if almost all Mormons live in Utah and almost all residents of Utah are Mormons, then the in-group category based on religion comprises the same individuals as the in-group based on state residence. In this hypothetical situation, for a resident of Utah, all other residents are seen as in-group members whether religion or state residence is the basis of ingroup-outgroup categorization. The opposite end of the continuum would exist when in-groups defined by different dimensions of categorization do not overlap or overlap only partially. In this case, the implications for social identification become more complex since some of those

who are fellow in-group members on one dimension are simultaneously out-group members on the other. For example, a woman who is a top manager is likely to perceive a male colleague as an in-group member when the social context emphasizes her professional identity (e.g., a business conference). When her identity as a woman is emphasized, however, she perceives the same colleague as an out-group member. The theory of social identity complexity (Roccas and Brewer, 2002) focuses on these situations of cross-cutting group memberships – where the constitution and meaning of different in-groups do not completely converge – and how individuals construct their social identities in relation to the multiple, non-convergent memberships. The theory suggests that when an individual acknowledges and accepts the non-overlapping memberships of his or her in-groups, his or her subjective identity structure is both more inclusive and more complex.

Roccas and Brewer (2002) propose that social identity complexity is associated with intergroup attitudes and behavior in ways that reduce in-group bias and increase out-group tolerance. According to social categorization theory, processes of intra-category assimilation and inter-category contrast counteract each other when categories are cross-cutting (Deschamps and Doise, 1978; Vanbeselaere, 1991), thus, resulting in reducing or eliminating the effects of inter-category accentuation and minimizing differences between groups. Based on this theoretical foundation, Roccas and Brewer (2002) argue that cross-cutting distinctions make social categorization more complex and reduce the magnitude of in-group-out-group distinctions and undermine the cognitive basis of in-

group bias. In addition, multiple, non-overlapping group memberships reduce the importance of any one social identity for satisfying an individual's need for belonging and self-definition (Brewer, 1991), which reduces the motivational basis for in-group bias.

Roccas and Brewer (2002) and Brewer and Pierce (2005) provided evidence that cognitive and motivational factors influenced the association between social identity complexity and reduced in-group favoritism, and increased out-group tolerance in general. In Roccas and Brewer's study (2002) with American college students, participants rated a series of target persons described by category memberships – one of the targets was a member of an out-group defined by race, one was a member of an out-group defined by religion, and one was a member of an out-group defined both by race and religion. The result showed that tolerance toward out-group members was higher for participants who had higher complexity. Similarly, in a sample of Israeli students, social identity complexity was found to be positively related to readiness to engage in social contact with out-group members, represented in the study by recent Russian immigrants (Roccas and Brewer, 2002).

1.3.2. Dual identities: National Identity vs. ethnic identity among ethnic minorities

Most ethnic minority group members are faced with the question of combining subgroup identities (e.g., ethnic identity) with commitments to the nation as a whole. This means that ethnic minorities' identity structure is much more complex than that of majority. Their national group membership (country of residence or citizenship) and

ethnic group membership represent distinct cultures and overlapping but non-convergent social groups. As different cultures, the two group identities may represent different, and sometimes conflicting, sets of norms and values. The different group identities may place competing demands on individual loyalty and resources (Roccas and Brewer, 2002). Further, as discussed previously, high social identity complexity has been expected to reduce the cognitive and motivational basis for in-group bias or favoritism.

Ethnic minorities often talk about their dual cultural heritage in complicated ways and in both positive and negative terms. That is, having dual cultural identities can be associated with feelings of pride, uniqueness, and a rich sense of community and history, while also bringing to mind identity confusion, dual expectations, and value clashes (Haritatos and Benet-Martinez, 2003). Most ethnic minorities have to deal with two central issues: (1) the extent to which they are motivated or allowed to retain identification with their culture of origin, the nonmajority, minority culture; and (2) the extent to which they are motivated or allowed to identify with the mainstream, dominant culture (Berry, 1990). Then, the questions arising here are how ethnic minorities negotiate these two central issues and whether these two identifications are positively or negatively associated with a sense of commitment to their own ethnic group or nation as a whole.

While some scholars (e.g., Roccas and Brewer, 2002, 2005; Benet-Martinez et al., 2002) suggest that it is possible for ethnic minorities to have varying degrees of identification with both the ethnic minority group and the national category

simultaneously, integrating the two cultural identities, many intergroup conflicts within multiethnic societies turn on the (in)compatibility of subgroup and national identities (Verkuyten and Yildiz, 2007). Some argue that an emphasis on ethnic identity does not require a lack of national commitment (e.g., Parekh, 2000); meaning strong ethnic identity does not necessarily undermine the strength of national identification. Others claim, however, that there exists a negative association between ethnic identification on the one hand and national identification on the other. In other words, the stronger ethnic identification is, the more difficult it will be to identify with the national category (Huntington, 2004).

There are two competing perspectives that have attempted to provide theoretical frameworks for the relationship between an individual's identification with his or her culture of origin and identification with the nation as a whole. First, social dominance theory (Sinclair, Sidanius, and Levin, 1998) emphasizes the basic desire to have one's own primary in-group be considered better than, superior to, and dominant over relevant out-groups. Research based on this social dominance perspective suggests that group dominance orientation not only affects in-group favoritism and out-group discrimination but also a whole host of other behaviors toward in-groups/out-groups, and their members. According to Sidanius et al. (1997), the group dominance perspective implies that national identity, or a sense of belongingness to the nation as a whole, will be more strongly and positively associated with membership in dominant groups and less strongly associated with membership in subordinate groups, such as ethnic groups. The basic

premise of social dominance theory is that ethnic and national identities are destined to come into conflict in cases where the individual's ethnic group was subjugated through conquest or domination by the majority culture. That is, individuals who identify with a conquered or subjugated ethnic minority group are perceived to be, and ultimately see themselves as, subordinate to majority group members (Sidanius et al., 2004). Within the social dominance perspective, the following two types of asymmetries are applied: (1) the degree of attachment to the nation should be stronger for members of dominant groups than for members of subordinate groups; (2) the correlation between one's attachment to one's ethnic group and one's attachment to the nation as a whole should be more positive for people within dominant groups than for people within subordinate groups (Sidanius et al., 1997). Sidanius et al. (1997) also suggest that there are important variations among ethnic groups in the association between identification with their own ethnic groups and their national identity. For example, they found that while the relationships between patriotism and ethnic attachment were positive among the dominant Euro-Americans, the relationship was negative among the ethnic minority group members. That is, strong ethnic identity among ethnic minority groups was found to be negatively related to national attachment and patriotism (Sidanius et al., 2004).

In contrast to social dominance theory, the ethnic pluralism model (Simpson, 1995; Phinney, 1996; Sidanius et al., 1997) suggests that individuals can simultaneously maintain a positive identity with their nation while remaining identified with their culture of origin. That is, one can live simultaneously within an ethnic culture and a larger

national context without compromising a cohesive sense of self. According to the model, (1) rather than dissolving into a unitary ethnicity of nationhood, ethnic subgroups continue to maintain their distinctiveness; (2) all of these ethnic subgroups are considered coequal partners in society, where no one group dominates any other group; and (3) individuals can simultaneously maintain a positive commitment both to an ethnic particularism and to the larger political community. These dual commitments should be seen as complementary loyalties, where commitment to one identity in fact helps cement and reinforce commitment to the other identity (Sidanius et al., 1997). The ethnic pluralism model implies that there should be a positive relationship between one's attachment to the nation as a whole and one's attachment to one's ethnic group. Moreover, this positive relationship should apply to members of all ethnic groups and not just to members of dominant groups alone. For example, examining the correlation between patriotism and ethnic consciousness, using a national survey of Mexican Americans, de la Garza, Falcon, and Garcia (1996) found that Mexican Americans were no less patriotic than Euro-Americans and there was a positive relationship between attachment to one's Mexican American heritage and their attachment to the nation as a whole.

Since there has been no clear evidence showing which one of these two competing perspectives precisely explains the relationship between national and ethnic identification and its influence on individuals' commitment to the nation, this study attempts to test if social dominance theory (Sinclair, Sidanius, and Levin, 1998) describes

how and why ethnic minorities and majority respond differently to patriotic ads. Specifically, this study proposes that the association between ethnic identification and national identification among ethnic minorities is likely to be negative, and thus they may feel less commitment to the nation as a whole than does majority. Further, given that the identity structure of ethnic minorities is relatively more complex than majority, the attachment or loyalty to the nation among ethnic minorities is likely to be weaker than majority whose identity structure is relatively simple in that high social identity complexity has been found to reduce in-group bias or favoritism (Roccas and Brewer, 2002).

2. Identity Salience Influencing Perceptions and Behavior

2.1. Social Identity Salience

Social identity and self-categorization theories propose that contextual or situational changes that increase the salience of a particular social identity lead to an increase in in-group identification (Emler and Hopkins, 1990; Oakes, 1987; Waddell and Cairns, 1986). Salience of a social identity refers to the activation of the social identity conceptual structure in an individual's self-concept through spontaneous self-categorization in response to social contexts/situations (Reed, 2002). A salient social identity functions psychologically to increase the influence of one's membership in a particular group on perception and behavior (Oakes, 1987). In other words, when a certain social identity is activated and made momentarily salient, as for example by a

change in context, a person will become increasingly identified with that social group, and the momentarily salient social identity affects subsequent judgments and decision making.

Forehand et al. (2002) suggest that the mere existence of a particular identity within the complex of identities that makes up the self-concept does not guarantee increased processing of identity-relevant information. That is, what prompts increased processing of identity-relevant information is not the mere existence of the pertinent social identity, but the activation of that identity. When this activation occurs, the individual is likely to be affected by identity salience, which is “a state characterized by heightened sensitivity to identity-relevant stimuli” (Forehand et al., 2002, p.1086). A number of studies have found that heightening the salience of a particular social identity can influence individuals’ perceptions and behaviors (e.g., Abrams, 1994; Forehand et al., 2002; Giles and Johnson, 1987; Hinkle and Brown, 1990; Hogg, 1992; Stryker and Serpe, 1982; Turner et al., 1987; Wicklund and Gollwitzer, 1982).

2.2. Factors Influencing Social Identity Salience

2.2.1. Social contexts/situations as factors influencing momentary identity salience

As indicated above, a particular social identity can be momentarily salient as a result of a variety of factors such as stimulus cues, contexts, or situations. One of the important factors that may influence identity salience is the composition of an individual’s social environment. Research suggests that an important array of features

associated with the immediate social environment may combine to trigger the momentary salience of consumers' cultural identities (i.e., situational ethnicity). For example, the Hispanic identity of a Hispanic consumer in the U.S. can be made salient particularly in locations where the ethnic group of the consumer is more distinctive on account of being a numeric minority (Grier and Deshpande, 2001). Specifically, while shopping at a store with a predominantly mainstream consumer base, the Hispanic consumer may experience greater temporary access to his or her ethnic social identity. Particularly within this consumption context, a product or stimulus (e.g., an ethnic entertainment CD or multilingual store signage) may lead the consumer to self-categorize based on his or her ethnic social identity.

Stayman and Deshpande (1989) claim that different social situations signify different norms of behavior, thus, suggesting that the context and the product affect the influence of ethnicity on behavior. In their study, proposing the influence of situational ethnicity on consumer behavior, the authors demonstrated that an individual's self-designated ethnicity, antecedent state (manipulated through a report on racial recruitment bias in hiring of Asian or Hispanic students), social surroundings (manipulated through the ethnicity of persons present in the dining scenario) and product type (ethnic vs. non-ethnic food choices) affected behavior. Specifically, ethnic minority consumers were more likely to make ethnic food choices when dining with parents in an ethnic scenario than when dining with business associates in a non-ethnic situation.

McGuire, McGuire, Child, and Fujioka (1978) propose that particular group

memberships are salient to the extent that the individual's membership in that group is "distinctive." For example, the results of their study showed that girls from households where their gender was in the minority were more likely to mention gender in their spontaneous self-descriptions, and vice versa (McGuire, McGuire, and Winton, 1978). In a similar vein, Forehand et al. (2002) hypothesized that socially distinctive individuals should demonstrate higher levels of identity salience than should socially non-distinctive individuals. They found that individuals who were exposed to an identity prime (i.e., an ad element that directs attention to the individual's social identity) and who were socially distinctive (i.e., minorities in the immediate social context) expressed systematically different evaluations of spokespersons and the advertisements featuring them. Specifically, Asian participants responded most positively to Asian spokespeople and Asian-targeted advertising when the participants were both primed and socially distinctive (Forehand, et al., 2002). Another study primed participants using two different cultural situations (Chattaraman, Rudd, and Lennon, 2009); i.e., in the mainstream cultural situation condition, participants were asked to visualize themselves attending a Bruce Springsteen concert, and in the Hispanic cultural situation condition, participants were asked to visualize themselves attending a Carlos Vives (a Colombian and Latin American composer and singer) concert. The results showed that Hispanic consumers evaluated Hispanic-relevant product attributes more favorably when exposed to a Hispanic cultural situation.

Another important social environment that influences identity salience is social

identity threats. Various social environments may challenge the meaning or value of an identity, threatening one's social identity. Research in the social identity theory tradition (Tajfel and Turner, 1979) has demonstrated that group members frequently react to threats to their group identity with increased group identification and cohesion (Branscombe, Ellemers, Spears, and Doosje, 1999). People can cope with external threats by adopting group-based strategies that increase in-group identification (Jetten, Branscombe, Schmitt, and Spears, 2001). For example, when people facing national threats such as threats to national security, tragedies that occur in the home country, or economic depression, those reminders may make individuals' national identity more accessible to them, which may evoke patriotic emotions (Billing, 1995).

2.2.2. Stimulus cues as factors influencing momentary identity salience

In addition to social contexts, there are a variety of stimulus cues that increase identity salience. These stimulus cues include reference group symbols (Cialdini, Borden, Thorne, Walker, Freeman, and Sloan, 1976), symbols related to out-groups (Wilder and Shapiro, 1984), out-group members (Marques, Yzerbyt, and Rijsman, 1988), and visual images and words (Chatman and von Hippel, 2001; Forehand and Deshpande, 2001; Hong, Morris, Chiu, and Benet-Martinez, 2000; Reed, 2002). Forehand and Deshpande (2001) argue that the stimulus cues, as variables that influence identity salience, may have a greater practical value to marketers and advertisers than social contexts or situations. They point out that marketers have much more control over stimulus factors

than they do over social or individual difference factors. Compared with controlling a consumer's social situation, it is relatively easy to manage whether ethnic primes are included in a message or whether an advertisement is presented in a context in which ethnic primes are frequent.

Such stimulus cues are of particular interest to this study, which may make a certain social identity of ethnic consumers momentarily salient. Specifically, it is possible that a particular cultural identity may be activated by identity primes, which should increase identity salience by temporarily altering the hierarchical ordering of the individuals' identities (Burke and Reitzes, 1991). Further, research on social identity salience has also demonstrated that the activation of a specific identity through stimulus cues may lead people to behave in accordance to that identity. For example, Hong et al. (2000) demonstrated that identities can be primed by visual images or words. They used cultural icons, such as cultural symbols (the American flag, the Chinese dragon and the like), folklore figures (Superman and Stone Monkey), famous people (Marilyn Monroe and a well-known Chinese opera singer), and landmarks (the Capitol Building or the Great Wall of China), to activate a specific cultural orientation in bicultural respondents. The results showed that Westernized Chinese students in Hong Kong behaved more as "Westerners" when first exposed to American icons and more as "Easterners" when first exposed to Chinese icons. Hong et al. (2000) suggest that the ethnic primes increase awareness of one ethnicity over others in a multicultural person, presumably by activating nodes in the individuals' semantic networks related to a specific ethnicity.

Another study by Lau-Gest (2003) showed that activation of a certain identity through stimulus cues resulted in more favorable evaluation of those stimuli linked to that identity. Specifically, in this study, cultural cues embedded in persuasion appeals were used to activate a particular cultural identity and then influence respondents' evaluation of the targeted persuasion appeals. The study activated respondents' Western cultural identity with individually-focused persuasion appeals and Asian cultural identity with interpersonally focused persuasion appeals. Findings from this study demonstrated that the activation of the respondents' cultural identity (Western vs. Eastern) led to a more favorable reaction towards the targeted persuasion appeals (individually focused vs. interpersonally focused).

Forehand and Deshpande (2001) demonstrated that stimulus cues, such as cues in the advertising context, can also influence the salience of ethnic identity and subsequent consumer judgments and choices. They found that ethnic consumers tended to give more favorable evaluations to targeted ads when their ethnic identity was activated by ethnic primes embedded in advertising messages. In their experiment, they primed Asian American participants using a particular ad stimuli (e.g., "for Asian hair", "Travel Overseas to Asia") to make their ethnic identity salient. The findings showed that once their Asian identity was activated, Asian participants responded most positively to Asian spokespeople and Asian-targeted advertising.

Similar effects were demonstrated in another study in which the salience of national identity was found to affect consumer responses to ad messages that feature

national symbols (Carvalho, 2005). In this study, the author proposed two different phenomena to explain how national identity can be activated and how the salience of national identity influences individuals' evaluations of ads displaying stimulus cues relevant to their national identity. The findings of this study showed that explicit ad cues associated with a Brazilian identity, such as a national flag, played a role in making participants' Brazilian identity momentarily salient, which, in turn, generated favorable evaluations of the ad and the product being advertised. In addition, the participants who were exposed to an ad immediately after being exposed to the national identity primes (e.g., a news story about national tragedy in Brazil) responded favorably toward the ad and the product. The author argued that this priming effect occurred because the prior activation of a Brazilian identity through the news article might have prompted participants to look at the ad through a "Brazilian lens" and respond favorably to the ad as expressions of in-group favoritism, even when the ad did not contain explicit stimulus cues associated with a Brazilian identity (Carvalho, 2005).

The above discussion indicates that it is a crucial area for multicultural marketing research to understand how ethnic consumers resolve the conflict in two cultural identities in various situations and to understand how this identity negotiation process affects their attitudes and behaviors in responding to certain environmental cues. For example, ethnic minority consumers identifying strongly with their ethnic culture may be faced with a social context such as a national tragedy (e.g., 9/11) or national symbol stimulus cues (e.g., a national flag) that momentarily evoke national identity salience. An

important question that arises is how these different factors interact with each other to make a particular cultural identity salient, which, in turn, influences the consumer's preference formation for certain marketing communication efforts.

2.3. Activating Dual Cultural Identities in Responding to Cultural Cues

Ethnic minorities are rooted in multiple cultural contexts and identities that are maintained in parallel to one another, and negotiated based on situational demands or contextual cues in the environment. This negotiation takes place through the "salience" of one or the other cultural identity at any given place and time. In order to describe how ethnic consumers negotiate and move between multiple cultural identities that are often competing in nature, researchers have used concepts such as "culture swapping", "context-shifting" (Oswald, 1999) and "frame switching" (Hong et al., 2000). Oswald (1999) suggests that the identity of ethnic consumers is an unstable construct that necessitates the process of "context-shifting" or "culture swapping," wherein the semiotic consumption of goods plays a significant role in identity formation and negotiation. He argues that in this process of "culture swapping", consumers move between multiple cultural identities rather than blending them into a single homogeneous identity; and situational demands influence consumers' need to switch cultural codes and "negotiate day-to-day border crossings between home and host culture" (p. 307).

In a similar fashion, introducing the concept of "cultural frame switching" among bicultural individuals, Hong et al. (2000) argue that the individuals shift between

interpretive frames rooted in different cultures in response to cues in the social environment. To capture how bicultural individuals switch between cultural lenses, they conceptualize internalized culture “as a network of discrete, specific constructs that guide cognition only when they come to the fore in an individual’s mind” (Hong et al., 2000). Many ethnic minorities have reported that their two cultures (i.e., ethnic vs. national) take turns in guiding their thoughts, feelings, and behaviors (LaFromboise et al., 1993; Phinney and DeVich-Navarro, 1997). This is important because it suggests that (1) the two cultures are not necessarily blended and (2) absorbing a second culture does not always involve replacing the original culture with the new one (Hong et al., 2000). For example, research of Asian Americans and Hispanic Americans describes switches between mindsets rooted in different cultures. The following is the example of experience of a Mexican American individual:

At home with my parents and grandparents the only acceptable language was Spanish; actually that’s all they really understood. Everything was really Mexican, but at the same time they wanted me to speak good English But at school, I felt really different because everyone was American, including me. Then I would go home in the afternoon and be Mexican again (Padilla, 1994, p. 30)

This example illustrates that frame switching among ethnic minorities may occur in response to cues such as contexts (e.g., home or school) and symbols (e.g., language) that are psychologically associated with one culture or the other.

A basic premise of cultural frame switching is that conflicting cultural systems can be simultaneously possessed by a bicultural individual; they simply cannot simultaneously guide cognition (Hong et al., 2000). That is, a particular cultural system does not entail relying on it continuously; only a small subset of an individual's knowledge comes to the fore and guides the interpretation of a stimulus. Hong et al. (2002) suggest that the more accessible a construct, the more likely it is to come to the fore in the individual's mind and guide interpretation. A number of studies have provided evidence of this using experiments in which researchers manipulated whether participants were exposed to a word or image related to a construct (a prime), and then measured the extent to which the participants' subsequent interpretations of a stimulus were influenced by the primed construct (e.g., Higgins, 1996). For example, in one experiment (Chiu et al., 1998), participants were primed either with pictures of a masculine man and a feminine woman or with gender-unrelated (control) pictures. The results showed that gender-related pictures activated stereotypes in the minds of participants, which then made it more likely that these stereotypes became operative and guided inferences when participants sought to make sense of the behavioral stimulus. In a similar fashion, Hong et al. (2000) argue that bicultural individuals who have been socialized into two cultures, A and B, have two cultural meaning systems or networks of cultural constructs, which can be referred to as A' and B'. Accordingly, priming bicultural individuals with images (e.g., cultural symbols) from Culture A spread activation through Network A', elevating the accessibility of the network's categories and the implicit theories the network

comprises. Likewise, priming with images from Culture B spread activation through Network B', elevating the accessibility of the constructs that network comprises. In their experiment, Hong et al. (2000) found Chinese Americans exposed to American icons (e.g., an American flag, the White House, or Abraham Lincoln) made more internal attributions, a characteristically Western attribution style, while those exposed to Chinese icons (e.g., a Chinese flag, Tiananmen Square, or Confucius) made more external attributions, a characteristically East Asian attribution style. The results showed that exposure to these cultural icons activated cultural frame switching. That is, bicultural individuals experience shifting between multiple cultural identities in response to cultural primes that make particular cultural constructs more accessible and make a particular cultural identity more salient.

Based on the theoretical explanation, this study proposes that ethnic minorities activate a particular cultural identity and shift between two culturally based interpretive lenses in response to cultural primes. Further, such "cultural frame switching" will influence their responses to the cultural primes associated with a particular identity activated. Specifically, ethnic minority consumers continuously negotiate between their ethnic identity and national identity and may activate the national identity in responding to national identity primes, making it momentarily salient, which, in turn, influence the national identity-related consumption behaviors.

3. Consumer Responses to Patriotic Ads as an Expression of National Identity

3.1. Trends of Patriotic Advertising and Consumer Responses

Patriotic themes have long been used in advertising, especially when there are major national events – natural or man-made. Advertisers monitor public sentiment to improve creative strategies with an eye toward differentiating brands and altering customer loyalties. It is understandable, then, that advertisers, primarily through advertising appeals, would want to take advantage of any rise in patriotic emotions. Patriotism is commitment – a readiness to sacrifice for the nation – which entails people’s feelings of attachment to one’s nation (Druckman, 1994). Specifically, it is the affective component of one’s feelings toward one’s country, indicating the degree of love for and pride in one’s nation and the degree of attachment to the nation. From a marketing perspective, consumer patriotism has been found to be a strong predictor of whether consumers buy foreign or domestic products (Han, 1988). That is, consumers’ patriotic emotions have significant effects on consumer choice between domestic and foreign products: i.e., patriotic consumers are more likely to buy domestic products rather than foreign products compared to consumers who are not patriotic.

3.1.1. Patriotic advertising in the U.S.

The terrorist attacks of 9/11 and the war in Iraq have provoked the patriotic emotions of Americans. Throughout history, citizens’ reactions to such national events have ranged from victory gardens and purchasing war bonds to a willingness to pay the

ultimate price to defend or promote their country (Stearns, Borna, and Oakenfull, 2003). Because of the high emotional impact of 9/11 on consumers, the use of patriotic appeals seemed promising for advertisers to evoke a positive attitudinal response among consumers. Advertisers began to employ various cues such as American symbols (e.g., the Statue of Liberty, the American flag, national colors) and phrases (e.g., “God bless America,” “United We Stand,” “Proudly made in the USA”) to present companies’ commitment to and pride in the nation (Kinnick, 2003).

Among the patriotic ads examined in previous studies, roughly 20% of the patriotic messages carried an explicit sales pitch to promote consumer patronage (McMellon and Long, 2006). One of the striking examples is General Motors’ “Keep America Rolling” campaign, which explicitly indicated that purchasing cars was crucial to a post-9/11 America. In the General Motors television advertisement that ran in October 2001, the view of a desert highway is accompanied by a voice-over: “The American dream. We refuse to let anyone take it away. So, GM announces interest-free financing...Believe in the dream. Believe in each other. Keep America rolling.” Other ad campaigns that the big automakers in the U.S. rolled out essentially waved the American flag as part of their pitch, with slogans such as Ford’s “Ford Drives America,” and Chevy’s “It’s one way we can help keep America rolling forward.” These tactics imply that buying behavior has an element of patriotism in it, that certain types of consumption are patriotic, or that patriotic emotions unrelated to potential purchases can stimulate consumer behavior (Stearns, et al., 2003).

While companies like General Motors used patriotism as a sales pitch to stimulate consumer confidence and generate sales in the wake of 9/11, other companies toned down the economic aspect and crafted advertising campaigns to express grief, foster national pride and identify the companies as good corporate citizens. One example is Miller's 2001 television commercial that depicted people holding signs saying "America the Beautiful," "Go U.S.A.," and "We Are All New Yorkers." In this way, advertising not only served to generate consumer confidence but also instilled the idea that it is one's fundamental civic duty to continue engaging in consumerism and supporting American brands in particular. The confluence of patriotism-themed advertising campaigns, mounting nationalism, and concerns about the nation's economic stability has transformed consumption into a patriotic practice (Tsai, 2010).

With the ongoing wars in Iraq and Afghanistan and a slowing economy in the U.S., patriotism, instead of being confined to a one-time appeal in issue advertising responding to crisis, has been incorporated into advertisers' long-term branding campaigns. In 2005, Anheuser-Busch produced another patriotic commercial for the Super Bowl. The ad showed passengers clapping as young returning soldiers walk through the airport. The spot then ends with a caption that reads "Thank You" to demonstrate the company's appreciation and support of the troops. Another well-known example is Chevrolet's 2006 "Our Country, Our Truck" campaign, which portrays the truck as the authentic, classic American vehicle by linking to an image montage of Rosa Parks, Martin Luther King Jr., Woodstock, Vietnam War soldiers, and Hurricane Katrina,

with the “Our Country” anthem. Such appeals persisted while the country was at war. For example, in the summer of 2009, the Coffee Bean and Tea Leaf Company hosted its third annual “Coffee from Home” campaign, which invited consumers to purchase bags of coffee to donate to troops posted overseas.

While the prevalence of patriotic ad campaigns has relatively diminished in recent years, advertisers have still been using such appeal to attract American consumers. One example is the recent Budweiser ad in 2011, just as the last of America’s troops started to leave Iraq. In the ad, an American soldier calls home to say that he’s finally on his way. His family and friends create a “welcome home” sign and stock up on Budweiser. The spot ends with the line, “Proudly serving those who serve,” Budweiser declares. Through the ad, Budweiser tried to show that the company was an “iconic American brand” with core values in lockstep with optimistic patriotism, and celebrating America is at the core of the brand’s DNA. Another iconic American brand, Chevrolet, also ran an ad recently in which a young boy salutes as his father arrives home from deployment in a Chevy pick-up truck. “Bringing heroes home for generations,” a narrator says at the end of the spot. “Just another reason Chevy runs deep.” These types of ads have received positive responses, especially from servicemen and the families of military personnel (Columbia News Service, 2012).

3.1.2. Criticism to patriotic ads and changes in recent patriotic ads

Post-9/11 patriotic advertising appeals caused both positive and negative

reactions. Critics' arguments were themselves emotional and anecdotal, citing sappy appeals, bad taste, cynical opportunism, and waving the flag for profit (Stearns et al., 2003). Several studies have shown results that caution marketers to be careful when relying on patriotism to connect with potential customers. For instance, polls conducted by Campbell Mithun found that automobile ads 'touting generous financing and patriotic imagery' received the greatest criticism among consumers (Sanders, 2001). Patriotism as a marketing program was often unwelcome, especially when it is considered by consumers to be capitalizing on the tragedy or exploiting patriotism for financial gain (McMellon and Long, 2006). Ads using patriotic themes are regarded as just a commercial message that exploit consumer feelings of patriotism, hoping that the same patriotic feeling would be associated with their product or service, have been open to criticism by consumers and might easily bring forth negative attitudes.

Many marketing practitioners and academicians still acknowledge that the idea of patriotism in marketing and advertising is valuable, because patriotism is not just a feeling activated during national tragedies. Patriotic messages can be used in order to touch consumers' patriotic emotion in various social contexts. For example, the idea of national pride is bellowed from the stands at World Cup games and boasted about internationally during the Olympics. Indeed, many companies take advantage of patriotism by turning out products and/or ad campaigns targeting their target market's national pride. More importantly, a country's economic woes can also be leveraged to play on patriotism. Indeed, under a long period of economic stagnation, many

corporations in the U.S. are trying hard to capture the hearts and minds of consumers embedding patriotic cues in advertising. For example, Chrysler's most recent "Imported from Detroit" campaign highlights the company's loyalty to American manufacturing. The ad that aired during the 2011 Super Bowl game was powerful enough to touch Americans' patriotic emotions, receiving nearly 15 million views on YouTube. The ad features a montage of gritty images from Detroit, juxtaposed alongside local symbols of perseverance and redemption: the fist of Joe Louis, statues outside grand old skyscrapers, WPA murals portraying the spirit of the working man, and football players practicing. Even local Michigan figure skater, Alissa Czisny, makes an appearance. The gospel choir at the Fox Theater completes the image of redemption, ended by Eminem's declaration that building cars is "what we do" in Detroit. While the message is metaphorical and connotative, the ad reminds Americans that heritage is critical to making them "who they are." Also, the ad makes them feel proud as an American by emphasizing the collective nature of America's past greatness and, by implication, future progress.

3.1.3. Consumer responses to patriotic ads

While the use of patriotic themes in ads has been prevalent after 9/11, few studies have empirically probed the effectiveness of such themes in generating favorable consumer responses to the ads or products. A research conducted by McMellon and Long (2006) examined how consumers respond attitudinally to the various types of post-9/11 related advertising. In this study, one of four types of patriotic ads – *image, participation,*

patriotic, and commercial ads – was shown to consumers to evoke positive, negative, or neutral comments. Positive comments were operationalized as those advertisements that took an affirmative position using such words as “liked,” “good,” or “patriotic.” Negative advertisements were operationalized by their critical or cynical position using such words as “unnecessary” or “exploitive.” The advertisements were categorized as neutral if they took no position or were descriptive in nature. The findings of the study showed that the “*Image ad*,” which attempted to evoke feelings of empathy using such words as “prayers,” “sadness,” “sympathy,” “suffer,” and “tragic,” and the “*Participation ad*,” which was designed to encourage political or community participation, produced the highest percentages of positive comments. The “*Patriotic ad*,” which communicated pride in America and its values using symbols such as flags or the colors red, white, and blue and words, produced the lowest number of negative comments. The “*Commercial ad*,” which used patriotic symbols or phrases, similar to other categories, but with a strong sales pitch for products being advertised, produced the highest percentage of negative comments and the lowest percentage of positive comments. These results indicated that consumers might react with cynicism to ads with patriotic messages when they perceive that the ad uses a patriotic theme in order to promote their brand reputation and name or to increase sales.

More recently, Tsai (2010) investigated how consumers conceptualize patriotic consumption as an attempt to provide insight into the dynamics and complexity of audience responses to patriotism-themed advertising. In the study, participants were

shown six patriotism-themed commercials, and after watching each commercial, they described immediate feelings and interpretations of the ad messages. Using semi-structured in-depth interviews, the study identified four different patterns on consumer responses to patriotic ads. The first pattern, *consuming American identity*, indicated that participants' interpretations of patriotic commercials that used words with strong patriotic connotations (such as "freedom," "independence" and the "American Dream") reflected the cultural meanings of consumption as an important element in the configuration of an American identity. The second pattern, *shopping for a stronger nation*, showed the participants' belief that consumption has collective and cumulative impacts on the demand-driven economic system, which articulate and rationalize the significant role of consumer spending in contributing to the nations' economic health. The third pattern, *patriotic advertising and buy-American*, explained participants' preference for domestically manufactured products. They were motivated mostly by wanting to help save their fellow Americans' jobs, recognizing mass consumption as a sharing and helping behavior. They perceived purchasing domestic products as a way of assisting vulnerable American workers. The last pattern, *corporate America as "one of us,"* indicated that participants were clearly moved by the patriotic story and imagery in advertisements such as Miller's "America the Beautiful" and the Anheuser-Busch "Thank You" commercial dedicated to American soldiers. In the process of identifying with the ad message and imagery, participants embraced advertisers as "one of us." Importantly, this study found patriotism to be a driving factor contributing to consumers' prejudice

against foreign products. In other words, participants framed the purchase of domestic products as altruistic helping behavior and based their economic decisions on patriotic concern for fellow American workers (Tsai, 2010). Thus, although the core cultural values of American individualism may remain unchanged, patriotic advertising themes promoting buy-American as helping behavior may induce a higher level of collectivistic consciousness. Also, such themes may stimulate consumers' internalized sense of patriotic responsibility to aid worthy in-group members, including not only American workers but also long-standing American companies.

3.2. Patriotic Consumption as an Expression of National Identity

Social identity motivates the pursuit of in-group goals and facilitates confrontation with out-groups as members act with regard to their shared identity (Bergmann, 1988; Turner, 1991). Individuals' social identity reflects their personal values which provide standards or criteria for judging actions that extend beyond specific situations (Almond and Wilson, 1988). The values not only serve as criteria that help people decide which collectivities of people will be considered the in-group and which will be considered the out-group (Turner, 1982), but also provide a basis for the development of the more focused personal norms that specify what the appropriate behavior is in a given circumstance (Schwartz, 1973).

Relations among in-group members are generally characterized by altruism and cooperation (Turner, 1982). People help in-group members because they associate the

needs of other members with their own needs; the more salient they find the group and thus its needs, the greater their cooperation (Turner, 1987). Put otherwise, people help those who are categorized as one of “our own” (Tajfel et al., 1971). Group-related values such as ethnocentrism and patriotism help define the salient in-group and people who are “our own,” who thus deserve assistance. In other words, a person’s tendency to engage in social categorization leads them to recognize in-group(s) and out-group(s), and values such as ethnocentrism and patriotism provide the basis for defining who is included in the in-group at a broadly-defined level, such as Americans.

Ethnocentrism draws on social identity theory (Tajfel, 1982) describing relationships between in-groups and out-groups. It is a personal ideological system that holds out-groups to be the objects of stereotyped negative opinions and hostile attitudes, whereas in-groups are the objects of positive opinions and uncritically supportive attitudes (Cambell and McCandless, 1951). This tendency of in-group favoritism can be very strong and may occur even when there is no personal advantage, or even when there is a disadvantage to favor the in-group (Brown, Collins and Schmidt, 1988). Nationality and ethnicity are common criteria for in-group/out-group distinctions (Tajfel, 1982). The in-group that nurtures attachment and loyalty is, in this study, one’s country. Nations achieve personal relevance for individuals when they become sentimentally attached to the homeland, motivated to help their country, and gain a sense of identity and self-esteem through their national identification (Druckman, 1994). This ethnocentric orientation can be extended to the marketplace. Shimp and Sharma (1987) used the term,

“consumer ethnocentrism,” defined as “the beliefs held by the consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (p. 280).

Ethnocentric consumers are believed to prejudice and contempt foreign goods and prefer domestic goods due to their superiority since it is their own country’s product and facilitates investment and employment opportunities; i.e. a healthier national economy (Shimp, 1984). In addition to economic concerns, consumer ethnocentrism involves the issue of morality. An individual’s own economic behavior is extended to involve his or her morality of love and concern for his or her country. For ethnocentric consumers, purchasing imported products is considered harmful to their own country’s economy and national and socio-cultural identity, and is thus undesirable and unpatriotic (Shimp, 1984). The consequences of consumer ethnocentricity include overestimating domestic products or underestimating imports, a moral obligation to buy domestic products, and a preference for domestic products. At the same time, they have negative thoughts about and unfavorable attitudes toward foreign products (Shimp and Sharma, 1987; Sharma et al., 1995).

One’s sense of national identity may present as a mere expression of attachment, love, or loyalty to one’s nation, as an expression of superiority to other nations, or as protective behavior toward one’s nation. Further, such an individual’s ethnocentric or patriotic sentiments influence his or her attitudes toward and preference for domestic products. When the national identity is strong enough, people are likely to be patriotic consumers and, thus, willing to show a preference for domestic products over foreign

products. For example, consumers led by patriotic feelings would buy and wear patriotic symbols like the national flag to show that they love and are proud of their citizenship. They would even be willing to sacrifice for their country by buying more expensive domestic products if, by doing so, they would help bolster their home economy.

3.3. Activation of National Identity through Media Content

3.3.1. National identity cues used in patriotic advertising

National identity is maintained through the creation and implantation of symbols and images that allow us to form standards of taste, in order to critique, distinguish, and differentiate one culture from another (Billig, 1995). When these symbols and images are constructed by authoritative forces, they assist in the formation of the self as a member of a particular culture. When these symbols and images are constructed by branding and marketing firms, with their adeptness at creating consistency and coherence, their potential is indisputable.

There are a variety of symbols that may activate one's national identity, which includes not only pictures and images but also words and ideas. Each type has its own unique features and special usage. The most popular patriotic symbol is the American flag. Used in innumerable ads and commercials, the American flag stands for everything the country represents and for the country as a whole. Other patriotic symbols are derived from the flag itself; images with red, white, and blue color schemes are seen as patriotic, as are images with stars and stripes. The bald eagle is another popular patriotic symbol

that is used excessively in advertising. Other common image symbols include Uncle Sam and the Statue of Liberty, and a plethora of other icons of America. Such image icons are effective because they rely on pre-associated connections between the symbol and a desired feeling or thought. For example, images of the American flag often invoke thoughts of pride in being part of the country, along with conceptions of truth, justice, and the American way. Bald eagles connote nobility and freedom, reflections of America, and its proud people (Kostelnick and Roberts, 1998).

Words can also be used as symbols. Like images, word symbols can be similar and convey closely related meanings, often building on one another (Lakoff, 2002). When a symbolic word is mentioned, a person associates vivid pictures and thinks of what the symbol stands for. Images, ideas, and even other words are all brought to mind, setting off a chain reaction that can develop an infinite amount of thought (McCloud, 2002). Not only words like “liberty,” “freedom,” and “independence,” which represent American values, but also words such as “united,” and “unity” are used frequently in patriotic advertising in the U.S. as symbols of completeness, binding people together. Perhaps the most patriotic word used is the embodiment of the country as a whole: “America.” It symbolizes a huge expanse of feelings and emotions. Word symbols are effective because of the feelings and emotions they elicit from audiences (Lakoff, 2002). “Unity,” for example, makes people feel that they must agree with the ad in order to be united with everyone else in the country. If they do not, they may feel they are alienated and not patriotic. Using such techniques, advertisers are able to utilize the hopes and fears

of consumers to persuade them effectively.

Ideas are often used as symbols in patriotic advertising. Ideas can have a significant impact, in that they are not as obvious as images or words. Ideas are a type of visual language, but, instead of creating pre-formatted data and information, they allow a person to freely explore all aspects of things, limited only by their imagination (Kostelnick and Roberts, 1998). Although ideas are harder to utilize correctly compared to other symbols, if integrated carefully, they can be more powerful and effective than words or images. For example, after the events of 9/11, simple catch phrases like “Invest in America” and “Keep America Rolling” are much more than they appear to be. They are not merely words, but ideas symbolizing the survival of America. Another patriotic theme that has been used in ads is war on terror. The ads deliver the idea that fighting to retain the freedom and security of America is a noble activity, and although war is horrible, advertisers even seek to use it to argue their points. An idea such as “Invest in America” tries to subtly pressure the person into seeing things from the advertisers’ point of view by symbolizing patriotism (Kostelnick and Roberts, 1998). If consumers fail to comply with the ad, they may feel guilty that they are not “Investing in America” and supporting their country. If one does actually buy the product or service, then they may feel proud that they did their patriotic duty.

As seen above, different types of symbols such as images, words, and even ideas have been used in advertising for decades. The symbolism of these simple concepts provides an effective edge to ads they might otherwise not have. Each type of symbol

holds a certain persuasive power that can be integrated into patriotic ads in order to increase responsiveness.

3.3.2. Activation of national identity through stimulus cues

National identity means that individuals routinely identify themselves as belonging to a nation and, as a consequence, they understand, accept, and are prepared to honor obligations arising from their national identity (Carvalho, 2005). This inner acceptance gives rise to expressions of love and loyalty to the nation. National identity, a powerful form of social identity (Keane, 1994), serves not only to categorize individuals but also to give a key aspect of meaning to a person's sense of self. Thus, the assertion, "I am American," classifies a person and endues that person's self-concept with specific meanings associated with the U.S.; e.g., "Being an American makes me part of the world's most developed country."

The idea of a national identity has such a broad array of associations, both collective and individual, that it is bound to have the most varied feelings, attitudes, and behavioral manifestations given the variety of circumstances in which national identity must operate (Carvalho, 2005). The manifestations linked to one's national identity may present as expressions of commitment and positive feelings toward a home country or negative feelings toward out-groups. In both cases, the national identity inspires not only pride, but also has special power to motivate self-sacrifice for the nation's good (Druckman, 1994).

In order for national identity to be expressed in feelings, attitudes, and behaviors, it must first be activated. If a person's national identity is salient, it may prompt feelings, attitudes, and behaviors consistent with that identity. For instance, once salient, the national identity "American" might be linked to favorable evaluations of ads that pair products with American national symbols or rhetoric. Research in communication has shown that media plays an important role in the development, enhancement, and activation of national identity (Anderson, 1983; Entman, 1991, 1993; Rivenburgh, 1997, 2000). The media serve to reinforce the national identity via daily broadcasts of issues directly related to the nation (national tragedies, social events, social changes, internal conflicts, and external threats) and by perpetuating national symbols, rhetoric and rituals. For instance, when an American citizen is exposed to an ad that explicitly mentions "Proud to be American," this statement may serve to activate his or her American-ness and lead to a more positive evaluation of that ad and its associated product. In this case, the activation of his or her American identity may have led to a more positive evaluation of the ad through a social categorization process. That is, the ad is likely to lead the person to categorize that ad/product as associated with his/her "in-group" (i.e., America) and, thus, to engage in in-group favoritism.

A considerable amount of research in marketing and advertising has demonstrated that consumers tend to respond more positively to ads that show cues that link those ads to consumers' ethnic identity (Aaker et al., 1998; Appiah, 2001; Deshpande and Stayman, 1994; Dimofte et al., 2003; Forehand and Deshpande, 2001; Whittler and DiMeo, 1991).

For instance, the use of actors of the same ethnicity or the use of respondents' ethnic language has proved to increase evaluation of ads (Dimofte et al., 2003). In the specific case of national identity, advertisers in the U.S., for instance, frequently have used national symbols such as the American flag in advertising. Such advertising stimuli activate consumers' national identity, and the salience of individuals' national identity may positively influence their attitude toward the ad and the product being advertised, demonstrating favorable in-group evaluations.

While there have been a few studies that have examined how individuals' national identity influences their patriotic consumption behaviors, the role of consumers' ethnic affiliation within a single nation-state has rarely been considered. In multicultural societies, such as the U.S., it is also important to recognize inter-ethnic group differences in patriotic consumption, especially between the dominant majority culture and the non-dominant minority subcultures. This study proposes that both national identity and ethnic affiliation have an impact on consumers' patriotic consumption behaviors. Specifically, when consumers have dual allegiances, the power of the activation of a national identity in explaining their favorable responses to patriotic advertising may vary depending on how they negotiate between the two identities, as well as on the degree to which they identify with and are attached to the nation as a whole.

3.3.3. Activation of national identity through media contexts

Research in advertising has found that media-context is an important determinant

of advertising appeal success (Coulter, 1998). For instance, responses to TV programs or news reports have proved to exert an important influence on people's evaluations of embedded ads and the products being advertised (Burton and Lichtenstein, 1988; Coulter, 1998; Kamins, Marks, and Skinner, 1991; Murry, Lastovicka, and Singh, 1992; Yi, 1990).

Researchers have presented a number of potential explanations for how media contexts influence evaluation of embedded ads. For example, news reports about a nation can activate national identity, making it salient (Cavalho, 2005). In the case of negative news content, the report will be perceived as a threat and national identity activation through the report may prompt behavior to offset the threat, bringing the self-concept to a more positive state. In other words, when people's national identity is threatened (high salience), they are motivated to engage in actions to offset the threat (actions consistent with the identity), bringing the self-concept back to a more positive state. This suggests that threats to people's national identity lead to positive evaluations of the representations of their nation (an in-group favoritism behavior) through an altruistic process (Carlson and Miller, 1987). One way that the altruistic process can be accomplished is by giving positive evaluations to embedded ads that are identified with the in-group as an altruistic behavior consistent with the activated identity (Carvalho, 2005). In the case of positive content, the news report will be perceived as praise, and this national identity activation through positive news contents may prompt behavior to enhance identification with the nation. Praise to people's national identity is assumed to make people feel good about themselves or their group and be motivated to reflect that in their subsequent actions

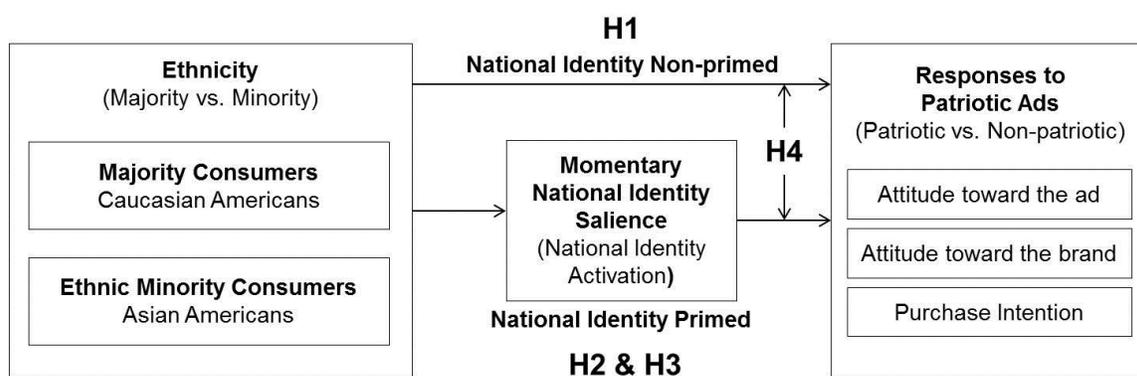
consistent with the identity. This suggests that praise of people's national identity leads to positive evaluations of the representations of their nation as a way to draw attention to the identification. One way to achieve this enhanced identification is through a positive evaluation of the embedded ads identified with the in-group as a heuristic evaluation approach consistent with the activated identity (Carvalho, 2005). As empirical evidence of this impact of media contexts on national identity activation and responses to embedded ads, Carvalho (2005) found that priming participants with the report of a national tragedy (i.e., identity threat situation) made their national identity salient, which, in turn, led to favorable responses to ads containing national identity cues. The study explains that reports of tragedy elicit negative feelings of concern and sadness in individuals and led them to engage in behaviors to reduce the negative feeling state. Therefore, the individuals evaluated embedded ads featuring national identity cues more positively. In a similar vein, this study expects that priming ethnic minorities with stories associated with a national identity will make their national identity momentarily salient, and the increased salience of national identity will consequently lead to favorable evaluations of ads using patriotic themes.

CHAPTER III

THEORETICAL FRAMEWORK

As introduced previously, social identity theory (Hogg, Terry, and White, 1995; Tajfel and Turner, 1979), social identity complexity theory (Roccas and Brewer, 2002), social dominance theory (Sinclair, Sidanius, and Levin, 1998), social identity salience (Reed, 2002), and cultural frame switching (Hong et al., 2000) provide the fundamental theoretical base for understanding identity salience in ethnic minority consumers and for examining when and how salient cultural identities influence their judgments and behaviors. In this section, an integrated theoretical framework is proposed to guide empirical testing, reviewing key constructs from each of these theories that are relevant to this dissertation study. Figure 1 shows the proposed framework of this study.

Figure 1. Conceptual Framework



1. Attachment to the Nation and Evaluations of Patriotic Ads

Social identity theory emphasizes the importance of collective membership and the significant effects that group membership can have on individuals' behaviors. These behaviors include feelings of attraction toward members of the in-group, stereotypic judgments of out-group members, feeling affinity or attachment toward the in-group, and preferential treatment toward the in-group (Abrams and Hogg, 1990; Hogg and Abrams, 1988; Turner, 1987). Recently, researchers in social psychology have acknowledged the notion that most individuals are simultaneously members of multiple social groups, and each of these social groups provides shared identity and group membership that constitute an individual's social identity. The multiple social identities and group memberships are crucial for the understanding of human thoughts, feelings, attitudes, beliefs, motives, values, and behaviors. There has been relatively little research, however, on the effects of holding multiple social identities on individuals' attitudes and behaviors toward their in-groups or out-groups.

In order to better understand the structure of multiple social identities and the consequent attitudes and behaviors, Roccas and Brewer (2002) developed the concept of social identity complexity. The idea behind this concept is that it is important to consider not only how many social groups with which an individual identifies but also how those different identities collectively determine the overall inclusiveness of the individual's in-group membership (Roccas and Pierce, 2005). According to Roccas and Brewer (2002), multiple social identities can be represented along a continuum of complexity and

inclusiveness. When the complexity is low, an individual's in-group is the intersection of all of his or her group identities, meaning that memberships to different identity groups are integrated. In contrast, when the complexity is high, an individual recognizes that each of his or her group memberships is unique and the combined representation is the sum of all of these group identities. Roccas and Brewer (2002) further argue that high complexity in social identities reduces both the magnitude of in-group and out-group distinctions and the importance of any one social identity for satisfying an individual's need for belonging and thus undermines the motivational and cognitive basis of in-group bias.

Among the various social identities, this study focuses on individuals' cultural identities, i.e., ethnic and national identities. Unlike majority (e.g., Caucasian Americans in the U.S.), most ethnic minorities experience challenges in dealing with an ethnic identity and a host country's national identity, which makes their identity structure even more complex. According to Roccas and Brewer (2002), individuals high in social identity complexity are likely to experience conflicts between their multiple identities. Since the social identity structure of these people is relatively more inclusive, which may reduce motivational and cognitive bases of in-group bias, they feel that they are less likely to bond with a particular in-group and be less biased toward a particular in-group. In contrast, individuals with relatively simple identity structures are likely to reveal high in-group favoritism and feel strong attachment to their in-groups. In this sense, in terms of their cultural identity structure, ethnic minorities are expected to have more complex

identity structure, dealing with two or more cultural identities, than majority feeling relatively less commitment or loyalty to the nation.

Furthermore, ethnic minorities constantly negotiate with their dual cultural identity. This identity negotiation process influences a sense of attachment and commitment to the ethnic group or nation as a whole. While some ethnic minorities successfully develop a compatible bicultural identity, highly identifying both ethnic and nation cultures, even if not at the same level, many others recognize the conflicts and discrepancies between the two cultural identities and are likely to choose one or the other. Although the opposition between different cultural identities is more characteristic of recent immigrants (Gil et al., 1994; Tsai et al., 2000), they are also common among individuals with many years of exposure to the mainstream culture, as well as American-born ethnic minorities (Benet-Martínez and Haritatos, 2002; Kibria, 2000; Phinney and Devich-Navarro, 1997; Vivero and Jenkins, 1999).

Among the various ethnic minority groups in the U.S., Asian Americans are examined in this study. Asian Americans have received considerably less attention from both academic professionals and marketing practitioners than have African Americans and Hispanic Americans. This study is particularly interested in Asian Americans not only because they are the highest-income, best-educated, and fastest-growing ethnic group in the U.S., but also because the negotiation with the dual cultural identities among this group is noteworthy as immigrants make up approximately 60% of the Asian American population (Pew Research Center, 2012). According to a Pew Research Center

analysis of Census Bureau data (2012), the number of newly arrived Asian-American immigrants has surpassed the number of newly arrived Hispanic immigrants since at least 2009. While recent immigrants themselves are still by far the dominant group, identifying strongly with their ethnic culture, second-generation Asian Americans have recently begun to come into adulthood in significant numbers, developing bicultural identity. The report from Pew Research Center (2012) states that 43% of Asian Americans describe themselves most often using their ancestral country of origin, 22% describe themselves as Asian American, and 28% describe themselves as American. The report also shows that Asian Americans are less likely than Hispanics to see themselves as typical Americans (39% vs. 47%), but rather, they see themselves as different from typical Americans (53%). These statistics indicate that many Asian Americans are still experiencing difficulties in dealing with their dual cultural identities, while some of them have begun to develop compatible bicultural identity or American identity.

When there is any conflict or incompatibility between ethnic and national identity, the strong identification with one culture may result in a weaker sense of the other identity or even with a distancing of the other category. While somewhat controversial, social dominance theory (Sinclair, Sidanius, and Levin, 1998) supports the notion of the negative association between ethnic and national identification. The theory argues that, as ethnic identification increases, it is less likely that individuals strongly identify with their national category. A weaker sense of national identity may, in turn, weaken common bonds with and attachment to the nation as a whole. Further, social dominance theorists

have argued that the level of national attachment differs across ethnic groups. More specifically, members of dominant groups are expected to identify more strongly with the nation than members of subordinate groups and therefore, patriotic attachment to the nation is significantly greater among members of dominant groups than among members of subordinate groups (Sinclair, Sidanius, and Levin, 1998; Sidanius et al., 1997). In line with the theoretical explanation, this study expects that the degree of attachment to the nation should be stronger for members of a majority group (i.e., Caucasian Americans) than for members of ethnic minority groups (i.e., Asian Americans).

Therefore, this study proposes that patriotic attachment to the nation will be stronger among majority consumers (i.e., Caucasian Americans) than among minority consumers (i.e., Asian Americans). Further, different perceptions of and attitudes toward the nation may influence their response to ads using patriotic themes. Consequently, it is predicted that feeling strong attachment to the nation will influence consumer responses to ads featuring patriotic themes. In this respect, the following hypotheses are proposed.

***H1a:** Caucasian American consumers' attitude toward the ads (Aad) using patriotic themes will be more favorable than that of Asian American consumers.*

***H1b:** Caucasian American consumers' attitude toward the brands (AB) featured in the ads using patriotic themes will be more favorable than that of Asian American consumers.*

H1c: Caucasian American consumers' intent to purchase the products (PI) featured in the ads using patriotic themes will be more favorable than that of Asian American consumers.

2. Activation of National Identity and Evaluations of Patriotic Ads

A central feature of social identity theory is the fact that social identity is responsive to social situations and contexts, and is part of an individual's self-concept that is activated based on situational or environmental cues. Forehand et al. (2002) suggest that when a particular social identity is activated, the sensitivity to identity-relevant stimuli is heightened and thus, the processing of identity-relevant information is increased. Therefore, the more salient a social identity is, the more likely that the identity will lead to behavior consistent with that identity. A great deal of research in consumer behavior has discussed the influence of social identity salience on consumer attitudes and judgments. Findings from previous research have provided evidence that the impact of a particular social identity on consumer attitudes, judgments, and behaviors can be reinforced when the social identity is made salient through certain stimulus cues such as the presence of a national or ethnic cue in ads, promotions, brand websites, and catalogs (e.g., Forehand et al., 2002; Forehand and Deshpande, 2001; Reed, 2004; Stayman and Deshpande, 1989). In particular, ethnic minorities who incorporate more than one culture in their minds often switch their behavior depending on the cultural demands of the situation. Further, Asian Americans are known to be high self-monitors and respond to

the expectations and judgments of social contexts, such as parental expectations and social pressures, more sensitively than other ethnic minority groups (Sodowsky et al., 1995). They constantly move between multiple cultural identities as they shift between multiple interpretive “cultural frames” in response to environmental cues (Hong et al., 2000). Thus, for these ethnic minorities, the exposure to certain cultural cues can switch on a particular cultural identity, making it more salient at that moment. Further, when a particular cultural identity is made salient, it can bring to mind attitudes and behaviors consistent with that cultural identity.

Of the various stimulus cues that have been known to evoke identity salience, this dissertation study specifically focuses on identity primes that exist within media contexts such as TV programs or news stories. To be more specific, this study proposes that exposure to national identity primes within media contexts such as news reports of national events will activate individuals’ national identity and make it momentarily salient. As national identity carries some level of emotional significance for all members of a nation, the report of negative or positive events linked to the country can be expected to affect feelings and self-esteem in a congruent way (Carvalho, 2005). While reports of positive events linked to the country will be seen as identity praise and will consequently elicit positive feelings from the country’s citizens, reports of negative events will be seen as identity threats and will elicit negative feelings. In both cases, stories directly related to individuals’ national identity encourage their identification with the national identity, making it momentarily salient. In particular, the salient national identity activated through

a negative story will prompt feelings of concern in individuals and lead them to engage in altruistic behaviors (e.g., giving higher evaluations to subsequent patriotic ads than they would usually do) as a way to express their in-group loyalty and to offset the identity threat. This reaction brings the self-concept back to a more positive state. In this respect, it is predicted that priming national identity will significantly increase consumer evaluations of ads with patriotic themes in terms of Aad, AB, and PI. The following hypotheses are proposed to test the prediction.

***H2a:** Caucasian Americans in a NI primed condition will show more favorable attitude toward the ads (Aad) using patriotic themes than those in a NI non-primed condition.*

***H2b:** Caucasian Americans in a NI primed condition will show more favorable attitude toward the brands (AB) featured in the ads using patriotic themes than those in a NI non-primed condition.*

***H2c:** Caucasian Americans in a NI primed condition will show greater intention to purchase the products (PI) featured in the ads using patriotic themes than those in a NI non-primed condition.*

***H3a:** Asian Americans in a NI primed condition will show more favorable attitude toward the ads (Aad) using patriotic themes than those in a NI non-primed condition.*

***H3b:** Asian Americans in a NI primed condition will show more favorable attitude toward the brands (AB) featured in the ads using patriotic themes than*

those in a NI non-primed condition.

H3c: Asian Americans in a NI primed condition will show greater intention to purchase the products (PI) featured in the ads using patriotic themes than those in a NI non-primed condition.

3. The Impact of National Identity Salience on Evaluations of Patriotic Ads

As discussed earlier, however, most ethnic minorities continuously negotiate between their dual cultural identities, and in this process, they move between their own ethnic identity and national identity, switching cultural frames in response to stimulus cues in their environment. While they identify with both the ethnic and nation cultures, both cultural orientations cannot simultaneously affect the attitudes and behavior of such consumers. Rather, these individuals consciously activate different cultural identities in response to different environmental cues (Hong et al., 2000). This means that, for many ethnic minorities, their ethnic and national identities take turns guiding their thoughts, feelings, attitudes, and behaviors when facing various situations in which they negotiate ethnic and nation culture. Therefore, using cultural primes that make particular cultural constructs more accessible will possibly lead ethnic minorities to shift between the two culturally-based, interpretive lenses making a particular cultural identity more salient. Further, the increased salience of their identity will influence their attitudes and behaviors associated with the activated cultural identity. In this sense, this study proposes that if a national identity prime can activate Asian Americans' American identity, making it

momentarily salient, their evaluations of ads using patriotic themes will be greatly increased. In addition, this study further expects that the impact of national identity salience on evaluations of ads using patriotic themes for Asian Americans will be different from that for Caucasian Americans. Specifically, it is proposed that the degree of increase among Asian Americans in evaluations of patriotic ads in responding to national identity primes will be different from that among Caucasian Americans, who do not need to shift between an ethnic identity and a national identity. Based on this rationale, the following hypotheses are proposed.

***H4a:** The degree of increase in attitude toward the ads (Aad) using patriotic themes as exposed to NI primes among Asian Americans will significantly be different from that among Caucasians Americans.*

***H4b:** The degree of increase in attitude toward the brands (AB) featured in the ads using patriotic themes as exposed to NI primes among Asian Americans will significantly be different from that among Caucasian Americans.*

***H4c:** The degree of increase in intent to purchase the products (PI) featured in the ads using patriotic themes as exposed to NI primes among Asian Americans will significantly be different from that among Caucasian Americans.*

In summary, this dissertation study examines when and how a national identity is activated and made momentarily salient among Asian American consumers as compared

to Caucasian American consumers and how the activated national identity affects their responses to ads using patriotic themes. Specifically, this study proposes that (1) consumers' ethnic background will influence their responses to ads featuring patriotic themes; (2) priming of national identity through media-context, such as a news article of a national event will activate Asian American and Caucasian American consumers' national identity, making it momentarily salient, to increase favorable evaluations of ads using patriotic themes; and (3) the impact of national identity salience on consumer evaluations of ads using patriotic themes will be greater for Asian Americans than for Caucasian Americans. Table 1 provides a summary of the proposed hypotheses.

Table 1. Summary of Hypotheses

Hypothesis	NI Prime	Ethnicity	Evaluations of Patriotic Ads
H1: Ad Evaluations in NI Non-primed Condition			
H1a	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians
H1b	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians
H1c	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians
H2 & H3: Ad Evaluations in NI Primed vs. NI Non-primed Condition			
H2a	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed
H2b	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed
H2c	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed
H3a	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed
H3b	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed
H3c	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed
H4: The Degree of Increase in Ad Evaluations in Responding to NI Primes			
H4a	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians
H4b	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians
H4c	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians

CHAPTER IV

METHODOLOGY

A total of three pretests and a main study were conducted to test the proposed hypotheses. This chapter overviews the study design, major theoretical constructs, data collection procedure, and measurements.

1. Overview of Experimental Design

In order to test the proposed hypotheses, an experimental study using a 2 (Ethnicity: Caucasian Americans vs. Asian Americans) x 2 (National identity prime: NI primed vs. NI non-primed) x 2 (Ads using patriotic themes: patriotic vs. non-patriotic) mixed factorial design was carried out online. This design consisted of two between-subjects factors (ethnicity and national identity prime) and one within-subjects factor (patriotic themes in ads). In the NI prime manipulation, research participants were exposed to stimuli either containing a NI prime or not containing a NI prime. In the patriotic ads manipulation, research participants were exposed to one of two conditions: 1) Brand A – Patriotic and Brand B – Nonpatriotic; 2) Brand B – Patriotic and Brand A – Nonpatriotic. All of the above manipulations are described in detail in subsequent sections.

2. Participants

A convenience sample of Asian Americans was used in this study. Major Asian

American student associations in the University of Texas at Austin were contacted to recruit Asian American participants. The Asian American participants' countries of origin included several East Asian countries such as Korea, Japan, China, Taiwan, and so on. In addition, Caucasian American students were recruited from undergraduate classes in the University of Texas at Austin.

A total of 453 students were recruited to participate in the online experiments. Among these, data collected from 51 first-generation Asians (i.e., international students, non-citizens, etc.) were excluded since this study focused on examining how Asian Americans' national identity salience influences their responses to patriotic advertising messages. Thus, only the data obtained from American citizens were used. Additionally, 14 participants of the data collected were screened out because they showed patternized, insincere, or unreliable responses. As a result, a total of 388 sample data were used in data analyses. Sample characteristics are provided in detail in the results section.

3. Pretests

3.1. Pretest 1: National identity prime

The first pretest was to determine whether the feature article created as a national identity prime activated participants' national identity and made it momentarily salient. Thirty Caucasian Americans and 22 Asian Americans, not included in the main study, were recruited for the pretest. Each participant was randomly assigned to either a national identity primed feature article or a national identity non-primed feature article. Following

the exposure to the article stimulus, participants were asked a set of questions to make sure if participants paid attention to a given story (i.e., identity primed or identity non-primed). After answering questions about the article, participants were asked to describe themselves using the McGuire et al.'s (1978) open-ended measure.

For both the Caucasian American group and the Asian American group, the probability of spontaneously reporting his or her American national identity in the national identity primed condition was compared to that of the national identity non-primed condition to check if the prime could increase participants' national identity salience. Results indicated that participants exposed to the national identity primed article demonstrated greater increase in national identity salience than those exposed to the national identity non-primed article. Specifically, results from a binary logistic regression showed that participants who were exposed to the national identity prime (63.6%) were more likely to self-report their national identity (e.g., "I am American," "I was born in the U.S.," "I am a U.S. citizen.") than participants not exposed to the national identity prime (6.7%). In the logistic regression, the parameter estimate for this national identity prime effect was 3.199 (standard error [S.E.] = .856, $\chi^2(1, N = 52) = 20.656, p < .001$). The results are summarized in Table 2.

Table 2. Results of Logistic Regression Analysis on National Identity Activation

Variable	B	S.E.	Wald	df	Chi-square
NI Primed – NI Non-primed	3.199**	.856	13.975	1	20.656

Note: $N = 52, **p < .001$

3.2. Pretest 2: Ad Copy and Symbol Selection

The goal of the second pretest was to select copies and symbols for patriotic ad manipulations. In order to select copies, five phrases for an automobile brand (i.e., “Pride of America!” “America Drives the Future!” “Our Country, Our Car” “America, the Best” and “Driving for Our Country”) and five phrases for a beer brand (i.e., “Let’s Be Real American!” “Cheers, America!” “Love for Our Country” “Keep America United!” and “Our Pride, Our Beer”) were developed. In addition, a set of symbols (see Appendix 1) representing the U.S. (i.e., the national flag, the bald eagle, the Statue of Liberty, Uncle Sam, and the White House) was chosen to select the most appropriate symbol to be used in patriotic ad manipulations. Thirty-nine Caucasian Americans and 30 Asian Americans, not included in the main experiment, were recruited for this test. Each participant was exposed to two sets of ad copies (i.e., one for an automobile brand and the other for a beer brand) and a set of national symbols and was asked to rate how much each phrase and symbol was perceived as patriotic on a seven-point scale anchored by “not patriotic at all” (=1) / “very patriotic” (=7). It was found that the copy perceived as most patriotic for an automobile brand was “Our Country, Our Car” ($M = 5.46$), followed by “America, the Best” ($M = 5.29$), “Pride of America!” ($M = 5.14$), “America Drives the Future!” ($M = 5.10$), and “Driving for Our Country” ($M = 4.78$). For the beer brand, “Our Pride, Our Beer” ($M = 5.35$) showed the highest mean score, followed by “Love for Our Country” ($M = 5.16$), “Keep America United!” ($M = 5.12$), “Cheers, America!” ($M = 5.06$), and “Let’s Be Real Americans!” ($M = 4.42$). Among the national symbols provided, the

national flag ($M = 6.51$) was perceived as most patriotic, followed by the bald eagle ($M = 6.12$), the Statue of Liberty ($M = 6.01$), Uncle Sam ($M = 5.80$), and the White House ($M = 5.75$). Therefore, “Our Country, Our Car” and “Our Pride, Our Beer” were selected as ad copies for the automobile brand and beer brand, respectively, and the national flag was selected as the patriotic symbol for patriotic ad manipulations which were used in the main experiment. The results are provided in detail in Table 3.

3.3. Pretest 3: Patriotic Ad Manipulations

The purpose of the third pretest was to see if patriotic ad manipulations created using the copy and symbol selected from the second pretest were actually perceived as patriotic. A fictitious automobile brand and a beer brand were created for ad manipulations. These two product types were selected because they have been frequently and consistently paired with patriotic themes during the past decade. For each brand, two different versions of ads were created, one with patriotic cues and the other without patriotic cues.

Specifically, the patriotic ads for the automobile brand contained the copy, “Our Country, Our Car” and the symbol, the national flag. The patriotic ads for the beer brand used the copy, “Our Pride, Our Beer” and the symbol, the national flag, which were selected from the second pretest. The non-patriotic ads did not contain any patriotic cues. All other settings in the ads were identical, with the only difference being the existence of the patriotic symbol and phrase used. Fifteen Caucasian Americans and 15 Asian

Americans, excluded from the main study, were recruited for the third pretest.

Table 3. Mean Scores of Ad Copies and Symbols

	N	Mean
Ad Copy: Automobile		
“Pride of America!”	69	5.14
“America Drives the Future!”	69	5.10
“Our Country, Our Car.”	69	5.46
“America, the Best.”	69	5.29
“Driving for Our Country.”	69	4.78
Ad Copy: Beer		
“Let’s Be Real Americans!”	69	4.42
“Cheers America!”	69	5.06
“Our Pride, Our Beer.”	69	5.35
“Keep America United!”	69	5.12
“Love for Our Country.”	69	5.16
Ad Symbol		
American National flag	69	6.51
Eagle	69	6.01
Statue of Liberty	69	6.12
Uncle Sam	69	5.75
White House	69	5.80

Participants rated each of four ads on a seven-point scale anchored with “not patriotic at all” (=1) / “very patriotic” (=7), which measure the extent to which they perceived the ad as patriotic. In addition, they were asked to identify the country of origin of the brand being advertised. A paired samples t-test was conducted to compare the means of patriotic ads and non-patriotic ads. Results showed that, for the automobile

brand, participants perceived the ad using patriotic themes significantly more patriotic than the ad not using patriotic themes ($M_{Patriotic} = 5.77$, $M_{Nonpatriotic} = 3.27$, $t[29] = 5.414$, $p < .001$). Furthermore, 90% of participants thought that the country of origin of the automobile brand featured in the patriotic ad was the U.S., while only 43.7% thought the brand featured in the non-patriotic ad was made in the U.S. Similarly, for the beer brand, participants perceived the ad using patriotic themes significantly more patriotic than that with no patriotic themes ($M_{Patriotic} = 6.03$, $M_{Nonpatriotic} = 3.30$, $t[29] = 6.376$, $p < .001$). Regarding the country of origin of the brand, 93.3% of participants thought that the beer brand in the patriotic ad was made in the U.S., while only 40% answered that the brand featured in the non-patriotic version was made in the U.S. Since the patriotic version of ads for both the automobile and beer brand were perceived as significantly more patriotic than the non-patriotic versions, the four ads tested were used in the main experiment.

Table 4 summarizes the results of paired samples t-test.

Table 4. Results of Paired Samples t-test on Patriotic Ad Manipulations

	N	Mean Difference	SD	df	t
Automobile Brand					
Patriotic Ad – Non Patriotic Ad	30	2.500	2.529	29	5.414**
Beer Brand					
Patriotic Ad – Non Patriotic Ad	30	2.733	2.348	29	6.376**

Note: ** $p < .001$, SD: Standard Deviation

4. Stimulus Development

4.1. Manipulation of Momentary Salience of National Identity through National Identity Primes

This study used a manipulation of momentary identity salience via a national identity priming methodology that heightened the accessibility of individuals' national identity. Two feature articles, one for a national identity primed condition and the other for a national identity non-primed condition, which were developed and tested through the first pretest, were used in the main experiment. The article stimulus developed as a national identity prime discussed recent economic decline in the U.S., reporting that the U.S. has been losing global leadership (see Appendix 2). Specifically, it provided numbers and facts that showed that America's global power has been on a declining trajectory and presented some arguments regarding the potential the U.S. has to remain a global leader. For a national identity non-primed condition, the article stimulus reported continuous global economic downturn, providing statistics that projected continuing global economic decline as well as discussing several factors that have affected the long term global slowdown (see Appendix 3).

4.2. Manipulation of Patriotic Ads

The four ads developed and tested through the second and third pretests were used in the main experiment. For the ad manipulations, fictitious brand names were created to avoid the influence of pre-existing brand inferences. In this study, two fictitious brands,

TZ-R for the automobile brand and *Kheers* for the beer brand, were used. Two different versions of the print ads (i.e., one patriotic and the other non-patriotic) for each brand were manipulated through the use of Adobe Photoshop software. For the main experiment, counterbalance conditions were created by reversing the patriotic and non-patriotic versions of the ad for each brand (see Appendix 4). For example, in the first counterbalance condition, the automobile brand (*TZ-R*) had a patriotic version and the beer brand (*Kheers*) had a non-patriotic version; whereas, in the second counterbalance condition, the automobile brand (*TZ-R*) had a non-patriotic version and the beer brand (*Kheers*) had a patriotic version. Ads of the automobile brand and beer brand without patriotic themes were included in the design as controls. This way, it could be determined if the participants responded favorably or unfavorably to the ads because of the manipulations of patriotic themes. All other settings in the patriotic ads and non-patriotic ads were identical, with the only difference being the existence of patriotic stimuli.

In this study, the patriotic ads were defined as the ads that contained themes communicating pride in America and its values and congratulating individuals or groups for a patriotic achievement (McMellon and Long, 2006). Symbols such as national flags, the Bald Eagle, and the Statue of Liberty and phrases such as “United We Stand” or “God Bless America” have been frequently used for this type of ad. In addition, heroes, rebuilding, and courage have also been themes used to elicit feelings of hope or of a defiant American spirit. In this study, image symbols such as the American flag, the Statue of Liberty, the Bald Eagle, and so on were considered as national symbols that

were meant to evoke individuals' patriotic thoughts and feelings. Also, word symbols such as "America," "united," "we/our," and "country" were considered, which were used in generating patriotic-themed slogans, such as "Proud of America," or "Keep America United." This study did not consider "Buy American" appeals, which have often been used in patriotic-themed ads, because previous research (e.g., McMellon and Long, 2006) found that ads that used patriotic symbols with cues associated with a sales pitch for the products received negative evaluations from consumers. Since the main purpose of this study was to examine whether consumers increase their evaluations of ads using patriotic themes when their national identity is made momentarily salient, the commercially-driven messages that may be perceived as exploiting patriotism for financial gain were not considered.

5. Measures

5.1. Salience of National Identity

Following exposure to the feature article (identity primed or non-primed), participants were asked a set of text comprehension questions, which were used to see if they had paid attention to important aspects of text. After completing the article measures, each participant's national identity salience was measured. To assess the influence of identity primes on momentarily national identity salience, the spontaneous self-description method developed by McGuire et al. (1978) was used. This measure is particularly sensitive to unconscious influences on identity salience because it allows

individuals to describe themselves along any dimensions they feel are relevant and does not explicitly question individuals about their social identifications. The specific wording of this open-ended measure asked participants to “please tell us about yourself in your own words. Please take about a minute to do so.” The probability that a participant spontaneously reported their national identity as American in their self-description was used as the critical measure of identity salience (McGuire et al., 1978).

5.2. Advertising Evaluations

After completing the identity salience measure, participants were exposed to ad stimuli. For each ad, participants completed the measures on attitude toward the advertisement (Aad), attitude toward the brand (AB), and purchase intention (PI). Aad was measured by using six seven-point semantic differential scales that included bad/good, unattractive/attractive, unpleasant/pleasant, convincing/unconvincing, believable/unbelievable, and not at all interested/very interested (MacKenzie, Lutz, and Belch, 1986). To assess AB, five seven-point semantic differential scales were used and anchored by bad/good, unsatisfactory/satisfactory, unfavorable/favorable, dislike/like, and inferior/ superior (Batra and Stephens, 1994). Lastly, PI was measured by four seven-point scales, including the potential for “trying,” “buying,” “seeking out,” and how likely the respondent would patronize the advertised product (Baker and Churchill, 1977) (see Appendix 5).

5.3. Demographic items

The demographic items in the questionnaire included the participants' ethnicity, age, gender, country of birth, country of citizenship, country of origin, and generational status in the U.S. (1st through 5th).

6. Summary of Experimental Procedures

The main experiment was administered online. Although it is more difficult to establish tight controls in an online experiment than in a laboratory experiment, this setting was chosen for the following reasons: (a) to avoid experimental demand effects that may result if the participants saw other Asian students participating in the same study; (b) to avoid a researcher bias that may result due to the existence of an Asian researcher in the laboratory setting; and (c) because momentary identity salience, a key manipulated variable in this study, may be affected if the social environment of the participants is predominantly Asian.

Participants were first invited to the online survey webpage designed for this study. A total of 388 subjects participated in the online experiment. The website began with an informed consent notice. Then, subjects were asked to click the proceed button. The survey webpage contained three sections. In the first session, participants were randomly assigned to either a national identity primed or national identity non-primed condition. At the beginning of this session, participants were informed that the researchers would be “examining audiences’ attitude toward certain media contents” and

that participants would review a feature article and a set of print ads and then answer some questions about the article and ads. After being exposed to the feature article, they were asked to answer several questions about the article they read to see if they actually paid attention to the article and were then asked to complete an identity salience measure. In the second experimental session, participants were exposed to a pair of ads (i.e., one patriotic and one non-patriotic) and responded to the given ads in terms of attitude toward the ad (Aad), attitude toward the brand (AB), and purchase intention (PI). In the last session, participants were asked to provide demographic information.

7. Analysis Methods

Collected data were analyzed with the SPSS 18.0 statistical package. Frequency tests were used for data description and reliability tests were used for the measurement development. Also, a binary logistic regression analysis was used for a manipulation check. A paired samples t-test, an independent samples t-test, and one-way ANOVA were employed as major analyses methods.

CHAPTER V

DATA ANALYSIS AND RESULTS

1. Manipulation Check: National Identity Activation

Following the exposure to a feature article (identity primed or non-primed), participants were asked a set of text comprehension questions, which were used to see if they had paid attention to important aspects of text, such as the location and consequences of the events. After completing the article measures, the participant's national identity salience was measured using McGuire et al. (1978)'s self-description method. The probability that a participant spontaneously reported their American identity in the self-description was used as the measure of identity salience (McGuire et al., 1978). Specifically, the probability of reporting his or her American national identity in the national identity primed condition was compared to that of the national identity non-primed condition to see if the prime actually increased participants' national identity salience. Results from a binary logistic regression indicated that participants who were exposed to the national identity prime (64.3%) were more likely to self-report their American identity than participants not exposed to the national identity prime (15.4%). In the logistic regression, the parameter estimate for this national identity prime effect was 1.828 (standard error [S.E.] = .249, $\chi^2(1, N = 388) = 61.667, p < .001$). This result confirmed that the article stimuli employed in the main experiment significantly increased participants' national identity salience. The summary of results is provided in

Table 5.

Table 5. Results of Manipulation Check

Variable	B	S.E.	Wald	df	Chi-square
NI Primed – NI Non-primed	1.828**	.249	54.038	1	61.667

Note: $N = 388$, $**p < .001$

2. Preliminary Analyses

2.1. Sample Characteristics

Data from 388 undergraduate students enrolled at the University of Texas at Austin were analyzed. Of these, 202 Caucasian American students were recruited from undergraduate classes and 186 Asian American students were recruited from several Asian American undergraduate student associations (e.g., Korean Undergraduate Students Association, Hong Kong Students Association, Taiwanese American Students Association, University of Texas Chinese Students & Scholars Association, etc.).

The demographic characteristics of the sample were analyzed using descriptive statistics in SPSS. Specifically, the Caucasian American sample consisted of 105 female (52.2%) and 97 male (47.8%) students, with an average age of 22 years. The Asian American sample consisted of 100 female (54%) and 86 male (46%) students with an average age of 23 years. With respect to the country of origin, 33.3% of the Asian American participants were Chinese Americans, 29.7% were Korean Americans, 23.3% were Taiwanese Americans, 10.1% were Vietnamese Americans, and 3.6% were Thai

Americans. The generational status for the Asian American participants included 50.8% second-generation immigrants, 37.6% third-generation immigrants, 9.5% fourth-generation immigrants, and 2.1% of fifth-generation or more. As mentioned earlier, first-generation Asian Americans (i.e., international students, non-citizen, etc.) were not considered in data analyses. Only the data obtained from American citizens were used. The demographic characteristics of the participants are provided in Table 6.

Table 6. Sample Characteristics

Average age		
Caucasian Americans (<i>N</i> = 202)	22 years	
Asian Americans (<i>N</i> = 186)	23 years	
Total (<i>N</i> = 388)		
Gender	<i>n</i>	%
Caucasian Americans		
- Male	97	47.8%
- Female	105	52.2%
Asian Americans		
- Male	86	46%
- Female	100	54%
Generation (Asian Americans)	<i>n</i>	%
2 nd Generation	94	50.8%
3 rd Generation	70	37.6%
4 th Generation	18	9.5%
5 th Generation or more	4	2.1%
Country of Origin (Asian Americans)	<i>n</i>	%
Korean Americans	55	29.7%
Chinese Americans	62	33.3%
Taiwanese Americans	43	23.3%
Vietnamese Americans	19	10.1%
Thai Americans	7	3.6%

2.2. Reliability Analyses

Reliability analysis was performed for the items in each composite variable. Cronbach's test of inter-item consistency was used, and a Cronbach's *alpha* value of .70 or higher was considered to indicate adequate reliability (Nunnally and Bernstein, 1994). Based on this criterion, all measures had adequate reliability (see Table 7). Hence, composite scores of these variables were used in subsequent analyses.

Table 7. Results of Reliability Test

Measures	Cronbach's Alpha	N of items
Ad Evaluations		
- Attitude toward the ad (Aad)	.95	6
- Attitude toward the brand (AB)	.96	5
- Purchase intention (PI)	.89	4

3. Hypothesis Testing

In this section, the data analysis and results pertaining to the testing of the 12 hypotheses proposed in Chapter 3 are reported. The first set of hypotheses predicted different responses to the ads using patriotic themes by ethnic backgrounds (i.e., Caucasians vs. Asians). The second set of hypotheses predicted the effect of national identity salience on responses to the ads using patriotic themes among Caucasian Americans. The third set of hypotheses predicted the effect of national identity salience on responses to the ads using patriotic themes among Asian Americans. Finally, the last set of hypotheses predicted the different degree of impact of national identity salience upon evaluations of the ads using patriotic themes between Caucasian Americans and

Asian Americans.

3.1. Evaluations of Patriotic Ads: Caucasian Americans vs. Asian Americans

H1 proposed that, in the NI non-primed condition, Caucasian Americans' responses to ads featuring patriotic themes would be more favorable than those of Asian Americans. In order to test this hypothesis, independent samples t-tests were conducted with composite scores of attitude toward the ad (Aad), attitude toward the brand (AB), and purchase intention (PI) as dependent variables. The scores of Aad, AB, and PI for the two ads featuring patriotic themes in the first counterbalance condition (i.e., patriotic ad for the automobile brand) and the second counterbalance condition (i.e., patriotic ad for the beer brand) were combined and averaged for the tests.

The results showed that, in NI non-primed condition, Caucasian Americans' attitude toward the ads featuring patriotic themes (Aad) was significantly more favorable than that of Asian Americans ($M_{Caucasians} = 4.03$, $M_{Asians} = 3.32$, $t[206] = 3.765$, $p < .001$). Similarly, Caucasian Americans' attitude toward the brand paired with the ads using patriotic themes (AB) was significantly more favorable than that of Asian Americans ($M_{Caucasians} = 4.06$, $M_{Asians} = 3.48$, $t[206] = 3.467$, $p = .001$). Further, the intent to purchase the product featured in the ads using patriotic themes (PI) among Caucasian Americans was also significantly more favorable than that among Asian Americans ($M_{Caucasians} = 3.46$, $M_{Asians} = 2.88$, $t[206] = 2.588$, $p = .010$). These results indicate that Caucasian Americans were more favorable to the ads with patriotic themes and the

advertised brands/products than were Asian Americans, thus supporting H1a, H1b, and H1c (see Table 8 and Figure 2-4).

Table 8. Results of Independent Samples t-tests on Evaluations of Patriotic Ads: Caucasians vs. Asians

		Mean	Mean Difference	df	t	Sig. (2-tailed)
Aad	Caucasians	4.03	.70654	206	3.765	.000
	Asians	3.32				
AB	Caucasians	4.06	.58307	206	3.467	.001
	Asians	3.48				
PI	Caucasians	3.46	.58482	206	2.588	.010
	Asians	2.88				

Figure 2. Attitude toward the Ad: Caucasians vs. Asians

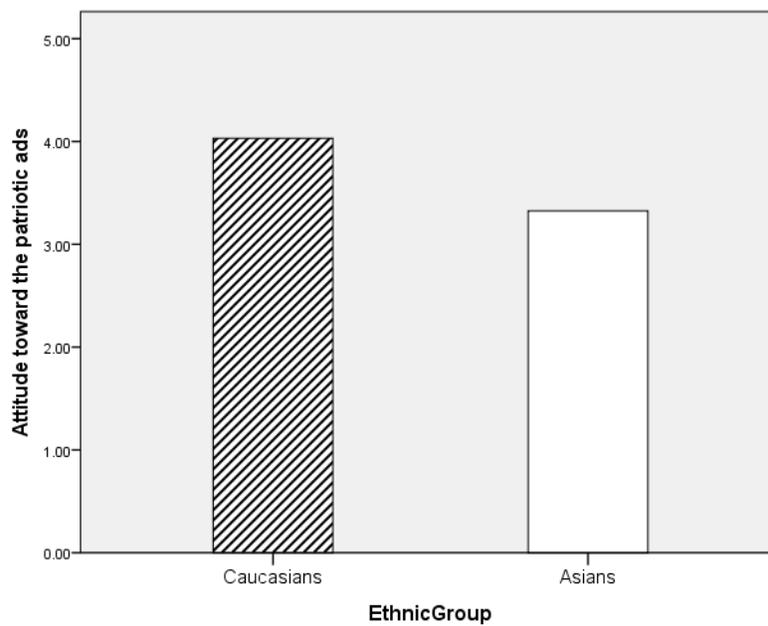


Figure 3. Attitude toward the Brand: Caucasians vs. Asians

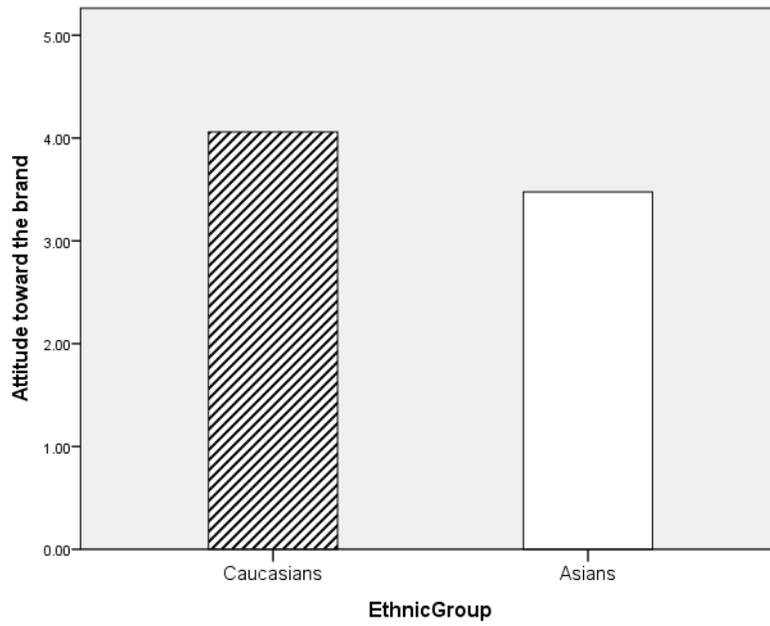
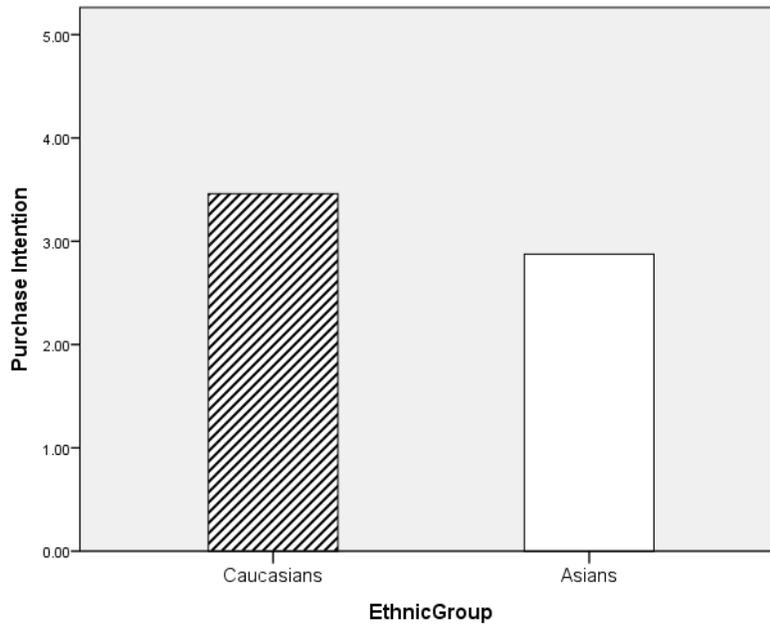


Figure 4. Purchase Intention: Caucasians vs. Asians



In order to check whether the above results were due to the manipulations (i.e., the patriotic themes used in the ads), additional independent samples t-tests were conducted with Aad, AB, and PI scores for non-patriotic ads. The Aad, AB, and PI scores for the two ads without patriotic themes in the first counterbalance condition (i.e., non-patriotic ad for the automobile brand) and the second counterbalance condition (i.e., non-patriotic ad for the beer brand) were combined and averaged for the tests. Results from these tests did not show any significant differences between Caucasian Americans and Asian Americans in responding to the non-patriotic ads for any dependent measures. Specifically, Caucasian Americans' attitude toward the non-patriotic ads ($M_{Caucasians} = 4.12$, $M_{Asians} = 3.93$, $t[197] = .863$, $p = .389$), attitude toward the brands appeared in the non-patriotic ads ($M_{Caucasians} = 4.14$, $M_{Asians} = 4.56$, $t[197] = -1.358$, $p = .176$), and intent to purchase the associated products ($M_{Caucasians} = 3.27$, $M_{Asians} = 3.69$, $t[197] = -1.532$, $p = .127$) were not significantly different from those of Asian American participants (see Table 9). Since the only differences between patriotic and non-patriotic ads used in this study were the existence of patriotic themes, these results confirmed that Caucasian Americans responded to the patriotic ads more favorably than Asian Americans due to the patriotic themes contained in the ads.

Table 9. Results of Independent Samples t-tests on Evaluations of Non-Patriotic Ads: Caucasians vs. Asians

		Mean	Mean Difference	df	t	Sig.
Aad	Caucasians	4.12	.194	206	.863	.389
	Asians	3.93				
AB	Caucasians	4.14	-.314	206	-1.358	.176
	Asians	4.56				
PI	Caucasians	3.27	-.424	206	-1.532	.127
	Asians	3.69				

3.2. The Influence of National Identity Salience on Evaluations of Patriotic Ads

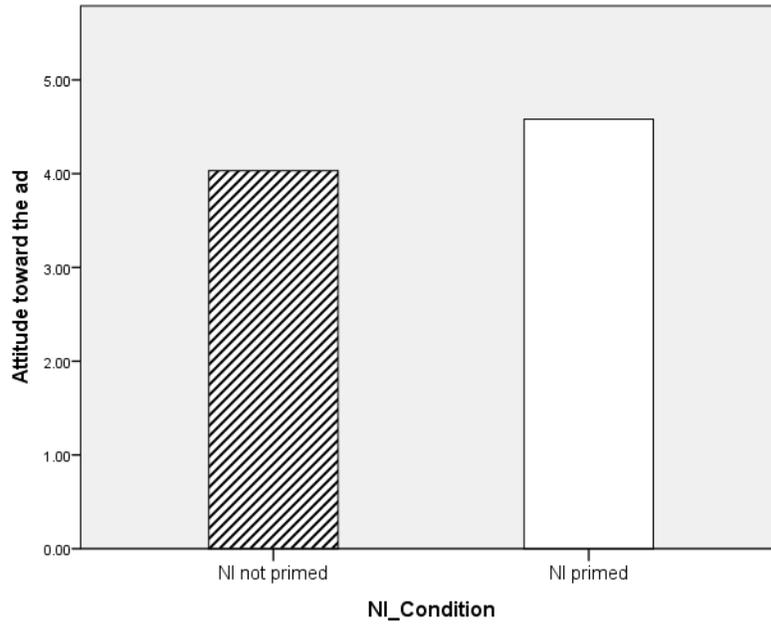
H2 proposed that Caucasian Americans in a NI primed condition (activation of national identity) would evaluate ads featuring patriotic themes more favorably than those in a NI non-primed condition. In order to test the hypothesis, a series of independent samples t-tests was conducted. The scores of Aad, AB, and PI in responding to the patriotic ads in the first counterbalance condition (i.e., patriotic ad for the automobile brand) and the second counterbalance condition (i.e., patriotic ad for the beer brand) were combined and averaged for the tests. As expected, the results indicated that Caucasian Americans who were exposed to the NI prime showed significantly more favorable attitude toward the ads featuring patriotic themes than those who were not exposed to the NI prime ($M_{NI\ Primed} = 4.58$, $M_{NI\ Non-primed} = 4.03$, $t[200] = 3.145$, $p = .002$). Similarly, Caucasian Americans' attitude toward the brands advertised with patriotic themes was significantly more favorable in the NI primed condition than those in the NI non-primed condition ($M_{NI\ Primed} = 4.85$, $M_{NI\ Non-primed} = 4.06$, $t[200] = 4.863$, $p < .001$).

Further, an intent to purchase associated products was also greater among Caucasian Americans who were exposed to the NI prime than among those who were not exposed to the NI prime ($M_{NI\ Primed} = 3.97$, $M_{NI\ Non-primed} = 3.46$, $t[200] = 2.489$, $p = .014$). These results demonstrate that activation of Caucasian Americans' national identity has a positive effect on increasing their evaluations of ads with patriotic themes, therefore supporting H2a, H2b, and H3c (see Table 10 and Figure 5-7).

Table 10. Results of Independent Samples t-tests on Caucasian Americans' Evaluations of Patriotic Ads: NI Primed vs. NI Non-primed Condition

		Mean	Mean Difference	df	t	Sig.
Aad	NI Primed	4.58	.549	200	3.145	.002
	NI Non-primed	4.03				
Ab	NI Primed	4.85	.794	200	4.863	.000
	NI Non-primed	4.06				
PI	NI Primed	3.97	.513	200	2.489	.014
	NI Non-primed	3.46				

**Figure 5. Caucasian Americans' Attitude toward the Ad:
NI Primed vs. NI Non-primed**



**Figure 6. Caucasian Americans' Attitude toward the Brand:
NI Primed vs. NI Non-primed**

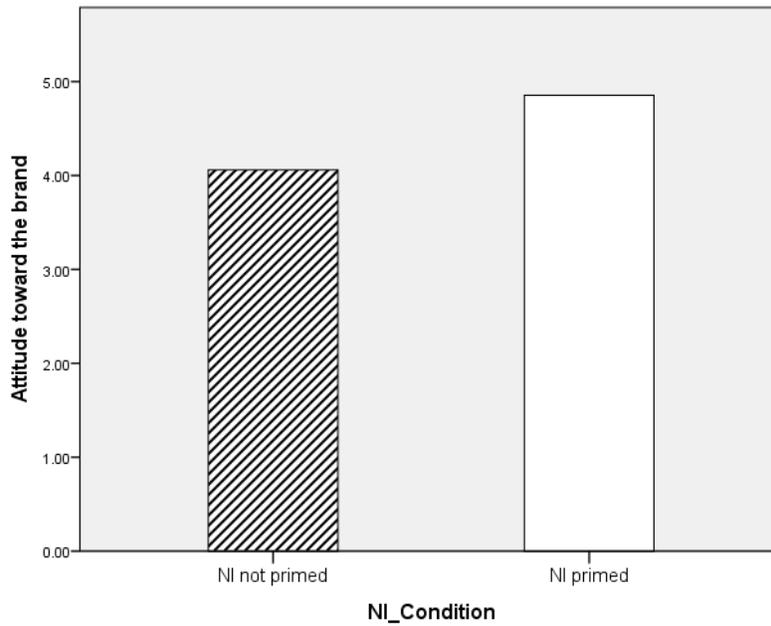
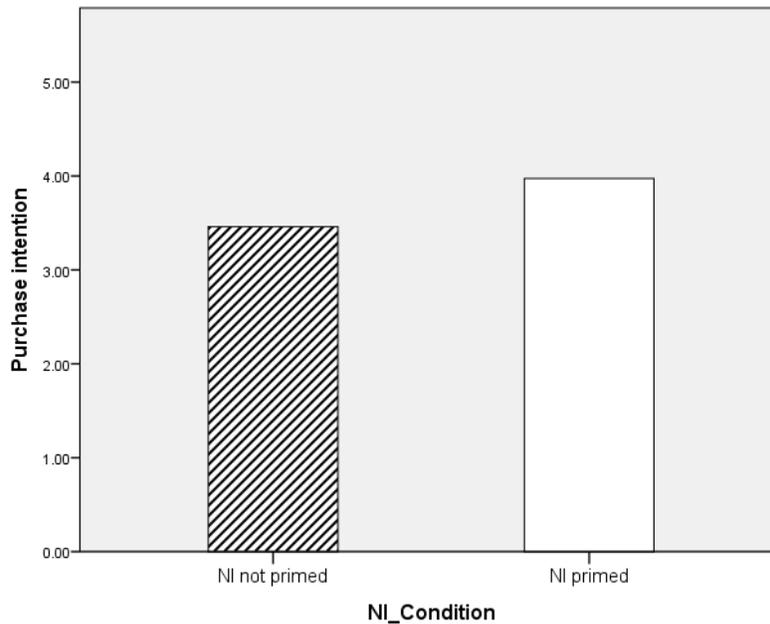


Figure 7. Caucasian Americans' Purchase Intention: NI Primed vs. NI Non-primed



Three additional independent sample t-tests were conducted with scores of Aad, AB, PI for the non-patriotic ads to see if NI salience also had an effect on increasing evaluations of non-patriotic ads. Results indicated that mean values for Aad ($M_{NI\ Primed} = 4.09$, $M_{NI\ Non-primed} = 4.12$, $t[200] = .183$, $p = .855$), AB ($M_{NI\ Primed} = 4.29$, $M_{NI\ Non-primed} = 4.14$, $t[200] = .794$, $p = .428$), and PI ($M_{NI\ Primed} = 3.58$, $M_{NI\ Non-primed} = 3.27$, $t[200] = 1.532$, $p = .127$) in the NI primed condition were not significantly different from those in the NI non-primed condition. In other words, NI salience did not influence Caucasian Americans' evaluations of non-patriotic ads (see Table 11). Based on the above results, it was again confirmed that participants exposed to the NI prime evaluated the ads using patriotic themes favorably due to the ad manipulations.

Table 11. Results of Independent Samples t-tests on Caucasian Americans' Evaluations of Non-Patriotic Ads: NI Primed vs. NI Non-primed Condition

		Mean	Mean Difference	df	t	Sig.
Aad	NI Primed	4.09	-.031	200	.183	.855
	NI Non-primed	4.12				
AB	NI Primed	4.29	.149	200	.794	.428
	NI Non-primed	4.14				
PI	NI Primed	3.58	.318	200	1.532	.127
	NI Non-primed	3.27				

As supplemental analyses, a series of paired sample t-tests was conducted to see if Caucasian Americans actually responded more favorably to the patriotic ads than to the non-patriotic ads when they were exposed to the NI prime. As expected, the results showed that their responses to the patriotic ads were significantly more favorable than to the non-patriotic ads in terms of Aad ($M_{PatrioticAds} = 4.58$, $M_{Non-patrioticAds} = 4.09$, $t[91] = 2.983$, $p = .004$), AB ($M_{PatrioticAds} = 4.85$, $M_{Non-patrioticAds} = 4.29$, $t[91] = 2.712$, $p = .008$), and PI ($M_{PatrioticAds} = 3.97$, $M_{Non-patrioticAds} = 3.58$, $t[91] = 2.139$, $p = .035$) when their NI was salient (see Table 12).

On the contrary, no significant mean difference was found on Aad ($M_{PatrioticAds} = 4.03$, $M_{Non-patrioticAds} = 4.12$, $t[109] = -.575$, $p = .566$), AB ($M_{PatrioticAds} = 4.06$, $M_{Non-patrioticAds} = 4.14$, $t[109] = -.553$, $p = .581$), and PI ($M_{PatrioticAds} = 3.46$, $M_{Non-patrioticAds} = 3.27$, $t[109] = 1.035$, $p = .303$) in the NI non-primed condition (see Table 13). The results of these supplemental analyses supported the finding that activating Caucasian

Americans' national identity through the NI prime had a significant and positive effect on increasing their evaluations of ads using patriotic themes.

Table 12. Results of Paired Samples t-tests on Caucasian Americans' Evaluations of Ads in NI Primed Condition: Patriotic Ads vs. Non-Patriotic Ads

		Mean Difference	SD	df	t	Sig.
Aad	Patriotic Ads - Non-patriotic Ads	.493	1.59	91	2.983	.004
Ab	Patriotic Ads - Non-patriotic Ads	.563	2.00	91	2.712	.008
PI	Patriotic Ads - Non-patriotic Ads	.390	1.76	91	2.139	.035

Table 13. Results of Paired Samples t-tests on Caucasian Americans' Evaluations of Ads in NI Non-Primed Condition: Patriotic Ads vs. Non-Patriotic Ads

		Mean Difference	SD	df	t	Sig.
Aad	Patriotic Ads - Non-patriotic Ads	-.08780	1.61511	109	-.575	.566
AB	Patriotic Ads - Non-patriotic Ads	-.08214	1.57103	109	-.553	.581
PI	Patriotic Ads - Non-patriotic Ads	.19420	1.98522	109	1.035	.303

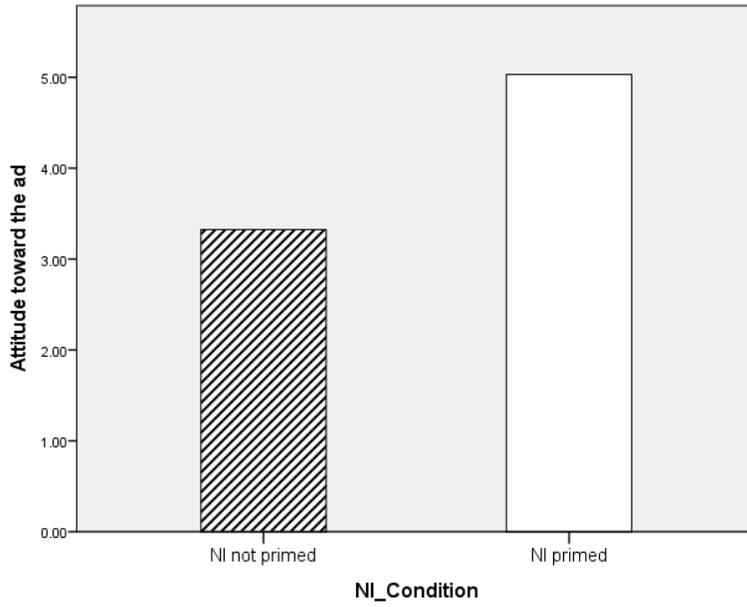
H3 proposed that Asian Americans in a NI primed condition would evaluate ads with patriotic themes more favorably than those in a NI non-primed condition. Results of a series of independent sample t-tests demonstrated that NI salience had a significant,

positive effect on increasing Asian Americans' evaluations of ads using patriotic themes. Specifically, Asian Americans who were exposed to the NI prime showed significantly more favorable attitude toward the patriotic ads ($M_{NI\ Primed} = 5.03$, $M_{NI\ Non-primed} = 3.32$, $t[184] = 9.426$, $p < .001$) as well as the brand featured in the patriotic ads ($M_{NI\ Primed} = 5.08$, $M_{NI\ Non-primed} = 3.46$, $t[184] = 9.388$, $p < .001$). Further, intent to purchase the associated products were significantly greater among Asian Americans in the NI primed condition than among those in the NI non-primed condition ($M_{NI\ Primed} = 4.16$, $M_{NI\ Non-primed} = 2.88$, $t[184] = 6.334$, $p < .001$). Therefore, H3a, H3b, and H3c were supported (see Table 14 and Figure 8-10).

Table 14. Results of Independent Samples t-tests on Asian Americans' Evaluations of Patriotic Ads: NI Primed vs. NI Non-primed Condition

		Mean	Mean Difference	df	t	Sig.
Aad	NI Primed	5.03	1.707	184	9.426	.000
	NI Non-primed	3.32				
AB	NI Primed	5.08	1.617	184	9.388	.000
	NI Non-primed	3.46				
PI	NI Primed	4.16	1.285	184	6.334	.000
	NI Non-primed	2.88				

**Figure 8. Asian Americans' Attitude toward the Ad:
NI Primed vs. NI Non-primed**



**Figure 9. Asian Americans' Attitude toward the Brand:
NI Primed vs. NI Non-primed**

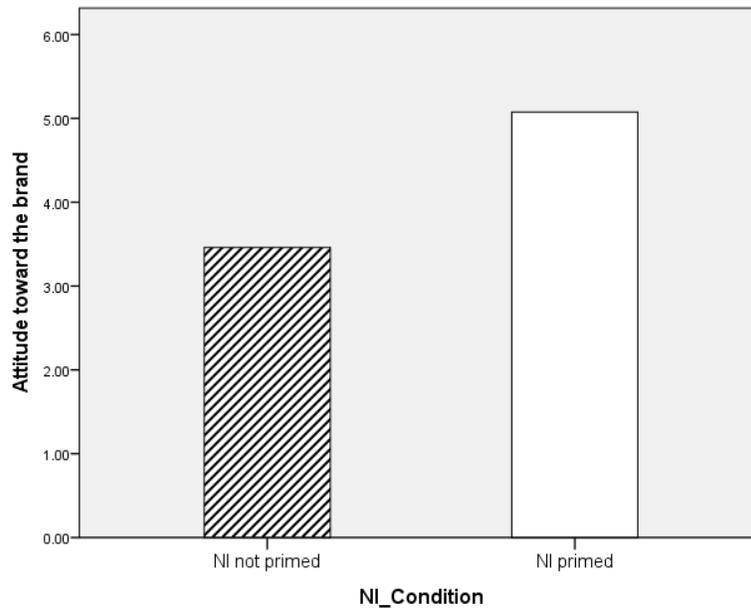
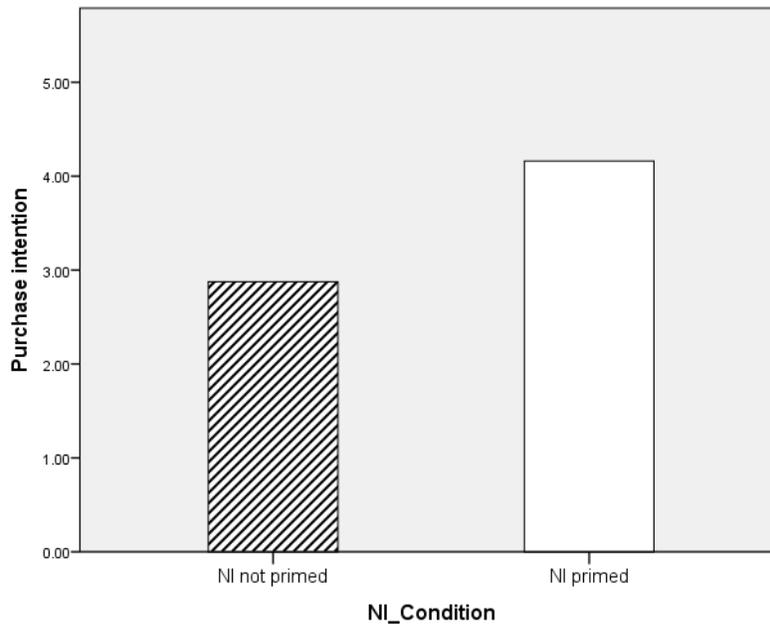


Figure 10. Asian Americans' Purchase Intention: NI Primed vs. NI Non-primed



Subsequent analyses followed to test if the above results were due to the ad manipulations (i.e., patriotic themes used in the ads). The results from independent samples t-tests with scores of Aad ($M_{NI\ Primed} = 3.85$, $M_{NI\ Non-primed} = 3.93$, $t[184] = -.238$, $p = .812$), AB ($M_{NI\ Primed} = 4.27$, $M_{NI\ Non-primed} = 4.46$, $t[184] = -.577$, $p = .565$), and PI ($M_{NI\ Primed} = 3.43$, $M_{NI\ Non-primed} = 3.69$, $t[184] = -.727$, $p = .469$) for the non-patriotic ads showed that Asian Americans' evaluations of non-patriotic ads in the NI primed condition were not significantly different from those in the NI non-primed condition, thus confirming that Asian Americans in the NI primed condition evaluated the patriotic ads favorably due to the patriotic themes used in the ads (see Table 15).

Table 15. Results of Independent Samples t-tests on Asian Americans' Evaluations of Non-Patriotic Ads: NI Primed vs. NI Non-primed Condition

		Mean	Mean Difference	df	t	Sig.
Aad	NI Primed	3.85	-.076	184	-.238	.812
	NI Non-primed	3.93				
Ab	NI Primed	4.27	-.187	184	-.577	.565
	NI Non-primed	4.46				
PI	NI Primed	3.43	-.260	184	-.727	.469
	NI Non-primed	3.69				

In order to see whether Asian Americans' evaluations of the patriotic ads were significantly different from those of the non-patriotic ads, a series of paired sample t-tests was conducted. The results showed that their evaluations of the patriotic ads were significantly more favorable than those of the non-patriotic ads in terms of Aad ($M_{PatrioticAds} = 5.03$, $M_{Non-patrioticAds} = 3.85$, $t[96] = 4.330$, $p < .001$), AB ($M_{PatrioticAds} = 5.08$, $M_{Non-patrioticAds} = 4.27$, $t[96] = 3.234$, $p = .002$), and PI ($M_{PatrioticAds} = 4.16$, $M_{Non-patrioticAds} = 3.43$, $t[96] = 2.738$, $p = .008$) when their national identity was activated (see Table 16).

Table 16. Results of Paired Samples t-tests on Asian Americans' Evaluations of Ads in NI Primed Condition: Patriotic Ads vs. Non-Patriotic Ads

		Mean Difference	SD	df	t	Sig.
Aad	Patriotic Ads - Non-patriotic Ads	1.182	1.988	96	4.330	.000
Ab	Patriotic Ads - Non-patriotic Ads	.808	1.818	96	3.234	.002
PI	Patriotic Ads - Non-patriotic Ads	.731	1.943	96	2.738	.008

Interestingly, however, opposite results were found with the Asian American participants who were not exposed to the NI prime (see Table 17). Specifically, when their national identity was not activated, Asian Americans were significantly more favorable to the non-patriotic ads than to the patriotic ads with regard to Aad ($M_{PatrioticAds} = 3.32$, $M_{Non-patrioticAds} = 3.93$, $t[88] = -2.354$, $p = .022$), AB ($M_{PatrioticAds} = 3.56$, $M_{Non-patrioticAds} = 4.56$, $t[88] = -3.528$, $p = .001$), and PI ($M_{PatrioticAds} = 2.88$, $M_{Non-patrioticAds} = 3.69$, $t[88] = -2.810$, $p = .007$). These results not only showed that NI salience had a strong effect on increasing Asian Americans evaluations of ads using patriotic themes, but also showed that patriotic themes may not be effective for Asian Americans without first activating their American identity.

Table 17. Results of Paired Samples t-tests on Asian Americans' Evaluations of Ads in NI Non-Primed Condition: Patriotic Ads vs. Non-Patriotic Ads

		Mean Difference	SD	df	t	Sig.
Aad	Patriotic Ads - Non-patriotic Ads	-.60057	1.94313	88	-2.354	.022
AB	Patriotic Ads - Non-patriotic Ads	-.99655	2.15129	88	-3.528	.001
PI	Patriotic Ads - Non-patriotic Ads	-.81466	2.20772	88	-2.810	.007

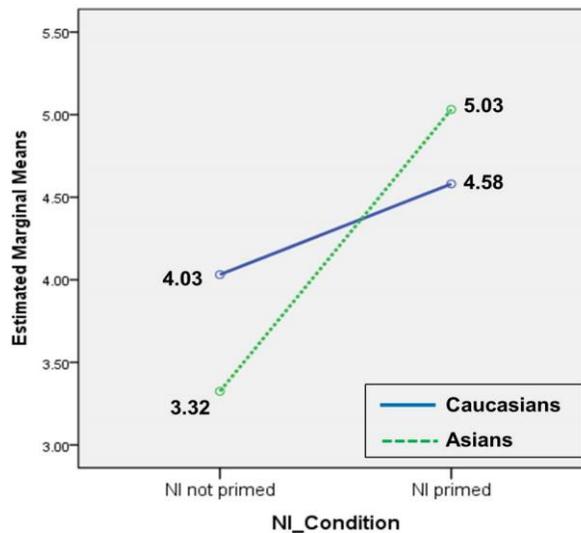
3.3. The Interaction Effects of National Identity Salience with Ethnicity on Evaluations of Patriotic Ads

In the last set of hypotheses (H4a, H4b, and H4c), it was hypothesized that the degree of increase in evaluations of the ads using patriotic themes as exposed to the NI prime among Asian Americans would be significantly different from that among Caucasian Americans. Support for these hypotheses would be found through an interaction of NI salience (NI primed vs. NI non-primed) with ethnic groups (Caucasian Americans vs. Asian Americans) on Aad, AB, and PI. In order to test the hypotheses, a series of analysis of variance (ANOVA) was conducted, one for each dependent variable.

As predicted, the results revealed a significant interaction between NI salience and ethnicity in predicting participants' evaluations of patriotic ads. While NI salience had an effect on increasing evaluations of ads using patriotic themes for both Caucasian Americans and Asian Americans, such effect was significantly stronger for Asian Americans than for Caucasian Americans. Specifically, the main effect of the NI

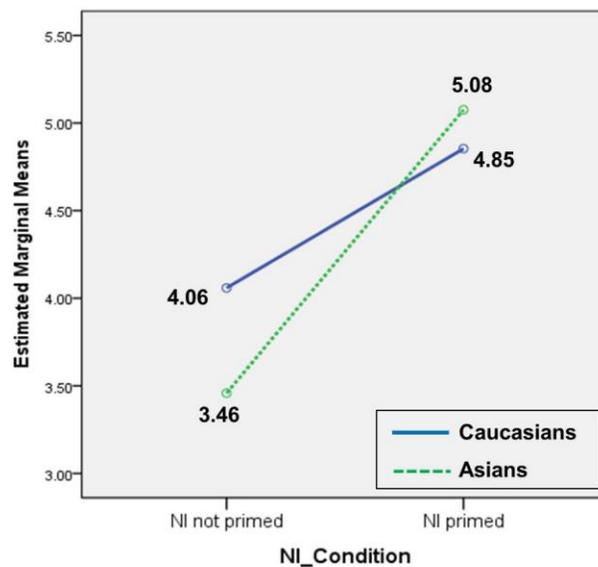
activation on Aad was found, showing that for both Asian Americans and Caucasian Americans, scores of attitude toward the ads using patriotic themes were significantly increased as exposed to the NI prime. However, importantly, a significant interaction effect was also found, indicating that the degree of increase in Aad for the patriotic ads as exposed to the NI prime was significantly greater among Asian Americans ($M_{NI\ Primed} = 5.03$ vs. $M_{NI\ Non-primed} = 3.32$) than among Caucasian Americans ($M_{NI\ Primed} = 4.58$ vs. $M_{NI\ Non-primed} = 4.03$), $F[1, 388] = 24.008$, $p < .001$ (see Figure 11), thus supporting H4a. In addition, an interesting result was found from a supplemental analysis followed. The result showed that, as Asian Americans' attitude toward the patriotic ads was greatly increased in the NI primed condition, their Aad score was significantly higher than that of Caucasian Americans. In other words, when their American identity is salient, Asian Americans' attitude toward the patriotic ad was more favorable than that of Caucasian Americans ($M_{Asians} = 5.03$, $M_{Caucasians} = 4.58$, $t[189] = 2.295$, $p = .023$).

Figure 11. NI Salience x Ethnicity on Attitude toward the Ad



Similarly, the main effect of NI salience on AB was also found, indicating that the scores of attitude toward the brand featured in the ads using patriotic themes were significantly increased as exposed to the NI prime regardless of participants' ethnic backgrounds. The effect of NI salience, however, was significantly stronger in increasing the scores of AB for Asian Americans ($M_{NI\ Primed} = 5.08$ vs. $M_{NI\ Non-primed} = 3.46$) than for Caucasian Americans ($M_{NI\ Primed} = 4.85$ vs. $M_{NI\ Non-primed} = 4.06$), $F[1, 388] = 12.112$, $p = .001$ (see Figure 12), thus supporting H4b.

Figure 12. NI Salience x Ethnicity on Attitude toward the Brand



Finally, while there was a simple effect of NI salience on PI, showing that the scores of PI were significantly increased for both Caucasian Americans and Asian Americans when their national identity was activated, as predicted in H4c, the degree of increase in PI for the ads using patriotic themes was significantly greater among Asian

Americans ($M_{NI\ Primed} = 4.16$ vs. $M_{NI\ Non-primed} = 2.88$) than among Caucasian Americans ($M_{NI\ Primed} = 3.97$ vs. $M_{NI\ Non-primed} = 3.46$), $F[1, 388] = 10.685$, $p = .016$ (see Figure 13). Thus, H4a, H4b, and H4c were supported. Table 18 summarizes the ANOVA results.

Figure 13. NI Salience x Ethnicity on Purchase Intention

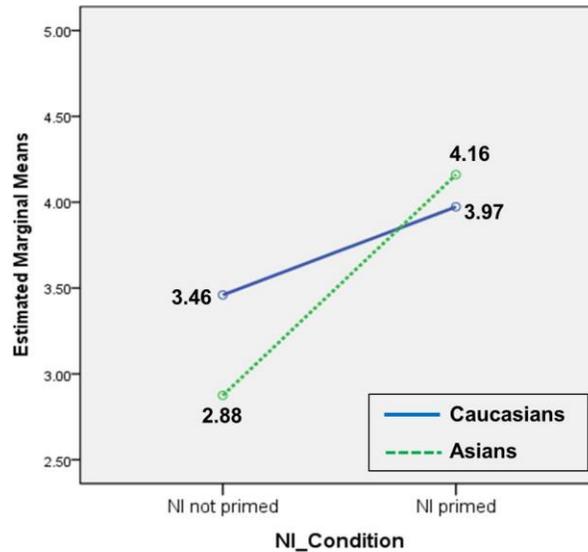


Table 18. Results of ANOVA on Evaluations of Patriotic Ads: Ethnicity x NI Salience

		df	Mean Square	F	Sig.
Aad	Ethnicity	1	1.17	.884	.348
	NI Primed Condition	1	91.24	68.807	.000
	Ethnicity x NI Primed Condition	1	24.01	18.106	.000
AB	Ethnicity	1	2.57	2.195	.139
	NI Primed Condition	1	104.25	89.084	.000
	Ethnicity x NI Primed Condition	1	12.11	10.349	.001
PI	Ethnicity	1	2.83	1.570	.211
	NI Primed Condition	1	57.99	32.140	.000
	Ethnicity x NI Primed Condition	1	10.69	5.922	.016

3.4. Additional Analysis

3.4.1. Interaction between NI salience and ethnicity by ad types

As an additional analysis, three-way repeated measures ANOVA was conducted to see if the interaction effect between the NI salience and ethnicity significantly varied depending on the presence of patriotic themes in ads. The results revealed significant three-way interactions on all three dependent measures. Specifically, while the interactions between the NI salience and ethnicity was statistically significant when participants responding to patriotic ads, such interaction effects were not found in their responses to non-patriotic ads, in terms of Aad ($F[1, 388] = 8.565, p = .004$), AB ($F[1, 388] = 6.956, p = .009$), and PI ($F[1, 388] = 8.525, p = .004$) (see Table 19). These results demonstrated that activating American identity had an effect on increasing ad evaluations, and such an effect was significantly stronger for Asian Americans than for Caucasian Americans only when they respond to ads using patriotic themes. On the other hand, for both Asian and Caucasian Americans, evaluations of non-patriotic ads were not significantly increased as their national identity was activated.

3.4.2. Gender differences in evaluations of patriotic ads

Another additional analysis was conducted to test if there is any gender bias in responding to given ads using patriotic themes in NI non-primed condition. Results from a series of independent samples t-tests found no significant gender differences in evaluations of ads using patriotic themes in terms of Aad ($M_{Male} = 3.78, M_{Female} = 3.80, t$

[206] = .095, $p = .924$), AB ($M_{Male} = 3.87$, $M_{Female} = 3.85$, $t[206] = -.139$, $p = .889$), and PI ($M_{Male} = 3.52$, $M_{Female} = 3.13$, $t[206] = -1.716$, $p = .088$) (see Table 20). This finding demonstrated that gender had no significant effect on participants' responses to patriotic ads when there is no specific national identity cue.

Table 19. Results of Repeated Measures ANOVA on Evaluations of Patriotic Ads

		Hypothesize	df	F	Sig.
	Ad Types × NI Condition		1	33.101	.000
Aad	Ad Types × Ethnicity		1	.185	.667
	Ad Types × NI Condition × Ethnicity		1	8.565	.004
	Ad Types × NI Condition		1	31.101	.000
AB	Ad Types × Ethnicity		1	2.329	.128
	Ad Types × NI Condition × Ethnicity		1	6.956	.009
	Ad Types × NI Condition		1	14.180	.000
PI	Ad Types × Ethnicity		1	2.083	.150
	Ad Types × NI Condition × Ethnicity		1	8.525	.004

Table 20. Results of Independent Samples t-tests on Evaluations of Patriotic Ads: Male vs. Female

		Mean	Mean Difference	df	t	Sig. (2-tailed)
Aad	Male	3.78	.01868	206	.095	.924
	Female	3.80				
AB	Male	3.87	-.02416	206	-.139	.889
	Female	3.85				
PI	Male	3.52	-.39361	206	-1.716	.088
	Female	3.13				

A series of ANOVAs, one for each dependent variable, were followed up to see if there is an interaction between NI salience and gender in predicting participants' evaluations of patriotic ads. Results showed no significant interaction of NI salience (NI primed vs. NI non-primed) with gender (male vs. female) on Aad, AB, and PI. Specifically, while, for both male and female participants, scores of evaluations of ads using patriotic themes were significantly increased as exposed to the NI prime, the increases in means values between male and female were not significantly different in terms of Aad ($F[1, 388] = .272, p = .603$), AB ($F[1, 388] = .516, p = .473$), and PI ($F[1, 388] = .117, p = .733$) (see Table 21).

Table 21. Results of ANOVA on Evaluations of Patriotic Ads: Gender × NI Salience

		df	Mean Square	F	Sig.
Aad	Gender	1	.536	.379	.685
	NI Primed Condition	1	91.24	68.807	.000
	Gender × NI Primed Condition	1	.384	.272	.603
AB	Gender	1	.778	.637	.529
	NI Primed Condition	1	104.25	89.084	.000
	Gender × NI Primed Condition	1	.630	.516	.473
PI	Gender	1	.734	.406	.518
	NI Primed Condition	1	57.99	32.140	.000
	Gender × NI Primed Condition	1	.211	.117	.733

Table 22. Summary of Hypotheses Testing

Hypothesis	NI Prime	Ethnicity	Evaluations of Patriotic Ads	Result
H1: Ad Evaluations in NI Non-primed Condition				
H1a	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians	<i>Accepted</i>
H1b	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians	<i>Accepted</i>
H1c	NI Non-primed	Caucasians vs. Asians	Caucasians > Asians	<i>Accepted</i>
H2 & H3: Ad Evaluations in NI Primed vs. NI Non-primed Condition				
H2a	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed	<i>Accepted</i>
H2b	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed	<i>Accepted</i>
H2c	NI Primed vs. NI Non-primed	Caucasians	NI Primed > NI Non-primed	<i>Accepted</i>
H3a	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed	<i>Accepted</i>
H3b	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed	<i>Accepted</i>
H3c	NI Primed vs. NI Non-primed	Asians	NI Primed > NI Non-primed	<i>Accepted</i>
H4: The Degree of Increase in Ad Evaluations in Responding to NI Primes				
H4a	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians	<i>Accepted</i>
H4b	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians	<i>Accepted</i>
H4c	NI Primed vs. NI Non-primed	Caucasians vs. Asians	Caucasians < Asians	<i>Accepted</i>

CHAPTER VI

DISCUSSION AND IMPLICATIONS

1. Summary and Discussion

1.1. Consumer Responses to Patriotic Ads: Majority vs. Minority

This study began with the premise that every individual possesses multiple social identities which may guide his or her cognitions, emotions, and behavior as a member of a group (Hogg et al., 1995). According to social identity theory (Tajfel and Turner, 1979), individuals who strongly identify with a group are more likely to feel attachment and belongingness to that group (Ashforth and Mael, 1989) and in turn, behave in a manner consistent with that group's goals (Madrigal, 2001). Among various social identities, this study focused on individuals' national identity, which may affect their attachment, love, and loyalty to their home country. This study proposed that national identity could be expressed in individuals' consumption patterns. Specifically, consumers who strongly identify with their country would feel commitment to the nation and would be willing to engage in behaviors that supported their home country. This may lead to favorable responses to patriotic messages in ads. In the context of the U.S. market, however, a question arises whether such an effect will occur among ethnic minority consumers in the same manner. Unlike consumers in the majority group, many ethnic minorities are known to internalize two different cultures to the extent that both cultures are alive inside of them (Hong et al., 2000). Hence, they continuously negotiate between these two cultures

and often report that these two cultures take turns in guiding their thoughts, feelings, and behaviors (LaFromboise et al., 1993; Phinney and Devich-Navarro, 1997). In the identity negotiation process, their ethnic identity may affect a sense of belongingness to the nation as a whole. While there have long been arguments regarding the relationship between ethnic identification and national identification, social dominance theory suggests that members of a dominant group, such as Caucasian Americans in the U.S., tend to feel greater attachment to the nation than members of ethnic minority groups (Sidanius et al., 1997). Further, members of the dominant group are likely to manifest a strong, positive relationship between ethnic and national attachment, whereas the relationship tends to be negative among members of ethnic minority groups. In other words, the strong ethnic identity among minorities is expected to diminish their attachment, commitment, and loyalty to the nation as a whole.

Based on the theoretical explanations, the first set of hypotheses (H1a, H1b, and H1c) of this study predicted that majority consumers would respond to ads containing patriotic messages more favorably than would ethnic minority consumers. Results from this study provided support for these hypotheses. Specifically, the results indicated that Caucasian Americans showed more favorable attitude toward the ads with patriotic themes, associated products, and higher intent to purchase the products featured in those ads than did Asian Americans. These findings supported the argument of the social dominance perspective. That is, Caucasian Americans who are members of the majority group in the U.S. might feel greater ownership of and commitment to their home country

than Asian Americans, who are members of an ethnic minority group.

These results can also be discussed in light of what social identity complexity theory (Roccas and Brewer, 2002) argues. As the structure of multiple social identities becomes complex, individuals' cognitive and motivational bases for in-group bias are reduced, and this in turn results in reduced in-group favoritism. As discussed earlier, the structure of cultural identity among ethnic minorities tends to be more complex than the majority, in that ethnic minorities' national group membership and ethnic group membership represent distinct cultures, and the two group identities often represent conflicting sets of norms and values. These conflicting sets of norms and values may require competing demands on individual loyalty and resources (Roccas and Brewer, 2002). Findings from this study also implied that Asian Americans with high complexity in their identity structures might reduce feeling attachment or loyalty to the nation as a whole, and consequently affect their patriotic consumption behaviors.

1.2. National Identity Activation and Consumer Responses to Patriotic Ads

Recent arguments among social psychologists state that a particular social identity should be activated and made momentarily salient in order to guide individuals' attitudes, decisions, and behaviors. This concept is termed social identity salience (Reed, 2002). At any given moment, social identity salience is often elicited by variety of factors, cues, social contexts, and situations external to the consumer (Forehand et al., 2002). These social/situational contexts and stimulus cues act as "triggers" for identity salience and

“prime” for subsequent social identity-congruent attitudes and behaviors. Recent research on the effects of a momentarily salient social identity has demonstrated that, when a social identity is temporarily activated in a consumer’s mind, the consumer’s judgments assimilate toward the salient identity (Bolton and Reed, 2004; Dimofte, Forehand, and Deshpande, 2003-4; Forehand and Deshpande, 2001; LeBoeuf, 2002; Reed, 2004; Stayman and Deshpande, 1989; Wooten, 1995).

Applying the concept of social identity salience, the second and third set of hypotheses of this study proposed that consumers’ national identity can be activated and become momentarily salient when exposed to a national identity prime (i.e., stimulus cue), and that this increased salience of national identity would influence their responses to ads using patriotic themes. Specifically, when both ethnic minority and majority consumers in the U.S. are exposed to a news article that describes significant national events such as national crisis or tragedy, their American identity would be activated and made momentarily salient, and consequently, they would respond to the ads featuring patriotic themes. As supported in H2 and H3, when the American identity was made salient through a national identity prime, evaluations of the ads using patriotic themes were significantly increased among both Caucasian Americans and Asian Americans. These results confirmed that the use of a news story about a national crisis as a national identity primed condition has served to activate the American identity. Further, consistent with theory on social identity salience, heightening the salience of individuals’ national identity through the national identity prime in media-context led them to react more

positively to ads with patriotic themes and associated brands/products.

Literature on the social identity and group behavior has demonstrated that individuals can cope with external threats by adopting group-based strategies which increase in-group identification. For example, when people face national crises, such as threats to national security, tragedies that occur in the home country, or economic depression, those reminders make individuals' national identity more accessible to them (salient), which may lead them to behave on behalf of their home country (Billing, 1995). In this study, a news article that reported economic recession in the U.S., which threatens the U.S.' global power, was used as the national identity prime in media-context. As the participants' national identity was activated in a context of an identity threat, they might have felt motivated to engage in altruistic behavior consistent with the activated identity by giving positive evaluation of the ads and their associated products in an attempt to offset the negative feeling linked to the identity threat and then bring the self-concept to a more positive state.

1.3. Interaction between Ethnicity and National Identity Activation

Finally, this study examined the interaction between ethnicity and national identity activation on subsequent evaluations of ads using patriotic themes. Researchers who have observed and investigated the 'lived experiences' of bicultural consumers have articulated that these consumers straddle multiple cultural identities related to their ethnic and mainstream cultures (Oswald, 1999; Penazola, 1994). In their daily lives, these

individuals negotiate and move between multiple cultural identities that are often competing in nature. Hong et al. (2000) introduced the concept called “cultural frame switching” to describe this identity negotiation process, suggesting that bicultural individuals constantly negotiate ethnic and host cultures by shifting between multiple cultural frames in response to social cues in their environment. Specifically, they argue that such competing cultural systems cannot simultaneously guide individuals’ cognition and behavior. Rather, any one system should be more accessible at a given time or moment to guide interpretation of a given stimulus and subsequent behaviors.

Many social psychologists have paid attention to how ethnic minorities switch cultural identities and make alternating choices in response to cultural cues (e.g., Stayman and Deshpande, 1989; Forehand and Deshpande, 2001; Bolton and Reed, 2004; LeBoeuf, 2002; Reed, 2004). In particular, these researchers have proposed and examined a number of constructs to explain the episodic surge of ethnic identity salience in response to ethnic situational, contextual and stimulus cues – situational ethnicity (Stayman and Deshpande, 1989) and ethnic self-awareness (Forehand and Deshpande, 2001). Findings from this line of research have suggested that ethnic minorities exposed to an ethnic prime demonstrate increased ethnic identity salience as compared to those exposed to no prime. Findings also have suggested that this increased ethnic identity salience significantly influences culture-specific behaviors, for example, resulting in an increase in the consumption of ethnic food and entertainment (Xu et al., 2004) and favorable evaluations of ethnically targeted ads and associated brands/products (Forehand

and Deshpande, 2001; Reed, 2004).

While many studies have examined the effects of the momentary salience of ethnic identity on subsequent judgment and decision making, there has been limited research on ethnic minorities momentary ‘switching’ to their national identity and its influence on their subsequent choices and decision making. In the context of patriotic consumption behavior, this study extended previous findings by examining how the activation of national identity influences ethnic minorities’ subsequent evaluations of ads using patriotic themes. In addition, this study investigated how the impact of national identity activation on responses to ads using patriotic themes among ethnic minorities was different from that among majority.

As supported in H4a, H4b, and H4c, an interaction effect between ethnicity and national identity salience on responses to ads using patriotic themes was found, indicating that Asian Americans showed greater increase in their evaluations of patriotic ads as exposed to the national identity prime than did Caucasian Americans. Interestingly, while Asian Americans’ responses to the patriotic ads were significantly less favorable than those of Caucasian Americans in the national identity non-primed condition (as supported in H1a, H1b, and H1c), their responses to the patriotic ads became as favorable as those of Caucasian Americans in the national identity primed condition. This finding demonstrates that Asian Americans momentarily shifted their identity to American (i.e., “I am American,” or “I am a U.S. citizen) in response to the national identity prime, and the activation of American national identity resulted in a great increase in their

evaluations of ads containing patriotic themes. However, while the significant effect of national identity activation on increase in evaluations of ads using patriotic themes was also found for Caucasian Americans, the degree of increase in their attitude toward the patriotic ads and associated brands/products was not as great as that of Asian Americans. This difference between Asian Americans and Caucasian Americans might arise from differential effects of the national identity prime in relation to the complexity and stability of their cultural identity. While Caucasian Americans' national identity is relatively stable, with a simple structure of cultural identity, Asian Americans' dual cultural identity is a complex, unstable construct that necessitates "culture swapping" or "frame switching" (Oswald, 1999; Hong et al., 2000). Since Asian Americans constantly move between their ethnic and national identities in responding to particular situational or contextual cues, switching on their national identity through a national identity prime might have a greater impact for Asian Americans than for Caucasian Americans on evoking patriotic emotions and making them engage in patriotic consumption behaviors. This finding implies that if national identity can be activated through certain cues in media-context, the effectiveness of embedded ads using patriotic messages will be greatly increased in terms of eliciting favorable responses from ethnic minority consumers. On the other side of coin, such ads may not be as effective for ethnic minority consumers as for majority consumers.

2. Implications

This dissertation research offers valuable insights for understanding how patriotic

advertising elicits favorable consumer responses, with a focus on how ethnic minority consumers respond to ads using patriotic themes and further, how their responses differ from those of majority consumers. In this section, several important theoretical and practical implications are discussed.

First of all, this study provides important implications for understanding how U.S. consumers respond to patriotic advertising. “*Keep America Strong*,” “*Keep America Rolling*,” “*United We Stand*,” and “*God Bless America*” are catch phrases that the advertising world has latched on to in the aftermath of the attacks of 9/11 and the war in Iraq. Also, as the U.S. has been experiencing a period of economic downturn for the past decade, losing its global power, patriotic ads have become advertisers’ long-term branding strategy, which may stimulate consumers’ sense of responsibility to help their own country. Though one obvious goal of using patriotism in ad campaigns is to evoke positive attitudinal and behavioral responses, the effect of such messages on consumer responses has been largely unexplored.

In order to properly understand American consumers’ attitudes and behaviors in the domain of patriotic consumption, it is very important for advertisers and marketers to take away from making an implicit assumption that attitudes, preferences, and responses of ethnic minority consumers have similar patterns to those of majority consumers. Understanding ethnic minority consumers is particularly important when discussing the effectiveness of patriotic messages in marketing communications because consumer responses to such messages are closely related to their national identity. A number of

social psychologists have argued that ethnic minority consumers' dual cultural identities, which are complex and often competing in nature, may affect their sense of belongingness to the nation as a whole. Findings from the present study suggest that ethnic minority consumers' complex, dual cultural identity may weaken their sense of national attachment, commitment, and loyalty. In turn, this leads to less favorable responses to patriotic messages compared to the responses of majority consumers.

The above finding lends support to Roccas and Brewer's (2002) theorizing about social identity complexity, which states that high complexity in one's social identity structure is likely to reduce cognitive and motivational bases for in-group bias, which may result in reduced in-group favoritism and loyalty. The above finding also supports the arguments of social dominance theorists (Pratto, Sidanius, Stallworth, and Malle, 1994; Sidanius, 1993; Sidanius et al., 1997; Sinclair, Sidanius, and Levin, 1998) who have argued that members of dominant ethnic group are expected to identify more strongly with the nation than members of subordinate groups, and that patriotic attachment to the nation is greater among members of a dominant group (e.g., Caucasian Americans in the U.S.) than among members of subordinate groups (e.g., Asian Americans).

The present study also offers significant implications for marketers and advertisers when using patriotic messages. Recent research on identity-based marketing communication has revealed that consumers are more likely to purchase products and brands that are congruent with their salient identity (Bolton and Reed, 2004; LeBouef,

2002; Reed, 2004). Focusing on individuals' national identity, the present study suggests that consumers' national identity can be activated and made momentarily salient, and that this increased national identity salience leads them to positively react to messages that support their home country. From a practical standpoint, this finding provides advertisers with guidelines of when and where to put patriotic ad messages to elicit favorable consumer responses. Specifically, media-context framing national identity can be an important determinant of the success of patriotic advertising themes. Of particular importance in the present research is the link between negative feelings and altruistic behavior. According to Kamins et al. (1992), people tend to engage in altruistic acts toward others in order to mitigate unpleasant feelings. Applying this to the case of ads embedded in media-context framing national identity, media content about a negative national event is expected to activate the national identity of its citizens. The negative content will be perceived as a threat and will bring people to a state of negative emotion. This national identity activation attached to a negative affective response will prompt behavior to offset the threat and mitigate the unpleasant feelings by giving positive evaluations to patriotic messages in embedded ads as an altruistic behavior. Therefore, when patriotic ads are placed within TV programs or news stories about national events such as a terrorist attack, natural disaster, economic crisis, or national victory, feelings and responses to such programs may exert a positive influence on consumers' evaluations of embedded ads and the associated brands/products.

The most significant contribution of this research is that it provides valuable

insights that can systematically explain ethnic minority consumers' responses to national identity cues in consumption. This study found support for the propositions of social identity (Hogg, Terry, and White, 1995; Tajfel and Turner, 1979), social identity salience (Bolton and Reed, 2004; Dimofte, Forehand, and Dehspande, 2004; Forehand and Deshpande, 2001; LeBoeuf, 2002; Reed, 2004), and the theory of social identity-based consumption (Reed, 2002; Reed and Forehand, 2003) among ethnic minority consumers. Further, the present study contributes to a clearer understanding of how ethnic consumers in the U.S. construct, maintain, and negotiate multiple cultural identities in the domain of consumption. This insight is significant for advertisers since consumption represents a symbolic arena wherein identities of ethnic and mainstream cultures are constructed and negotiated in response to situational demands that consumers encounter in their daily lives (Chattaraman, 2006).

In particular, this study delineates specific conditions that momentary social identification with national identity guides patriotic consumption behaviors of ethnic minority consumers. Since ethnic minority consumers shift between ethnic and national identities in responding to cultural cues, the effectiveness of patriotic ad messages is likely to be dependent on which cultural identity is activated and momentarily salient at the given moment and time. According to the findings from this study, the evaluations of patriotic ads among ethnic minority consumers can be greatly increased through national identity cues in media-context. Their responses to patriotic ads, however, were significantly less favorable than those of majority consumers without the national identity

prime. This finding provides empirical evidence to state that, when targeting ethnic minority consumers using patriotic themes, advertisers should be even more careful in placing patriotic ads. Patriotic ad messages can be effective if advertisers catch the moment that ethnic minority consumers' national identity is salient and place the ads within, for example, TV programs showing national tragedy, crisis, or victory. Such messages, however, may have very little impact if they are viewed when their ethnic identity is salient. Such a finding has important implications for advertisers, who are increasingly employing patriotic messages in their targeted ads aimed at specific consumer segments.

3. Limitations and Future Research

This research represents a starting point for understanding the process by which national identity is linked to patriotic consumption behavior. As such, the findings discussed above should not be considered irrefutable and conclusive.

As with all research endeavor, there are several limitations in this study. First, the participants of this study were drawn from convenience samples, mostly gathered from student associations and university students. To generalize the results, a much larger, country-wide random sampling is required. Further, this study focused on Asian Americans to investigate ethnic minority consumers' responses to ads using patriotic themes. However, as discussed earlier, many Asian Americans are more likely to strongly identify with their ethnic culture and less likely to see themselves as typical Americans

than members of other ethnic minority groups (Pew Research Center, 2012), not only because their cultures and traditions are distinct from that of Americans, but also because they have a relatively short immigrant history. Therefore, the process of activating national identity and its influence on responses to patriotic ads among this group is probably different from those of other ethnic minority groups. In this respect, it is important that future research examines other ethnic minority groups and whether there is a difference between different ethnic minority groups.

The second limitation of this study addresses potential within-group differences among the examined Asian American groups. Since the samples used in this study include several different ethnic backgrounds from East Asian countries such as Korea, Japan, China, Taiwan and so forth, the result may be biased owing to the distinct values, traditions, customs, and immigrant histories of each Asian ethnic group.

Next, while discussing the influence of national identity activation on Asian Americans' responses to patriotic ads, the cautionary question arises whether such an effect will occur homogeneously within a single ethnic group or whether individual differences in consumers within the group will interact with the temporarily activated national identity to elicit differential responses. That is, individual difference variables, such as strength of ethnic identification and consumer acculturation, may affect the activation of national identity and consequent responses to patriotic ads. For example, while strong identification with an ethnic group can facilitate the momentary salience of the ethnic identity, it may have debilitating effects on the activation of a national identity.

Thus, it is possible that the impact of national identity activation on evaluations of patriotic ads may vary depending on strength of ethnic identification or level of acculturation. In future research, such individual difference variables should be taken into consideration.

Fourth, in this study, a negative story (i.e., a news story about the economic crisis in the U.S.) was used as the national identity prime. Future studies should also examine cases in which positive media content, such as a story about national victory, activates the national identity and influences subsequent consumer responses. Specifically, it is possible that the positive report about a national event activates the national identity, inducing people to a state of positive feeling. This national identity activation attached to a positive mood may prompt behavior to enhance the identification with the nation by revealing a positive evaluation of the patriotic ads embedded within the media context (Carvalho, 2005). It is therefore valuable for future research to examine how positive and negative content play different roles as national identity primes and further, affect consumer responses to patriotic ads.

Fifth, while this study only used the American national flag as a national symbol and simple phrases as patriotic cues in ads, the potential exists for other ad cues such as colors and models to evoke patriotic emotions. In future research, different types of cues in ad messages such as models, artifacts, and other patriotic symbols may be considered.

Finally, this study considered only two product types, an automobile and a beer, because they have been consistently and frequently paired with patriotic messages during

the past decade. More recently, patriotic themes have been used for a variety of product categories. Furthermore, the effectiveness of patriotic messages may vary depending on product characteristics such as such as high involvement vs. low involvement, utilitarian vs. hedonic, masculine vs. feminine, functional vs. emotional, and so forth. Therefore, it will be interesting to see how consumers respond to patriotic ads differently depending on product categories featured in the ads.

APPENDICES

Appendix 1: National Symbols Used in Pretest 2



Appendix 2. Article Stimulus in National Identity Primed Condition

The New York Times

Is the U.S. losing global leadership?

BY ALFRED MCCOY

World economic growth, which stands at a slow 3.2 percent for 2012, will slow further to 3.0 percent in 2013. In this global economic downturn, U.S. growth is also expected to fall from 2.1 percent in 2012 to 1.8 percent in 2013.

In 2008, the U.S. National Intelligence Council admitted for the first time that America's global power was indeed on a declining trajectory. According to the recent report of the Council, three main threats exist to America's dominant position in the global economy: loss of economic clout thanks to a shrinking share of world trade, the decline of American technological innovation, and the end of the dollar's privileged status as the global reserve currency.

Specifically, by 2010, the U.S. had already fallen to number three in global merchandise exports, with just 11 percent of them compared to 12 percent for China and 16 percent for the European Union. Similarly, many analysts argue that American leadership in technological innovation is on the wane. In 2010, the U.S. was number two behind Japan in worldwide patent applications with 232,000, but China was closing in fast at 195,000, thanks to a blistering 400 percent increase since 2000. In addition, such negative trends are encouraging increasingly sharp criticism of the dollar's role as the world's reserve currency. Economists argue that "Other countries are no longer willing to buy into the idea that the U.S. knows best on economic policy."

On the other side, analysts argue that the U.S. still has the world's strongest economy – and will for years. They contend that there is a growing "awareness of the key economic, institutional, human capital and geopolitical advantages the U.S. enjoys over other economies." For starters, the U.S. economy is still the world's largest by a long shot. Gross domestic product (GDP) is almost \$16 trillion, nearly double the second largest (China), 2.5 times the third largest (Japan). Next, the U.S. has the human and natural resources necessary to propel forward. In a world ravenous for food and energy, the U.S. has plenty of both. Its arable land is five times China's and nearly twice Brazil's. The International Energy Agency predicts that the U.S. will become the world's largest oil producer by 2020. Further, American workers will remain younger and more energetic than their rapidly aging rivals. By 2050, workers' median age in China and Japan will be about 50, a decade higher than in the U.S. Finally, some analysts expect that the U.S. to remain the leader in innovation. America performs the largest amount of research and development (31 percent of the global total in 2012) and has more of the best universities (29 out of the top 50, according to one British ranking).

America's strengths might have been underestimated. Compared with Europe and Japan – the world's other enclaves of affluence – America's prospects are brighter. "Is America in decline?" may be the wrong question. The truth is that most of the world faces similar political and economic threats. A second American Century may be a stretch, but not impossible. The key, it seems, lies in how the U.S. leads the way to rein in deep and persistent threats to political and economic stability.

Appendix 3. Article Stimulus in National Identity Non-primed Condition

The New York Times

Global Economy to Slow Further in 2013

BY CAROL COURTER

World economic growth, which stands at a slow 3.2 percent for 2012, will slow further to 3.0 percent in 2013.

The Conference Board Global Economic Outlook provides output growth projections for 2013, 2014–2018, and 2019–2025, including 11 major regions and about 50 advanced and emerging economies. According to the Outlook, annual global growth will remain at an average of 3.0 percent from 2013–2018 before declining still further to an average 2.5 percent in the period 2019–2025.

“Mature economies are still healing the scars of the 2008–2009 crisis,” said Bart van Ark, Chief Economist of The Conference Board. “But unlike in 2010 and 2011, emerging markets did not pick up the slack in 2012, and won’t do so in 2013.”

Overall, growth in developing and emerging economies is projected to drop from 5.5 percent in 2012 to 4.7 percent in 2013, though these numbers encompass significant regional differences. In Africa, for instance, growth should just barely tick down, from 3.8 percent to 3.7 percent, while the Middle East may see 2012’s 5.5 percent growth more than halved, to 2.3 percent. For 2013, the two largest developing economies should fall between these extremes, with growth falling in China from 7.8 to 6.9 percent and in India from 5.5 to 4.7 percent.

Looking further ahead, annual growth in China is projected to fall to an average of 5.5 percent in 2013–2018 and 3.7 percent in 2019–2025. The corresponding numbers in India are 4.7 percent and 3.9 percent; in Brazil, 3.0 percent and 2.7 percent. By the middle of the next decade, emerging markets will still substantially outpace advanced economies, but by a much smaller margin compared to the boom years of 2006–2012 — when China, India, and Brazil averaged 10.4, 7.8, and 3.8 percent growth, respectively. “The long term global slowdown we project to 2025 will be driven largely by structural transformations in the emerging economies,” explained van Ark. “As China, India, Brazil, and others mature from rapid, investment intensive ‘catch up’ growth to a more balanced model, the structural ‘speed limits’ of their economies are likely to decline, bringing down global growth despite the recovery we expect in advanced economies after 2013.”

Appendix 4-1. Ad Manipulations in Counterbalanced Condition 1



Appendix 4-2. Ad Manipulations in Counterbalanced Condition 2



Appendix 5. Ad Evaluation Measures

Attitude toward the ad

The advertisement is...

Bad								Good
Unattractive								Attractive
Unpleasant								Pleasant
Unconvincing								Convincing
Unbelievable								Believable
Not at all Interested								Interested

Attitude toward the brand

The brand is...

Bad								Good
Unsatisfactory								Satisfactory
Unfavorable								Favorable
Dislike								Like
Inferior								Superior

Purchase Intention

Would you like to try this product?

Definitely would not try it	1	:	2	:	3	:	4	:	5	:	6	:	7	Definitely would try it
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Would you buy this product if you happened to see it in a shop?

Definitely would not buy it	1	:	2	:	3	:	4	:	5	:	6	:	7	Definitely would buy it
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Would you seek out this product (in a store in order to purchase it)?

Definitely would not seek it out	1	:	2	:	3	:	4	:	5	:	6	:	7	Definitely would Seek it out
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Would you patronize this product?

Definitely would	1	:	2	:	3	:	4	:	5	:	6	:	7	Definitely would
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