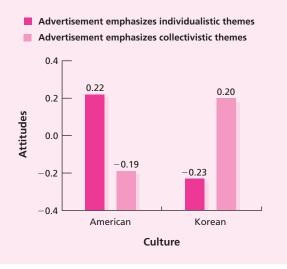
bro0796X\_ch07\_238-273 5/2/05 1:58 PM Page 251 Nish-01:Desktop Folder:SANJAY.05-02-05:GQ342\_R:bro1ch07:

## Persuasion

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## FIGURE 7.4

## Culture and the Persuasiveness of Individualistic and Collectivistic Appeals

American college students were more persuaded by individualistic ads than by collectivistic ads, but Korean college students were more persuaded by collectivistic ads than by individualistic ones.

Source: Han and Shavitt (1991).

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