

The Effects of Consumer Cultural Values on Ethical Judgment and Performance of Global Brands Among Young Consumers

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This study uses well-developed and tested scales to examine differences across two countries in the effects of consumer cultural values on ethical judgment and global brand performance. The study measured consumer attention toward two global brands – Nike and KFC. The research was conducted using over 804 young consumers from Russia and China. The research includes two studies specifically focused on young consumers (18-25) and their attention toward two brands. The first study showed that young Chinese and Russian consumers with strong cultural values are more ethical consumers than unethical. However, consumers who demonstrated strong cultural value such as achievement showed active unethical behavior in both samples. The second study confirmed that two cultural values in young consumers, hedonism and achievement, strongly affected KFC brand performance in both countries. However, young Russian consumers with hedonism and power cultural values strongly affected Nike brand performance, as well as young Chinese consumers with universalism cultural values.

Keywords: consumer cultural value, consumer ethical judgment, consumer brand performance, Nike, KFC, young consumers, China, Russia

INTRODUCTION

In the globalization era, many companies develop sales and target multi-cultural consumers. Therefore, it becomes essential that global companies search for data about cultural differences in foreign environments for consumers' satisfaction and maximum outcomes. In addition, consumer behavior becomes multifactorial, especially with the development of technology. Many literatures indicate that cultural and ethical consumer characteristics are influential factors in current consumer behavior (Kim et al., 2002; Shaw et al., 2005; Ma et al., 2020; Chowdhury, 2020). However, despite of potential for explaining the relationships, such as “consumer cultural values - ethical behavior” and “consumer cultural values - brand performance”, is limited in two ways: first, in terms of whether cultural values determine

ethical consumer behavior in a cross-cultural study; and second, what types of consumer cultural values are more likely respond favorably to brand performance.

Hence, this research includes two studies based on the consumer cultural value theory, consumer ethical judgment, and consumer brand performance. Therefore, the study has a few objectives: (1) examine the contingent role of consumer cultural values in the effect of consumer ethical behavior; and (2) identify the effects of cultural values on perceived brand performance, Nike and KFC. The study focuses on young consumers in developing countries like China and Russia. Accordingly, the research intends to make a few major contributions. First, the study systematically assesses the impact of a variety of cultural values based on Schwartz's cultural value framework (1992, 1994, 2006), including the following dimensions: achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security, on consumer ethical behavior in four dimensions developed by Vitell and Muncy (1992) in the cross-cultural study. Second, based on Lehmann et al. (2008) consumer brand performance measurement, this study examines the effects of cultural values on brand performance (Nike and KFC) in two countries. Also, the study investigates specifically young consumer attention, between the age of 18 and 25, in terms of cultural values, ethical judgment, and their opinion about global brand performance. The study must take a broader view of the theoretical background to meet the research objectives.

THEORETICAL BACKGROUND

Consumer Cultural Value

From a business perspective, consumer values are often regarded as critical because they can directly influence the needs of consumer purchase behavior (Dibley and Baker, 2001; Kim et al., 2002; Auger et al., 2007). Consumer cultural value has been an important factor in consumer behavior. Current literature has extensive research on consumer cultural values (Steenkamp, 2001; Shaw et al., 2005; Ng et al., 2007; Doran, 2009; Stathopoulou and Balabanis, 2019; Ma et al., 2020).

Many studies have used Schwartz's measurement of consumer cultural values. Past research suggests that Schwartz's values capture more aspects of culture than Hofstede's cultural framework (Hofstede, 2003). Schwartz (1992) has developed a more comprehensive conceptualization with fifty-seven single values, which have been abstracted into ten cultural value types: *conformity*, *tradition*, *benevolence*, *universalism*, *self-direction*, *stimulation*, *hedonism*, *achievement*, *power*, and *security*. Schwartz's theory of cultural values is universal in nature; they have similar meanings across all cultures and are suitable for assessing individual-level cultural orientations (Steenkamp, 2001; Ng et al., 2007; Doran, 2009). Due to this phenomenon, the essence of Schwartz's ten types is very relevant for this study, especially for Chinese and Russian consumers. Since this study focuses on two countries with specific histories and cultural values, the Schwartz cultural value scale fits well and will be used in this investigation.

By identifying the *self-direction* value, Schwartz (1992) mentioned that this important cultural value stresses the freedom to pursue one's independent thought, follow one's heart, and explore creative experiences out of curiosity. One study found that consumers embracing self-direction would thus prefer a foreign brand, which signals a higher level of distinctiveness compared to a domestic brand (Ma et al., 2020).

People with a strong *stimulation* value aim for excitement, novelty, and challenge in life (Schwartz, 1992). Individuals who demonstrate *achievement* value would like to be perceived as ambitious, successful, capable, and influential (Schwartz, 1992). Achievement also indicates self-satisfaction and demonstrates competence to others (Doran, 2009), and consumers with a substantial achievement value want to distinguish themselves from others in terms of personal achievement and success (Ma et al., 2020). Individuals with strong *achievement* values are ambitious, influential, capable, successful, and intelligent. This value is centered on self-satisfaction and demonstrating competence to others, especially to social standards (Schwartz, 1992).

Power is another value belonging to the self-enhancement dimension, which stresses social status, prestige, and control over people and resources (Schwartz, 1992). Consumers with a strong *power* value

apparently require some degree of status differentiation or distinctiveness (Ma et al., 2020). Shaw et al. (2005) found the power value to be of little relevance to ethical consumers.

Individuals with a strong *hedonism* value pursue pleasure and self-gratification (Schwartz, 1992). Hedonic consumers seek pleasure and enjoyment; they are concerned more about their quality of life and want instant fulfilment of materialistic needs (Ma et al., 2020).

People with *universalism* values demonstrate broadminded wisdom, social justice, equality, a world at peace, and a world of beauty. People with this value type also feel strongly about protecting the natural environment (Schwartz, 1992).

According to Schwartz's study, respect, commitment, and acceptance of the customs and ideas that traditional culture and religion provide are the motivational goals of the *tradition* as a cultural value.

Forgiving, helpful, honest, loyal, mature love, responsible, true friendship, meaning in life, and spiritual life are the nine *benevolence* values (Schwartz, 1992). *Benevolence* values have a shared motivational focus which is the promotion of the welfare of someone other than the self (Doran, 2009).

The seven *security* values are associated with family security, national security, social order, cleanliness, reciprocation of favors, sense of belonging, and healthiness (Schwartz, 1992). The motivations of safety, harmony, and stability underpin this value.

People with *conformity* values show restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms. This value belongs to polite, obedient, and self-disciplined individuals (Schwartz, 1992).

As a continued investigation, the current study will test ten cultural values regarding the study's objectives among Chinese and Russian young consumers.

Consumer Ethical Judgment

A large body of literature is developing concerning consumer ethics and social behavior in the marketplace. Table 1 represents a few research in the areas.

Though most situations with ethical content investigated in the current study were studied by both Vitell and Muncy (1992) and Hunt and Vitell (2006), the current research investigates more situations than any of these studies individually. This should give greater insight into how consumers make judgments across a broad set of situations having ethical content. Most cross-cultural consumer ethics research has focused primarily on the consumer ethical scale developed by Muncy and Vitell (1992). Their scale investigates consumer beliefs and behaviors in a shopping context that are either ethical or unethical. In a recent study, Vitell (2003) found that consumer ethical judgments in cross-cultural studies are based on four ethical dimensions: (1) whether or not the consumer actively benefiting at the expenses of others, (2) whether or not the consumer passively benefiting at the expenses of others, (3) whether or not the activity might have been demonstrated deceptive "legal" practices, and (4) whether or not there is no harm or indirect harm to others.

Moreover, several cross-cultural studies have found a good amount of consistency in the structure of the scale itself (Polonsky et al., 2001; Rawwas, 2001; Auger et al., 2007). Overall, published studies on cross-cultural consumer ethics have identified different results. However, it is translucent that consumers from various countries agree that benefiting at the expense of others is unethical behavior. Based on the discussion above, this study uses four ethical dimensions that are viewed as either ethical or unethical by consumers with different cultural values and consuming products from different global brands. In addition, after reviewing the research in marketing ethics, Vitell (2003) concluded that the vast majority of studies had examined ethics as they relate to business or marketing situations, while only a few examined ethics in consumer situations. This disparity in the marketing ethics literature has changed relatively in the twenty years since this work, and a few studies have examined the consumer's ethical beliefs (Javed et al., 2019; Chowdhury, 2020; Gentina et al., 2020). By investigating the effects of mindfulness in reducing avaricious monetary attitudes and enhancing ethical consumer beliefs, Gentina et al. (2020) found that without training, trait mindfulness fails to reduce monetary attitudes or mindfulness training matters. Chowdhury (2020) study constituted a theoretically grounded exploration of the factors that mediate the relationship between consumer values and ethical beliefs, and the study confirmed that personal values, moral character,

and belief systems all influence consumer ethics. Another study found a meaningful relationship between consumer ethical perception and global brand trust in the context of Chinese consumers' ethical performance (Javed et al., 2019). The work of Auger et al. (2007) has confirmed that even normally ethical consumers can easily rationalize unethical behaviors by appealing to the techniques of neutralization.

TABLE 1
A FEW STUDIES ON CONSUMER ETHICAL AND SOCIAL BEHAVIOR

Author/s	Article	Year	Affective Areas
Gilg, A., Barr, S., and Ford, N.	Green consumption or sustainable lifestyles? Identifying the sustainable consumer.	2005	Green consumption and sustainable consumer
Brenton, S. and Hacken, L.T.	Ethical consumerism: Are unethical labor practices important to consumers?	2006	Consumer Ethical Behavior and company policy
Davies, I. Lee, A.Z. & Ahonkai, I.	Do consumers care about ethical-luxury?	2012	Boycott and other consumer social movements
Memery, J., Megicks, P., Angell, R. & Williams, J.	Understanding ethical grocery shoppers.	2012	
Klein, J., Smith, C. and John, A.	Why we boycott: Consumer motivations for boycott participation.	2004	

Our research used Vitell-Muncy's constructs (1992) to examine the effects of cultural values on consumer ethical behavior in two countries.

Consumer Brand Performance

Brand equity and performance are among the most established and popular concepts in marketing and consumer behavior. The reason for this attention is the significance of the sensitive value of brands and creating brand equity which has become a priority for many companies of all sizes in different industries and countries (Zarantonello et al., 2020). Therefore, a few studies monitored brand metrics, which measure how a brand performs in the marketplace (Fournier, 1998; Ailawadi et al., 2003; Ambler, 2003). Table 2 represents a few studies on brand equity and performance.

TABLE 2
A FEW STUDIES ON BRAND EQUITY AND PERFORMANCE

Authors	Year	Article	Effective Areas
Macdonald, E.K. and Sharp, B. M.	2000	Brand awareness effects on consumer decision making for a common, repeat purchase product: a replication.	
Thoma, V., and Williams, A.	2013	The devil you know: the effect of brand recognition and product ratings on consumer choice.	Purchase decision-making and brand awareness
Huang, R., and Sarigoellue, E.	2012	How brand awareness relates to market outcome, brand equity, and the marketing mix.	
Fournier, S.	1998	Consumers and Their Brands: Developing Relationship Theory in Consumer Research.	
Ailawadi, K., Lehmann, D.R., and Neslin, S. A.	2003	Revenue Premium as an Outcome Measure of Brand Equity.	

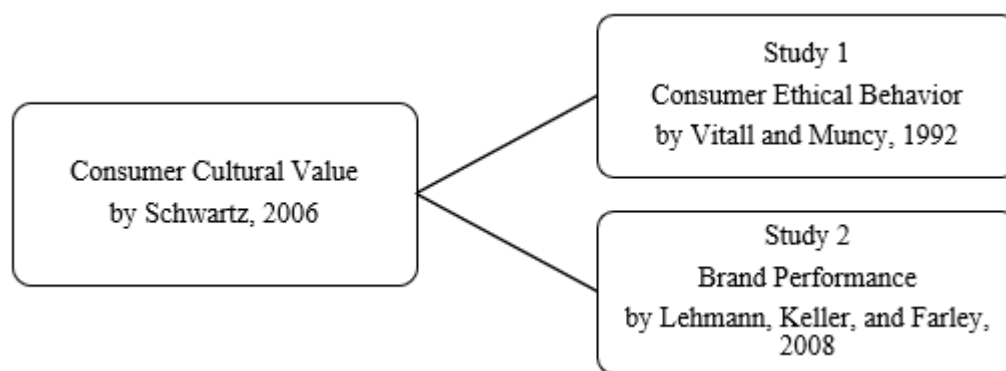
Authors	Year	Article	Effective Areas
Ambler, T.	2003	Marketing and the Bottom Line.	
Wilson, R. T., Baack, D. W., and Till, B. D.	2015	Creativity, attention and the memory for brands: an outdoor advertising field study.	Brand relationship
Grundey, D., and Bakowska, S.	2008	Consumer economics: brand awareness among Polish consumers.	Brand awareness
Homburg, C., Klarmann, M., and Schmitt, J.	2010	Brand awareness in business markets: when is it related to firm performance?	

The most recent research on brand performance were published by Keller, Lehmann, and Farley (Keller and Lehmann, 2003, Lehmann et al., 2008). Their research objectives were to identify the brand characteristics that influence brand performance depending on marketplace/country or products/services. Lehmann, Keller, and Farley (2008) created a scale of eighty-four items for the resulting twenty-seven brand performance constructs. The same authors generated other authors' scales on brand performance by adding brand performance constructs, such as awareness (Aaker, 1996); quality, ambiance, and service (Ambler, 2003); persistence (Fournier, 1998); and other authors' constructs (Appendix 1). As a result, Lehmann et al. (2008) research has developed a comprehensive scale of brand performance with the following constructs: *presence, awareness, knowledge, relevance, difference, esteem, performance, advantage, bonding, heritage, trust, innovation, caring, nostalgia, prestige, acceptability, endorsement, quality, ambiance, service, loyalty, intention, value for money, attitude, extension potential, persistence, and activity*. Our research used Lehmann-Keller-Farley constructs to examine the effects of the cultural values on the brand performance of Nike and KFC brands in two countries.

RESEARCH MODELS AND METHODOLOGY

The theoretical model of this study uses the constructs from previous research in consumer cultural values, consumer ethical judgments, and brand performance. Figure 1 represents the theoretical model for two studies.

FIGURE 1
THEORETICAL MODEL OF TWO STUDIES



The study used consumer-survey-based data. A key challenge in developing a survey-based method is the wide range of possible measures that could be employed and the potential diversity of geographical markets in which those metrics might be applied (Lehmann et al., 2008). The results can be dissimilar from respondents in different countries within with interpretation of questions, different beliefs about products and branding, or other underlying aspects of consumer behavior. However, the study used well-tested scales

from previous research measuring brand performance, consumer cultural value, and ethical judgments regardless of the country market involved or the particular type of products being sold.

All constructs included in this study were measured by multiple-item measures. The survey used the items from the literature discussed above. Table 3 represents the literature-derived scales that were used in this research. All items were measured by using seven-point Likert scales from 1-strongly disagree to 7-strongly agree. However, to measure cultural values, the study used the following seven-point scale: 1-not important value in my life at all and 7-very important value in my life.

TABLE 3
LITERATURE-DERIVED SCALES

<i>Consumer cultural values</i> (Schwartz, 2006): A scale of 10 constructs: conformity, tradition, benevolence, universalism, self-direction, stimulation, hedonism, achievement, power, and security.
<i>Consumer ethical judgment</i> (Vitell and Muncy, 1992) A scale of 27 situations potentially faced by consumers that have ethical contents. The scale is organized into 4 ethical dimensions: actively benefiting at the expense of others, passively benefiting at the expense of others, demonstrating deceptive “legal” practices, and no harm or indirect harm to others.
<i>Brand Performance</i> (Lehmann, Keller, and Farley, 2008): A scale of 27 constructs: presence, awareness, knowledge, relevance, difference, esteem, performance, advantage, bonding, heritage, trust, innovation, caring, nostalgia, prestige, acceptability, endorsement, quality, ambiance, service, loyalty, intention, value for money, attitude, extension potential, persistence, and activity.

However, the study is cross-cultural and uses the systematic measurement methods (trait variance in the construct) that in current literature consider as an error, because they can induce regular or irregular changes in the means, variances, and/or covariance of observations. The dangers of the effects of method bias have long been recognized in the research literature (Tourangeau, et al., 2000; Williams. et al., 2010; Podsakoff, et al., 2012).

There are two effects produced by systematic methods variance: (1) systematic method variance “biases” estimates of construct validity and reliability; and (2) the effect of systematic method variance is that it can “bias” parameter estimates of the relationship between two different constructs (Spralls, et al., 2011; Podsakoff, et al., 2012). By dealing with common method bias, the study carefully designs the study’s procedures (procedural control), including statistical control. As a part of the procedural control, the study used methodology with no motivation to participants to answer accurately, remedies for factors that decrease the ability to respond accurately, such as complex or abstract questions, low personal relevance of the issue, lack of experience thinking about the topic, and more (Podsakoff, et al., 2012). The survey for this study was developed and used to assess consumer behavior in Russia and China. To increase the likelihood that respondents can answer accurately, the survey was initially developed in English. Then, two professional translators translated it into the Chinese and Russian languages. Both versions were then back-translated into English by Chinese and Russian students studying in Russia. The translated versions were compared with the original English version and checked for content equivalency. After correcting all potential inconsistencies among the Chinese, Russian, and original English versions, the study launched the survey.

SAMPLE AND BRANDS

The study integrated a quantitative method for the purpose of attaining the desired outcome. Specifically, it involved conducting a questionnaire survey among young consumers in Russia and China. The primary data were collected from four hundred twelve respondents from China and four hundred three

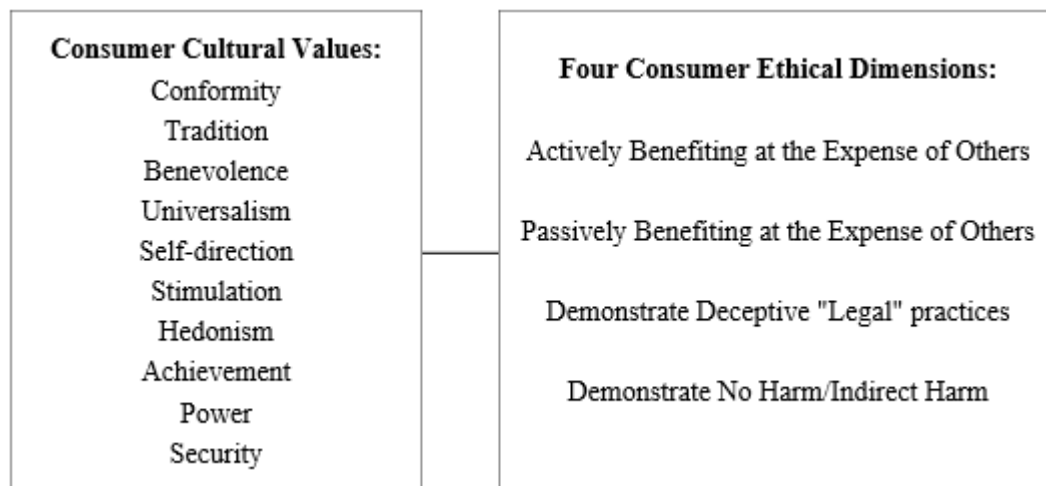
Russian respondents to examine the research models (Figure 2 and 3). It was further ensured that all respondents remained anonymous. However, there were eleven participants who did not provide completed answers. Thus, the data collected from eight hundred four participants were considered. The samples in both countries are similar in terms of educational background and not many age differences. Both samples represent young consumers between the ages of 18-25 and equal distribution of genders between males and females. The study controlled the areas from which responses were collected: the Far-Eastern region of Russia and the North-West region of China.

To test the research model for study 2, we used global brands such as Nike, a sports clothing company, and KFC, a fast food company. The research relied on a few reasons for selecting those two global brands. First, since the study focuses on young consumers, Nike and KFC brands are well recognized and purchased by young people in two countries. Second, both brands have represented the products and services in the regions of China and Russia, where the study tested the research models. Third, the sample characteristic is reliable in comparing the results of two countries' consumers since the shoppers surveyed reflect typical who shop for sports clothing and fast food. Last, consumers in both countries see Nike and KFC brands as the most popular, prestige, and high-quality global brands with similar social and sustainable programs for consumers.

STUDY 1: CONSUMER CULTURAL VALUES AND ETHICAL JUDGMENTS

The research model of this study uses the constructs from previous research on consumer cultural values by Schwartz, 2006 and consumer ethical judgments by Vitell and Muncy, 1992. Figure 2 represents the research model for study 1.

**FIGURE 2
RESEARCH MODEL FOR STUDY 1**



The contingency matrix analysis in SPSS was used to analysis the relationship between cultural values and four ethical dimensions. The contingency matrix shows the degree of correlation between any pair of items. Cultural values were used as dependent variables and four consumer ethical dimensions as independent variables, given the possible effects of the variables. We also controlled several commonly used demographic variables in the survey, including consumer age and gender. The summative results are presented in table 4.

TABLE 4
RESULTS OF THE RELATIONSHIP BETWEEN CULTURAL VALUES AND FOUR ETHICAL DIMENSIONS IN YOUNG CONSUMERS, BOTH SAMPLES

Cultural Value	Active unethical behavior		Passive unethical behavior		Deceptive practice		No harm/indirect harm	
	Unacceptable, %	Acceptable, %	Unacceptable, %	Acceptable, %	Unacceptable, %	Acceptable, %	Unacceptable, %	Acceptable, %
<i>Russian young consumers (α=0,903)</i>								
Conformity	64,7	29,4	65,3	29,4	52,9	35,3	52,9	43,8
Tradition	60,0	40,0	80,0	10,0	55,0	45,0	65,0	25,3
Benevolence	66,7	33,3	66,7	33,3	66,7	33,3	66,2	33,3
Universalism	69,8	27,9	79,1	7,0	75,1	14,0	85,1	7,6
Self-direction	51,1	48,9	68,1	18,5	50,4	36,2	68,9	29,8
Stimulation	77,8	20,0	73,3	17,8	54,4	45,0	65,9	26,7
Hedonism	53,8	46,2	79,2	7,7	58,5	30,8	66,2	30,8
Achievement	42,5	52,0	57,2	33,1	53,1	45,2	54,6	36,8
Power	58,8	29,4	69,8	17,6	69,4	23,5	49,4	39,8
Security	60,0	39,8	66,0	24,0	58,0	28,0	58,0	34,0
<i>Chinese young consumers (α=0,918)</i>								
Conformity	75,0	25,0	75,0	25,0	69,4	25,0	67,7	25,5
Tradition	72,0	23,0	66,8	30,9	48,6	45,3	59,1	36,4
Benevolence	93,4	6,6	89,0	6,6	73,2	26,3	62,6	21,0
Universalism	61,5	38,5	61,5	38,5	61,5	38,5	46,2	46,1
Self-direction	96,1	3,9	92,2	3,9	96,1	3,9	93,7	3,9
Stimulation	68,1	31,9	63,8	29,8	68,1	31,2	48,9	34,3
Hedonism	85,6	14,3	85,7	14,3	85,7	14,3	85,7	14,3
Achievement	48,2	51,6	62,2	36,9	66,4	32,8	58,9	39,8
Power	68,3	31,5	72,1	20,9	52,8	46,3	45,3	46,8
Security	66,6	33,2	76,7	31,3	70,7	26,3	53,3	43,2

N= 804.

Approximately 14% of respondents from the control group answered “rather not say” to the questions. This fact might be an indicator of the presence of social desirability bias (SDB) in this study, where young consumers did not want to admit that they did not demonstrate ethical behavior. The first and foremost fact is that there are more similarities in results across two countries than differences. At one level, this might imply that universal norms do exist with respect to some important cultural values. This fact supports the statement that young consumers have similar ethical behavior and cultural values across the two countries. Moreover, the findings show that young Chinese and Russian consumers who demonstrate strong cultural value in 10 constructs are ethical consumers in four dimensions. The study implies that young Chinese and Russian consumers with strong cultural value such as *achievement* demonstrated Active Unethical behavior more than consumers who do not have *achievement* as a strong cultural value (51.6% and 52.0%, respectively). However, the second result complicates things that there are still some differences in a few cultural values and ethical behavior between Chinese and Russian young consumers. Regarding the Chinese results, young consumers with *self-direction* and *benevolence* values have answered “Unacceptable” on unethical questions that indicate their good ethical behavior (96.1% and 93.4%, respectively). *Hedonism* is another cultural value that ethical Chinese consumers demonstrated in this study, were 85.6-85.7% of respondents unaccepted most unethical situations.

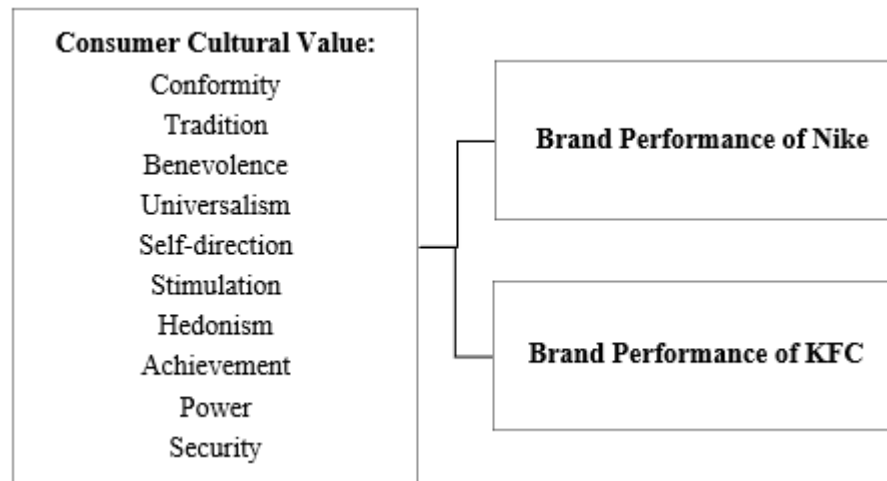
Regarding young Russian consumers, *stimulation* and *universalism* are dominated cultural values in consumers who provide evidence of only ethical behavior. Interestingly, the consumers with deceptive or

“legal” practices have strong *tradition, stimulation, and achievement* values (45.0% and 45.0% and 45.2%, respectively). Consumers with all three cultural values demonstrated deceptive practices in their ethical behavior.

STUDY 2: CONSUMER CULTURAL VALUES AND BRAND PERFORMANCE

The research model of the second study uses 10 constructs from previous research in consumer cultural values by Schwartz, 2006 and 27 constructs to measure brand performance by Lehmann, Keller, and Farley, 2008. Figure 3 represents the research model for study 2.

**FIGURE 3
RESEARCH MODEL FOR STUDY 2**



To test the research model, the brand performance constructs were used as dependent variables and cultural values as independent variables. Given the possible effects of the variables, we used usual controllable demographical variables such as age and gender. To analyze the data, first, we used Spearman rank-order correlation in SPSS. We applied Spearman rank correlation because the study has continuous data that follow a monotonic relationship or ordinal data. The ordinal data, such as Likert scale items, was used in this study. The data being correlated consist of two sets of ranks. The coefficient (r_s) should be between 0.25 and 0.75 to be significant and show a strong relationship between variables (Cohen et al., 2003). Then, we employed structural equation modeling to conduct the multiple regression analysis and measure the significance of the relationship of the selected factors (cultural values). To do that, we ran two sets of multiple regressions, one on perceived brand performance on Nike and the other on brand performance of KFC, for ten personal cultural values, respectively, with applications to Russian and Chinese samples. Since we have several exploratory variables, we used adjusted R^2 . Then, the standard coefficient was computed to test the research model. The standard coefficient was used because the survey collected data with Likert scale items. Thus, all cultural factors were analyzed, and the factors with significant R^2 were used for the following equations (Cohen et al., 2003). The standardized regression coefficients of the statistically significant relationships appear in Table 5.

First, we constructed the equation to calculate R^2 and measure the effects of cultural values on Nike brand performance by young Russian consumers (1):

$$y = 0,295x_9 + 0,231x_7 + 0,162x_6 + 0,155x_2 \quad (1)$$

where y –brand performance (Nike) is measured by young Russian consumers;

X_2 = cultural value *tradition*;
 X_6 = cultural value *stimulation*;
 X_7 = cultural value *hedonism*;
 X_9 = cultural value *power*.

The full measurement model showed a good fit, where R^2 was 0,545.

Second, we measure the effects of cultural values on Nike brand performance by young Chinese consumers by using the equation (2):

$$y = 0,288x_4 - 0,156x_8 - 0,148x_{10} \quad (2)$$

where y – brand performance (Nike) is measured by young Chinese consumers;

X_4 = cultural value *universalism*;
 X_8 = cultural value *achievement*;
 X_{10} = cultural value *security*.

The full measurement model showed a good fit, where R^2 was 0,612.

On the basis of Russian consumer analysis, the result supported that *tradition, stimulation, hedonism, and power* had strong effects on Nike brand performance ($\beta = 0.155$, $\beta = 0.162$, $\beta = 0.231$, $\beta = 0.295$; respectively, $p < .001$). Specifically, young consumers with *power* value had a significant effect on Nike brand performance ($\beta = 0.295$, $p < .001$) but high effect than that of *tradition and stimulation* ($\beta = 0.155$, $\beta = 0.162$). Regarding to same brand and young Chinese consumers, the study found that *universalism, achievement, and security* values strongly affected Nike brand performance ($\beta = 0.288$, $\beta = 0.156$, $\beta = 0.148$; respectively, $p < .001$). *Universalism* was a strong cultural value that influenced Nike brand performance in the Chinese sample. Results on both countries' samples also demonstrated that other cultural values had non-significant effects on Nike brand performance.

Third, we calculated R^2 to measure the effects of cultural values on KFC brand performance by young Russian consumers by using the equation (3):

$$y = 0,246x_7 + 0,243x_8 + 0,2x_9 \quad (3)$$

where y – brand performance (KFC) is measured by young Russian consumers;

X_7 = cultural value *hedonism*;
 X_8 = cultural value *achievement*;
 X_9 = cultural value *power*.

The full measurement model showed a good fit, where R^2 was 0,674.

Last, we calculated R^2 to measure the effects of cultural values on KFC brand performance by young Chinese consumers by using the equation (4):

$$y = 0,342x_7 + 0,296x_8 \quad (4)$$

where y – brand performance (KFC) is measured by young Chinese consumers;

X_7 = cultural value *hedonism*;
 X_8 = cultural value *achievement*.

The full measurement model showed a good fit, where R^2 was 0,582.

In this set, the study analyzed the effects of consumer cultural value on KFC brand performance. The findings showed that young Russians with *hedonism, achievement, and power* values had a significant effect on KFC brand performance ($\beta = 0.246$, $\beta = 0.243$, $\beta = 0.200$; respectively, $p < .001$). Regarding Chinese consumers, the results showed that young consumers with two cultural values, *hedonism and achievement*, demonstrated a strong effect on KFC brand performance ($\beta = 0.342$, $\beta = 0.296$; respectively, $p < .001$). The study also found that other cultural values had non-significant effects on this brand performance. The summative results of the statistically significant relationships between two brands and two samples represent in table 5.

TABLE 5
THE SUMMATIVE RESULTS OF THE STATISTICALLY SIGNIFICANT RELATIONSHIPS

Brand Performance dependent variable, Y	Mean R^2	Cultural value independent variable, X	Standard coefficient, β Std
Brand Performance of Nike by Russian consumers	0,545	<i>Power</i>	0,295*
		<i>Hedonism</i>	0,231*
		<i>Stimulation</i>	0,162*
		<i>Tradition</i>	0,155*
Brand Performance of Nike by Chinese consumers	0,612	<i>Universalism</i>	0,288*
		<i>Achievement</i>	0,156*
		<i>Security</i>	0,148*
Brand performance of KFC by Russian consumers	0,674	<i>Hedonism</i>	0,246*
		<i>Achievement</i>	0,243*
		<i>Power</i>	0,200*
Brand performance of KFC by Chinese consumers	0,582	<i>Hedonism</i> <i>Achievement</i>	0,342* 0,296*

N = 804.

* Significant at the 0.001 level or $P < 0,001$.

DISCUSSION

Data analysis showed that the contingent role of majority consumer cultural values effect of consumer ethical behavior. With reference to emerging countries, the analysis confirmed the fact that there are more similarities in the results of our study 1 across two countries than there are differences, especially in terms of consumer cultural values. Therefore, our findings showed that ethical Chinese and Russian young consumers had strong cultural values in 9 out of 10 constructs, such as conformity, tradition, benevolence, universalism, self-direction, stimulation, hedonism, power, and security. However, the result indicated that considerable differences exist in some cultural values between young consumers, in our case, there are Chinese and Russian consumers. Regarding specific cultural characteristic, the current study support Shaw et al. (2005) findings that power value is relevant to ethical consumer. Only one cultural value, such as achievement, correlated with unethical consumer behavior in Chinese and Russian consumers. Therefore, it indicated that young people with goals and passion for the future sometimes make unethical decisions to achieve their goals at the expense of others. The findings explain the fact that young consumers in both countries' samples are centered on self-satisfaction and demonstrate competence toward others, especially in social standards (Schwartz, 1992).

Regarding future research, this study indicated a group of respondents who answered "rather not say" to the unethical situational questions that demonstrated the social desirability bias (SDB) to be neutral in certain "legal" situations. Determining the role of Social Desirability Bias in ethical consumption in cultural value-based research would be useful.

Taken together the results of study 2, we confirmed that some common features are found across all findings in both countries' samples. Two cultural values in young consumers, such as hedonism and achievement, strongly affected KFC brand performance in Russia and China. There is a confirmed fact for hedonism value that young consumers concerning more about their quality of life and want fulfilment of materialistic needs (Ma et al., 2020). This fact relates to our findings that young Chinese and Russian consumers demonstrated a positive effect on specific brand performance, such as KFC. Young consumers identify the quality of life through their sustainable behavior and positive social life; in our case, KFC as a brand demonstrated it well.

In addition, the study found different cultural values when analyzing Nike brand performance in two countries. The young Russian consumers with hedonism and power values strongly affected this brand performance. Schwartz's research (1992) found that consumers with power value care about their status, prestige, and control over people and resources. Our study supported it and confirmed that young consumers proved their strong effect on Nike brand performance. It leads to the conclusion that young Russian consumers see the Nike brand as leverage of their social status, gaining prestige by buying the brand products. The most interesting findings are that young Russian consumers with tradition and stimulation values demonstrated a strong effect on Nike brand performance. This result is supported by the fact that sports activities and exercises are a part of the Russian culture as a tradition, specifically for young consumers aged 18 to 25. At the same time, the study implied that Chinese consumers with universalism values have a positive effect on Nike brand performance. It suggests that those young consumers with wisdom, social justice, equality, and a world of beauty (Schwartz, 1992) purchase Nike products.

Our findings confirmed the importance of focusing on individual cultural values rather than the stereotyped country-level culture when entering developing markets. Furthermore, Ma et al. (2020) study showed that it is dangerous to assume that consumers from the same culture will share the same cultural values with the same brands, and focusing on individual cultural values rather than society-level cultural values will enhance managerial judgment and generate more precise decisions. Therefore, it will be valuable to extend the research and investigate the effects of consumer cultural values on other global brand and their performance.

The control used in the model (consumer cultural value) was significantly associated with consumer ethical judgement, confirming the expected positive relationship between them. This finding further supports the two cultural value (power and hedonism) effect global brand performance.

THEORETICAL CONTRIBUTIONS AND IMPLICATIONS

By bringing together consumer cultural values on ethical, this paper investigated the relationship between consumer cultural values and consumer ethical behavior, as well as the relationship between consumer cultural values and brand performance, by accounting for different types of global brand and young consumers' groups of two countries. In so doing, the present paper makes key contributions to the existing literature. Specifically, our study contributes to the body of literature based on consumption that cultural and ethical consumer characteristics are influential factors in current consumer behavior (Polonsky et al., 2001; Rawwas, 2001; Auger et al., 2007; Stathopoulou & Balabanis, 2019; Ma et al., 2020). Previous literature has suggested a positive relationship between cultural and ethical consumer characteristics as the influential factors in consumer behavior in international settings; however, they did not take into account what type of similarities in consumer behavior across two emerging consumer markets. However, the current paper clarifies that most similarities in cultural consumer values include conformity, tradition, benevolence, universalism, self-direction, stimulation, hedonism, power, and security. It shows that ethical young consumers had solid cultural values.

Overall, this study contributes to advancing our understanding of consumer cultural value, ethical judgment, and global brand performance in a cross-national setting by clarifying how to measure them and how the cultural values relate to different global brand types in different country groups. Another significant contribution the paper shows the current results in a cross-national setting.

Our research findings could serve both academic and practical fields around the world. First, the current study identifies the similarities between cultural values and the ethical judgment of consumers. At this level, the result implies that universal norms do exist with respect to some important cultural values. Our study confirmed that universal communication strategies might have some relevance to global companies, but these must be very specific due to cultural differences (Shaw et al., 2005).

Second, the current paper offers some insights for managers working in global companies. Because it tested a global brand performance in an international setting, it provides a managerial tool that can be used as an initial diagnostic instrument to assess brand performance in emerging countries.

Finally, by showing how young consumers (between the ages of 18-25) behavior relates to different types of brands in different country groups, the current paper provides suggestions to global practitioners developing brand strategies for young consumers in different countries, specifically in Russia and China.

In conclusion, young consumers were asked a self-assessment question to measure the controllable and non-controllable variables, which creates some limitations. Additionally, our analysis was based on data collected from eight hundred four Russian and Chinese respondents; we believe the data can be expanded in further research.

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APPENDIX 1

TABLE 6
BRAND PERFORMANCE CONSTRUCTS AND ITEMS BY LEHMANN,
KELLER, AND FARLEY (2008)

Constructs and Items
Presence
<ul style="list-style-type: none"> • I often encounter this brand. • There are a lot of ads and other information about this brand. • When you think of a ... product, do these brands come to mind? This brand is easy to find.
Awareness
<ul style="list-style-type: none"> • I am generally aware of this brand. • I am aware of this brand. • I am quite familiar with this brand. I have heard of this brand. Most people are aware of this brand.
Knowledge
<ul style="list-style-type: none"> • I have a detailed understanding of how this brand works. • I have experience using this brand. • I know a lot about the brand. I am familiar with this brand.
Relevance
<ul style="list-style-type: none"> • The brand is relevant to me. • The brand is relevant to my family and/or close friends. • This brand is a good one for me. • This brand fits my lifestyle.
Difference
<ul style="list-style-type: none"> • This brand stands out from its competitors. • This brand stands for something unique. • This brand is in a class by itself.
Esteem
<ul style="list-style-type: none"> • I hold the brand in high regard. • The brand has earned a strong reputation. • This brand respects me.
Performance
<ul style="list-style-type: none"> • The brand performs well. • The brand is effective. • This brand lives up to its promises. This brand has served me well.
Advantage
<ul style="list-style-type: none"> • This brand is better than others. • This brand offers a clear advantage vs. the competition • In terms of the important attributes of aproduct, this brand is better.
Bonding
<ul style="list-style-type: none"> • I am strongly committed to this brand. • This brand shares my values.

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- This brand has earned my confidence.

Heritage

- This brand has a long history
- This brand has been around for a long time.
- This brand has served me well. My parents used this brand.

Trust

- You can count on this brand.
- This brand produces a product to high standards.
- I trust this brand.

Innovation

- This brand is a leader in its field.
- This brand is innovative.
- This brand constantly improves its product.

Caring

- This brand cares about its customers.
- This brand has the interests of its customers at heart.
- This brand is committed to me as a customer.

Nostalgia

- I remember this brand from my youth.
- This brand reminds me of the good old days.
- I have happy memories of this brand.

Prestige

- This brand is recognized as the standard.
- This brand is prestigious.
- Using this brand gives one a touch of class.

Acceptability

- You never go wrong selecting this brand.
- This brand is accepted by friends, family and associates.
- Almost no one dislikes this brand.

Endorsement

- This brand is recommended by people I respect.
- I would recommend this brand highly.
- I hear good things about this brand.

Quality

- This brand is of high quality.
- This brand consistently satisfies its users.
- This brand is made to high standards.

Ambiance

- This brand contributes to a pleasant lifestyle.
- Using this brand makes me feel good about what I am doing.
- I feel comfortable with this brand.

Service

- I can count on good service from this brand.
- This brand deals with problems quickly and well.
- If a problem with this brand arose, the company would quickly fix it.

Loyalty

- I would pay extra for this brand.
 - If a store didn't carry this brand I would go to another store.
-

-
- There is a good substitute for this brand. I feel loyal to this brand.

Intention

- I plan to buy this brand in the future.
- If I buy a product, I am likely to buy this brand. I always try to buy this brand.
- Value for Money
- This brand is reasonably priced.
- This brand represents excellent value for the money.
- This brand is a very good buy.

Overall Attitude

- This brand is: bad-good.
- My opinion of this brand is: negative-positive.
- This brand is: undesirable-desirable.
- My opinion of this brand is: unfavorable-favorable.
- I have positive associations with this brand.
- When I think of this brand, I have positive thoughts.

Extension Potential

- I would be tempted to buy any product that they made.
- I would be likely to buy any product sold by....
- I can imagine this brand selling products in other categories.

Persistence

- If I had a bad experience with this brand, I would still use it again.
- I am unlikely to change my opinion of this brand.
- I would forgive this brand if occasionally the product seems sub-poor. This brand doesn't always have to be perfect for me to buy it.

Activity

- I talk about this brand with my friends.
 - I look for more information about this brand.
 - I like to read about this brand.
-