Cultural Difference: Analyzing its Impact on the Advertising Translation of International Universities

Wang Haihua, Syed Nurulakla Syed Abdullah, Muhammad Alif Redzuan Abdullah

Universiti Putra Malaysia
Email: gs56706@upm.student.my

Abstract

Translations into different languages and cultural adaptations are essential in the modernized global economy. The internationalization of higher education has propelled international universities into a competitive landscape where effective advertising plays a pivotal role in attracting a diverse student body. The fundamental objective of the research is to comprehensively observe how cultural differences influence the translation of advertising messages for international universities in Malaysia. The study delves into the complexities of cultural nuances, drawing insights from the theory of Hofstede's Cultural Dimension to understand the factors of power distance, avoidance of uncertainty, individualism versus collectivism, and long-term orientation. Data were gathered by a survey method utilizing convenience sampling techniques. An online survey self-administered by 278 international students was used to gather data. Using AMOS software, analysis was accomplished by implementing structural equation modeling (SEM) techniques. The outcomes indicate that individualism and communication effectiveness had a beneficial influence on the advertising translation of international universities in Malaysia. In the future, investigating the impact of emerging technologies, like machine learning and, artificial intelligence on the adaptation of advertising content to cultural differences represents an evolving area.

Keywords: Cultural difference; Advertising translation; University students; Hofstede's cultural dimensions; Communication effectiveness.

1. Introduction

In an era of globalized education, international universities are increasingly seeking to attract a diverse student body from various cultural backgrounds [1]. The effectiveness of advertising translation plays a pivotal role in this endeavor, as it directly influences how universities communicate their values, offerings, and unique propositions to a global audience [2]. This comprehensive exploration delves into the intricate interplay between cultural differences and the advertising translation strategies employed by international universities [3]. As institutions aim to bridge geographical gaps and connect with prospective students worldwide, understanding and navigating cultural nuances becomes a central component of successful global

marketing. The internationalization of higher education has transformed universities into global entities, transcending borders to comfortable students from different corners of the world [4].

This shift necessitates a reevaluation of traditional advertising approaches, demanding a nuanced understanding of the diverse cultural contexts in which these universities operate [5][6]. The multifaceted nature of cultural differences adds layers of complexity to the translation of advertising messages, requiring careful consideration of cultural values, communication styles, and societal norms [7]. Advertising serves as the public face of an international university, influencing perceptions and shaping the decision-making processes of potential students [8]. Effective translation is not merely a linguistic task but a strategic adaptation that considers the cultural fabric of the target audience. Whether conveying academic excellence, campus life, or unique offerings, the translation process must resonate with the cultural sensibilities of diverse individuals, fostering a sense of connection and relevance [9]. With the growth of globalization and trade intensification, the translation of marketing has gradually increased, requiring businesses to interact with customers from diverse cultural backgrounds.

The deliberate process of converting a phrase or text from its original language to the target language and culture is known as translation [10]. Cultural difference is thought to be the hardest obstacle to overcome during the translation process. The concept of cultural difference emerged as a result of the importance of the term "culture" in translation.People have distinct thoughts, beliefs, value conceptions, styles of thinking, morality, etc. because of variances in their living surroundings, histories, customs, etc. [11][12]. Advertisement is a form of communication that affects people's lifestyles and purchasing patterns in addition to economic activity. There are numerous ways to advertise, such as using words, images, music, etc. The active component of the market is advertising, and advertising language is rich in cultural differences [13]. Since each language is an indicator of its own culture, it will always bear an impression of that society.The most crucial platform for communicating with people is advertising language, which not only provides us with product information but also communicates cultural messages, original ideas, and values [14]. It is hard to achieve perfect language-to-language communication without a solid understanding of various cultures [15][16]. It is therefore imperative that a skilled translator complete cross-cultural communication, adopt the mindset of the target language culture, and create a bridge between them.While understanding and leveraging these cultural dimensions is crucial, challenges arise in balancing cultural adaptation with the need for authenticity [17].

Therefore, the research explores the challenge of cultural differences in the advertising translation of international universities in Malaysia. Similarly, it analyzes how avoiding uncertainty, power distance, long-term orientation, communication effectiveness, and individualism beneficially influence the advertising translation of international universities in Malaysia. The investigation's research questions are as follows:

RQ1: Do cultural differences have a beneficial influence on the advertising translation of international universities in Malaysia?

RQ2: How do uncertainty avoidance, power distance, long-term orientation, communication effectiveness, and individualism beneficially influence the advertising translation of international university students in Malaysia?

The remaining section of the paper is scheduled as follows: The hypothesis for research is based on the theoretical foundation and literature review, which are provided in section 2. After that, Section 3 describes the methodology, and Section 4 contains the results and a discussion. Lastly, suggestions for future developments and constraints are made in section 5.

2. Literature Review

The theoretical framework and hypotheses guiding empirical investigations in the study of cultural differences and advertising translation are built upon a comprehensive analysis of diverse literature. The key sources consulted for this research are detailed in Table 1.

2.1 Related Review

In 2020 Stacy Lee and Ran Huang [18] investigated customer behavior in the field of online fashion rentals by using online fashion rental services using the theory of reasoned action (TRA). 646 data were gathered for a research firm as part of a quantitative study, and translation of back-and-forth techniques was used for the Chinese research. SEM was used to examine the hypothesis. The outcome indicated US consumers were more positively impacted by perceived compatibility on attitudes towards online fashion rentals than were Chinese customers.

In 2022 Tanin Tirasawasdichai et al., [19] explored the possibility of implicit marketing for cultural branding. To improve international communication, satisfaction, and cultivation theories are used to examine how advertising mediums may influence people to perceive the customs, habits, norms, and values of other cultures. A survey was conducted with 856 Chinese viewers of the series. Utilized structural equation modeling, the route effect of Chinese TV series consumption on other intrinsic variables was examined. The findings demonstrated that contact with media characters and producers, both through acceptance and appropriation, results in positive opinions about the target culture.

In 2023 Hajin Lee et al., [20] investigated how people's everyday stress experiences vary between cultures and how social orientations contribute to an understanding of those experiences. Study 1 measured participants' perceptions of the intensity and frequency of stressful interpersonal and non-interpersonal events from undergraduate European Canadian and Japanese students using a situation sampling method. Research 2 and 3 examined the influence of culture on participants' reports of stress symptoms in the given circumstances. These investigations demonstrated a distinct level of stress from interpersonal circumstances between Japanese and European Canadian undergraduates, suggesting that the impact of culture on how stress is perceived is mitigated by situational context.

In 2023 Waqas Riaz et al., [21] examined the impact of individual cultural value differences on pro-environmental behavior (PEB) among foreign students enrolled in Korean institutions. An online questionnaire self-administered by 224 international students was used to gather data. Analysis was done using structural equation modeling (SEM) techniques. The outcomes showed that international students' values related to avoidance of uncertainty, collectivism, and long-term direction greatly enhance PEB in both the private and public domains.

In 2023 Tao Wang and Linhao Han et al., [22] identified the cultural differences' characteristics, which are most pertinent to contract functions in international marketing from a theoretical standpoint. In addition, the conflict between opportunism and contract governance is resolved by examining the limits of particular cultural variances. 235 bilateral details from Chinese exporters and international distributors were acquired for the study. The questionnaire responses were matched to a secondary data set for analysis using a hierarchical moderation model and confirmatory factor analysis. The findings showed that national cultural differences become more noticeable when it comes to individualism versus collectivism, power distance, and uncertainty avoidance.

In 2023 Glòria Tort-Nasarreet al., [23] examined validating, adapting, and translating the PBIAS into Catalan and Spanish. To convert, modify, and assess the tool psychometrically, a cross-sectional study was performed. There was a back-translation, expert consultation, translation, and piloting phase. Also, assessed the statistical validity and dependability. A good degree of agreement ($p < 0.001$) was found between the Spanish and Catalan versions. When assessing adolescents' mental health literacy, educators and medical practitioners may find the PBIAS in Spanish and Catalan to be a helpful tool.

In 2023 Yisitie Xing and Chang-Hyun Jin [24] examined how cultural values shape cultural items and purchasing intentions. A web-based survey was given to 974 customers of Asian who have utilized and bought things related to foreign cultures. Using SPSS, exploratory factor analysis (EFA) is executed. The results demonstrated that masculinity, long-term orientation, uncertainty avoidance, power distance, individuality, and collectivism had a substantial positive influence on cultural products.

In 2023 Feten Fekih-Romdhane et al., [25] examined the Mindful Eating Behavior Scale (MEBS) in Arabic, taking into account the factor structure, composite reliability, measurement invariance across sex, and convergent and divergent validity. The cross-sectional survey was conducted with 359 individuals who were recruited from all governorates in Lebanon and were all older than 18. Findings demonstrated that fit indices from the confirmatory factor analysis validated the prior four-factor structural model of the MEBS.Additionally, scalar and metric invariance were held for both genders. Ultimately, discovered that intuitive eating was positively correlated with signs of satiety, hunger, and focused eating.

Table 1: Review Table

[Reference]	Method/Analysis	Data Gathered	Variables	Key Findings
[18]	Confirmatory Factor Analysis	646 online fashion renting from the US and China.	Attitude, Subjective norms, Perceived compatibility.	Attitudes and social norms positively influence OFR intention
[19]	Structural Equation Model	856 Chinese series watchers.	Cultural awareness, Involvement, Cultural Knowledge, and Cultural acceptance.	Cultural acceptance is positively influenced by cultural awareness.
[20]	Situation Sampling Method	European Canadian and Japanese undergraduates.	Cultural difference, Stress from interpersonal situation, independent orientation.	Independent orientation partially mediates culture and stress from interpersonal situations.
[21]	SEM Analysis	224 international students	Avoidance of uncertainty, group mentality, focus on the long term, pro-environmental behavior.	Avoidance of uncertainty, group mentality, and focus on

				the long term significantly impact PEB.
[22]	Confirmatory Factor Analysis	235 Chinese exporters and overseas distributors.	Contract specificity, flexibility in changing circumstances, individualism, and opportunism of channel members.	Contingency adaptability has a significant negative effect on opportunism.
[23]	Confirmatory Factor Analysis	222 students from 3 secondary schools in Catalonia	Adolescent psychological well-being, self-perception, and adapting to culture	Spanish and Catalan environments build a positive body image among adolescents.
[24]	SEM Analysis	974 Asian consumers who had made purchases from overseas cultural goods.	Power distance, individualism, uncertainty avoidance, cultural products	The association between opinions towards cultural products and intention to buy is mediated by the nation's perception.
[25]	Confirmatory Factor Analysis	359 participants from Lebanon governorates.	Focused eating, Rosenberg self-esteem, eating awareness, eating with distraction.	There is a positive correlation between intuitive eating and focused eating hunger, and satiety signs.

2.2 Theoretical Underpinnings and Hypothesis Development

2.2.1 Hofstede's Cultural Dimension Theory (HCDT)

Hofstede's Cultural Dimension Theory is a framework developed by Dutch social psychologist Geert Hofstede to analyze and understand cultural differences across societies [21][26][27]. Originally introduced in the 1970s and expanded upon in subsequent research, the theory identifies six cultural dimensions that influence human behavior, values, and interactions. These dimensions provide insights into the distinctive features of various cultures and help explain how individuals from different societies may approach work, relationships, and other aspects of life [28]. The six dimensions factors are power distance, masculinity, uncertainty avoidance, individualism, long-term orientation, and indulgence. The impact of various cultures on the translation of advertisements may be studied and understood by the cultural values of Hofstede's framework. The general context in which socioeconomic and institutional organizations, together with related macroenvironmental elements, influence language translation intention for individual students is determined by their culture [29][30]. Crucial components of culture include logic, decision-making guidelines, values, and beliefs. These elements become internalized and make up each consumer's unique subjective reality. Hofstede's Cultural Dimension Theory has been widely applied in cross-cultural management, international business, and organizational studies to enhance understanding and facilitate effective communication and collaboration across diverse cultural contexts [31][32]. The ongoing research focuses on elucidating the distinct features outlined in Hofstede's Cultural Dimension Theory, namely uncertainty avoidance, power distance, individualism-collectivism, and long-term orientation.

2.2.2 Hypothesis Development

Certainly, when considering the effect of cultural differences on advertising translation, formulate hypotheses to investigate how cultural differences influence the effectiveness of advertisements when translated across different linguistic and cultural contexts. Here are a few hypotheses related to cultural differences in advertising translation are seen in Figure 1.

Individualism and Advertising Translation

Individualism, as a cultural difference, can exert a beneficial influence on the advertising translation of international universities. Individualism refers to the extent to which individuals in a culture prioritize personal goals over collective ones, emphasizing autonomy, self-expression, and the pursuit of individual achievements [33]. Emphasizing personal autonomy, self-expression, and the pursuit of individual achievements resonates positively with audiences in individualistic cultures [34]. This cultural approach allows universities to display unique offerings, celebrate individual success stories, and engage prospective students in a personalized and interactive manner. By aligning with the values of individualism, international universities can create compelling and culturally resonant advertising messages that appeal to the diverse aspirations of their target audience [35][36]. Therefore, the hypothesis H_1 implies,

H_1: Individualism has a beneficial influence on the advertising translation of international universities.

Power Distance and Advertising Translation

Power distance, as a dimension of culture, can have a beneficial influence on the advertising translation of international universities. Power distance refers to the extent to which individuals in a culture accept hierarchical authority and the unequal distribution of power [37]. In cultures with high power distance, there is a greater acceptance of authority and respect for hierarchy [38]. In the context of advertising translation for international universities, a high-power distance culture may appreciate messages that emphasize the authority, prestige, and established reputation of the institution [39]. Moreover, in high power distance cultures, there may be an inclination to trust institutions with a strong hierarchical structure. Advertising messages that showcase the university's organizational structure, academic leadership, and adherence to established educational traditions can resonate positively with audiences valuing a structured and authoritative approach to education [40]. Therefore, the hypothesis H_2 implies,

H_2: Power distance has a beneficial influence on the advertising translation of international universities.

Long-term Orientation and Advertising Translation

Long-term orientation, as a cultural dimension, can indeed have a beneficial influence on the advertising translation of international universities. This dimension, as defined by Hofstede, refers to the extent to which a society values long-term goals, perseverance, and the fostering of virtues [41]. In cultures with a high long-term orientation, individuals often prioritize future rewards and sustainable success [42]. Moreover, the focus on perseverance and endurance aligns well with the nature of higher education, where long-term commitment to learning and personal development is crucial. International universities can leverage this cultural dimension by crafting messages that showcase their long-standing commitment to education, the enduring impact of their programs, and the cultivation of values that contribute to the long-term success of students [43]. Therefore, the hypothesis H_3 implies,

H_3: Long-term orientation has a beneficial influence on the advertising translation of international universities.

Communication Effectiveness and Advertising Translation

Communication effectiveness indeed holds a beneficial influence on the advertising translation of international universities. The ability to communicate, persuasively, and culturally resonantly is crucial for attracting and engaging diverse audiences in the context of international higher education marketing [44]. Effective communication in advertising translation ensures that the intended message is accurately conveyed to the target audience, transcending linguistic and cultural barriers [45]. This is particularly important for international universities that cater to a global or culturally diverse student body. A well-crafted and culturally sensitive message enhances the understanding of the university's offerings, values, and unique selling points. Additionally, communication effectiveness plays a significant role in conveying the university's unique value proposition [46]. Therefore, the hypothesis H_4 implies,

H_4: Communication effectiveness has a beneficial influence on the advertising translation of international universities.

Uncertainty Avoidance and Advertising Translation

Uncertainty avoidance can indeed have a beneficial influence on the advertising translation of international universities. Uncertainty avoidance, as a cultural difference, refers to the extent to which individuals in a culture feel threatened by uncertain or ambiguous situations [47]. In cultures characterized by high uncertainty avoidance, there is often a preference for stability, established norms, and resistance to change [48]. For international universities, aligning advertising messages with the cultural preference for certainty and stability can be advantageous. Furthermore, addressing the discomfort with ambiguity inherent in high uncertainty avoidance cultures can be achieved through clear and straightforward communication in advertising [49]. Providing explicit information about academic programs, admissions processes, and support services can help alleviate uncertainty and build confidence among prospective students [50]. Therefore, the hypothesis H_5 implies,

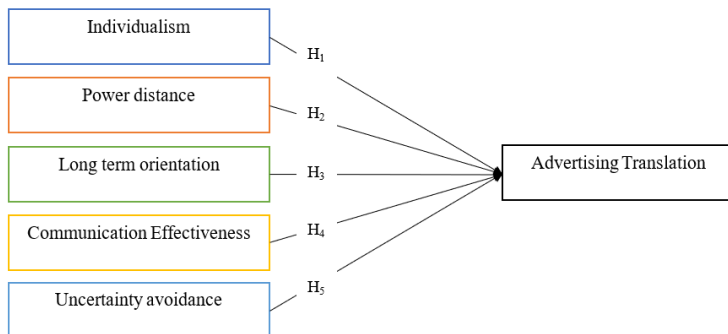H_5: Uncertainty avoidance has a beneficial influence on the advertising translation of international universities.

Figure 1: Theoretical Background

2.2.3 Research gap

In terms of cross-cultural adaption, cultural values, and attitudes, watching TV series on cultural knowledge, cultural disparities concerning daily stress are perceived, and cultural value differencesin pro-environmental behavior from Catalonia, China, and Japan are some recent research papers.In existing studies, the effects of certain cultural dimensions (such as individualism versus collectivism and power distance) on the translation process of advertisements may not have been fully explored. Thus, comparinga few research papers iseasily attainable about the advertising translation of international universities in Malaysia. Although the theory of Hofstede's Cultural Dimension is the most comprehensive in describing the challenge of cultural differences in advertising translation. To test the hypothesis a quantitative approach is used, the Structural Equation model is significant. Accordingly, to fill this gap the study exploreshow cultural differences impactthe advertising translation of international university students in Malaysia.

3. Methodology

3.1 Data Collection and Sample Description

The data for this survey was collected using convenience sampling, a non-probability sampling technique. Convenience samplingentails selecting individuals who are readily available and accessible to the researcher. In this case, participants were reached through the distribution of an online questionnaire using Google Forms. The survey was administered directly to participants via email. The data were collected from universities in Malaysia from international students who are responsible for advertising translation.To solicit eligible international students, an email advertisement promoting the study was sent to 278 universities throughout Malaysia through the Office of International Students. To get in touch with the universities across Malaysia that have relatively high numbers of foreign students, the names of the institutions were selected from Malaysia's news list of the national universities with the most international students.Convenience sampling is often chosen for its practicality and efficiency, allowing researchers to gather data from individuals who are easily reachable or willing to participate [47].

Table 2 shows a demographic overview of a sample population, particularly focusing on gender, age, education level, and study years. Among the respondents, 81.3% are male, while 18.7% are female. In terms of age distribution, the majority falls within the 23-27 age group, constituting 58.3% of the sample. Regarding education level, respondents are fairly evenly distributed across undergraduate (28.1%), postgraduate (15.5%), PhD (28.8%), and other categories (27.7%). When examining study years, the largest proportion (43.9%) is in their first or second year, followed by 31.7% in the first year and 24.5% in the third year or beyond. The total sample size is 278 respondents respectively.

Table 2: Respondents' demographic profile (n=278)

Characteristics	Value	Frequency	%
Gender	Male	226	81.3
	Female	52	18.7
Age (Years)	18-22	28	10.1
	23-27	162	58.3

	28-30	67	24.1
	Above 30	21	7.6
Education Level	Undergraduate	78	28.1
	Postgraduate	43	15.5
	PhD	80	28.8
	Others	77	27.7
Study Year	<1	88	31.7
	1-2	122	43.9
	>2	68	24.5
N total		278	

3.2 Measures

The scale elements that were already present in the literature were modified to create the measurements for each construct.The Advertising Translation of Universities (ATU) is based on 4 items [7]. The ATU's sample item "English translation of the university's advertising is clear and easy to understand" is used. Likewise, the Individualism (IN) construct is based on 3 items [21][9] of the empirical study. The analyst item for IN is "Individual success is more important than group success". Further, applied 3 items to gauge the Power Distance (PD) [22] with the sample item "The advertising translation visually represents the authority structure within the university" respectively. Also, adopted 3 items to assess Long-term Orientation (LO) [24] with a sample item of "Students should engage in long-term planning" is specified. Then, Communication Effectiveness (CE) [22][9] with 3 items were tested. The item was "The translated advertising effectively conveys a clear message about the university". Finally, the Uncertainty Avoidance (UA) with 3 items [8]. The artificial item was "Standardized work procedures are helpful" correspondingly. The survey items were systematically ranked by participants on a five-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). This scaling methodology allowed respondents to express their varying degrees of agreement or disagreement with each survey statement, providing a nuanced understanding of participant attitudes and perceptions. Table 3 displays the measurement and scale of each construct.

Table 3: Measures and scale

Constructs	Definition	Measurement Items	Sources
Advertising Translation of Universities (ATU)	The adaptation and linguistic conversion of promotional materials, campaigns, and messages to effectively reach and resonate with diverse international audiences, ensuring clarity, cultural sensitivity, and alignment with the values and goals of the academic institution.	1. The English translation of the university's advertising is clear and easy to understand. 2. The key messages in the translated materials are easily comprehensible. 3. The translation effectively communicates the unique features of the university's academic programs. 4. The translated advertising accurately represents the strengths of the academic offerings.	[7]
Individualism (IN)	The degree to which individuals in a society prioritize personal goals and autonomy (individualism) over collective goals and group harmony (collectivism).	1. Individual success is more important than group success. 2. The translated materials highlight the importance of community and cooperation. 3. The translated advertising emphasizes individual achievements and success.	[21][9]
Power Distance (PD)	The "power distance" is the extent to which less powerful members of society acknowledge and anticipate that power is not allocated fairly.	1. The advertising translation visually represents the authority structure within the university. 2. The translated advertising materials convey a sense of authority and respect for hierarchy. 3. The visual elements in the translated materials emphasize hierarchical order.	[22]

Long-term Orientation (LO)	The preference for long-term gains over immediate ones, including persistence and thrift.	1.　　Students should engage in long-term planning. 2.　　I should put a lot of effort at present to succeed in the future. 3.　　The portrayal of long-term orientation positively influences the audience's perception of the university.	[24]
Communication Effectiveness (CE)	It refers to the extent to which a message achieves its intended purpose, fostering clear understanding, engagement, and desired outcomes among the target audience, while minimizing potential misinterpretations or misunderstandings.	1.　　The translated advertising effectively conveys a clear message about the university. 2.　　The advertising translation aligns with cultural expectations and values. 3.　　The message in the translation connects emotionally with the viewers.	[22][9]
Uncertainty Avoidance (UA)	The degree to which people within a society perceive circumstances as ambiguous or dangerous.	1.　　Standardized work procedures are helpful. 2.　　The translated advertising materials prefer a structured and rule-oriented approach. 3.　　The translated materials are adaptable, open to change, and tolerant of ambiguity.	[8]

3.3 Analysis Tools

In pursuit of the study's objectives and hypothesis evaluation, the data were examined employing the Statistical Package for the Social Sciences (SPSS) and the Analysis of Moment Structures (AMOS) software. Initial insights into the sample's demographic characteristics were explored through descriptive analysis using SPSS. The reliability of measurement items was assessed using Cronbach's α coefficient. Following the validation of measurement reliability in AMOS,Within the framework of structural equation modeling (SEM), confirmatory factor analysis (CFA) was used to examine the proposed correlations between the study constructs. This methodological approach allowed for a comprehensive examination of both descriptive statistics and the structural relationships within the studied variables.

4. Results

4.1 Reliability and Validity Analysis

The data was statistically analyzed using AMOS and SPSS.Using the SPSS software, the constructs' reliability and the demographics of the respondents were investigated. The research hypotheses were tested usingpath analysis and the confirmatory factor analysis (CFA) was carried out using AMOS. Initially, the measurement model's goodness of fit was evaluated using several indicators. The findings showed that the measurement model adequately fit the data ($\chi2$/df = 3.298, Tucker-Lewis's index (TLI) = 0.862, comparative fit index (CFI) = 0.900, and root mean square error of approximation (RMSEA) = 0.091). It follows that the measurement model had a good fit to the set of data [51].

The measurement tool's dependability is determined by how accurately and consistently it measures the desired outcome. The Cronbach's alpha reliability coefficient was calculated to see if there was a problem with internal consistency. The constructs' Cronbach's alphas ranged from 0.810 to 0.880, as indicated in Table 4, all of which were higher than Zong's [52] recommended cutoff of 0.70. As a result, the measurements are regarded as trustworthy and free of problems with internal consistency (acceptable range).An evaluation was conducted on the construct validity dimension, which measures how closely a construct determines its operationalization.

Convergent validity, discriminant validity, and nomological validity were examined under construct validity [53].

The concept of convergent validity, which assesses the correlation between multiple measuring instruments for the same concepts, was employed in this study. To satisfy convergent validity, standardized factor loadings should be 0.5 or above, and averaged variances expected (AVEs) should also be 0.5 or above [52]. In Table 4, the factor loadings for each measured variable were found to be significant (p < 0.001), surpassing the threshold of '0.5.' Furthermore, all AVE values in Table 4, ranging from 0.522 to 0.732, exceeded the 0.5 threshold [54]. Therefore, the convergent validity for the measurement model is deemed acceptable. Discriminant validity, on the other hand, demonstrates that all measurements should be related. Discriminant validity was analysed through an AVE analysis as shown in Table 5. It demonstratesthat discriminant validity is verified considering the square root of AVE for each construct was greater than all inter-construct correlations.

Table 4: Statistics of Construct items

Standardized Factor Loadings		Cronbach's Alpha	Composite Reliability	AVE	Mean (SD)
ATU1	0.540	0.836	0.859	0.611	2.971 (1.012)
ATU2	0.753				2.866 (0.907)
ATU3	0.734				2.726 (0.893)
ATU4	0.709				3.021 (0.953)
IN1	0.805	0.810	0.884	0.522	2.679 (0.973)
IN2	0.783				3.244 (0.941)
IN3	0.783				3.992 (0.720)
PD1	0.839	0.880	0.876	0.706	3.978 (0.730)
PD2	0.871				3.978 (0.710)
PD3	0.635				4.104 (0.679)
LO1	0.633	0.836	0.843	0.684	3.953 (0.775)
LO2	0.651				3.741 (0.758)
LO3	0.736				3.708 (0.786)
CE1	0.791	0.853	0.741	0.684	3.712 (0.728)
CE2	0.547				3.899 (0.795)
CE3	0.867				3.456 (0.924)
UA1	0.840	0.832	0.868	0.732	3.518 (0.910)
UA2	0.875				3.661 (1.047)
UA3	0.873				3.892 (0.904)

Table 5: Correlation between Constructs

	CE	ATU	IN	PD	LO	UA
CE	0.828					
ATU	0.608	0.781				
IN	0.870	0.391	0.722			
PD	0.866	0.349	0.945	0.840		
LO	1.361	0.521	0.999	1.011	0.827	
UA	0.854	0.369	0.409	0.437	0.576	0.856

4.2 Structural Paths and Hypothesis Tests

This study aims to determine how cultural dimensions of individualism, avoidance of uncertainty, power distance, communication effectiveness, and long-term orientation affect university promotional translation. We applied the Structural Equation Modeling (SEM) technique to carry out a route analysis for the relationships to achieve this goal.Two of the five hypotheses were accepted and three were rejected as per the path analysis results. The result

confirmed that individualism ($\beta = 0.265$, $p < 0.05$), and communication effectiveness ($\beta = 0.259$, $p < 0.05$) had a beneficial influence on the advertising translation of international universities, providing support for both H_1 and H_4. Meanwhile, power distance ($\beta = 0.013$, $p > 0.05$), long-term orientation ($\beta = 0.046$, $p > 0.05$), uncertainty avoidance ($\beta = 0.046$, $p > 0.05$)had no beneficial influence on the advertising translation of international universities, providing not supported for hypothesis H_2, H_3, and H_5(See table 6).

Table 6: Hypothesis Test

Hypothesis	Path	β	t value	p-value	Result
H_1	IN→ATU	0.265	4.331	0.000	Supported
H_2	PD→ ATU	0.013	0.179	0.858	Not supported
H_3	LO→ ATU	0.046	0.559	0.577	Not supported
H_4	CE→ ATU	0259	3.279	0.001	Supported
H_5	UA→ ATU	0.046	0.818	0.414	Not supported

4.3 Discussion

The discussion of cultural differences in the advertising translation of international universities unveils intricate insights into key variables such as individualism, communication effectiveness, power distance, long-term orientation, and uncertainty avoidance [33]. Individualism, as a cultural dimension, plays a pivotal role in shaping advertising strategies, emphasizing the importance of tailoring messages to resonate with the values of cultures that prioritize individual autonomy. Communication effectiveness, another critical variable, underscores the significance of crafting messages that not only transcend language barriers but also align with cultural preferences, ensuring that the intended meaning is accurately conveyed [45]. Power distance, reflecting the measure to which hierarchical structures are accepted, influences advertising approaches by dictating the tone, style, and representation of authority within promotional materials.Meanwhile, avoidance of uncertainty,power distance, and long-term orientation had no beneficial consequences on the advertising translation of international universities.

Long-term orientation, a dimension capturing attitudes toward future planning and persistence, introduces a temporal element into advertising strategies for international universities. Aligning promotional content with the long-term goals and values of diverse cultures is essential for fostering a meaningful connection [42][39]. Finally, uncertainty avoidance, representing a society's comfort with ambiguity and risk, highlights the need for adaptive advertising that caters to the varying levels of risk tolerance across cultures.

In the context of individualism, effective advertising translation should celebrate diversity, emphasizing personal achievement and autonomy while respecting collective values [50]. Communication effectiveness demands a strategic blend of linguistic precision, visual appeal, and cultural relevance to ensure that messages resonate across diverse audiences. Addressing power distance requires a nuanced portrayal of authority, acknowledging cultural variations in hierarchical expectations [44][47]. Long-term orientation calls for promotional content that aligns with the future-oriented perspectives of different cultures, emphasizing perseverance and future success. Lastly, navigating uncertainty avoidance involves crafting messages that either embrace or mitigate ambiguity based on the cultural predispositions of the target audience [37][42].

This discussion underscores the dynamic interplay between these cultural variables and their profound implications for advertising translation strategies [41]. A comprehensive understanding of individualism, communication effectiveness, power distance, uncertainty avoidance, andlong-term orientationallows for the development of culturally sensitive and impactful advertising campaigns, essential for the success and global recognition of international universities. The outcome shows that individualism and communication effectiveness had a beneficial influence on the advertising translation of international universities in Malaysia.

5. Conclusion, Implications, Limitations, And Future Research

In conclusion, the exploration of cultural differences in the advertising translation of international universities has provided invaluable insights into the nuanced dynamics of key variables, including individualism, power distance,communication effectiveness,uncertainty avoidance, and long-term orientation. As international universities increasingly strive to attract a diverse global student body, understanding and navigating these cultural dimensions have emerged as paramount considerations in crafting effective and resonant advertising strategies. Therefore, the outcome shows that individualism and communication effectiveness had a beneficial influence on the advertising translation of international universities in Malaysia.

The implications derived from studying cultural differences in the advertising translation of international universities, particularly concerning the variables of individualism, power distance, long-term orientation,communication effectiveness, and uncertainty avoidance, are profound and multifaceted. Communication effectiveness emerges as a critical factor, necessitating a meticulous blend of linguistic precision, visual appeal, and cultural relevance. The ability to convey messages that transcend language barriers while resonating with the cultural nuances of different regions is imperative for establishing meaningful connections with prospective international students.Long-term orientation introduces a temporal dimension into advertising, urging universities to craft messages that align with the future-oriented perspectives of diverse cultures. By doing so, international universities can establish a positive brand image, enhance global competitiveness, and foster a sense of inclusivity that resonates with students from various cultural backgrounds. The implications extend beyond mere translation; they advocate for a thoughtful and culturally sensitive approach that acknowledges and celebrates the rich diversity inherent in international education.

The study of cultural differences in the advertising translation of international universities encounters several limitations. Firstly, the sampling approach may introduce biases, as the selected sample might not comprehensively represent the diverse cultural landscape found globally. Additionally, the study's static snapshot approach may not capture the dynamic nature of cultural dimensions, particularly regarding changes over time. Despite efforts to ensure cultural sensitivity, nuances in advertising translation may be challenging to completely address, potentially leading to unintended cultural misinterpretations. Lastly, the generalizability of the findings may be constrained to the specific universities and regions studied, limiting broader applicability.

Moving forward, there are various avenues for future research in this domain. Firstly, a more nuanced examination of individual cultural dimensions, such as exploring sub-dimensions within individualism or variations within power distance, could enhance understanding. Investigating the impact of emerging technologies, like machine learning and artificial intelligence, on the adaptation of advertising content to cultural differences represents an evolving area. Longitudinal studies tracking changes in cultural dimensions over time could provide valuable insights into cultural shifts and their implications for advertising strategies. Comparative analyses across different industries within the international education sector could yield valuable insights into variations in communication effectiveness. This involves qualitative techniques, such as focus groups and interviews, which could offer a deeper understanding of individuals' subjective experiences with cultural differences in advertising. Furthermore, fostering global collaborative research initiatives could ensure a more comprehensive and culturally diverse perspective. By addressing these limitations and exploring these future avenues, researchers can significantly enhance the depth and applicability of insights derived from the study of cultural differences in advertising translation for international universities.

WORKS CITED

Kumar, S. and Dhir, A., 2020. Associations between travel and tourism competitiveness and culture. Journal of destination marketing & management, 18, p.100501.

Yu, Y. and Moskal, M., 2019. Missing intercultural engagements in the university experiences of Chinese international students in the UK. Compare: A Journal of Comparative and International Education, 49(4), pp.654-671.

Tien, N.H., Phu, P.P. and Chi, D.T.P., 2019. The role of international marketing in international business strategy. International journal of research in marketing management and sales, 1(2), pp.134-138.

Kozlowski, A.C., Taddy, M. and Evans, J.A., 2019. The geometry of culture: Analyzing the meanings of class through word embeddings. American Sociological Review, 84(5), pp.905-949.

Aren, S. and Nayman Hamamci, H., 2023. The effect of individual cultural values and phantasy on risky investment intention. Journal of Economic and Administrative Sciences, 39(4), pp.847-866.

Stahl, G.K. and Maznevski, M.L., 2021. Unraveling the effects of cultural diversity in teams: A retrospective of research on multicultural work groups and an agenda for future research. Journal of International Business Studies, 52, pp.4-22.

Lee, J., Erdogan, A.N. and Hong, I.B., 2021. Participation in the sharing economy revisited: The role of culture and social influence on Airbnb. Sustainability, 13(17), p.9980.

Tehseen, S., Deng, P., Wu, B. and Gao, Y., 2023. Culture values and entrepreneurial innovativeness: A comparative study of Malaysian ethnic entrepreneurs. Journal of Small Business Management, 61(6), pp.2622-2655.

Tetteh, S., Dei Mensah, R., Opata, C.N. and Agyapong, G.N.Y.A., 2023. Beyond monetary motivation: the moderation of Hofstede's cultural dimensions. International Journal of Productivity and Performance Management, 72(1), pp.156-179.

Novotny, A., Szeberin, I., Kovács, S. and Máté, D., 2022. National Culture and the Market Development of Battery Electric Vehicles in 21 Countries. Energies, 15(4), p.1539.

Gupta, M., Esmaeilzadeh, P., Uz, I. and Tennant, V.M., 2019. The effects of national cultural values on individuals' intention to participate in peer-to-peer sharing economy. Journal of business research, 97, pp.20-29.

Barreto, M., Victor, C., Hammond, C., Eccles, A., Richins, M.T. and Qualter, P., 2021. Loneliness around the world: Age, gender, and cultural differences in loneliness. Personality and Individual Differences, 169, p.110066.

Coenen, P., Zegers, A.D., Stapelfeldt, C.M., de Maaker-Berkhof, M., Abma, F., van Der Beek, A.J., Bültmann, U. and Duijts, S.F., 2021. Cross-cultural translation and adaptation of the Readiness for Return To Work questionnaire for Dutch cancer survivors. European journal of cancer care, 30(2), p.e13383.

Al-Rubaii, R.A. and Mohammed Saeed, H.N., 2021. Tracing the Impact of Culture in the Translation of Selected Advertisements between English and Arabic. Tracing the Impact of Culture in the Translation of Selected Advertisements between English and Arabic (May 2021). AWEJ for Translation & Literary Studies, 5(2).

Liu, F., 2019. Translation strategies of culture-loaded words in publicity materials under the background of "the Belt and Road". Creative Education, 10(05), p.839.

Choi, J., Kushner, K.E., Mill, J. and Lai, D.W., 2012. Understanding the language, the culture, and the experience: Translation in cross-cultural research. International Journal of Qualitative Methods, 11(5), pp.652-665.

Gui-yan, W., Hui-jia, S., Yu-tian, M., Zi-ji, Y. and You-zhu, F., 2022. Studies on the Translation of Red Culture Publicity from the Perspective of Cross-cultural Communication. Education Quarterly Reviews, 5(2).

Lee, S.H. and Huang, R., 2020. Consumer responses to online fashion renting: exploring the role of cultural differences. International Journal of Retail & Distribution Management, 49(2), pp.187-203.

Tirasawasdichai, T., Obrenovic, B. and Alsharif, H.Z.H., 2022. The impact of TV series consumption on cultural knowledge: An empirical study based on gratification–cultivation theory. Frontiers in Psychology, 13, p.1061850.

Lee, H., Masuda, T., Ishii, K., Yasuda, Y. and Ohtsubo, Y., 2023. Cultural differences in the perception of daily stress between European Canadian and Japanese undergraduate students. Personality and Social Psychology Bulletin, 49(4), pp.571-584.

Riaz, W., Gul, S. and Lee, Y., 2023. The Influence of Individual Cultural Value Differences on Pro-Environmental Behavior among International Students at Korean Universities. Sustainability, 15(5), p.4490.

Wang, T., Han, L., Yang, Z. and Jia, Y., 2023. The effect of cultural differences on the relationship between contract governance and opportunism. European Journal of Marketing, 57(11), pp.2974-3004.

Tort-Nasarre, G., Artigues-Barberà, E., Pollina-Pocallet, M., Espart, A., Roca, J. and Vidal-Alaball, J., 2023. Translation, Cross-Cultural Adaptation, and Psychometric Validation of the Positive Body Image among Adolescents Scale (PBIAS) into Spanish and Catalan. International Journal of Environmental Research and Public Health, 20(5), p.4017.

Xing, Y. and Jin, C.H., 2023. The Impact of Cultural Values on Attitude Formation toward Cultural Products: Mediating Effects of Country Image. Sustainability, 15(14), p.11172.

Fekih-Romdhane, F., Malaeb, D., Fawaz, M., Chammas, N., Soufia, M., Obeid, S. and Hallit, S., 2023. Translation and validation of the mindful eating behaviour scale in the Arabic language. BMC psychiatry, 23(1), p.120.

Guritno, D.C., Kurniawan, M.L.A., Mangkunegara, I. and Samudro, B.R., 2020. Is there any relation between Hofstede's cultural dimensions and corruption in developing countries?. Journal of Financial Crime, 28(1), pp.204-213.

Huang, S.S. and Crotts, J., 2019. Relationships between Hofstede's cultural dimensions and tourist satisfaction: A cross-country cross-sample examination. Tourism management, 72, pp.232-241.

Pelau, C. and Pop, N.A., 2018. Implications for the energy policy derived from the relation between the cultural dimensions of Hofstede's model and the consumption of renewable energies. Energy Policy, 118, pp.160-168.

Sannino, G., Lucchese, M., Zampone, G. and Lombardi, R., 2020. Cultural dimensions, Global Reporting Initiatives commitment, and corporate social responsibility issues: New evidence from Organisation for Economic Co-operation and Development banks. Corporate Social Responsibility and Environmental Management, 27(4), pp.1653-1663.

Amzaleg, M. and Masry-Herzallah, A., 2022. Cultural dimensions and skills in the 21st century: The Israeli education system as a case study. Pedagogy, Culture & Society, 30(5), pp.765-785.

Gallego-Álvarez, I. and Pucheta-Martínez, M.C., 2021. Hofstede's cultural dimensions and R&D intensity as an innovation strategy: A view from different institutional contexts. Eurasian Business Review, 11, pp.191-220.

Jan, J., Alshare, K.A. and Lane, P.L., 2022. Hofstede's cultural dimensions in technology acceptance models: a meta-analysis. Universal Access in the Information Society, pp.1-25.

Gerlach, P. and Eriksson, K., 2021. Measuring cultural dimensions: external validity and internal consistency of Hofstede's VSM 2013 Scales. Frontiers in Psychology, 12, p.662604.

Minkov, M. and Kaasa, A., 2021. A test of Hofstede's model of culture following his own approach. Cross Cultural & Strategic Management, 28(2), pp.384-406.

Ruanguttamanun, C., 2023. How consumers in different cultural backgrounds prefer advertising in green ads through Hofstede's cultural lens? A cross-cultural study. Global Business and Organizational Excellence.

Abuhashesh, M.Y., Alshurideh, M.T., Ahmed, A.E., Sumadi, M. and Masa'deh, R.E., 2021. The effect of culture on customers' attitudes toward Facebook advertising: the moderating role of gender. Review of International Business and Strategy, 31(3), pp.416-437.

Czarnecka, B., Brennan, R. and Keles, S., 2018. Cultural meaning, advertising, and national culture: A four-country study. Journal of Global Marketing, 31(1), pp.4-17.

Pergelova, A. and Angulo-Ruiz, F., 2017. Comparing advertising effectiveness in South-American and North-American contexts: testing Hofstede's and Inglehart's cultural dimensions in the higher education sector. International Journal of Advertising, 36(6), pp.870-892.

Valaei, N., Rezaei, S., Ismail, W.K.W. and Oh, Y.M., 2016. The effect of culture on attitude towards online advertising and online brands: applying Hofstede's cultural factors to internet marketing. International Journal of Internet Marketing and Advertising, 10(4), pp.270-301.

Kim, J.S., 2020. National culture and advertising sensitivity to business cycles: A reexamination. Journal of International Marketing, 28(4), pp.41-57.

Zhu, Y., Lynette Wang, V., Wang, Y.J. and Wei, J.J., 2022. How to craft humorous advertisements across diverse cultures? Multi-country insights from Brazilian, Chinese and American consumers. International Journal of Consumer Studies, 46(3), pp.716-730.

Lee, W.N., 2019. Exploring the role of culture in advertising: Resolving persistent issues and responding to changes. Journal of Advertising, 48(1), pp.115-125.

Bahadir, B. and Bahadir, S.C., 2020. Financial development and country-level advertising spending: the moderating role of economic development and national culture. Journal of International Marketing, 28(3), pp.3-20.

Hartati, R., Panah, E. and Matsom, H., 2021. A critical discourse analysis of the use of metaphor in online car advertisements. SALTeL Journal (Southeast Asia Language Teaching and Learning), 4(2), pp.25-36.

Alt, M.A. and Săplăcan, Z., 2019. Are bank advertisement appeals adapted to local culture? Lessons from multinational banks present in Romania and Hungary. European Journal of International Management, 13(4), pp.533-552.

Kalliny, M., Ghanem, S., Shaner, M., Boyle, B. and Mueller, B., 2020. Capitalizing on faith: A cross-cultural examination of consumer responses to the use of religious symbols in advertising. Journal of Global Marketing, 33(3), pp.158-176.

Liu, M. and Huang, J.L., 2015. Cross-cultural adjustment to the United States: The role of contextualized extraversion change. Frontiers in psychology, 6, p.1650.

Lee, Y.J. and Haley, E., 2019. Role of variability in cultural dimensions across generations in the context of CSR advertising in an East Asian market. International Journal of Advertising, 38(1), pp.116-138.

Al-Okaily, M., Lutfi, A., Alsaad, A., Taamneh, A. and Alsyouf, A., 2020. The determinants of digital payment systems' acceptance under cultural orientation differences: The case of uncertainty avoidance. Technology in Society, 63, p.101367.

Jung, T.H., Lee, H., Chung, N. and tom Dieck, M.C., 2018. Cross-cultural differences in adopting mobile augmented reality at cultural heritage tourism sites. International Journal of Contemporary Hospitality Management, 30(3), pp.1621-1645.

Yu, X., Cao, N. and Ren, H., 2023. The Impact of Entrepreneurial Orientation on the Sustainable Innovation Capabilities of New Ventures: From the Perspective of Ambidextrous Learning. Sustainability, 15(11), p.9026.

Zong, Z., Liu, X. and Gao, H., 2023. Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned behavior. Frontiers in Psychology, 14, p.1110191.

Mariani, M.G., Vignoli, M., Chiesa, R., Violante, F.S. and Guglielmi, D., 2019. Improving safety through non-technical skills in chemical plants: The validity of a questionnaire for the self-assessment of workers. International journal of environmental research and public health, 16(6), p.992.

Rehman, S., Ullah, A., Naseem, K., Elahi, A.R. and Erum, H., 2022. Talent acquisition and technology: A step towards sustainable development. Frontiers in Psychology, 13, p.979991.