

# Table Contents

Table 2-1	Comparison of Previous Cross-Cultural Studies . . .	29
Table 3-1	2x2x2 Between Group Factorial Design . . . . .	48
Table 4-1	Comparative Table of Taiwanese and Russian respondents' backgrounds . . . . .	61
Table 4-2	Reliability Test . . . . .	63
Table 4-3	Validity Test . . . . .	64
Table 4-4	Independent T-test for Low and High Degree of Nudity . . . . .	66
Table 4-5	Independent T-test for Male and Female Model Gender . . . . .	67
Table 4-6	Descriptive Statistics for Attitude towards Advertisement . . . . .	69
Table 4-7	Test of Between-Subjects Effects for Attitude towards Advertisement . . . . .	70
Table 4-8	Descriptive Statistics for Attitude towards Brand . . .	71
Table 4-9	Test of Between-Subjects Effects for Attitude towards Brand . . . . .	72
Table 4-10	Descriptive Statistics for Buying Intention . . . . .	74
Table 4-11	Test of Between-Subjects for Buying Intention. . . .	75
Table 5-1	Hypothesizes Results . . . . .	79