

Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals Between U.S. and Japanese Consumers

Shintaro Okazaki, Barbara Mueller, and Charles R. Taylor

ABSTRACT

This study tests the effectiveness of global consumer culture positioning (GCCP) in terms of perceptions of soft-sell (indirect and image-based) and hard-sell (direct and information-based) appeals across markets. The authors draw the theoretical base for the study from previous research, along with a series of recent conceptualizations on culture and branding based on global consumer culture theory. If the same appeal is homogeneously and favorably perceived in different markets, such an appeal should be a good candidate for use as part of a GCCP strategy. From prior research, the authors predict that soft-sell appeals are more similarly perceived across markets than hard-sell appeals. They conduct a quasi-experimental study in the United States and Japan with a general consumer sample. After choosing six advertisements using rigorous content analysis, they examine the perceptions of soft-sell and hard-sell appeals, including attitude toward the ad, believability, irritation, and purchase intention. The results indicate somewhat more homogeneous acceptance of soft-sell appeals but, surprisingly, also show relatively homogeneous acceptance of hard-sell appeals across markets. These findings are suggestive of both types of appeals having the potential to be used as part of a GCCP across the United States and Japan and perhaps other markets.

Keywords: cultural values, global consumer culture positioning, hard sell, soft sell, Japan

The globalization of markets is an eminent reality. According to InterBrand (2009), many of the top 100 brands have worldwide presence in more than 100 countries. Among them, U.S. and Japanese firms account for more than four-fifths of the total, with 62 and

23 brands, respectively. Global brands represent a sense of achievement and identification for many consumers as part of their participation in a global marketplace and can also symbolize the expected value of membership in a global consumer culture (Ossoner and Altaras 2008). Despite the growing importance of global brands and recent developments in how a global brand should be defined, there has been relatively limited research on how branding translates across cultures and even less about advertising in the context of global brands.

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Global Consumer Culture Positioning Testing Perceptions

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Global Consumer Culture Positioning Testing Perceptions:

Handbook of Research on Effective Advertising Strategies in the Social Media Age Ta?k?ran, Nurdan Öncel, 2015-02-28 Social media pervades people's awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships. The *Handbook of Research on Effective Advertising Strategies in the Social Media Age* focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

Handbook of Research on International Advertising Shintaro Okazaki, 2012-01-01 Almost 50 of the leading researchers, teachers, and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research. From culture to methodologies to the newest in digital approaches, international advertising research has never gotten as complete coverage as found in this one volume. Don E. Schultz, Northwestern University, US. An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world. The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media, rise of BRIC countries, and increasing concern for localization of advertising. Confident in predictions and bold in recommendations, this book is written with ambition, scope, and verve that sets it apart from the usual advertising books. Subhash C. Jain, University of Connecticut, US. The *Handbook of Research on International Advertising* presents the latest thinking, experiences, and results in a wide variety of areas in international advertising. It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research, such as research in digital media, retrospective research, cultural psychology, and innovative methodologies. Forming a major reference tool, the Handbook provides comprehensive coverage of the area, including entries on theoretical advances in international advertising research, culture and its impact on advertising effectiveness, online media strategy in global advertising, methodological issues in international advertising, effectiveness of specific creative techniques, global advertising agencies, international perspectives of corporate reputation, transnational trust, global consumer cultural positioning, and performance of integrated marketing communications, among others. Researchers, students, and practitioners in the fields of marketing, advertising, communication, and media management will find this important and stimulating resource invaluable.

Advances in Advertising Research (Vol. XII) Alexandra Vignolles, Martin K.J. Waiguny, 2023-04-10 This volume is a compilation of research presented at the 19th International Conference in Advertising (ICORIA) held in Bordeaux, France, in June 2021. Renowned scholars from around the globe share their knowledge and contribute to state-of-the-art research on advertising research. This volume is intended to academic, professional, and

student readership *Advances in Advertising Research (Vol. VII)* George Christodoulides, Anastasia Stathopoulou, Martin Eisend, 2016-08-24 Focusing on a range of advertising formats this book provides international state of the art research inter alia on the fast evolving and increasingly complex advertising landscape that raises a number of challenges for advertisers Further research is needed to guide choices regarding ad content and execution media placement social networks and campaign effectiveness Advances in Advertising Research are published by the European Advertising Academy EAA This volume is a selective collection of research presented at the 14th International Conference in Advertising ICORIA which was held in London UK in July 2015 The conference gathered more than 150 participants from various countries from nearly all continents including Europe North and South America Asia and Australia

Integrated Communications in the Postmodern Era Philip J. Kitchen, Ebru Uzunoglu, 2014-12-02 This book is readers who wish to develop their knowledge insight skills and facility into integrated communications within the post modern era a topic of relevance everywhere but particular apposite as the original conference was hosted in Turkey a rapidly developing nation and one enjoying significant growth in the global

Advertising Confluence A. Arora, S. Bacouël-Jentjens, 2014-12-15 Advertising Confluence offers a unique blend of both traditional and contemporary social media thinking about advertising and integrated brand promotions throughout the world Dr Arora Anshu and Dr Sabine Bacouel Jentjens bring together articles that analyze creative social advertising in US France and Tunisia and offer a wide spectrum of advertising confluence from both the developed and emerging world Contributors focus on both empirical studies with practical application as well as examinations of theoretical and methodological developments in the field of advertising studies In all they examine the wide range of global and local advertising strategies the depth of integrated marketing communications and the future of social media advertising

Contemporary Issues in Branding Pantea Foroudi, Maria Palazzo, 2019-12-06 This book provides students and academics with a comprehensive analysis of the theory and practice of branding The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive immediate and innovative ways is ever present in the digital era Digital marketing and social media create opportunities for managers to communicate their brand s identity to their consumers and stakeholders Yet limited empirical research exists to elucidate these issues and less still that assists our understanding of branding issues at an international level Recognising the complexity and plurality at the heart of the branding discipline this text explores the relationship between brands identity and stakeholders Working through building designing and maintaining a brand the authors consider such aspects as strategic planning and campaign management research and measurement media relations employee communication leadership and change communication and crisis branding Critically differing methods and approaches applied to branding and communication research design are assessed including both qualitative and quantitative methods Proposing a mixture of theory and practice with international case studies this book is an invaluable companion for advanced undergraduate and

postgraduate students academics of marketing and strategic brand management as well as managers and decision makers globally

Advertising Theory Shelly Rodgers, Esther Thorson, 2012-04-23 Advertising Theory provides detailed and current explorations of key theories in the advertising discipline The volume gives a working knowledge of the primary theoretical approaches of advertising offering a comprehensive synthesis of the vast literature in the area Editors Shelly Rodgers and Esther Thorson have developed this volume as a forum in which to compare contrast and evaluate advertising theories in a comprehensive and structured presentation Chapters provide concrete examples case studies and readings written by leading advertising scholars and educators Utilizing McGuire s persuasion matrix as the structural model for each chapter the text offers a wider lens through which to view the phenomenon of advertising as it operates within various environments Within each area of advertising theory and across advertising contexts both traditional and non traditional approaches are addressed including electronic word of mouth advertising user generated advertising and social media advertising contexts As a benchmark for the current state of advertising theory this text will facilitate a deeper understanding for advertising students and will be required reading for advertising theory coursework

Instructors Manual with Test Item File

Warren Keegan, 2002-08 Journal of Marketing, 2006 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41

Global Consumer Culture Positioning (GCCP)

Yundong Huang, 2016 Alden Steenkamp and Batra 1999 first proposed Global Consumer Culture Positioning GCCP as an alternative advertising strategy comparing with Local Consumer Culture Positioning LCCP and Foreign Consumer Culture Positioning FCCP Since then several important studies have been conducted and published in this field It has become an emerging topic in international marketing research This article provides a consolidated review of some selected articles related to GCCP and proposed a conceptual framework of GCCP that illustrate the correlations between GCCP and several potential factors

International Business, 2000-2001 Fred H. Maidment, 1999-12 This reader of public press articles covers topics such as the nature of international business organizations and monetary systems in the international environment foreign environments and dynamics and how management deals with environmental forces

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Fred Maidment, 2000-11 This reader of public press articles from a cross section of periodicals covers the nature of international business organizations and monetary systems in the international environment foreign environments and dynamics and how management deals with environmental forces

International Marketing Masaaki Kotabe, 2006

A Content Analysis of Consumer Culture Positioning on the Internet Nicole Althea Walters, 2011 Research has shown that globalization continues to be a growing phenomenon and the assumption that cultures can be homogenized is a common belief This study seeks to examine brand positioning strategy through the evaluation of LCCP Local Consumer Culture Positioning GCCP Global Consumer Culture Positioning and FCCP Foreign Consumer Culture Positioning This was measured through the abstraction of all the images found on MTN s Mobile Telephone Network South African website With reference

to the attributes of the semiotic theory aesthetic and language related associations the images were coded accordingly The study resulted in LCCP as the most commonly used approach This therefore reflects the importance of acknowledging and catering to cultural differentiations when marketers advertise to a diverse consumer base leaf 5 Best Practices in International Marketing Ilkka A. Ronkainen, Michael R. Czinkota, 2002 Twenty three papers provide an overview of the subject of international marketing addressing environments and markets market entry and development the marketing mix and marketing performance and evaluation Specific chapters discuss market research intellectual property policy gaps business g *International Journal of Arts Management* ,2002 **Global Marketing** Warren J. Keegan, Mark C. Green, 2005 WHAT MAKES THIS BOOK UNIQUE Warren Keegan and Mark Green approached the fourth edition of Global Marketing with this goal To write a book that reflects current issues and events features conceptual and analytical tools that will help the reader apply the 4Ps to global marketing and is authoritative in content yet relaxed and assured in style and tone **JMR, Journal of Marketing Research** ,1999 *Consumer Behavior* William D. Wells, David Prentsky, 1996-01-31 This book illustrates the real behavior of everyday consumers and shows how marketers consumer activists and public officials influence that behavior It is organized around an underlying framework that reflects the way marketers look at consumers

Reviewing **Global Consumer Culture Positioning Testing Perceptions**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Global Consumer Culture Positioning Testing Perceptions**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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