

# 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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**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.

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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**

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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

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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

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