

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 (Ossomer 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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Journal of International Marketing

©2010, American Marketing Association

Vol. 18, No. 2, 2010, pp. 20-34

ISSN 1069-001X (print) 1547-7215 (electronic)

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Table of Contents Global Consumer Culture Positioning Testing Perceptions

1. Understanding the eBook Global Consumer Culture Positioning Testing Perceptions
 - The Rise of Digital Reading Global Consumer Culture Positioning Testing Perceptions
 - Advantages of eBooks Over Traditional Books
2. Identifying Global Consumer Culture Positioning Testing Perceptions
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Global Consumer Culture Positioning Testing Perceptions
 - User-Friendly Interface
4. Exploring eBook Recommendations from Global Consumer Culture Positioning Testing Perceptions
 - Personalized Recommendations
 - Global Consumer Culture Positioning Testing Perceptions User Reviews and Ratings
 - Global Consumer Culture Positioning Testing Perceptions and Bestseller Lists
5. Accessing Global Consumer Culture Positioning Testing Perceptions Free and Paid eBooks
 - Global Consumer Culture Positioning Testing Perceptions Public Domain eBooks
 - Global Consumer Culture Positioning Testing Perceptions eBook Subscription Services
 - Global Consumer Culture Positioning Testing Perceptions Budget-Friendly Options

6. Navigating Global Consumer Culture Positioning Testing Perceptions eBook Formats
 - ePub, PDF, MOBI, and More
 - Global Consumer Culture Positioning Testing Perceptions Compatibility with Devices
 - Global Consumer Culture Positioning Testing Perceptions Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Global Consumer Culture Positioning Testing Perceptions
 - Highlighting and Note-Taking Global Consumer Culture Positioning Testing Perceptions
 - Interactive Elements Global Consumer Culture Positioning Testing Perceptions
8. Staying Engaged with Global Consumer Culture Positioning Testing Perceptions
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Global Consumer Culture Positioning Testing Perceptions
9. Balancing eBooks and Physical Books Global Consumer Culture Positioning Testing Perceptions
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Global Consumer Culture Positioning Testing Perceptions
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Global Consumer Culture Positioning Testing Perceptions
 - Setting Reading Goals Global Consumer Culture Positioning Testing Perceptions
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Global Consumer Culture Positioning Testing Perceptions
 - Fact-Checking eBook Content of Global Consumer Culture Positioning Testing Perceptions
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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