

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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Global Consumer Culture Positioning Testing Perceptions

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Global Consumer Culture Positioning Testing Perceptions:

The book delves into Global Consumer Culture Positioning Testing Perceptions. Global Consumer Culture Positioning Testing Perceptions is an essential topic that needs to be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Global Consumer Culture Positioning Testing Perceptions, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Global Consumer Culture Positioning Testing Perceptions
 - Chapter 2: Essential Elements of Global Consumer Culture Positioning Testing Perceptions
 - Chapter 3: Global Consumer Culture Positioning Testing Perceptions in Everyday Life
 - Chapter 4: Global Consumer Culture Positioning Testing Perceptions in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of Global Consumer Culture Positioning Testing Perceptions. This chapter will explore what Global Consumer Culture Positioning Testing Perceptions is, why Global Consumer Culture Positioning Testing Perceptions is vital, and how to effectively learn about Global Consumer Culture Positioning Testing Perceptions.
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 4. In chapter 3, this book will examine the practical applications of Global Consumer Culture Positioning Testing Perceptions in daily life. This chapter will showcase real-world examples of how Global Consumer Culture Positioning Testing Perceptions can be effectively utilized in everyday scenarios.
 5. In chapter 4, the author will scrutinize the relevance of Global Consumer Culture Positioning Testing Perceptions in specific contexts. The fourth chapter will explore how Global Consumer Culture Positioning Testing Perceptions is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, this book will draw a conclusion about Global Consumer Culture Positioning Testing Perceptions. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Global Consumer Culture Positioning Testing Perceptions.

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