Questioning the ‘One Size Fits All’ Approach to Cultural Advertising: Investigating Between and Within Cultural Variations in Information Processing Styles

Ann Kristin Rhode, ESCP Europe Business School Paris
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The question of whether and how advertising should be standardized across cultures remains unanswered. We challenge the assumption of a uniform pan-Asian holistic attentional bias and suggest that advertising strategies for geographic regions rather than countries might be problematic given the effect of language structure on information processing styles.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1018916/volumes/ap11/AP-11

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81. Perception and Reality, Their Intertwined Relationship: Is Consumers’ Use of the Internet Affected by Their Attitude Towards It?

Jong-Youn Rha, Professor, Seoul National University, Korea
A-young Choi, Research fellow, Sungkyunkwan University, Korea
Bohan Lee, Master Student, Seoul National University, Korea
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In this study, we used a single source data that consists of both web-log and a survey data to explore consumers’ attitude towards Internet on their actual behavior. We classified consumers into different groups according to their positive and negative attitude towards the Internet and investigated its actual online behavior.

82. Questioning the ‘One Size Fits All’ Approach to Cultural Advertising: Investigating Between and Within Cultural Variations in Information Processing Styles

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The question of whether and how advertising should be standardized across cultures remains unanswered. We challenge the assumption of a uniform pan-Asian holistic attentional bias and suggest that advertising strategies for geographic regions rather than countries might be problematic given the effect of language structure on information processing styles.

83. The Interplay of Product Image and Regulatory Focus on Green Consumption

Jung Ju Rue, Korea University, South Korea
Yuhosua Ryoo, Korea University, South Korea
Na Kyong Hyun, Korea University, South Korea
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This research proposed product image and regulatory focus as key factors that impact consumers’ evaluations of green product. The findings reveal that consumers showed more positive responses when gentle products were paired with promotion messages than with prevention messages, while did not show any significant differences in strong products.

84. Framing the Consumer Subject: The Case of High Fashion Magazine Covers

Emma Samsioe, Lund University, Sweden

This paper explores if and how the examination of high fashion magazine covers can extend theory on the constitution of an active consumer subject, in the formation of a consumer culture. It departs from work on gender portrayals in advertising research, regarding the role of women in society as consumers.

85. Mindfulness, Meditation, and Consumption

Nich Tanskul, Sasin Graduate Institute of Business Administration, Chulalongkorn University
Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University

Through ethnographic participant observation, this study is to explore meditation practice and reveals how it affects consumer values, well-being, and stage of happiness. Findings suggest that meditation practice can make people become more aware of the present and recognize their priorities, accept the current self and induce an internal happiness.