What’S Funny? a Multicultural Comparison of Humor in Advertising: Apple’S Get a Mac Campaign in the Us and Japan

Marcelo V. Nepomuceno, ESCP Europe, France
Milan Pickl Bermejo, ESCP Europe, France

This study examines the application of humor types and presence of cultural values in humorous television advertisings broadcasted in the USA and Japan. We demonstrate that humorous advertising should be adapted, as adapted commercials are preferred over non-adapted ones. Through a content analysis we provide reasons for adapting the ads.

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11-G: The Cyborg Self, the Tethered Life: The Meanings of Virtual Spaces and Portable Devices in Consumer Narratives

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We examine the implications of continuous access to virtual spaces through portable devices on consumer self. Portable devices are significant conduits to demarcate and synthesize consumers’ physical and virtual selves. Consumers’ cyborg self and life tethered to virtual spaces signifies a liberatory mode of being to attain self-narrative goals.

11-H: Ambiguity in Heterogeneous Consumption Communities: Confused Consumers?

Anja Simms, University of Wollongong, Australia
Ulrike Gretzel, University of Wollongong, Australia
Andrew Whelan, University of Wollongong, Australia

This research explores the role of ambiguity surrounding a consumption practice as a source of confusion for consumers. An inquiry into an online vegetarian community indicates different levels of comfort with ambiguity. Members manage discomfort by adjusting the practice or negotiating the meaning of a particular label.


Milan Pickl Bermejo, ESCP Europe, France
Marcelo V. Nepomuceno, ESCP Europe, France

This study examines the application of humor types and presence of cultural values in humorous television advertisings broadcasted in the USA and Japan. We demonstrate that humorous advertising should be adapted, as adapted commercials are preferred over non-adapted ones. Through a content analysis we provide reasons for adapting the ads.

12-B: Power Distance Belief and Education Advertising Execution

Lingjiang Tu, University of Texas at San Antonio, USA
Yinlong Zhang, University of Texas at San Antonio, USA

Through content analysis of print education ads from U.S. and Japan and an experiment in which power distance belief (PDB) was primed, we found that high (vs. low) PDB leads to preference of rational (vs. emotional) education advertising appeals. We also obtained evidence for the underlying process.


Satoshi Akutsu, Hitotsubashi University, Japan
Mayomi Haga, Hitotsubashi University, Japan
Yoshinori Fujikawa, Hitotsubashi University, Japan
Joji Ono, Aoyama Gakuin University, Japan

We examine how individual consumer’s influence and adjustment orientations affect customer satisfaction directly and indirectly via customer participation in service processes. Conducting a cross-cultural survey of the customers of a global educational service provider, we show that while adjustment positively impact on satisfaction via participation, its direct impact is negative.