

Impact Factor: **4.9**

5-Year Impact Factor:

By clicking "Accept Non-Essential Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. [Privacy Policy](#) [Cookie Policy](#)

[Manage Cookies](#)[Accept Non-Essential Cookies](#)[Reject Non-Essential Cookies](#)[Contents](#)[More](#)

## Abstract

This study tests the perceptions of soft-sell appeals across markets along with a series of 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.



## Get full access to this article

View all access and purchase options for this article.

[Get Access](#)

## References

Aaker David A., and Joachimsthaler Erich (1999), "The Lure of Global Branding," *Harvard Business Review*, 77(6), 137-44, 217.

[PubMed](#)

[Google Scholar](#)

Alden Dana L., Steenkamp Jan-Benedict E.M., and Batra Rajeev (1999), "Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture," *Journal of Marketing*, 63(January), 75–87.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Alden Dana L., Steenkamp Jan-Benedict E.M., and Batra Rajeev (2006), "Consumer Attitudes Toward Marketplace Globalization: Structure, Antecedents and Consequences," *International Journal of Research in Marketing*, 23(3), 227–39.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Appadurai Arjun (1990), "Disjuncture and Difference in the Global Economy," in *Global Culture: Nationalism, Globalization and Modernity*, Featherstone Mike, ed. London: Sage Publications, 295–310.

[Google Scholar](#)

Beard Fred K. (2004), "Hard-Sell 'Killers' and Soft-Sell 'Poets': Modern Advertising's Enduring Message Strategy Debate," *Journalism History*, 30(3), 141–49.

[Crossref](#)

[Google Scholar](#)

Belk Russell W., Bryce Wendy J., and Pollay Richard W. (1985), "Materialism and Status Appeals in Japanese and U.S. Print Advertising," *International Marketing Review*, 2(12), 38–47.

[Crossref](#)

[Google Scholar](#)

Bhat Subodh, Leigh Thomas W., and Wardlow Daniel L. (1998), "The Effect of Consumer Prejudices on Ad Processing: Heterosexual Consumers' Responses to Homosexual Imagery in Ads," *Journal of Advertising*, 27(4), 9–25.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Boddewyn Jean J., Soehl Robin, and Picard Jacques (1986), "Standardization in International Marketing: Is Ted Levitt in Fact Right?" *Business Horizons*, 29(6), 69–75.

[Crossref](#)

[Google Scholar](#)

Bradley Sandra, Hitchon Jacqueline, and Thorson Esther (1994), "Hard Sell Versus Soft Sell: A Comparison of American and British Advertising," in *Global and Multinational Advertising*, Englis B.G., ed. Hillsdale, NJ: Lawrence Erlbaum Associates, 141–57.

[Google Scholar](#)

Caples John (1973), "Irresistible Ad Story Copy Plus Reason-Why Copy Vital," *Direct Marketing*, (June), 60, 67.

[Google Scholar](#)

Cayla Julien, and Arnould Eric J. (2008), "Cultural Approach to Branding in the Global Market," *Journal of International Marketing*, 16(4), 86–112.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Samuel Craig C., and Douglas Susan P. (2005), *International Marketing Research*. 3d ed. Chichester, UK: John Wiley & Sons.

[Google Scholar](#)

Cutler Bob D., and Javalgi Rajshekhar G. (1994), "Comparison of Business-to-Business Advertising: The United States and the United Kingdom," *Industrial Marketing Management*, 23(2), 117–24.

[Crossref](#)

[Google Scholar](#)

Gregory Gary D., and Munch James M. (1987), "Cultural Values in International Advertising: An Examination of Familial Norms and Roles in Mexico," *Psychology & Marketing*, 14(2), 99–119.

[Crossref](#)

[Google Scholar](#)

Han Sang-Pil, and Shavitt Sharon (1984), "Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies," *Journal of Experimental Social Psychology*, 30(4), 326–50.

[Crossref](#)

[Google Scholar](#)

Hannerz Ulf (1990), "Cosmopolitans and Locals in World Culture," in *Global Culture: Nationalism, Globalization and Modernity*, Featherstone Mike, ed. Thousand Oaks, CA: Sage Publications, 295–310.

[Google Scholar](#)

Hofstede Geert (1980), *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage Publications.

[Google Scholar](#)

Hofstede Geert (1991), *Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival*. New York: McGraw-Hill.

[Google Scholar](#)

Holt Douglas B., Quelch John A., and Taylor Earl L. (2004), "How Global Brands Compete," *Harvard Business Review*, 82(9), 68–75, 136.

[PubMed](#)

[Web of Science](#)

[Google Scholar](#)

Homer Pamela Miles (2008), "Perceived Quality and Image: When All Is Not 'Rosy,'" *Journal of Business Research*, 61(4), 715–23.

[Crossref](#)

[Google Scholar](#)

Hong Jae W., Muderrisoglu Aydin, and Zinkhan George M. (1987), "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising," *Journal of Advertising*, 16(1), 55–62.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

House Robert J., Hanges Paul J., Javidan Mansour, Dorfman Peter W., and Gupta Vipin (2004), *Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies*. Beverly Hills, CA: Sage Publications.

[Google Scholar](#)

Interbrand (2009), "Best Global Brands," (accessed December 1, 2009), [available at [http://www.interbrand.com/best\\_global\\_brands\\_intro.aspx](http://www.interbrand.com/best_global_brands_intro.aspx)].

[Google Scholar](#)

Johansson Johnny K. (1994), "The Sense of 'Nonsense': Japanese TV Advertising," *Journal of Advertising*, 23(1), 17–26.

[Crossref](#)

[Google Scholar](#)

Lin Carolyn A. (2001), "Cultural Values Reflected in Chinese and American Television Advertising," *Journal of Advertising*, 30(4), 83-95.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Messaris Paul (1997), *Visual Persuasion: The Role of Images in Advertising*. Thousand Oaks, CA: Sage Publications.

[Crossref](#)

[Google Scholar](#)

Mitchell Andrew A., and Olson Jerry C. (1981), "Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?" *Journal of Marketing Research*, 18(August), 318-32.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Mueller Barbara (1987), "Reflections of Culture: An Analysis of Japanese and American Advertising Appeals," *Journal of Advertising Research*, 27(3), 51-59.

[Web of Science](#)

[Google Scholar](#)

Mueller Barbara (1992), "Standardization vs. Specialization: An Examination of Westernization in Japanese Advertising," *Journal of Advertising Research*, 32(1), 15-24.

[Web of Science](#)

[Google Scholar](#)

Nevett Terence (1992), "Differences Between American and British Television Advertising: Explanations and Implications," *Journal of Advertising*, 21(4), 61-71.

[Crossref](#)

[Google Scholar](#)

Okazaki Shintaro, Mueller Barbara, and Taylor Charles R. (2010), "Measuring Hard-Sell vs. Soft-Sell Advertising Appeals," *Journal of Advertising*, 39(2), 5-20.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Özsoyer Aysegül, and Altaras Selin (2008), "Global Brand Purchase Likelihood: A Critical Synthesis and an Integrated Conceptual Framework," *Journal of International Marketing*, 16(4), 1–28.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Ramaprasad Jyotika, and Hasegawa Kazumi (1992), "Creative Strategies in American and Japanese TV Commercials: A Comparison," *Journal of Advertising Research*, 32(1), 59–67.

[Google Scholar](#)

Roth Martin S. (1992), "Depth Versus Breadth Strategies for Global Brand Image Management," *Journal of Advertising*, 21(2), 26–36.

[Crossref](#)

[Google Scholar](#)

Steenkamp Jan-Benedict E.M., Batra Rajeev, and Alden Dana L. (2003), "How Perceived Brand Globalness Creates Brand Value," *Journal of International Business Studies*, 34(1), 53–65.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Steenkamp Jan-Benedict E.M., and Baumgartner Hans (1998), "Assessing Measurement Invariance in Cross-National Consumer Research," *Journal of Consumer Research*, 25(1), 78–90.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Taylor Charles R., Miracle Gordon E., and Dale Wilson R. (1997), "The Impact of Information Level on the Effectiveness of U.S. and Korean Television Communication," *Journal of Advertising*, 26(1), 1–18.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Terlutter Ralf, Diehl Sandra, and Mueller Barbara (2006), "The GLOBE Study: Applicability of a New Typology of Cultural Dimensions for Cross-Cultural Marketing and Advertising Research," in *International Advertising and Communication: Current Insights and Empirical Findings*, Diehl S., and Terlutter R., eds. Wissenschaft, Wiesbaden, Germany: Galber Edition, 419–38.

[Crossref](#)

[Google Scholar](#)

Tsao James C. (1994), "Advertising and Cultural Values: A Content Analysis of Advertising in Taiwan," *Gazette*, 53(1-2), 93.

[Crossref](#)

[Google Scholar](#)

Wang Yun-Ying, Jaw J.J., Pinkleton Bruce E., and Morton Cathy (1997), "Toward the Understanding of Advertising Appeals in Taiwanese Magazine Ads and Its Implications," *Competitiveness*, 7(1), 46–62.

[Crossref](#)

[Google Scholar](#)

Zou Shaoming, and Tamer Cavusgil S. (2002), "The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance," *Journal of Marketing*, 66(October), 50–56.

[Crossref](#)

[Google Scholar](#)

## Biographies

**Shintaro Okazaki** is Associate Professor of Marketing in the College of Economics and Business Administration at Universidad Autónoma de Madrid (Spain), from which he received his doctorate in Marketing. His primary research interests lie in cross-cultural issues in marketing, online consumer behavior, and social marketing. He has published articles in *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of International Marketing*, *Journal of Business Research*, *Journal of World Business*, *European Journal of Marketing*, *Psychology & Marketing*, *International Marketing Review*, and *Information & Management*, among others. He serves on the editorial review boards of several journals, including *Journal of Advertising*, *International Journal of Advertising*, *Journal of Public Policy & Marketing*, and *Internet Research*, and on the executive boards of European Advertising Academy and Spanish Marketing Association. He is currently Deputy Editor of *Journal of Marketing Communications*.


**Barbara Mueller** is Professor of Advertising in the School of Journalism & Media Studies at San Diego State University. She received her doctorate from the University of Washington. Her research has appeared in *Journal of International Business Studies*, *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *International Marketing Review*, *Journal of Current Issues and Research*

in *Advertising*, and *Advances in Consumer Research*, among many other professional journals. She is the author of *Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives* (Peter Lang, 2008) and *Dynamics of International Advertising: Theoretical and Practical Perspectives* (Peter Lang, 2004, 2d ed. forthcoming) and coauthor (with Katherine Toland Frith) of *Advertising and Societies: Global Issues* (Peter Lang, 2010).

**Charles R. Taylor** is John A. Murphy Professor of Marketing at Villanova University and Senior Research Fellow at the Center for Marketing and Policy Research. He received his doctorate from Michigan State University. His primary areas of research interest are international advertising and advertising and public policy issues. He currently serves as editor of the *International Journal of Advertising*. He is also a past-president of the American Academy of Advertising. Taylor has published numerous books, journals, and conference papers. In addition, he serves on the editorial review boards of several journals. His research has received best paper awards from *Journal of Advertising* and *Journal of Macromarketing* as well as the Hans B. Thorelli Award for outstanding contribution to international marketing theory in 1998 from *Journal of International Marketing*.

#### Similar articles:

---

 Open Access

[An Examination of Response of Consumers with Different Levels of Uniqueness to Limited Quantity Offers](#)

Show Details 

---

 Restricted access

[A Study on Green Advertisement and its Impact on Consumer Purchase Intention](#)

Show Details 

---

 Restricted access

[Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products](#)

Show Details 

---

[View More](#)

#### Sage recommends:

---

##### **SAGE Research Methods**

Book chapter

[What Is Advertising?](#)



Show Details ▾

---

### SAGE Knowledge

Book chapter

[Theorizing Advertising and Promotion](#)

Show Details ▾

---

### SAGE Research Methods

Book chapter

[How Advertising Works](#)

Show Details ▾

---

[View More](#)

You currently have no access to this content. Visit the [access options](#) page to authenticate.

[View full text](#) | [Download PDF](#)

## Also from Sage

**CQ Library**

Elevating debate

**Sage Data**

Uncovering insight

**Sage Business Cases**

Shaping futures

**Sage Campus**

Unleashing potential

**Sage Knowledge**

Multimedia learning resources

**Sage Research Methods**

Supercharging research

**Sage Video**

**Technology from Sage**

Streaming knowledge

Library digital services