


Impact Factor: **4.2**

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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.



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