

WHEN LESS IS MORE: A COMPARATIVE STUDY ON ADVERTISING AVOIDANCE

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ABSTRACT

The main goal of the paper is to understand attitudes toward advertising in Europe, using representative consumer surveys conducted in EU countries. The study is informed by two large consumer national surveys conducted in Spain and Romania using a multi-stage random sampling method. In both observed countries the sampling frame was represented by the adult population living in urban areas.

The study is the first to integrate personal uses of advertising and perceived effects in the context of the relationship between advertising intrusiveness and advertising avoidance. Attitudes to advertising represent a significant mediator in the relationship between intrusiveness and advertising avoidance. All three personal uses of advertising (acquisition of product information, social image, hedonic use) and two perceived societal effects of advertising on values (falsity, corrupting values) play a role in influencing intrusiveness in Romania, while in Spain it is the perceived social effects which emerged as significant. Nevertheless, among personal uses and social effects, only hedonic value influences the attitudes to advertising in a systematic way in both countries.

The tendency of consumers to avoid advertisements, as a result of being perceived as intrusive, is stronger in Romania. Marketers need to be aware of the pitfalls of advertising intensity especially in Romania, where growth rates were very high and can trigger an overwhelming sense among consumers with weaker persuasion knowledge.

The findings of the study support the notion that adapted models of beliefs and attitudes toward advertising can be fruitful in explaining not only antecedents of general attitudes towards advertising, but also why consumers avoid advertisements. Hence the study has implications for marketers concerned with maximising advertising effectiveness.

Notwithstanding similarities in the influence of personal uses of advertising and perceived socio-economic effects on general attitudes towards advertising across the observed economies, there are also significant differences of interest to international marketers. Such differences caution against an indiscriminate standardised approach in advertising planning in these countries. These identified differences may reflect differences in cultural dimensions as well as socio-economic conditions..

References Available on request

THE ROLE OF TECHNOLOGY IN CHANGING THE ARAB CULTURE

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ABSTRACT

“Culture is communication and communication is culture,” as Hall (1976) reminds us. The influence of culture on communication has been studied extensively with programs all over the country offering courses and degrees in the field. Intercultural communication is examined in a variety of contexts from business to politics. Consultants specialize in training people in intercultural communication to facilitate communication. Intercultural communication examines the influence of cultural values on communication. For example, the way people communicate in a high context culture will be different than those in a low context culture with the latter adopting a more direct, explicit approach. Another example would be the difference in communication between countries that emphasize fatalism and those that do not. In the Arab world, where fatalism is a very strong cultural value, it is very common to hear people say “In Sha’ Allah,” which translates into “if God wills.”

Culture is divided into two major parts, material culture and nonmaterial culture. Material culture consists of the physical or tangible creation which members of society make, use, and share such as technology. Nonmaterial culture consists of the abstract or intangible human creation of society that influence people’s behavior, such as Language, beliefs, values, rules of
