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How to Advertise and Build Brand Knowledge Globally: Comparing Television Advertising Appeals across Developed and Emerging Economies

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Management slant

- Compared to functional (rational), local, and global advertising appeals, the experiential (emotional) appeal has a stronger relationship with brand knowledge in both high- and mid-GDP countries.
- In high- and mid-GDP countries, a strong story line; slice-of-life narratives; special effects; strong and emotional tones of voice; fast-paced advertisements; brand cues; analogies/metaphors; and hyperboles/emphases can trigger experiential appeal.
- The global advertising appeal (versus experiential, functional, and local) has a stronger relationship with all the components of brand knowledge in low-GDP countries.
- In low-GDP countries, the set of creative and executional elements that are positively related to the global appeal include cartoons, children, and analogies/metaphors.

INTRODUCTION

Academics and practitioners long have debated the effectiveness of different advertising appeals, including rational-versus-emotional (Heath, 2011) and local-versus-global appeals (Ford, Mueller, and Taylor, 2011). For multinational corporations, the combination of issues is critical. Should advertising messages be rational (or functional), focusing on the features and benefits of products? Or should they be emotional (or experiential), emphasizing aspects such as the sensations and feelings associated with a brand (Schmitt, 1999)? Moreover, should advertising messages reflect a “global-consumer culture positioning,” providing symbols of globalization? Or should they implement a “local-consumer culture positioning,” offering appeals to local culture, norms, and identities (Alden, Steenkamp, and Batra, 1999)?

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What previous research has not explored, the current authors believe, was an examination of advertising appeals from a branding perspective in a cross-cultural context. The cross-cultural reference is based on recommendations to consider the impact of advertising on brand dimensions and to conduct more research on international advertising, especially in emerging countries (Taylor, 2005, 2012).

The current study thus focused on the key brand dimensions of brand knowledge and considered three groups of countries at different levels of economic development. The relevance of brand knowledge has been recognized widely (Kohli and Leuthesser, 2001; Richards, Foster, and Morgan, 1998) as a primary step in building strong brands (Keller, 1993, 2003). In the current study, the authors examined brand knowledge with respect to its three previously established core components (Keller, 1993):

- brand awareness,
- brand attitude, and
- brand uniqueness.

For each country group, the authors first assessed which advertising appeal had the strongest relationship with each component of brand knowledge. They then identified the set of creative and executional elements in advertising that were most closely associated with each country group's most powerful appeal.

CONCEPTUAL BACKGROUND

Advertising Appeals

Advertising appeals have been defined as "the general tone and nature of the commercial or message" (Clow and Baack, 2005, p. 5).

The authors of the current study examined two types of advertising appeals:

- functional versus experiential, and
- local versus global.

The difference between functional and experiential appeals is a classical distinction in the advertising literature (De Pelsmacker, Geuens, and Van den Bergh, 2007). Scholars have described such appeals as "rational" versus "emotional" (Heath, 2011), "informational" versus "transformational" (Rossiter and Percy, 1987), "utilitarian" versus "value-expressive" (Johar and Sirgy, 1991), and "hard-sell" versus "soft-sell" (Okazaki, Mueller, and Taylor, 2010).

The current authors use the term *functional* to refer to advertisements that include references to product features and benefits generated from these features. In contrast, they use the term *experiential* to refer to advertisements that evoke sensations, feelings, imaginations, and lifestyles (Brakus, Schmitt, and Zarantonello, 2009; Holbrook and Hirschman, 1982; Schmitt, 1999).

With the increasing importance of international advertising, another type of appeal has been distinguished: local versus global (de Mooij and Hofstede, 2002; Ford *et al.*, 2011). The difference between local and global advertising appeals lies in the reference point that is included in an advertisement:

- Messages with a local appeal include "local-consumer culture" as the reference point: They use signs and symbols that refer to a particular culture and place (Alden *et al.*, 1999).

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- Messages with a global appeal refer to a “global-consumer culture.” They convey meanings that are identified and recognized universally (Alden *et al.*, 1999).

Advertising Appeals and the Persuasion Process

The general model of advertising persuasion can be described as a process that proceeds from consumers' exposure to an advertising message to their behavior, with internal cognitive and affective responses acting as mediators (Vakratsas and Ambler, 1999). Advertising messages that are part of this process can vary in terms of advertising appeals: For example, functional and experiential messages deliver different kinds of information, as do locally focused and global advertisements.

Researchers have examined the effects of these appeals on consumer behavior in terms of an advertisement's persuasive power. There is evidence that both functional and experiential appeals (Heath, 2011) and local and global appeals (Ford *et al.*, 2011; Hornikx and O'Keefe, 2009) can affect consumer behavior.

Depending on the type of appeal used, however, the effects on the cognitive and affective aspects of consumer processing and behavior may vary. The literature has suggested that functional messages result mainly in cognitive consumer responses, such as comprehension (Laskey, Fox, and Crask, 1994; Mick, 1992) and beliefs (Beltramini, 1988; Beltramini and Evans, 1984). Messages that are mainly experiential result in an affective response, such as mood modification and emotional engagement (Ellen and Bone, 1998).

With regard to local and global appeals, the literature has provided evidence that these kinds of advertisements generate an affective response (Zhou and Belk, 2004). The global appeal also generates a cognitive response. There is no agreement in the literature, however, about which response is stronger. In some scenarios, the cognitive response is stronger than the affective (Chang, 2008); others have demonstrated the predominance of the affective response over the cognitive one (Dimofte, Johansson, and Ronkainen, 2008).

If the process described above is the general one, it is important to put it into the context of the effects of advertising appeals possibly differing across markets. The literature has provided evidence that

- the persuasive power of functional messages is stronger in new markets, where consumers aim to learn about product attributes and benefits, yet
- the persuasive power of experiential appeals is stronger in more mature markets, where consumers are familiar with problems and solutions provided by products and, therefore, attach more importance to the emotional aspects in the advertisement (Chandy *et al.*, 2001).

The effectiveness of local and global appeals mainly has been studied in relation to emerging countries. Although various contributions have highlighted the beneficial effects of local appeals, the literature seems to acknowledge a stronger persuasive power to messages with a global appeal (Ford *et al.*, 2011). These messages reflect a global brand positioning; global brands are viewed as an opportunity to acquire and demonstrate participation in an aspired-to “global consumer culture” (Alden *et al.*, 1999) and as “passports to global citizenship” (Strizakova, Coulter, and Price, 2008).

Advertising Appeals and Brand Knowledge

Although scholars have acknowledged that advertising is an instrument that can be used to build strong brands (Keller, 1998, 2009; Miller and Berry, 1998), few studies have examined the impact of different types of advertising appeals from a branding

perspective, the authors of the current study believe. Building a strong brand means, first of all, building brand knowledge (Keller, 1993). Brand knowledge has been conceptualized as consisting of a brand node in the memory of consumers to which a variety of associations are linked (Keller, 1993).

Scholars typically have considered the effects of specific creative or executional elements on components of brand knowledge, namely brand recall and brand attitudes (Keller, 1993). Few studies to date, however, have examined the overall impact of functional and experiential appeals on components of brand knowledge; even fewer have examined this across countries.

Both types of appeals positively impact brand recall. The type of appeal that stimulates brand recall in the strongest way, however, depends on the consumer's levels of involvement (Dens and De Pelsmacker, 2010a, 2010b). Further, the strongest impact on brand attitudes is given by commercials combining informational and emotional contents (Janssens and De Pelsmacker, 2005).

In relation to local and global appeals, most contributions indicate a positive effect of global appeals on both brand recall and attitudes (Ahn and La Ferle, 2008; Tai and Pae, 2002). These contributions, however, usually have focused on one or just a few countries.

HYPOTHESES DEVELOPMENT

To develop their conceptual model, the current authors combined the advertising-persuasion process presented above with the components of brand knowledge (See Figure 1). Different advertising appeals (functional versus experiential; local versus global) were related to the core components of brand knowledge (brand awareness, brand attitude, and brand uniqueness).

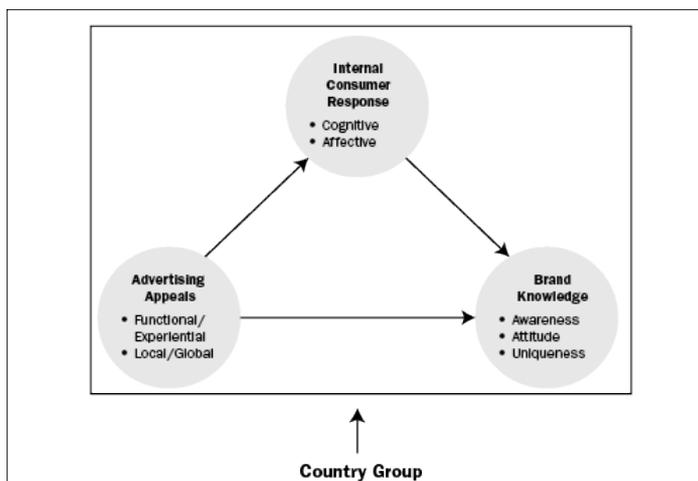


Figure 1 The Conceptual Model

Consistent with the advertising literature, these relationships were mediated by consumers' internal cognitive and affective responses that varied across country groups.

With regard to functional and experiential appeals, the authors followed the literature that reported a stronger persuasive power of experiential appeals in older markets and a stronger persuasive power of functional appeal in new markets:

H1: The experiential appeal has a stronger relationship with the components of brand knowledge in countries at higher levels of economic development, whereas the functional appeal has a stronger relationship with these components in countries at

lower levels of economic development.

The authors also took into account mediation processes related to both functional and experiential appeals. They aimed to be consistent with the literature on the advertising persuasion process, which highlights the importance of cognitive responses for functional messages and affective responses for experiential messages:

H2: Consumer affective responses mediate the relationship between the experiential appeal and the components of brand knowledge, whereas consumer cognitive responses mediate the relationship between the functional appeal and such components.

With regard to local and global appeals, the authors developed a hypothesis in line with the majority of contributions (Alden *et al.*, 1999; Ford *et al.*, 2011; Strizakova *et al.*, 2008), which showed the positive effects of global appeals in emerging countries:

H3: The global appeal—compared to the local appeal—has a stronger relationship with the components of brand knowledge in countries at lower levels of economic development.

The authors expected to find mediation processes associated with global appeal:

H4: Both consumer cognitive and affective responses mediate the relationship between the global appeal and the components of brand knowledge.

METHODOLOGY

Television Commercials

The current study was based on an analysis of 257 television commercials of household cleaner brands from 23 countries: Argentina (number of advertisements = 9), Australia (3), Brazil (3), Chile (4), China (15), France (27), Germany (2), India (46), Indonesia (5), Italy (21), Mexico (3), Morocco (1), Netherlands (12), Pakistan (2), Philippines (2), Poland (11), Russia (22), South Africa (8), Saudi Arabia (1), Thailand (19), Turkey (13), United Kingdom (26), and Vietnam (2).

The 257 television commercials, which were provided by a multinational “fast-moving consumer goods” (FMCG) company, represented the set of advertisements developed by/for the company in the period between January 2007 and August 2010. (FMCG are products that are sold quickly and at relatively low cost.)

Of these commercials, 183 were judged eligible to go on air based on the company’s evaluation criteria, and only 84 actually were aired in that period. The inclusion of commercials varying in terms of performance is consistent with other contributions in the advertising literature (Stewart and Furse, 1985) and should be regarded positively, as it ensures variability in the dataset. All the commercials were tested through both content analysis and consumer survey, as explained next.

Content Analysis

The 257 commercials were coded by two advertising experts (one academic and one practitioner) between October 2010 and April 2011, using an agreed coding scheme. Neither the academic nor the practitioner was aware of the objectives of the current research at the time of coding. The coding scheme was structured into two parts:

- Part 1 included questions to test the authors’ hypotheses and understand to which degree commercials were

functional/experiential and local/global; and

- Part 2 included questions on creative and executional elements, which were useful for understanding the relationship between advertising elements and advertising appeals.

In total, the scheme included 123 questions; the ones used by the authors in the current paper are reported in the Appendix, Section A. The coding scheme was given to the two experts, who coded the television commercials independently. The scripts for the television commercials that were not written in English were translated into English through a back-translation process to provide consistency to the study. The quality of the coding was assessed by following Kassarian (1997) and Rust and Cool (1994).

As the coding scheme included different response formats, the assessment was performed separately for metric and two-, three-, and four-category questions. The portion of interjudge agreement was of 0.91 for metric questions, which is considered as “satisfying” (Kassarian, 1997).

In the case of categorical variables, the portion of interjudge agreement was of 0.94 (two-category questions), 0.86 (three-category), and 0.80 (four-category), which correspond to PRL measures of, respectively, 0.94, 0.89, and 0.86 (Rust and Cool, 1994). As PRL is comparable to Cronbach’s alpha, the measures obtained also indicated “satisfactory” data quality (Nunnally, 1978). The coders resolved all the conflicts and developed an agreed coding that was used in the analysis that follows.

Consumer Survey

Each of the 257 television commercials was tested in a given country by a leading international research firm between January 2007 and August 2010. For each advertisement test, a sample of 150 consumers, who were representative of the category buyers, was used. All data in the dataset were indexed against country norms. This meant that the data from different countries were comparable and that there was no “country fixed-effect.” Consumers’ responses to television commercials were assessed through various measures (See Appendix, Section B):

- the degree of enjoyment when watching the advertisement (referred to as “enjoyment”);
- the ease of understanding the advertisement (“understanding”); and
- the capability of the advertisement to make the advertised brand memorable (“branding”), appealing (“appeal”), and different from competitors (“different”).

As the scales included in the consumer survey were industry-derived, it was necessary to conduct a pretest and establish a connection between such scales and similar ones derived from the advertising literature (See Appendix, Section C). After showing high and significant correlations between industry- and literature-derived scales, the consumer survey dataset was merged with the content-analysis one. The merged dataset was used in the analysis presented next.

Classification of Countries

The researchers conducted their analysis separately for different country groups. Based on each country’s score on 2010’s GDP per capita (www.imf.org), the researchers built three groups of countries at different levels of economic development:

- “high-GDP countries” (average per-capita GDP of 42,309.68 US\$)—Australia, France, Germany, Italy, Netherlands, and UK (*N* of advertisements = 91);
- “mid-GDP countries” (average per-capita GDP of 11,318.83 US\$)—Argentina, Brazil, Chile, Mexico, Poland, Russia,

- Saudi Arabia, and Turkey (N of advertisements = 66); and
- “low-GDP countries” (average per-capita GDP of 3,131.29 US\$)—China, India, Indonesia, Morocco, Pakistan, Philippines, South Africa, Thailand, and Vietnam (N advertisements = 100).

ANALYSIS AND RESULTS

The authors organized their analysis and results into two parts.

Part I examined which advertising appeal has a stronger relationship with which components of brand knowledge in each group of countries.

Part 2 explored the relationship between advertising elements and each country group’s most powerful appeal.

PART 1

Advertising Appeals and Brand Knowledge

In the first part of the analysis, the authors examined the relationship between advertising appeals and the components of brand knowledge. They used advertising appeals as independent variables and the components of brand knowledge as dependent variables, and they performed this analysis for each country group.¹

Specifically, the authors regressed each component of brand knowledge against advertising appeals (See Table 1).² If they found a significant relationship ($p < 0.10$), they checked for mediation effects by cognitive (COG) and affective (AFF) consumers’ responses using the SPSS INDIRECT macro (Preacher and Hayes, 2008; See Table 2).

TABLE 1
Relationships between Advertising Appeals and the Components of Brand Knowledge

Variables	Dependent	Independent	High-GDP Countries			Mid-GDP Countries			Low-GDP Countries		
			Unstd. Beta	Std. Beta	Model R^2	Unstd. Beta	Std. Beta	Model R^2	Unstd. Beta	Std. Beta	Model R^2
Brand Awareness	Functional		0.193	0.024	0.1%	2.817	0.153	16.8%	1.593	0.084	6.4%
	Experiential		-0.458	-0.055		6.307	0.421		1.815	0.127	
	Local/global		-0.552	-0.067		-0.603	-0.040		4.253	0.252	
Brand Attitude	Functional		2.196	0.186	10.1%	1.410	0.093	11.8%	2.244	0.171	10.6%
	Experiential		3.393	0.281		4.245	0.343		1.356	0.137	
	Local/global		1.119	0.095		0.361	0.029		3.762	0.321	
Brand Uniqueness	Functional		1.182	0.067	10.5%	-3.702	-0.262	21.9%	-0.251	-0.016	12.3%
	Experiential		<i>5.539</i>	<i>0.331</i>		<i>3.906</i>	<i>0.349</i>		-2.071	-0.197	
	Local/global		-2.340	-0.135		-0.635	-0.064		3.582	0.269	

Parameters in **boldface** are significant at $p < 0.01$. Parameters in *italics* are significant at $p < 0.05$. Underlined parameters are significant at $p < 0.10$.

TABLE 2

Cognition and Affect in the Relationships between Advertising Appeals and Brand Knowledge

Country Group	Variables		Total effect of IV to DV	IV to MEDs		Direct effects of MEDs to DV		Direct effect of IV to DV	Indirect effect of IV to DV via MEDs		Model R ²	
	DV	IV		IV to COG	IV to AFF	COG to DV	AFF to DV		Total	IV to DV via COG		IV to DV via AFF
High-GDP Countries	Brand attitude	Functional	1.322	2.165	0.533	-0.108	0.921	1.066	0.256	-0.235	0.491	57.45%
	Brand attitude	Experiential	2.977	0.405	2.279	-0.074	0.892	0.974	2.003	-0.030	2.033	57.30%
	Brand uniqueness	Experiential	4.786	2.253	3.649	-0.157	0.7314	2.470	2.316	-0.353	2.669	25.22%
Mid-GDP Countries	Brand awareness	Experiential	5.636	1.210	3.793	0.551	0.377	3.539	2.098	0.667	1.431	37.32%
	Brand attitude	Experiential	4.111	1.210	3.793	0.204	0.626	1.489	2.622	0.246	2.376	42.29%
	Brand uniqueness	Functional	-4.899	3.358	-0.980	0.192	0.469	-5.085	0.186	0.645	-0.4592	42.03%
	Brand uniqueness	Experiential	4.410	1.612	3.232	0.037	0.427	2.968	1.4414	0.060	1.381	34.46%
Low-GDP Countries	Brand awareness	Local/global	3.824	2.576	4.060	0.393	0.748	-0.223	4.047	1.013	3.034	62.22%
	Brand attitude	Local/global	3.342	2.557	4.050	0.131	0.637	0.429	2.914	0.335	2.579	64.41%
	Brand uniqueness	Local/global	3.954	3.247	5.377	0.130	-0.230	3.656	0.299	0.423	-0.124	10.27%

MED stands for "mediator." All coefficients are unstandardized. Parameters in boldface are significant at $p < 0.01$. Parameters in italics are significant at $p < 0.05$. Underlined parameters are significant at $p < 0.10$.

Advertising Appeals and Brand Awareness

In high-GDP countries, brand awareness was not significantly related to any of the three appeals (all p values > 0.10).

In mid-GDP countries, brand awareness was significantly related only to the experiential appeal (beta = 6.307, $p < 0.01$). Mediation analysis indicated that COG consumer response did not mediate this relationship, although it was significantly related to brand awareness (beta = 0.551, $p < 0.01$).

AFF consumer response, however, did partially mediate the relationship between the experiential appeal and brand awareness. When AFF was included in the model, the relationship between the experiential appeal and brand awareness was weaker but still significant. The total effect of the experiential appeal to brand awareness was equal to 5.536 ($p < 0.05$). The direct effect was 3.539, and the indirect effect, via AFF, was 1.431 (both p values < 0.05).

In low-GDP countries, brand awareness was significantly related to the local/global appeal (beta = 4.253, $p < 0.05$). Functional and experiential appeals were not significantly related to this component of brand knowledge (both p values > 0.10). Mediation analysis indicated that both COG and AFF fully mediated the relationship between the local/global appeal and brand awareness. This meant that the effect from the local/global appeal to brand awareness was only indirect. The total indirect effect was equal to 4.047, of which 1.013 was associated with COG and 3.034 (all p values < 0.01) with AFF.

Advertising Appeals and Brand Attitude

In high-GDP countries, brand attitude was significantly related to functional (beta = 2.196, $p < 0.10$) and experiential (beta = 3.393, $p < 0.01$) appeals. It was not significantly related to the local/global appeal ($p > 0.10$). Based on the INDIRECT procedure, the functional appeal was not significantly related to brand attitude ($p > 0.10$) and, consequently, there could not be any mediation effect by COG or AFF. With respect to the relationship between the experiential appeal and brand attitude, there was a full mediation of AFF (but not of COG). When AFF was included as an explicative variable of brand attitude, the effect from the experiential appeal to brand attitude was only indirect through AFF (beta = 2.003, $p < 0.05$).

In mid-GDP countries, brand attitude was significantly related only to the experiential appeal (beta = 4.245, $p < 0.01$). Mediation analysis indicated that AFF fully mediated this relationship. The effect from the experiential appeal to brand attitude was only indirect through AFF (beta = 2.376, $p < 0.05$). COG did not have any significant mediating effect ($p > 0.10$).

In low-GDP countries, brand attitude was significantly related to the local/global appeal (beta = 3.762, $p < 0.05$). Neither the functional nor the experiential appeal was significantly related to brand attitude. Mediation analysis indicated that only AFF mediated the relationship between the local/global appeal and brand attitude. The indirect effect of the local/global appeal to brand attitude, via COG, was not significant ($p > 0.10$), although there was a significant relationship between such appeal and COG (beta = 2.557, $p < 0.05$) and between COG and brand attitude (beta = 0.131, $p < 0.10$). AFF was a full mediator of the relationship, however. The effect from the local/global appeal to brand attitude was only indirect through AFF (beta = 2.579, $p < 0.01$).

Advertising Appeals and Brand Uniqueness

In high-GDP countries, brand uniqueness was significantly related to the experiential appeal (beta = 5.539, $p < 0.05$). Functional and local/global appeals were not significantly related to this component of brand knowledge (both p values > 0.10). Mediation analysis indicated that AFF fully mediated the relationship between the experiential appeal and brand uniqueness. The effect from the experiential appeal to brand uniqueness was only indirect through AFF (beta = 2.669, $p < 0.05$). COG did not have any significant mediating effect ($p > 0.10$).

In mid-GDP countries, brand uniqueness was positively related to the experiential appeal (beta = 3.906, $p < 0.05$) and negatively related to the functional appeal (beta = -3.702, $p < 0.10$). There was no significant relationship between brand uniqueness and the local/global appeal ($p > 0.10$). With respect to the functional appeal, mediation analysis indicated that neither COG nor AFF mediated the relationship with brand uniqueness, although there was a significant relationship between the functional appeal and COG (beta = 3.358, $p < 0.10$) and between AFF and brand uniqueness (beta = 0.469, $p < 0.01$).

AFF (but not COG), however, partially mediated the relationship between the experiential appeal and brand uniqueness. When AFF was included in the model, the relationship between the experiential appeal and brand uniqueness was weaker but still significant. The total effect of the experiential appeal to brand uniqueness was equal to 4.410 ($p < 0.01$). The direct effect was 2.968 ($p < 0.01$), and the indirect effect, via AFF, was 1.381 ($p < 0.05$).

In low-GDP countries, brand uniqueness was significantly related only to the local/global appeal (beta = 3.582, $p < 0.05$). Mediation analysis showed that there was not mediation by COG or AFF, although both COG and AFF were significantly related to the local/global appeal (respectively, beta = 3.247, $p < 0.05$; beta = 5.377, $p < 0.01$).

Discussion

Overall, the analysis largely supported the authors' hypotheses.

H1: The experiential appeal has a stronger relationship with the components of brand knowledge in countries at higher levels of economic development, whereas the functional appeal has a stronger relationship with these components in countries at lower levels of economic development.

In fact, the researchers found, the relationship between the experiential appeal and the components of brand knowledge was stronger in mid-GDP rather than high-GDP countries.

Specifically, in high-GDP countries, the experiential appeal was significantly related to brand attitude and brand uniqueness but not brand awareness. This effect may have resulted from the fact that consumers in high-GDP countries are familiar with this type of appeal, as they have been exposed to many of such stimuli over the last decades (Schmitt *et al.*, 2003).

In mid-GDP countries, however, the experiential appeal had a significant relationship with all the components of brand knowledge—not only brand attitude and brand uniqueness but brand awareness.

This greater power of the experiential appeal may be explained by the fact that, as in high-GDP countries, consumers from mid-GDP countries are “experience seekers” (Hirschman, 1986) but, differently from mid-GDP countries, they are less familiar with this type of appeal.

In fact, when consumers are exposed to an advertising appeal that is novel within their culture, the message has a stronger persuasive power (Aaker and Williams, 1998).

H2: Consumer affective responses mediate the relationship between the experiential appeal and the components of brand knowledge, whereas consumer cognitive responses mediate the relationship between the functional appeal and such components.

Consistent with H2, the analysis showed that the relationship between the experiential appeal and the components of brand knowledge always was mediated by consumers’ affective response in both groups of countries (high-GDP and mid-GDP).

With respect to the functional appeal in H1, the analysis revealed that this type of appeal did not have any significant relationship with the components of brand knowledge in low-GDP countries. Instead, it had a weak positive relationship with brand knowledge in high-GDP countries and a moderate negative relationship with brand knowledge in mid-GDP countries.

The weak/positive or moderate/negative relationship between the functional appeal and the components of brand knowledge in, respectively, high-GDP and mid-GDP countries is a reflection of the strong orientation of these countries toward the experiential approach. This finding is consistent with the idea that post-modern consumers desire experiences rather than products and their functionality (Hirschman, 1986; Holbrook and Hirschman, 1982; Pine and Gilmore, 1999; Schmitt, 1999). As a result, what these post-modern consumers look for in an advertising message is “an experience.”

The authors of the current study, however, did not find any significant relationship between the functional appeal and the components of brand knowledge in low-GDP countries, contrary to their expectations. This finding suggested that, even though consumers in these countries may have been more concerned about the functionality of products rather than experiences attached to brands, the functional appeal seemed not useful to build brand knowledge.

To that aim, the global appeal seemed to be more effective.

H3: The global appeal, compared to the local appeal, has a stronger relationship with the components of brand knowledge in countries at lower levels of economic development.

In fact, the global appeal proved to have a stronger relationship with the components of brand knowledge in low-GDP countries. Here, the global appeal had a positive relationship with all the components of brand knowledge—brand awareness, brand attitude, and brand uniqueness. This finding is consistent with previous research that has shown that consumers in emerging markets prefer nonlocal brands (Batra *et al.*, 2000) as they attach aspirational values to global brands (Alden *et al.*,

1999; Strizakova *et al.*, 2008).

As expected, the global appeal did not have any significant relationship with the components of brand knowledge in high-GDP or mid-GDP countries. This null effect may have been due to the fact that “global consumer culture” is a synonym for Western or Westernized culture, in terms of symbols and meanings conveyed (Alden *et al.*, 1999).

For consumers who already or increasingly are part of this “global consumer culture,” advertising appeals with a global approach represent the standard in advertising.

H4: Both consumer cognitive and affective responses mediate the relationship between the global appeal and the components of brand knowledge.

The relationship between the global appeal and components of brand knowledge was mediated by consumer’s affect (for brand awareness and brand attitude) and cognition (only for brand awareness).

This result directionally confirmed earlier scenarios in which the perceived brand “globalness” had exerted its strongest effect on purchase intention through perceptions of superiority quality but also through status and prestige (Steenkamp, Batra, and Alden, 2003).

The stronger relationship (consumers’ affect versus cognition) that the current authors have found underlines the key role that consumer emotions—such as belonging and pride—have in the process.

ANALYSIS AND RESULTS: PART 2

The current study so far has shown which advertising appeal has a stronger relationship with which components of brand knowledge in each group of countries.

But what are the advertising elements that are associated with such appeals?

Advertising Elements and Advertising Appeals

In the second part of the analysis, the authors explored the relationship between advertising elements and each country group’s most powerful appeal. To do so, they performed regression analyses of advertising appeals against each category of advertising elements.

Advertising elements were the independent variables, and advertising appeals were the dependent variables.

For each country group, the researchers selected the one that, from previous analysis, had emerged as the one with a stronger relationship with brand knowledge—that is, the experiential appeal for both high- and mid-GDP countries and the global appeal for the low-GDP countries.

Even though the experiential appeal emerged as the one with a stronger relationship with brand knowledge in both high-GDP and mid-GDP countries, the researchers performed this analysis separately for the two country groups (See Table 3). At the time of this study, research on advertising elements and experiential appeals had been conducted mostly in Western countries, and there was no evidence that advertising elements were perceived the same way everywhere.

TABLE 3

Relationships between Advertising Elements and Advertising Appeals

Category of Advertising Elements	High-GDP Countries (DV = Experiential Appeal)			Mid-GDP Countries (DV = Experiential Appeal)			Low-GDP Countries (DV = Local/Global Appeal)		
	Independent Variables	Std. Beta	Model R ²	Independent Variables	Std. Beta	Model R ²	Independent Variables	Std. Beta	Model R ²
Advertising Formats	Story-line	0.346	33.2%	Story-line	0.529	53.5%	Fantasy	<i>-0.421</i>	19.0%
	Slice-of-life	<i>0.250</i>		Slice-of-life	<i>0.279</i>		Demo	<i>-0.244</i>	
	Special effects	0.428		Special effects	0.425		Comparative	-0.393	
	Demo	<i>-0.254</i>		Comparative	-0.324				
Tone-of-Voice	Gentle/strong	<i>0.233</i>	45.1%	Gentle/strong	0.330	40.5%	–	–	–
	Brand/consumer	<i>0.245</i>		Informative/emotional	0.584				
	Informative/emotional	0.597							
Characters	Expert/spokesperson	<i>-0.366</i>	22.2%	Consumer	<i>-0.358</i>	45.9%	No. of characters	<i>-0.255</i>	25.9%
				Expert/spokesperson	-0.514		Cartoon	0.537	
							Children	0.395	
Message	Pace of the advertisement	0.375	15.4%	Pace of the advertisement	<i>0.210</i>	5.4%	–	–	–
Product/Brand Elements	Pr./brand mentions	<i>-0.311</i>	7.7%	Pr./brand mentions	<i>-0.339</i>	15.5%	Time until pr./brand is mentioned/shown	-0.338	12.4%
	Brand cues	<i>0.210</i>		Brand cues	<i>0.301</i>				
Audio Elements	Presence of music	<i>0.315</i>	9.0%	Gender of voice-over	<i>0.559</i>	8.4%	Presence of music	<i>-0.255</i>	23.2%
Rhetorical Figures	Analogy/metaphor	0.287	16.9%	Analogy/metaphor	0.445	24.6%	Analogy/metaphor	<i>0.319</i>	18.4%
	Hyperbole/emphasis	0.341		Hyperbole/emphasis	<i>0.206</i>		Hyperbole/emphasis	<i>-0.349</i>	

The table reports only the independent variables that are, at least, significant at $p < 0.10$. All other independent variables are omitted. Parameters in boldface are significant at $p < 0.01$. Parameters in italics are significant at $p < 0.05$. Underlined parameters are significant at $p < 0.10$.

Specifically, for high-GDP and mid-GDP countries, the analysis indicated which advertising elements were more strongly related to the experiential appeal. Interestingly, those that were significantly associated with the experiential appeal were similar across the two country groups.

In both high-GDP and mid-GDP countries, story-line narratives, slice-of-life examples, and special-effects formats had positive relationships with the experiential appeal and strong and emotional tones of voice, fast-paced advertisements, brand cues, analogies/metaphors, and hyperboles/emphases. An empathic tone of voice and music were positively related to the experiential appeal in high-GDP countries only, whereas a female voice-over was positively related to the experiential appeal in mid-GDP countries only.

Overall, these findings are consistent with the literature on creative and executional elements in advertising. In fact, it has been shown that slice-of-life narratives and story-line formats have an influence on both consumers' emotional and cerebral dimensions, but this influence is even stronger in the case of emotional dimension (Holbrook and Batra, 1987). Special effects, such as unusual music sound or pictorial technique, typically are considered as emotional cues in advertising (Aaker, Batra, and Myers, 1992; De Pelsmacker *et al.*, 2001; Jewler, 1995).

An emotional, emphatic tone of voice is considered as an element affecting consumers' emotions (Holbrook and Batra, 1987) and feminine features compared to masculine ones (which determine a utilitarian appeal; Chang, 2006). In relation to rhetorical figures, the advertising literature has associated them to both emotional and rational advertising appeals, as the effects of rhetorical figures can be both on consumers' cognitive elaboration process and pleasure emotions (McQuarrie and Mick, 1996, 1999).

Results of the current study also revealed which advertising elements had a negative relationship with the experiential appeal: that is, experts/spokespersons and product/brand mentions (in both country groups); demo formats (in high-GDP countries only); consumer characters and comparative formats (in mid-GDP countries only). These findings are aligned with the advertising literature.

Specifically, it has been shown that messages that provide scientific data negatively impact on consumers' emotions (Holbrook

and Batra, 1987) and that those providing factual thinking and evidence-based results usually are associated with hard-sell appeals (Okazaki *et al.*, 2010a, 2010b). Experts and spokespersons, however, are associated with both rational and emotional appeals (De Pelsmacker *et al.*, 2001).

With regard to low-GDP countries, the current analysis showed which advertising elements were positively and negatively related to the global appeal. Based on the analysis, the elements that had a positive relationship with the global appeal were cartoons, children, and analogies/metaphors. None of the advertising elements that are suggested by the literature, such as experts, spokespersons, and celebrities (Alden *et al.*, 1999; Chang, 2008), emerged from the current analysis.

In contrast, the elements that had a negative relationship with the global appeal were fantasy, demo, and comparative formats and advertisements that mentioned or showed the product/brand after a long time and had numerous characters, music, and hyperboles/emphases.

CONCLUSIONS

Implications for Advertising Theory and Practice

The objective of this study was to advance the understanding of advertising appeals from a branding perspective in a cross-cultural context. Implications were derived for both advertising theory and practice. Theoretically, the study supported the idea that advertising appeals represent a tool that can be used to build brand knowledge and its components. The process of brand building is similar to the persuasion process generated by advertising.

Advertising appeals have a relationship with the components of brand knowledge through consumers' internal responses, either cognitive or affective:

- The brand-building process initiated by the experiential (functional) appeal is mediated by affective (cognitive) responses, yet
- in the process initiated by local/global appeals, both affective and cognitive responses play a mediating role.

Practically, this article provides guidance on how to advertise across different countries with the following suggestions:

- In low-GDP countries, where consumers aspire to being part of global consumer culture (Alden *et al.*, 1999)—and see brands as a means to do that (Strizakova *et al.*, 2008)—practitioners should use a global appeal when they want to develop their brand and build brand knowledge. Cartoons, children, and analogies/metaphors are the elements that should be included in the message.
- When targeting consumers in mid-GDP countries, practitioners should note that these consumers have, at least partially, satisfied their global aspirations and look for something different. To address these consumers, practitioners should adopt an experiential appeal that could help them create brand awareness, improve brand attitude, and develop brand uniqueness.

Messages centered on a product's functionality should not be used. To design effective messages, marketers should consider using story-line narratives, slice-of-life effects, and special-effects formats and strong and emotional tones of voice, fast-paced advertisements with female voice-overs, brand cues, analogies/metaphors, and hyperboles/emphases.

- When advertising in high-GDP countries, practitioners also should adopt experiential appeals by using similar advertising

elements (story-line narratives, slice-of-life effects, and special-effects formats; strong, empathic, and emotional tones of voice; fast-paced advertisements with brand cues, music, analogies/metaphors, and hyperboles/emphases). Practitioners should take into account, however, that, in so doing, they may improve brand attitude and develop brand uniqueness, but they may not be able to increase brand awareness.

In case practitioners want to increase brand awareness, they may find other ways to do so—for example, using advertising appeals with which consumers are less familiar or using a medium other than television (e.g., online advertising).

If practitioners want to improve brand attitude, they also may want to incorporate the functional appeal in their messages.

In general, the current study's results suggest that practitioners may adopt the same advertising appeal in high-GDP and mid-GDP countries, as experiential messages proved to be effective here.

On the contrary, low-GDP countries require the use of another type of advertising appeal different from the one adopted in high-GDP and mid-GDP countries. In low-GDP countries, in fact, advertising appeals must convey the idea of "global consumer culture" to be effective.

Limitations and Future Research

The current research is based on a limited dataset of television commercials that was provided by an FMCG company and that included household cleaning brands. Although this ensures the dataset is compact and has no brand variability, the study's findings cannot be generalized beyond the FMCG industry.

Moreover, in this study, the authors did not consider media other than television advertising. Future research could, therefore, explore whether the current results can be extended to other industries, or product categories—for example, high-involvement products or luxury brands—and to what extent results can be replicated on other media.

Other limitations of this study are related to the fact that the authors used an existing dataset measuring consumers' responses, with a limited set of existing measures. It could be interesting to include other measures in the analysis, such as brand usage and brand knowledge, because brand users tend to have higher brand awareness (Romaniuk and Wight, 2009) and more specific brand associations (Oakenfull and McCarthy, 2010) than non-users.

It also would be interesting to check whether the relationships between advertising appeals and the components of brand knowledge are moderated by past brand usage. Existing literature has shown that consumers' level of involvement moderates the effect that different types of appeals—utilitarian/informative, positive emotional, negative emotional—have on brand recall (Dens and De Pelsmacker, 2010b; Erevelles, 1998; Johar and Sirgy, 1991).

Similar moderation effects could be hypothesized with respect to other components of brand knowledge—for example, brand attitude and brand uniqueness. Moreover, moderation effects of the age of the brand in a given market could be considered, as the literature has shown differential effects of advertising appeals depending on factors such as market age (Chandy *et al.*, 2001).

Finally, the current study's measures of brand knowledge took into account only some dimensions of this construct.

The literature has argued that brand knowledge is a multifaceted construct that consists not only of brand awareness, brand attitude, and brand uniqueness but of attributes, benefits, thoughts, feelings, and experiences associated with a brand or

product (Keller, 2003). Future research should thus examine the relationship between different types of advertising appeals and more comprehensive measures of brand knowledge.

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A. The Coding Scheme

APPENDIX

Part 1: Advertising Appeals

- How functional is the advertisement overall? (1 = Not at all functional, 2 = Poorly functional, 3 = Somewhat functional, 4 = Strongly functional)
- How experiential is the advertisement overall? (1 = Not at all experiential, 2 = Poorly experiential, 3 = Somewhat experiential, 4 = Strongly experiential)
- Does the advertisement have a local or global appeal? (1 = Has a more local than global appeal, 2 = Has an equally local and global appeal, 3 = Has a more global than local appeal)

Part 2: Advertising Elements

1. Advertising formats

- Story-line (0 = Absent, 1 = Present)
- Slice-of-life (0 = Absent, 1 = Present)
- Problem-solution (0 = Absent, 1 = Present)
- Special effects (0 = Absent, 1 = Present)
- Fantasy (0 = Absent, 1 = Present)
- Testimonial (0 = Absent, 1 = Present)
- Demo (0 = Absent, 1 = Present)
- Comparative format (0 = Absent, 1 = Present)

2. Tone of voice

- Is the advertisement gentle or strong? (1 = Is more gentle than strong, 2 = Is equally gentle and strong, 3 = Is stronger than gentle)
- Is the advertisement focused on brand expertise or closeness to consumer? (1 = Is focused on brand expertise more than closeness to consumer, 2 = Is equally focused on brand expertise and closeness, 3 = Is focused on closeness)

to consumer more than brand expertise)

- Is the advertisement informative or emotional? (1 = Is more informative than emotional, 2 = Is equally informative and emotional, 3 = Is more emotional than informative)

3. Characters

- Number of characters (1 = One character, 2 = Two characters, 3 = Three characters, 4 = Four or more characters)
- Gender of main character (0 = Male, 1 = Female)
- Animals (0 = Absent, 1 = Present)
- Cartoons (0 = Absent, 1 = Present)
- Children (0 = Absent, 1 = Present)
- Celebrities (0 = Absent, 1 = Present)
- Consumers (0 = Absent, 1 = Present)
- Experts/spokespersons (0 = Absent, 1 = Present)

4. Message

- Pace of the advertisement (1 = Slow, 2 = Regular, 3 = Fast)
- Novelty of the message (1 = No, 2 = Says only "new," 3 = Details new product features)

5. Product/Brand

- Number of times the product/brand is mentioned (No. of times)
- Time until the product/brand is mentioned or shown (No. of seconds)
- Brand cues (1 = Not present, 2 = Poorly present, 3 = Somewhat present, 4 = Strongly present)

6. Audio

- Presence of music (1 = Absent, 2 = Background, 3 = Primary)
- Type of music (1 = Only vocal, 2 = Only instrumental, 3 = Both vocal and instrumental)
- Presence of voice-over (1 = Absent, 2 = Mixed with characters speech, 3 = Voice-over only)
- Gender of voice over (0 = Male, 1 = Female)

7. Rhetorical figures

- Analogy/metaphor (0 = Absent, 1 = Present)
- Hyperbole/emphasis (0 = Absent, 1 = Present)
- Humor/sarcasm (0 = Absent, 1 = Present)
- Humor/irony (0 = Absent, 1 = Present)

B. Consumer Survey Measures

• "Enjoyment:"

- How much would you enjoy watching this advertisement each time you see it on television? 1 = Not at all, 2 = Not much, 3 = Wouldn't mind, 4 = Quite, 5 = A lot

• "Understanding:"

- How easy was it to understand what was going on in the advertisement? 1 = Very hard, 2 = Quite hard, 3 = Quite easy, 4 = Very easy

• "Branding:"

- Thinking about the advert you've just seen, which one of the phrases below applies to this advertisement? 1 = It could have been for almost anything, 2 = It could have been for any brand of household cleaners, 3 = It is not all that good at making you remember it is for this brand, 4 = It is quite good at making you remember it is for this brand, 5 =

You couldn't fail to remember it was for this brand

- “Appeal:”
 - The advertisement made the brand seem... 1 = Much less appealing, 2 = A little less appealing, 3 = It didn't change my feelings about the brand, 4 = A little more appealing, 5 = Much more appealing
- “Think different:”
 - How strongly do you agree or disagree that the advertisement makes you think this brand is really different from others? 1 = Strongly disagree, 2 = Slightly disagree, 3 = Neither agree nor disagree, 4 = Slightly agree, 5 = Strongly agree

C. Literature-Derived Scales Used in the Pretest

- Moods evoked by ad (Ellen and Bone, 1998; Mehrabian and Russell, 1974):
 - “Unsatisfied/Satisfied,” “Unhappy/Happy,” “Despairing/Hopeful,” “Sleepy/Wide-awake,” “Unaroused/Aroused,” “Annoyed/Pleased”*
- Attitude toward the ad (affective) (Sorescu and Gelb, 2000):
 - “Not enjoyable/Enjoyable,” “Bad/Good,” “Unlikeable/Likeable,” “Ugly/Beautiful”*
- Ad comprehensibility (Mick, 1992):
 - “Difficult/Easy,” “Confusing/Understandable”*
- Attitude toward the ad (cognitive) (Okechuku and Wang, 1988; Petroschius and Crocker, 1989):
 - “Uninformative/Informative,” “Unbelievable/Believable,” “Not clear/Clear”*
- Brand awareness (Yoo and Donthu, 2001):
 - “I can recognize this brand among other competing brands,” “I am aware of this brand,” “Some characteristics of this brand come to my mind quickly”**
- Attitude toward the brand (Spears and Singh, 2004):
 - “Unappealing/Appealing,” “Bad/Good,” “Unpleasant/Pleasant,” “Unfavorable/Favorable,” “Unlikeable/Likeable”*
- Brand uniqueness (adapted from Franke and Schreirer, 2008):
 - “I perceive this brand as highly unique,” “This brand is one of a kind,” “This brand is really special”**

* Indicates that items are measured on 5-point semantic differential scales

** Indicates that items are measured on 5-point Likert scale anchored at 1 = “Strongly disagree” and 5 = “Strongly agree”

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Asian Consumer (McGraw-Hill, 2014). Email: bhs1@columbia.edu.

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