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Processing Popup Ads and Print Ads: A Comparative Study between American, Brazilian, and Argentinean Consumers

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ABSTRACT

As more and more companies become global business entities, it will be important to find out how traditional consumer behavior processes and relationships work in different countries. A comparison of the processing of a traditional print ad and popup ad are compared within and between the United States, Brazil, and Argentina. Very little research exists regarding traditional consumer behavior and advertising model outcomes in Brazil and Argentina. Since these two Latin American countries have become large economic powers in the global economy, it is important to study how these countries' consumers react to existing models of consumption and advertising. Could there be differences due to some cultural influences? Cross-cultural experimental research is a good first step to try and develop some answers so companies can correctly use existing or new marketing strategies to successfully sell their products in these countries.

The experiment followed a two (media: print or web) by two (argument quality: strong or weak) by two (involvement: high or weak), between-subject factorial design. Subjects participated in groups that ranged in size from 23 to 30. Target ads included a brand of personal computer and orange soda that were not familiar to the subjects tested. Dependent variables included attitude-toward-the-ad, attitude-toward-the-brand, purchase intention, and attitude-toward-the-ad-claim. Preliminary results indicate American subjects have a higher A_{ad} for web ads than for print ads and a greater A_{brand} for web ads than for print ads. But this is not the case for their Brazilian and Argentinean counterparts.

The ultimate goal of course, is to aide marketers in understanding their customers and to help them sell more products. This experiment may help marketers determine where to put their promotional dollar allocations in several countries or not and in what advertising form.

ABOUT THE AUTHORS

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