

EDITORIAL

245 Up Close and Personal: The Value of Ethnography

by Joseph T. Plummer

246 Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design

by Jane Fulton Suri and Suzanne Gibbs Howard

This article takes a look at ethnographic research in today's marketplace and offers 10 ways to explore corporate ethnography in order to achieve deeper understanding and uncover more valuable insights.

251 Market-Oriented Ethnography Revisited

by Eric J. Arnould and Linda L. Price

This article discusses and illustrates the benefits of an alternative approach to ethnographic research, termed the meso-level approach, which incorporates

many techniques used in traditional ethnographic research, with an emphasis on sociocultural interactions, to get a holistic understanding of the consumer.

263 The Link between Cross-Cultural Value Associations and Liking: The Case of Benetton and Its Advertising

by Rosemary Polegato and Rune Bjerke

This cross-cultural study explored the link between value associations and liking of a company and its advertising, using Benetton as a case in point. Empirical data and ethnographic narratives revealed a clear directional match between the level of value congruence (or match) between consumers' values and values consumers associate with a company and its advertising, and liking for the company and its advertising.

274 Worth a Thousand Words

by Gwen S. Ishmael and Jerry W. Thomas

Online ethnography offers an economical and practical way to dig deeply into the DNA of a brand and identify potential marketing strategies. Words tell us much, but images speak to us at a deeper level and help prove the old saying is still true. A picture is worth more than a thousand words: it is the basis of insight and understanding into the consumer's mind.

279 Click to Connect: Netnography and Tribal Advertising

by Robert V. Kozinets

This article describes and demonstrates how the rigorous application of netnography—online anthropology—can help advertisers and copywriters find an enhanced understanding of the cultural realities that shape real-world consumption today.

**289 Consumer Archetypes:
A New Approach to
Developing Consumer
Understanding
Frameworks**

by Leigh Morris and
Raimund Schmolze

The authors present a new approach to developing consumer understanding frameworks that explores rather than suppresses diversity within segments.

**301 The Universality of
Values: Implications
for Global Advertising
Strategy**

by Simeon Chow and Sarit Amir

A universal values structure across 30 countries, a values segmentation, and their implications for branding strategies and media consumption are identified. The values structure and segmentation are much more descriptive and present a deeper understanding of the global consumer than previous motivational typologies and thus can be leveraged for effective and efficient advertising decisions

**315 Cultural Masculinity/
Femininity Influences
on Advertising
Appeals**

by Chingching Chang

An experiment and ethnographic interviews show that cultural masculinity/femininity influences respond to advertising appeals.

**324 Disabled Consumers:
The Use of the
Internet and Attitudes
toward Web
Advertising**

by John Burnett

The findings of this study indicate that the more severely disabled, the more the subject differs in respect to attitudes toward web advertising, use of the internet, and desired features of a website.

**339 Older Consumer
Responses to
Marketing Stimuli:
The Power of
Subjective Age**

by George P. Moschis and
Anil Mathur

This study examines the influence of subjective age on various old-age-appropriate consumer behaviors, interest in age-segmented stimuli (senior discounts), and responses to old-age stereotypes in advertisements.

347 Book Review

by Ridgway H. Hall

*Culture and Consumption II:
Markets, Meaning, and Brand
Management*

by Grant McCracken

349 Notes to Contributors

350 Management Slant

coming up

- Engagement
- Variables in Advertising Execution
- Internet Research
- Multicultural Segmentation