

179 Hispanic Ethnicity and Media Behavior RICARDO VILLARREAL and ROBERT A. PETERSON

- There is a difference between being Hispanic and possessing Hispanic ethnicity, with the former being a demographic characteristic and the latter a psychological construct.
- Based on ethnicity theory, four distinct Hispanic ethnicity segments are empirically identified: Strong Hispanics, A-Symbolic Hispanics, Symbolic Hispanics, and Weak Hispanics.
- Complex language and media behaviors are found across the four segments, with segment membership providing insights as to whether ethnic identity or familism may be most beneficial in developing and executing advertising messages aimed at Hispanics.
- Given the complex relationship between language and media behaviors, the authors suggest that IMC thinking should be viewed from both a vertical orientation and a horizontal orientation.

191 Targeting a Minority without Alienating the Majority: Advertising to Gays and Lesbians in Mainstream Media GILLIAN K. OAKENFULL, MICHAEL S. McCARTHY, and TIMOTHY B. GREENLEE

- Mainstream (or “straight”) media represent more attractive vehicles for reaching both heterosexual and homosexual consumers than has been previously believed.
- Advertising employing homosexually-oriented content in mainstream media appears to be a “low risk” strategy if the target audience consists of females, regardless of sexuality.
- Utilizing advertising that employs homosexual subculture symbolism in mainstream media is an effective strategy for attracting homosexual consumers without alienating heterosexual consumers.
- Advertising for products in categories tied more to romance, intimacy, or sexuality may be more effective if homosexually-oriented content is used instead of homosexual subculture symbolism.

199 The Effectiveness of Using a Global Look in an Asian Market CHINGCHING CHANG

- The use of Western models and English brand names in an advertisement enhances Taiwanese consumers’ global perception of the brand.
- The use of Western models and English brand names encourages Taiwanese consumers to infer that the advertised product originated from a developed Western country.
- Using Western models enhances the perceived quality of the advertised product.
- However, Taiwanese consumers show an “in-group bias” by rating products with Chinese brand names, as opposed to English brand names, higher on brand friendliness, brand trust, self-brand connections, and brand liking.

215 Television Advertising in the Arab World: A Status Report

MORRIS KALLINY, GRACE DAGHER, MICHAEL S. MINOR, and GILBERTO DE LOS SANTOS

- Opportunities for TV advertising are not scarce in the Middle East. Demand for TV consumption is higher than in most developed countries. Furthermore, growth of the internet in the Middle East has been nearly four times the world average in the recent past, suggesting expanded opportunities in the future.
- Geographical proximity and a common language and religion suggest treating “the Middle East” as a unit for advertising purposes. This is wrong. There are “very liberal” areas, “very conservative” areas, and various points in between.
- Patterns of dress and depictions of women in advertising vary widely from market to market. This is the area, after all, that is associated with head-to-toe women’s clothing—and belly dancing.
- Emphasis on hedonic values in Middle Eastern advertising is higher than expected, even higher than that in the United States. Arab television advertising as a whole contains less information than U.S. advertising, including less price information, and comparative advertising is seldom used.

224 Culturally Customizing Websites for U.S. Hispanic Online Consumers

NITISH SINGH, DANIEL W. BAACK, ARUN PEREIRA, and DONALD BAACK

- The U.S. Hispanic online market consists of affluent and educated members of the U.S. Hispanic population, is large, is increasing in size, and prefers culturally adapted marketing messages. This study investigates these website preferences, and how they vary based on degree of acculturation.
- The study finds that online Hispanics have culturally-rooted preferences for web content, and that acculturation level is an important segmentation variable.
- When communicating with Hispanics, who are either only weakly acculturated or who have a strong sense of Hispanic/Latino identification, it is more effective for web marketers to emphasize certain culturally relevant elements.
- Website elements preferred by weakly acculturated consumers include Spanish language content and customer service, community information, information regarding giving back to the Hispanic community, and an emphasis on family.

235 Television Attitudes and TV Types of African-Americans, Latinos, and Caucasians

TERRI C. ALBERT and RANDY D. JACOBS

- Increasingly influential ethnic minority audiences are of growing importance to advertisers and broadcasters struggling to adjust to newer, digital media. This study investigates the implications of ethnic group differences in attitudes toward television and technology for advertisers and broadcasters.
- Adoption of television technology is largely comparable among ethnic groups although African-Americans and Latinos are less likely to have a computer or internet access at home. Ethnic variation in reported programming preferences suggests potential avenues for attracting and targeting minority audiences.
- The authors tested an established TV-Type segmentation that differentiates viewers based on television and technology beliefs. African-Americans and Latinos are more likely to be labeled TV Innovators, thought-leaders who value television, research new programming, and are comfortable with new technologies.
- The findings suggest advertisers and television programmers looking to reach ethnic minority audiences should consider targeting viewer segments based on their orientation to television and technology.

247 Collecting Hidden Consumer Data Online: Research on Homosexuals

FELICITAS MORHART, SVEN HENKEL, and WALTER HERZOG

- During the past decade, the GLBT community has gained increasing interest among marketing and advertising academics and practitioners as a promising new market segment.
- Getting access to the GLBT community for marketing research, however, is difficult due to reachability and nonresponse problems.
- Classical approaches such as face-to-face interviews or paper-pencil surveys are likely to lead to strongly biased samples.
- Academics and practitioners interested in collecting data from the GLBT community should try an online approach because the anonymity of the internet allows individuals to open up in a safe environment.
- Using a mix of communication channels allowing different degrees of anonymity leads to a sample of considerable size, heterogeneity, and responses of high quality.

255 Children's Responses to Gender-Role Stereotyped Advertisements

AYSAN BAKIR, JEFFREY G. BLODGETT, and GREGORY M. ROSE

- Although research indicates that adult's gender-role perceptions can influence their responses toward different types of advertising appeals, it is not known whether the same is true for young children. Given that children's gender-role perceptions vary across both age and gender, it is possible that the effectiveness of different types of advertising appeals might vary accordingly.
- This study examines the effects of age and gender on preadolescent children's attitudes toward agentic and communal-type advertisements.
- The results indicate that commercials with gender-balanced content might be effective in targeting children. Moreover, the findings suggest that advertisements that do not perpetuate undesirable stereotypes, and thus are socially responsible, can be effective.

267 Why Do Advertisers Use Puns? A Linguistic Perspective **ELMIRA DJAFAROVA**

- Punning is a way of adding extra dimensions to language in advertising. The function of punning (wordplay) in advertising varies from double meanings to humorous effects.
- A combination of qualitative content analysis and pragmatics reveals that ambiguous meanings of puns are interpreted by an audience according to background and inferential knowledge. A pragmatic approach can explore why some meanings and not others are recovered in the process of interpretation of puns in advertising.
- The advertisement achieves optimal relevance in communication with puns despite the extra processing effort of its ambiguous meanings, because it is still the most economical way of achieving the full range of intended contextual effects.
- This article contributes to knowledge in theoretical and methodological concepts within advertising depiction via linguistic devices and hopes to generate some further discussions within the area.

276 Exploring the Audience's Role: A Decoding Model for the 21st Century

ALEXANDRA J. KENYON, EMMA H. WOOD, and ANTHONY PARSONS

- Decoding advertisements has been studied and critiqued in many ways. Findings have concluded that reading advertisements is subjective. This study provides a model that shows how anterior text aids the decoding process.
- The authors critique existing meaning-based models that have developed over the years.
- The strategies used by participants in the empirical research are discussed and the emerging themes developed.
- The findings suggest ways the Inside-Outside Decoding Model can be used by scholars and industry practitioners.

287 Predicting Premium Proneness GERARD P. PRENDERGAST, DEREK T. Y. POON, ALEX S. L. TSANG, and TING YAN FAN

- A premium is a free gift offered to consumers when they purchase a product. Marketers in many product categories use premiums as a sales promotional tool.
- The results of this study, conducted in Hong Kong, suggest that consumer tendencies for deal-proneness, compulsive buying tendency, and variety seeking predict their premium proneness.
- Based on the research findings, marketers should capitalize on these predictors of premium proneness by emphasizing the “freeness” and “value” of their premiums, utilizing point of sale locations to display premium offers, and frequently modifying and updating their premiums.

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