

484 How Far Is Too Far? The Antecedents of Offensive Advertising in Modern China

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- Sometimes advertising offends consumers, be it through shock, outrage, or provocation. This study was designed to (1) develop a comprehensive schedule of offensive advertising and (2) identify the psychological predictors of taking offense.
- A survey conducted in Hong Kong and Shanghai showed that offensive advertising could be classified into three categories: advertisements for offensive sexual matter, advertisements for offensive nonsexual matter, and advertisements displaying an offensive manner. Of these categories, manner was perceived as the most offensive.
- Self-esteem and susceptibility to interpersonal influence were both significant in predicting the level of offensiveness for all three types of offensive advertising.
- Based on the research findings, the authors suggest that marketers doing business in China need to be cautious, especially when their advertisements employ a risky advertising manner or when they are dealing with audiences that have high self-esteem and/or high susceptibility to interpersonal influence.

496 Wired China: The Power of the World's Largest Internet Population CATE RIEGNER

- China's broadband population is "super-connected," fluidly accessing the internet from multiple locations and devices. Mobile phones frequently access the internet in China, and mobile services regularly are downloaded from the web to mobile devices.
- In China, blogs and chats are even more popular than they are in the United States. "Web 2.0" behavior manifests itself through social networking as well as video and photo sharing. The digital input provided by Chinese consumers is highly influential in the success and failure of new products, across a wide variety of categories.
- Welcoming to Western marketers is the openness of Chinese internet users to advertising and marketing. Whereas consumers in the United States often are described as "cynical" and "tuned-out," Chinese internet users generally are more receptive to information about new products. The ability to evaluate and select from a variety of products and brands is a new phenomenon for the Chinese.
- Although their mastery of (and trust in) modern technology sets them apart from their parents' generation, China's broadband population remains "traditional" in its loyalty toward China and its commitment to working for the country's collective improvement. Brand marketers need to recognize this passion and include it as they explore ways to make their brand "fit" in the Chinese national psyche.

506 Tradition Meets Technology: Can Mass Customization Succeed in China?

KUN SONG and ANN MARIE FIORE

- A consumer perceived value model—EVM, developed in the Western contexts—was found to be valid in the Chinese market.
- Mass customization of apparel enhanced some, but not all, aspects of perceived value for Chinese consumers.
- Consistent with the research findings in the Western contexts, mass customization of apparel enhanced enjoyment and escapism for Chinese consumers in online shopping.
- In contrast to the research findings in the Western contexts, mass customization of apparel did not enhance economic value for Chinese consumers in online shopping.
- Mass customizers need to direct their marketing efforts toward Chinese consumers who look for enjoyment and escapism in shopping.

523 Luck of the Draw: Creating Chinese Brand Names **WILLIAM LI CHANG and PEIRCHYI LI**

- Supernatural beliefs traditionally have been considered to influence product sales performance in the Asia Pacific region. Name-giving, whether applied to a person or a product, is often considered closely related to destiny by the Chinese. Total stroke number is one of key considerations in selecting a lucky Chinese name for a brand.
- This study analyzed a total of 1,202 Chinese brand names in Taiwan and examined the relationship between branding practices and lucky total stroke number.
- Analytical results demonstrated that in more than 50 percent of cases, these Chinese brand names involved a lucky number of total strokes. Furthermore, Chinese brand names comprising a lucky total stroke number were more common in high uncertain than low uncertain market environments.
- Managers must team marketing personnel with nomenclature specialists to assess, design, and execute brand naming projects to successfully create a locally acceptable Chinese brand name.

531 Integrated Marketing Communication: Practice Leads Theory

PHILIP J. KITCHEN, ILCHUL KIM, and DON E. SCHULTZ

- Integrated marketing communications (IMC) programs have become standard practice for marketing organizations, agencies, and the academic community. Thus, it can no longer be regarded as a short-term fad or fashion.
- In three separate differentiated markets (United States, United Kingdom, and Korea), the practice of IMC has diffused widely as a “new marketing communications strategy,” driven by organizational need and agency competencies.
- Clients are the main drivers of IMC adoption, development, and strategic implementation, and attention now needs to turn to clients to assess the full ramifications of this activity.
- Given evidence of cultural divergence in relation to IMC adoption, further research with clients needs to be focused upon definition, strategic development, and systematized measurement and evaluation of integrated campaigns.

547 How Green Should You Be: Can Environmental Associations Enhance Brand Performance?

FRANCISCO JAVIER MONTORO-RIOS, TEODORO LUQUE-MARTÍNEZ, and MIGUEL-ANGEL RODRÍGUEZ-MOLINA

- The present study, through an experimental design, investigates the relevance of information about environmental performance to the improvement of attitudes toward a brand.
- The information-processing relative to environmental practices of a brand follows a mechanism similar to that of information-processing referring to any other attribute, although with the peculiarity that environmental beliefs have less importance than other beliefs.
- The effect of environmental associations on attitudes toward consumer brands is more useful when the brand is well known by the individual, and when she or he has a high involvement with the purchase decision.
- The environmental associations should not be considered as a panacea that will increase brand equity for all products, but rather the potential to add value to a product should be analyzed on a case-by case basis.

564 Endorsement Theory: How Consumers Relate to Celebrity Models

ROGER MARSHALL, WOONBONG NA, GABRIEL STATE, and SONALI DEUSKAR

- This study takes a fresh look at the relationships among dissonance, dissatisfaction, and repeat-purchase behavior.
- In this research, the incongruity between self-image and the image projected by an advertisement is found to correlate to postpurchase dissonance in the purchasers of lipstick. The authors establish that although satisfaction is not directly related to dissonance, repeat purchase is dependent upon both satisfaction and dissonance.
- The significance of the findings lies in redirecting study toward repurchase rather than first-time purchase. An understanding of customers' repeat purchasing behavior is crucial to building lasting relationships.

573 Endorsement Practice: How Agencies Select Spokespeople **B. ZAFER ERDOGAN and TANYA DROLLINGER**

- This study develops and tests a normative model of celebrity-endorser selection that may provide guidelines for managers planning to utilize and execute celebrity-based campaigns by highlighting the best practices of a celebrity-endorsement strategy.
- Selecting celebrity endorsers is a structured decision process rather than a chance event.
- In this process, various roles are played by different agency teams, from generating the initial idea, to contacting the celebrity and ultimately negotiating the terms of the contract.
- Developed normative model may serve as "a road map" for celebrity use and selection.