

## 564 The Globalization of Social Media: Consumer Relationships with Brands Evolve in the Digital Space

GRAEME HUTTON and MAGGIE FOSDICK

- Social networks are now clearly in the ascendancy compared to other social media forms such as blogs and user groups. Since 2009, they have emerged as the primary way regular internet users stay in contact with each other.
- Since 2009, official company and brand websites have typically been losing audiences. We believe this is probably due, in part, to the emergence of social media marketing by brands which is an increasingly pervasive MarComs practice.
- Globally, 18% of users claim to have actively set up an online brand community, arguably the ultimate expression of consumers wishing to control their relationship with brands.

## 571 Optimizing Market Segmentation for a Global Mobile Phone Provider for both Targeting and Insight

MARC O'REGAN, KALIDAS ASHOK, OLGA MAKSIMOVA, and OLEG RESHETIN

- This paper deals with a complex multi-country segmentation of the mobile-telephony market conducted on behalf of MTS in Russia, Ukraine, Belarus, Uzbekistan, and Armenia. At the group level, MTS wanted to create a common language and a consistent platform for planning, developing, prioritizing, implementing, and evaluating marketing initiatives across all markets.
- The key analytic innovation in the study was the usage of a combination of both survey and customer billing databases *simultaneously* in developing the segmentation. The approach has relevance and applications well beyond the specific problem addressed in this research—for example, it is in principle, straightforward to incorporate data on online behaviors, demographics from third-party databases, and interactions with customer service centers into a segmentation framework such as this.
- This study provides an empirical illustration of the issues to be considered when working with large multi-country segmentation datasets based on diverse populations comprising both developed and nascent markets.
- The research also provides a description of how a powerful statistical technique—latent class modelling—can be used to deliver a segmentation solution that would not be possible with simpler methods.

## 578 Which Broadcast Medium Better Drives Engagement? Measuring the Powers of Radio and Television with Electromyography and Skin-Conductance Measurements

JAMES PEACOCK, SCOTT PURVIS, and RICHARD L. HAZLETT

- This study compared the ability of radio and television advertisements to generate emotional responses and engage consumers.
- Radio and television evoked positive emotion and arousal about equally.

- Television advertising generated a slightly higher negative emotional reaction than radio.
- Positive emotional activation explained almost half of the variance in recall for radio and more than a fifth for television.
- The facial EMG methods demonstrated a sensitivity to finding differences in emotional response between commercials and type of medium.

## 586 Introducing The Ad ECG: How the Set-Top Box Tracks the Lifeline of Television

**ROBERT J. KENT and DAVID A. SCHWEIDEL**

- Television programs vary in the percentage of sets tuned away during commercials.
- Programs also appear to have distinctive elements in the timing of ad zapping and viewer return.
- Marketers should move away from proxy or summary measures of set delivery for ad units.
- Digital delivery of television programming can enable unit-specific measures of set delivery.

## 594 Consumer Adoption Intentions Toward the Internet in China: The Effects of Impersonal and Interpersonal Communication Channels

**YINGHONG (SUSAN) WEI, GARY L. FRANKWICK, TAO (TONY) GAO, and NAN ZHOU**

- This study investigated the effects of impersonal and interpersonal communication channels on consumer intentions to adopt the Internet in China.
- Mass media (newspapers/magazines and television news) are strong outlets to influence consumer adoption intentions toward the Internet through their unique attributes. Newspapers/magazines are able to explain the innovation in detail, introduce deep knowledge, and solve consumer concerns. Television news can vividly demonstrate the relative advantages, compatibility, and observability of the innovation without bias.
- Word of mouth and personal selling are alternative outlets for Internet service providers and marketers to increase future Internet adoption. Through word of mouth, current customers' relatives and friends may be more willing to listen to current customers and trust their opinions in the Internet adoption decision-making process. Furthermore, personal selling may take advantage of various vivid demonstration materials to help consumers accept the Internet as an innovation.
- Most important, findings indicate that print media such as newspapers/magazines should be the first (and best) media selection choice for Internet service providers and marketers. Consumers who read newspapers/magazines simply are much more likely to adopt the Internet at home compared with consumers who prefer three communication channels: television news, word of mouth, and personal selling. Advertising more in newspapers/magazines and having more promotions in them might be the most effective way for Internet providers to increase consumer Internet adoption rates in China.

## 608 Assessing Celebrity Endorsement Effects in China: A Consumer-Celebrity Relational Approach

KINETA HUNG, KIMMY W. CHAN, and CALEB H. TSE

- This paper integrates insights from celebrity-worship research in an attempt to adopt a relational perspective to understand how celebrities endorse brands marketed in China.
- The consumer's motivation to bond with a celebrity may comprise light-hearted entertainment or an intense attachment.
- Bonding with the celebrity facilitates value transfer and purchase intent of endorsed brands.
- If a celebrity endorses many products, negative effect may dominate causing over-endorsement effects.
- If the consumers are driven by intense attachment, they would not mind if the celebrity endorses multiple brands.

## 624 Regulating Political Symbols: China's Advertising Law And Politicized Advertising

XIN ZHAO and JEFF WANG

- Political symbols do not necessarily constitute taboos in Chinese advertising.
- Chinese advertising appropriated dominant political ideology to promote consumption and to promulgate consumerist values throughout the 1980s.
- The use of key political symbolism should never contradict the Party's line at the denotive level as regulated by China's advertising law.
- The sacredness of the Party can be transformed only in positive ways.
- Calling for rebellion against cherished Party symbols is unlikely to be well received by government censors at a time when the Party seeks to promote a harmonious society.
- Whereas Chinese consumers may resent the lack of freedom in China, they do not simply subscribe to Western values.

## 634 The China Puzzle: The Powerful Impact of Strategic Thinking in the World's Fastest Growing Advertising Market

- To conclude the special feature on China, the Journal presents the two McDonald's entries in the Warc Prize for Asian Strategy, to provide not only insight into smart marketing but a glimpse of the challenge of brand building in the most aggressive advertising market in the world.
- "Let's Meet Up" challenged the convention for informal eating-out brands to focus on new products in the summer to instead make McDonald's a summer destination. In collaboration with social network Xiaonei.com, McDonald's encouraged people to discover 'realness' in relationships through meeting up in person. The campaign generated outstanding business results and the sales of summer drinks went up 80 percent compared to the previous summer. The partnership between McDonald's and Xiaonei was the first fully integrated social media campaign in China, and generated 16.9 million site visits engaging 6.5 million unique university students.

- “The Hunt for Dim Jack” was a campaign for McDonald’s in Hong Kong, the restaurant chain’s most penetrated and mature market in the world. It aimed to inject sales growth into Chicken McNuggets, a menu staple of 20 years. Through a social-media campaign, followed up by traditional media after a critical mass of online buzz, the “Hunt for Dim Jack” exceeded sales targets by 26 percent, and year-on-year profits on the promotion of McNuggets increased by 64 percent.

## 643 Incremental Clicks: The Impact of Search Advertising

**DAVID X. CHAN, YUAN YUAN, JIM KOEHLER, and DEEPAK KUMAR**

Google researchers conducted more than 400 studies on the effect of “search ad pauses.” The research found

- More than 89 percent of traffic generated by search ads is not replaced by organic search results when ads are paused.
- Results are similar across verticals, among the broadest sample of consumers.

## 648 Comprende Code Switching? Young Mexican-Americans’ Responses to Language Alternation in Print Advertising

**MELISSA BISHOP and MARK PETERSON**

- Code switching—or the alternation between two languages in a single conversation—is becoming more common in advertising to Hispanics in the United States.
- In an experiment among 107 Mexican-American youth, advertisers that placed code-switched ads in an English-language medium were able to trigger more-positive attitudes toward CS.
- More-positive attitudes toward CS lead to greater involvement with the ad, more positive service quality expectations of the service provider, and more favorable intentions to try to tell others about the service.
- CS direction (ads that switch from English to Spanish or vice-versa) was not found to significantly impact attitudes toward CS.
- Advertisers should not place code-switched ads within an all-Spanish medium, as this results in lower CS attitudes, decreased advertising involvement, more-negative service quality expectations, and lower patronage intentions.