

TABLE OF CONTENTS

Preface

Conference Co-Chairpersons, Marilyn S. Roberts and Robert L. King iii

Reviewers of Manuscripts iv

Author Index xi

Remarks 1

“Process Globalization: The Significance of Reliable and Valid Information”

Gordon E. Miracle, Michigan State University

Competitive Papers

Understanding Japanese Advertising: Yesterday and Today

“Japanese Advertising, the World’s Number One Celebrity Showcase? A Cross-cultural Comparison of the Frequency of Celebrity Appearances in TV Advertising ” 6

Carolus L.C. Praet, Otaru University of Commerce, Otaru, Japan

“Super-Long-Term Memories of Advertisements and Brands: Empirical Investigations on Persistence, Structure and Determinants of Ad Memories” 14

Shizue Kishi, Tokyo Keizai University

Hiroshi Tanaka, Hosei University

Yutaka Mizuno, Dentsu, Inc.

Yoshito Maruoka, Dentsu, Inc.

“Finding the Big Idea in Japan: Empirical Insights Drawn from the Strategic Planning Process of the Mr. Contac Campaign ” 23

Masaru Ariga, Dentsu, Inc.

Richard J. Shimizu, GlaxoSmithKline

“Consumer Insight, Brand Insight, and Implicit Communication: Successful Communication Planning Cases in Japan” 29

Yashuhiko Kobayashi, Aoyama Gakuin University

Yoshikazu Noguchi, Dentsu Inc.

Explorations in Research: Touring the Pacific Rim Explorations in Culture

“The Conceptual Definition of Culture in Advertising, Marketing and Consumer Research Literature ” 34

Robert Pennington, Las Cruces, New Mexico

<i>“Culture Versus Self: Impacts of Individualism/Collectivism on Processing Advertising Messages”</i>	41
Ching Ching Chang, National Chengchi University	

Explorations of Research in Korea

<i>“The Subsidiary Manager’s Experience with Standardized International Advertising Strategies in Korea”</i>	43
Jaeseok Jeong, University of Texas at Austin	
Marye Tharp, University of Texas at Austin	
Huhn Choi, Cheill Communications, Seoul	

<i>“Internet Uses and Gratifications: Similarities and Differences in Motivations for Using the Internet Between the United States and Korea”</i>	44
Hanjun Ko, University of Florida	

<i>“Service Quality Information in Korean Advertising: A Content Analysis of Magazine Services Ads”</i>	51
Young Sook Moon, Hanyang University, Seoul, Korea	

Explorations of Health Messages in India

<i>“Knowledge, Attitudes and Beliefs about Family Planning in Delhi: Implications for the Development of Effective Channels of Information, Education and Communication”</i>	56
Shailaja Dixit, NFO Migliara/Kaplan Associates, Princeton, New Jersey	
Debbie Treise, University of Florida	

Explorations on Advertising Practices in Singapore

<i>“Consumer Assessment of Advertising Practices in Singapore”</i>	57
Debbie Treise, University of Florida	
Michael F. Weigold, University of Florida	
Shiyan Dai, National University of Singapore	

Explorations of Research in Thailand

<i>“A Nation Under the Influence: The Creative Strategy Process for Advertising in Thailand”</i>	64
Chompunuch Punyapiroje, University of Tennessee	
Margaret Morrison, University of Tennessee	
Mariea Grubbs Hoy, University of Tennessee	

<i>“To Integrate or Not to Integrate: Exploring How Thai Marketers Perceive Integrated Marketing Communications”</i>	66
Saravudh Anatachart, Chulalongkorn University, Bangkok, Thailand	

Explorations of Research in Australia

- “Advertising Strategy and Effective Advertising: Comparing the U.S. and Australia”* 74
Charles F. Frazer, University of Oregon
Kim Bartel Sheehan, University of Oregon
Charles H. Patti, Queensland University of Technology, Brisbane, Australia

Explorations of Research on Hong Kong Teens

- “The Influence of American Media on the Smoking Related Behaviors of Hong Kong Teenages”* 75
Marvin E. Goldberg, Pennsylvania State University

Other Perspectives of Internet Advertising

- “Advertising Practitioners’ Attitudes towards Internet Advertising in Taiwan”* 76
Kenneth C.C. Yang, National University of Singapore
- “Measuring Web Advertising Effectiveness in China: An Empirical Investigation”* 84
Wen Gong, American University, Washington, DC
Lynda M. Maddox, George Washington University, Washington, DC

Exploring Global Issues of Media Measurement and Ad Effectiveness

- “Purchasing Involvement: Conceptual and Operational Exploration and an Empirical Study of its Relationship with Attitude toward Advertising”* 85
Jyotika Ramaprasad, Southern Illinois University
- “The Optimal Advertising Level for the Category of Household Goods”* 86
Jae Jin Park, University of Missouri
Jongmin Park, Pusan National University
- “Estimating the Audience Coverage of Korean PSAs: Korean Desirable Consumption Behavior Campaign”* 92
Sung Wook Shim, University of Florida
Inhee Choi, University of Florida
- “Reliably Transferring A Global Measure of Emotional Response to the Internet”* 99
Jon D. Morris, University of Florida
Jooyoung Kim, University of Florida
ChongMoo Woo, University of Florida

Research on the 2000 Olympics in Sydney

- “A Comparative Analysis of Sponsor versus Non-Sponsor US Television Advertising Strategies for the Sydney Olympic 2000 Games”* 100
Leslie Jackson Turner, Penn State University

Explorations in Social Marketing and Health-related Research

- “Investigating How Message Framing and Message Appeal Affect the Cognitive Processing of Health-Relevant Advertising Messages”* 102
Hyongoh Cho, Dongguk University, Seoul, Korea
Byounghee Kim, Seowon University, Cheongin, Korea

- “Risky Product Ads in Asia: The EPQ as a Moderator of Korean Assessments of Risky Product Marketing”* 111
Michael F. Weigold, University of Florida
Sung Wook Shim, University of Florida
Jongmin Park, Pusan National University, Pusan, Korea

- “Public Service Advertising in China: Social Marketing in the Making”* 119
Hong Cheng, Bradley University
Kara Chan, Hong Kong Baptist University

Ads and Advertising Education: Other Perspectives

- “Advertising Education in Taiwan: An Assessment by Taiwanese Advertising Practitioners”* 126
Wei-Na Lee, University of Texas at Austin
Carrie La Ferle, Michigan State University
Alex Wang, University of Texas at Austin
Amber Wenling Chen, National Cheng Chi University, Taiwan

- “Developing an Advertising Curriculum Where One Doesn’t Exist: Lessons from Training in Mongolia”* 135
Fritz Cropp, Missouri School of Journalism

Special Topic Sessions

- Media Coverage of Advertising Topics in the Asian World: Examining Content and Considering Effects** 136

Moderator: Kevin L. Keenan, American University in Cairo

Panelists: Hong Cheng, Bradley University
Katherine T. Frith, Nanyang Technical University, Singapore
Shizue Kishi, Tokyo Keizai University
Jeffrey S. Wilkinson, Hong Kong Baptist University
Kenneth C.C. Yang, National University of Singapore

**Internet Advertising in Cultural China: New Perspectives
from Academia and Business 141**

Moderator: Hairong Li, Michigan State University

Panelists: Cheng Kuo, National Chengchi University
Kara Chan, Hong Kong Baptist University
Brian Wong, Hong Kong Baptist University
Frank Jiang, Coca-Cola (China) Beverages Ltd.

**Advertising Education: Comparison of University Programs in Advertising:
Japan, Korea, and the United States 146**

Moderator: Marye Tharp, University of Texas at Austin

Panelists: Yashuhiko Kobayashi, (Japan) Aoyama Gakuin University
Kyung Hoon Kim, (Korea) Changwon National University
Jong Pil Hong, (Korea) Ewha University
Steve Edwards, Michigan State University
Joseph Pisani, University of Florida