

The Attitude towards Ads in Tight Cultures: An Experimental Study

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Abstract

This research examines how the attitude toward ads in tight cultures is affected by the advertising theme. Because in tight cultures norms are clearly defined, and severe sanctions imposed in the case of misfits, it is expected that ads having a deviant behavior or stigmatized group will be less likable. Two experimental studies, one including a fictitious brand while the other one including a real brand, was executed by using a non-student sample. The results of the analysis offered empirical validation that consumers in tight cultures are negative towards the ads including deviancy. Moreover, in the case of real brands consumers' attitudes towards brands are affected negatively after exposed to those norm-violating ads.

Keywords: *tight cultures; ad attitude; social deviance*

Track: Advertising & Marketing Communications