

Advertising Appeals and Cultural Values in Social Media Commercials in Uk, Brasil and India: Cases Study of Nokia and Samsung

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Abstract : The objective of this study is to investigate the impact of culture on advertising appeals in mobile phone industry via social media channel in UK, Brazil and India. Content analysis on Samsung and Nokia commercials in YouTube is conducted. The result indicates that the advertising appeals are both congruent and incongruent with cultural dimensions in UK, Brazil and India. The result suggests that Hofstede and value paradoxes might be the tools to predict the relationship between cultural values and advertising appeals.

Keywords : mobile phone advertising, international advertising, social media advertising.

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