

Global Consumer Culture Positioning Testing Perceptions

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This study tests the effectiveness of global consumer culture positioning (GCCP) in terms of perceptions of soft-sell (indirect and image-based) and hard-sell (direct and information-based) appeals across markets.

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[Global Consumer Culture Positioning \(GCCP\)](#) It is used to identify the brand a insignia for a specific segment of global culture. GCCP is a symbol that help to recognize the behavior and consumption pattern of a particular culture that not shared in the other parts of the world.

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This study proposes a framework of advertising appeals which could be used to express global consumer culture positioning (GCCP) strategy in advertising. The paper examines the use of such appeals in print advertising from four European countries comparing 847 advertisements for durable and non-durable goods from Poland, Hungary, Ireland and ...

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GCCP was developed based global consumer culture theory (GCCT), which asserted that a global culture of consumption is emerging as a result of the "increasing interconnectedness of varied local cultures as well as through the development of cultures without a clear anchorage in any one territory (Okazaki, Mueller, and Taylor, 2010).

"Global Consumer Culture Positioning (Gccp): Reviews and ...

In global marketing global consumer culture positioning (GCCP), foreign consumer culture positioning (FCCP), and local consumer culture positioning (LCCP) are additional strategic options. OVERVIEW MTV's worldwide success is a convincing example of the power of superior global market segmentation and targeting.

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