

WHAT DRIVES AD LIKEABILITY/DISLIKEABILITY IN HONG KONG AND THAILAND?

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ABSTRACT

This study attempts to examine what drives ad likeability/dislikeability in two Asian countries, namely Hong Kong and Thailand. As the two countries are dissimilar in cultural value and religious belief, the primary objectives of this study are to examine what constitute likeable and dislikeable attributes and whether these attributes vary in importance between the two countries. The study examines 200 respondents in each country aged between 25 and 35 years old. The findings show that there are seven likeable attributes and one dislikeable attribute. There are differences in the ranking of likeable attributes between the respondents of the two countries. Using the force-process-outcome model, the reasons for the differences in likeable ranking are attributed to the differences in cultural values and religions. The study concludes by offering some suggestions as to what type of commercials is suitable in each local market.