

# VERBAL AND NONVERBAL INFORMATION: CROSS-CULTURAL COMPARISON OF U.S., GERMAN, MIDDLE EASTERN, AND JAPANESE CAR ADVERTISEMENTS

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## ABSTRACT

Findings revealed that the three groups used mostly one page advertisement. Silver, red and black were the choice colors. All three groups mainly displayed medium size cars. Price was prioritized. The three groups gave priority to "performance." T-test reveals differences between the American and Japanese on one hand and the Europeans on the other hand with respect to the color and size of advertised cars, "price," "rating," and "different" claims. It seems that the Japanese are competing head to head with the Americans; however, the Europeans are trying to target a different segment of consumers, who are affluent and sophisticated