

A comparative study between the countries of the Middle East and the United States of America

Prof. Tamer Abdellatif

Advertising dept., Faculty of Applied Arts, Helwan Un., Giza, Egypt

proftamer@gmail.com

Assist. Prof. Dr. Mai Nada

faculty of applied arts helwan univerty

mai.nada@ksiu.edu.eg

Researcher. Entesar Hussain

faculty of applied arts helwan university

entesar@a-arts.helwan.edu.eg

Abstract

Advertising plays an important role in promoting and marketing products, services, and brands. Comparative advertising has been growing rapidly over the past decades; therefore, it is considered to be one of the most highly effective advertising strategies used. This strategy occurs when one brand claims superiority over its competitor. Thus, the purpose of comparative advertising is to compare the characteristics of a product to the characteristics of its competitor on the basis of one or more product qualities. Comparative advertising is used widely by different cultures, as part of advertising campaigns. It has two different types: direct and indirect, naming the competitor specifically, and superiority is established over them within the direct form. Indirect comparative advertising occurs when the product places superiority over its competitors without explicitly mentioning the name, which is widely seen in Middle East advertising campaigns. The aim of this paper is to study how cultural and legal aspects may enhance or inhibit the application of comparative advertising using a combination of literature reviews as a research methodology to find how can C.A be utilized in the Middle East market without getting a rejection. In addition, how C.A may create conflict from social and cultural aspects by highlighting the Middle East cultural and ethical values. This helps to reveal whether the usage of comparative advertising in Egypt and the Middle East will match cultural values and ethics or not and what may be the obstacles that face the usage of comparative advertising in the Middle East.

Keywords:

Comparative Advertising, Behavioral Intention Responses, Culture Characteristics, Ethics, Competitiveness