

Product type associations with hard-sell and soft-sell vocal styles: A cross cultural  
exploration.

**Abstract**

*This study explores whether consumers' associate hard-sell and soft-sell vocal styles with specific products. The research, conducted across two countries (France and New Zealand), helps us understand whether these associations are universal or differ according to culture. The study shows that assessments of product-advertising vocal style fittingness are mostly consistent across countries but that cultural idiosyncrasies also need to be considered by advertisers.*