

COMPARISONS OF COSMETIC ADVERTISEMENTS:  
STRATEGIES FOR CULTURAL ADAPTATIONS IN WOMEN'S MAGAZINES  
IN TAIWAN

By

YU-RONG PU

A THESIS PRESENTED TO THE GRADUATE SCHOOL OF THE UNIVERSITY OF  
FLORIDA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN MASS COMMUNICATION

UNIVERSITY OF FLORIDA

2003

Copyright 2003

by

Yu-Rong Pu

## ACKNOWLEDGEMENTS

Many people have kindly helped make this thesis possible. My father, Hong-Yong Pu, generously supported me to study in the U.S. My mom, Sho-Lan Chiu, cultivated me to become what I am today. Without their endless love, my dream will never be a reality. My beloved brother, Kenji, helped me a lot with dealing with trivial things so I could concentrate on my thesis. My life-long friends, Chin-Wen Lin, Anita Liu, Michael Tsi, and Julia Wu, stimulated and inspired me to finish this thesis. I had wonderful time with my friends at UF, Yang-Ling Chou, Ean Chien, George Wang, Wen Ren, and Yi-Po Chou, who kindly helped me a lot through my study. Kang-Uei Dai, a very special person to me, had unwavering faith in me and was always there for me. If it were not for these people, I could never make this thesis possible. I am so blessed to have all of them in my life, and the many others who helped me along the way.

I also want to attribute special thanks to my committee members, Dr. Robyn Goodman and Linda Conway Correll, who generously gave me feedback and helped me to develop my coding sheet, and especially my chair, Dr. Marilyn Roberts. Dr. Roberts was incredibly “tolerant” with my poor English and helped me enormously for the editing. She was not only a knowledgeable mentor but also a considerate and encouraging coach and teacher. Without her intelligence and support, this thesis could not have been finished.

I thank all of those named here from the bottom of my heart, and many more I will never forget. I would like to dedicate this thesis to all of them.

## TABLE OF CONTENTS

	<u>page</u>
ACKNOWLEDGEMENTS .....	iii
ABSTRACT .....	vi
CHAPTER	
1 INTRODUCTION .....	1
Background.....	1
Women in Taiwan.....	2
Women Magazine in Taiwan.....	3
Beauty Industry in Taiwan.....	4
International Trends.....	5
Japanese Style.....	5
The Ideal of “Pale Skin” .....	6
Purpose of the Study .....	7
Significance of the Study.....	8
2 LITERATURE REVIEW .....	9
Background of International Advertising .....	9
Standardization .....	9
Localization .....	10
Mixed Approach.....	11
Advertising and Culture .....	12
Nature of Product.....	14
Product Category .....	14
Product “Involvement” .....	15
Product Positioning .....	16
Advertising Strategy .....	18
Simon’s Creative Strategy System .....	18
Advertising Information Level .....	20
Advertising and Fashion .....	22
Why Fashion? .....	22
Advertising in Beauty Industry .....	24
Advertising Practice in Taiwan .....	25

3	METHODOLOGY .....	28
	Content Analysis.....	28
	Unit of Analysis.....	30
	Sampling Design.....	31
	Coding Categories and Variables .....	31
	Research Hypotheses.....	34
4	FINDINGS.....	38
	Descriptions of the Sample.....	38
	Elle U.S. vs. Elle Taiwan & Nong-Nong.....	42
	Nong-Nong vs. Elle Taiwan .....	45
	Personal Care vs. Cosmetics.....	48
5	DISCUSSION.....	54
	Elle U.S. vs. Elle Taiwan & Nong-Nong.....	54
	Elle Taiwan vs. Nong-Nong .....	55
	Personal Care Product Ads vs. Cosmetic Ads.....	56
	Whitening Effects.....	57
	Eastern Trends vs. Western Trends .....	57
	Promotional Devices .....	58
	Implications for International Advertisers.....	58
	Limitations.....	59
	Suggestions for Future Research .....	59
 APPENDIX		
A	TABLES OF RESULTS.....	61
B	CODING SHEET .....	65
	LIST OF REFERENCES.....	69
	BIOGRAPHICAL SKETCH .....	79

Abstract of Thesis Presented to the Graduate School  
of the University of Florida in Partial Fulfillment of the  
Requirements for the Degree of Master of Arts in Mass Communication

COMPARISONS OF COSMETIC ADVERTISEMENTS:  
STRATEGIES FOR CULTURAL ADAPTATIONS  
IN WOMEN'S MAGAZINES IN TAIWAN

By

Yu-Rong Pu

August, 2003

Chairman: Marilyn Roberts  
Major Department: Journalism and Communications

The study examined whether cultural adapted strategies were used in women's magazine advertising in Taiwan. The special beauty idea of "pale skin" is extremely popular among female consumers in Taiwan. Many beauty editorials in women's magazines teach women how to obtain and preserve a porcelain-like skin. The most promising product line of skin care is the whitening product. The widespread "whitening" concept is overwhelming in Taiwan's beauty industry, and it has been emulated by western brands in recent years.

A quantitative content analysis was applied to compare cosmetic product ads in *Elle U.S.*, *Elle Taiwan*, and a local women's magazine, *Nong-Nong* from October, 2001 to August, 2002. Variables coded in the study include advertisement size; product origin; brand name; advertising layout; visual size; product trial/promotional device; copy size; product benefits and attributes in the ad; origin of model; degree of model's "whiteness";

presence of product; arrangement of model and product; language; and language adaptations for headline. Product category, whether it was a personal care product or cosmetics with or without whitening effects, and advertisement category, whether it was a promotional, editorial, or pure product ad, were also examined. Resnik and Stern's information classification was used for coding copy information. The wording of "whitening effects" was examined as to whether the effects were directly featured or not. This study also employed Simon's creative strategy system to determine the differences in advertising appeals.

The findings of this study showed that there were differences in advertising strategies among the three magazines. *Elle Taiwan* and *Nong-Nong* employed more implicit appeals and contained greater information levels of than did *Elle U.S.*. In addition, most ads with dark-skinned models appeared in *Elle U.S.*, while *Elle Taiwan* and *Nong-Nong* had a much higher percentage of light-skinned models in ads. Promotional devices were also widely used in *Elle Taiwan* and *Nong-Nong*. Instead of being totally localized, advertising strategies in *Elle Taiwan* revealed a mixed approach. Product category was the key to determine *whether* or *to what extent* the ads were adapted to local cultures. More standardized approaches were used in cosmetic ads, while personal care product ads showed a higher degree of adaptation. In addition, ads of products with whitening effects were more adapted than ads of product without whitening effects. Due to the favorable attitude toward Japanese brands, *Nong-Nong* contained more Japanese product ads than did *Elle Taiwan*. In contrast, more western product ads appeared in *Elle Taiwan*, as its readers appeared to be less enthusiastic about Japanese styles and more interested in western trends.

## CHAPTER 1 INTRODUCTION

### **Background**

Despite its small geographic size and population, Taiwan has become an important player in world economy over the past 40 years. With more than 20 million people, Taiwan is one of the most densely populated countries in the world. The island continues to expand its economic power at about five percent per year even after Asian financial crisis. Per capita GNP was 14,188 USD and the economic growth rate was almost six percent in 2000 (Advertising Magazine, December 2001, p. 115). Taiwan shares most Chinese traditional values with other East-Asia nations and has emerged as one of the most prosperous countries in the world. The U.S Department of Commerce (1995) classified Taiwan as a “big emerging market” because of its remarkable market potential for American business to invest.

Due to liberalization and tariff cuts in the late 1980s, local consumers gained access to a wider selection of international labels at a more affordable price (Hwang, 2002). Consumers in Taiwan demonstrate a purchasing power in high-end brand-name products comparable with people in other countries (Kao, 2002). The increase of total import value of apparel from US\$250 million in 1990 to US\$843 million in 2000 attract international brands and designers attention to this small island (Hwang, 2002). Over sixty international fashion brand names are already established in this island, and still dozens of others are preparing to enter this highly competitive market (Kao, 2002). The approval of Taiwan's WTO accession in 2001, earned after 12 years of strenuous efforts, marks a

milestone in Taiwan's economic and trade development. Meanwhile, Taiwan has encountered the trend of localization, which peaked in 1999. However, the island still welcomes imported products, as well as exterior cultures. Many young people favor Japanese and Korean products, but are influenced by Hollywood movies and HBO.

By the late 1990s, Taiwan has evolved into a modern advertising industry. Advertising spending per capita of USD \$152 in Taiwan ranked it 22nd in the world in 1996 (International Journal of Advertising, 1998). From 1987 to 1996, Taiwan ranked 20<sup>th</sup> in world with ad spending growth of 153%, comparing Hong Kong's 22nd and Japan's 36<sup>th</sup> (International Journal of Advertising, 1998). With advertising expenditures of \$2.5 billion in 1998, Taiwan ranked fourth in Asia in overall ad expenditures (Business World, 1999). Advertising expenses in Taiwan last year were 47.7 billion NT dollars, a twenty-percent growth compared to year 1999 (Advertising Magazine, 2001).

### **Women in Taiwan**

Due to higher education and more financial independence, women in Taiwan have become more powerful. Female consumers embrace a new definition of woman's role from western culture, which blended well with traditional Chinese values (Tai & Tam, 1997). With economic growth and increased exposure to the west, "Taiwanese women's tastes become more sophisticated and are moving towards the high-end of the market" (Tai & Tam, 1997, p. 290). The most successful products in Taiwan are "foreign in image and local in usage" (Tai & Tam, 1997, p.290).

Young females in Taiwan are very fashion sensitive and willing to pay for entertainment or products that make them more beautiful (Bei, 2002). They change brands of daily products frequently to maintain the sense of "life novelty" (Bei, 2002). These young consumers like to follow the latest international trends and are willing to

spend more money on brand-name products (Bei, 2002). The motivations of their purchases are not always based on function “but more on the prestigious image of imported foreign brands” in some product categories, such as clothing and accessories (Tai & Tam, 1997). However, this attitude doesn’t contradict with the fact that they are experienced and knowledgeable consumers. Young females read newspapers and magazines habitually, exercise to keep fit, value life quality, and are vigorous in social activities (Bei, 2002).

### **Women Magazine in Taiwan**

Women’s magazines in Taiwan act as a commercial medium that delivers advertising messages to the target audiences who are urban middle-and-upper-class women, well-educated, have above average salary, and have superior consumption ability (Shaw, 1997). Those female target audiences rely heavily on women’s magazines for fashion information and advice on styles and buying decisions.

Nowadays, dozens of fashion publications battle in a highly competitive market in Taiwan. Readers can choose from various magazines on shelves every month: local magazines, Taiwanese editions of Japanese or international fashion periodicals. International women magazines launched in Taiwan in the late 80’s and early 90’s (*Cosmopolitan* was first introduced in 1989; *Harper’s Bazaar* was founded in 1991; *Elle Taiwan* was founded in 1991; *Marie Claire* was founded in 1993). In the early stage, transnational corporations relied much on these Taiwanese editions of international women’s magazines to reach female consumers in Taiwan (Shaw, 1997). On the other hand, international advertisers have also been the main financial source for these magazines since they were founded (Shaw, 1997).

Noticeably, international women magazines share much of the advertising revenues earned in Taiwan; only *Nong-Nong*, a domestic magazine, can compete with them (Shaw, 1997). Women magazines in Taiwan generate their revenues heavily on advertising, and in turn, magazine editorials help advertisers promote their products by giving frequent recommendations (Shaw, 1997). These editorials are a very persuasive form of advertising because readers tend to trust editors' knowledge and objectivity.

### **Beauty Industry in Taiwan**

Due to increasing living standards and national incomes in Taiwan, consumers are spending more than before on cosmetics products (Chou, 1998). Because Asians have the most transparent and softest skin type, which leads blemishes and sun damages to be more apparent than Caucasian skin, the main reason for skin care purchases in Taiwan is the desire to avoid skin damage from the sun, pollutants, and aging (Geiger, 2002). In this growing and lucrative market, U.S. brands lead the high-end market sector with a 37 percent share, followed by Japanese products with 36.5 percent and European products with 20.4 percent in 1996 (Chou, 1998). When it comes to product category, personal-care products occupy the highest percentage (about 50%), within which whitening products take the lead; cosmetics has only one-fifth of the total sale percentage (China Girls, 2002).

Consumers in Taiwan tend to favor Japanese brands. According to the Taipei Cosmetics Industry Association's report, the Japanese brand *Shiseido*, which has traditionally targeted Asian women aged 35 and over and is recently trying to lower its target group's age, is expected to be the fastest growing line among imported brands. Taiwanese consumers are very curious and like to try new things. Compared with western markets, they have lower brand loyalty and are easily attracted by advertisement (China

Girls, 2002). Therefore, cosmetics companies have to promote products frequently and hold beauty seminars for only members in order to gain continuous support (China Girls, April 2002).

### **International Trends**

The spread of international fashion is facilitated by a sophisticated distribution network, and the widespread accessibility to international media such as films, cable TV, magazines, and Internet. Fashion magazines, especially those Taiwanese editions of international fashion periodicals such as *Elle*, *Vogue* and *Marie Claire*, convey fashion ideas of global brands to Taiwan women. Before international fashion periodicals were introduced to Taiwan, female consumers only knew big brand names and would stick to them. Nowadays, brand culture is established and Taiwanese women become more sophisticated and have their own opinions toward fashion. Female consumers seek information about style and how to mix and match and are also sensitive about keeping pace with international trends.

### **Japanese Style**

Taiwan has been traditionally under Japan's influence, which might be the result of its Japanese colonization for fifty years until 1945. In the mid 50's, three Taiwanese businessmen imported makeup materials from Japan, further processed them into products, and sold them in Taipei, the capital of Taiwan. Years later, their company became the well-known brand, *Shiseido*, and officially integrated into the Japanese headquarter in the 80's that gave it a more international outlook (*Bazaar Taiwan*, April 2002).

Shiseido has deep local roots and helped to shape Taiwanese women's lifestyle and beauty concepts long before international brands entered Taiwan market. *Shiseido*

teaches women in Taiwan how to use make up and skin care. *Shiseido* is well-known for quality products and packaging. It normally develops ads in Tokyo and works with local agencies to translate and tailor the basic message for different markets (Herskovitz, 1997). *Shiseido* was the first brand to use famous local movie stars as spokespersons for products in the mid 80's. The strategy was a triumph in Taiwan. Ever since then, the company has continuously had stars whom local consumers are familiar with as one important part of their advertising strategy. *Shiseido* has historically devoted itself to localization and has built a very successful "beauty empire" in Taiwan long before the first international prestigious brand, Christine Dior, set up its branch in Taipei in 1974. The easy access to Japanese magazines, TV programs, and pop music, due to geographic proximity of these two countries, further lead the island to be highly influenced by Japanese style. The younger generation has a particularly affinity with Japanese culture.

### **The Ideal of "Pale Skin"**

There is an old Chinese saying: "A fair skin overshadows nine ugly qualities" (Yi bai zhe jiu chou). In ancient China, a porcelain-like complexion was "a symbol of refinement, indicating that a person did not belong to the peasant classes who toiled under the sun" (Johanson, 1998). The embrace of "pale skin equals to beauty" is very popular throughout most East Asia. Because Asians are more prone to hyperpigmentation, where a small amount of sun exposure will produce unfavorable brown spots, women in Asia carry umbrellas, wear gloves that cover the whole arms when driving or riding a bike or motorcycle, as well as wear hats and scarves to prevent skin from getting tanned and to keep a fair skin. While a growing awareness that it is practical to protect the skin in this way to avoid the damaging effects of UV radiation, the

main purpose of these long practiced protective tools is for the prevention of the skin from appearing tan.

The idea of “whitening” does not mean imply “bleaching.” Unlike Michael Jackson’s attempt, whitening is about preventing tanning, and bringing sun-damaged skin back to its normal skin color. Numerous skin products with whitening effects promise to cover all skin flaws, control pigmentation, have ingredients that reflect light or produce a chemical change in skin, or turn “yellow” and “dark” skin to white (Johanson, 1998). The most promising line of skin care is the whitening product which was first introduced by *Shiseido* in 1993. These products focus on lightening complexion of women’s skin. The “whitening” concept has become extremely popular among female consumers in Taiwan and was later emulated by international brands (Chou, 1998). For sunscreen products, the underlying theme is that UV protection yields skin lightening due to the protective role in skin darkening or tanning by UV radiation. The efficacy is claimed and expressed as SPF, indicating how long consumers can be exposed to the sun without getting as tanned as not applying the product. Beauty editorials in women’s magazines elaborate on how to obtain, preserve and enhance fair and smooth skin. In the summer season, many beauty editorials describe how the sun’s radiation will darken and roughen the skin, providing information of how skin can survive the burning heat. They are always followed by cosmetics advertisements that stress their protections of preserving a fair skin so that costumers can turn the threatening sunshine into joyful bathing.

### **Purpose of the Study**

The purpose of this study is to discuss how cultural differences influence advertising messages for cosmetic products in Taiwan, especially the unique beauty idea of pale skin. By comparing advertisements of three product category—personal care,

whitening product, and cosmetics—in the western magazine, *Elle U.S*, and in local magazines, *Elle Taiwan* and *Nong-Nong*, the study is expected to find out how international marketers adapt to the local beauty culture in Taiwan into their advertising messages, and to what extent international marketers employ adaptation strategy.

### **Significance of the Study**

Rising national income along with changes in consumption pattern, the cosmetics and toiletries market in Taiwan grew 8.6% to \$1.8bn in 2000, showing a strong growth potential (A Mixed, 2001). Besides its impressive purchasing power, many multinational companies regard Taiwan as a “laboratory” where they assess whether their products could be successful in China. The approval of Taiwan's WTO accession will make this small island a much more competitive market, which increases the importance of effectively conveying product information to target audiences. In addition, as the skin care and make up market continues to expand, an increasing demand for high-quality imported products provides great opportunities for global brands.

However, few research studies have discussed about the influence of cultural differences on advertising appeals of female products in Taiwan. Despite many research studies on cross-national differences of advertising messages, few studies compare the differences of advertising appeals between western and Asian countries other than Japan (Chang, 1991). Although there are studies that have examined the eastern beauty idea of pale skin, rarely has the implication of this idea been applied to advertising practice.

By combining the understanding of the beauty idea of pale skin in Taiwan with different advertising strategies employed by three magazines, this study can provide insights to international marketers on how to make their advertising more effective to Taiwanese female consumers.

## CHAPTER 2 LITERATURE REVIEW

### **Background of International Advertising**

As the world is becoming one big marketplace, how to develop an effective strategy for delivering advertising messages to consumers of various cultures is more and more important to global advertisers. International marketers are usually faced with the problem of whether or not and to what extent, should their advertising strategy adapt cultural factors in different countries. With the increasing attention given to international marketing, the choice between standardization and adaptation has been widely discussed. The debate between support for standardization versus localization mainly deals with the issue of whether consumers in different cultures are alike in their preferences and decision tendencies.

### **Standardization**

A standardized approach is suggested due to the assimilation and homogenization of consumer motives and purchasing behavior across national borders (Levitt, 1983). It is founded on the premise that human wants and needs have a number of similarities despite of cultural differences. "People identify less with nations and more with groups, professions, and subcultures" (Vardar, 1992). Standardization focuses on the regularity in consumer demand and develops global advertising campaigns, diminishing the need for adaptation to local conditions (Harich & Zandpour, 2000). Levitt (1983) believed that the convergence of technological advancements and telecommunication systems would lead

to the globalization of markets that would greatly demand standardized advertising across countries.

It has also been widely acknowledged that standardization of advertising strategy would allow marketers to build global brand awareness through repetition and maintain a consistent brand image, a desirable asset where the product appeals to a universal need (Levitt, 1983). Therefore, many international brands tend to develop their brand identities and formulate advertising strategy at their corporate headquarters and apply them to local markets (Chen, 2002). According to Schooler's (1971) study, females usually value foreign products higher than males. This favorable attitude is further enhanced when the products fall into fashion industry, such as cosmetics (Wall, 1986).

### **Localization**

The standardization approach is mostly criticized by its insufficient ability to account for the specific characteristics in each market and its target audiences (Buzzell, 1968). Empirical studies provide strong evidence suggesting the necessity of adapting international advertising to local markets (Chang, 1991). Ricks et al. (1974) considered that most international advertising blunders came from ignorance of different culture and local lifestyle. In addition, political factors, legal restraints, economic difference, infrastructure and industrial development in each market might cause standardized advertising campaign to be unsuccessful (Britt, 1974; Unwinn, 1974; De Mooij, 1994).

International advertisers should notice the local cultural diversity among markets and recognize the benefits of localization. Standardized advertising strategies are only appropriate for some brands/product categories or specific conditions, as suggested by Harris (1984). Product attributes are rated differently from one country to another, (Green, Cunningham & Cunningham, 1975) and localized advertising themes are viewed

sometimes more favorable by consumers (Hornik, 1980). As cultural uniqueness is emphasized, localization allows international marketers to create messages particularly tailored to local markets. To be effective, advertising has to reflect the needs, wants, values, traditions, language and economic variables (Harich & Zandpour, 2000).

### **Mixed Approach**

Because few markets are exactly alike, researchers proposed a “mixed” approach—partly standardized and partly localized (Peebles, Ryans & Vernon, 1977). International marketers should learn about the consumers and their backgrounds, define the market segments as precisely as possible, and scrutinize motivational factors in detail before launching an advertising campaign (Leo, 1964; Buzzell, 1968; Miracle, 1968; Boddewyn, 1986). Adaptation is necessary in order to ensure that consumers’ needs and wants are satisfied effectively so that sales are maximized.

Peebles, Ryans, and Vernon (1977) advocated “prototype standardization” where the same campaign would be applied in multiple markets with the only differences of appropriate translation and idiomatic changes. Norton B. Leo (1964) called for a need to consider the *degree* to which advertisements can be standardized. The degree of standardization depends on the product or service being advertised, conditions in each market, and the strategic intent of the advertisers. Other factors should be considered when determining the level of standardization (Buzzell, 1968; Miracle, 1968; Boddewyn, 1986) including:

- ❖ Industrial conditions such as level of competition, product life cycle;
- ❖ Economic factors necessary degree of standardization;
- ❖ Homogeneity of markets;
- ❖ Marketing institutions such as advertising media, legal restrictions; and

- ❖ Cultural and behavioral factors and their influences on the foreign market's perception of the product.

Even though consumers may have the same needs and wants among different markets, the needs and wants still need to be addressed according to “different communication patterns that will have a strong influence on the effectiveness of marketing communications” (Wang, Jaw, Pinkleton & Morton, 1997, p. 51). For example, Tai's (1997) study showed that among 87 multinationals advertisements in China, Taiwan, Singapore, and Honk Kong, 31 percent of the advertisements are the same as those in their home markets, while 68 percent applied a different strategy. Kirpalani et al. (1988) also suggested that environmental factors should be put into consideration when deciding advertising tactics such as layout and media selection. Therefore, either standardized or localized strategies are only one of several possible strategies, depending on situation in each market.

In short, international advertising strategy is considered situation-specific. Today's question that global marketers should ask is “*in what situation* and *to what extent* should multinational advertising be standardized?” (Duncan & Ramaprasad, 1995, p.57).

### **Advertising and Culture**

The relationship between advertising messages and cultural values of a society has been acknowledged by researchers (Cho, 1993). Many studies showed that culture affects the perception and practices of advertising, and therefore advertising reflects cultural values in which it exists. (Unwin, 1974; Holbrook, 1987; Mueller, 1987; Frith and Frith, 1990). Culture can be defined as a set of fundamental ideas, practices and experiences of a group of people that are “symbolically transmitted generation to generation through a learning process” (Chen & Starosta, 1998, p. 23).

Advertising is a significant tool that functions as imparting product information to consumers. However, how people interpret advertisements is determined by culture codes. Research shows that different cultures seem to stress different advertising appeals, which are carried in the illustration and headlines of the ad and are supported by the ad copy (Zhang & Gelb, 1996). Domzal and Kernan (1992) said in their work that “products serve as markers; they have consensual what-implies-what meanings, which we learn from a variety of sources, not the least of which is advertising” (p.9). When consumers encounter an advertisement, their reaction “depends on the meaning they assign to it, and in turn depends on characteristics of both the advertisement and the individual consumer” (Grier & Brumbaugh, 1999). The characteristics of individuals are greatly shaped by their cultures, and cultural differences are one of the most influential factors opposing standardized advertising. Proponents of localization pronounced that cultural influences on consumer decision-making could be understood in terms of an underlying metaphor that “cultural knowledge is a lens that colors people’s perception of objects and messages in the environment.” (Briley, Morris & Simonson, 2000, p.164).

However, much of consumer research on culture shows inconsistent findings concerning about the content of marketing communications. Some research suggests that advertising appeals have asymmetric effects across cultures; while other research implies that some persuasion approaches yield similar attitudinal results in different cultures. One explanation is that only when cultural based norms were salient, cultural differences in attitude emerged (Aaker, 2000). Mueller (1989) concluded her study that “advertisements of each country exhibit some degree of sensitivity to the cultural uniqueness of the

particular consuming market. Cultural sensitivity is portrayed through the varying usage of these same appeals” (p.130).

Another explanation is offered by the Elaboration Likelihood Model (Petty & Cacioppo, 1986). ELM suggests that when people are highly motivated to process an advertisement, they tend to form attitudes based on attentive consideration of the attributes of the product that is advertised. On the other hand, when people are not motivated to process an advertisement, they would use simple decision rules or heuristics as a shortcut to assess the product “without extensive cognitive effort” (Leach & Liu, 1998). Based on ELM, Leach and Liu’s research (1998) showed that when advertising messages are consistent with cultural norms, consumers will automatically process them through a peripheral route. Briley et al. (2000) also emphasized on the “dynamic” role of cultural knowledge, saying that culture is influential when “individuals need to provide reasons for their judgment or decision” (p. 160). In other words, they recommended that cultural knowledge is a “tool” which exerts its influence on individual perceptions only when it *is brought into use*. Therefore, in some product categories, consumers may have similar needs and wants among different markets, indicating that there should not be “systematic differences” in decision-making. (Briley, Morris & Simonson, 2000).

### **Nature of Product**

Studies show that international advertising strategies vary with the nature of product. Three product aspects are important when considering advertising approaches, they are: product category, product involvement and product positioning.

#### **Product Category**

The importance of product category has been emphasized recently due to the insufficient explanation of cultural influence on international advertising. Product

categories “shown independently affect creative strategy, information content, form and format of advertising messages” (Chen & Starosta, 1998, p. 37). Product category is important because it “constitutes the core around which brand positioning is effected; a brand whose meaning violates the limits of this core might not be regarded as plausible by consumers” (Domzal & Kernan, 1992, p. 56).

Developed by Newell and Simon (1972), “consumer means-end chains” theory (MECs) establishes the relationship between product attributes, the benefits of product use, and consumers’ values: “product attributes yield particular benefits upon consumption, which contribute to value satisfaction” (Hofstede, Steenkamp & Wedel, 1999). The key idea of MECs is that “product attributes are means for consumers to obtain desired ends, namely, values, through the benefits yield by those attributes” (Hofstede, Steenkamp & Wedel, 1999). Therefore, products that are not culture-bounded are more appropriate to employ the standardization strategy (Quelch & Hoff, 1986; Domzal & Kernan, 1993).

### **Product “Involvement”**

Product involvement can be defined as “commitment to a position or concern with a specific stand on an issue” (Rothschild, 1987, p. 28). It basically concerns about whether the “brand” is important to consumers’ purchasing decisions. A low-involved consumer represents a passive audience to advertising: they would not actively search information but rather randomly learn it. They only seek “some acceptable satisfaction” and buy products based on a few attributes and least likely to cause them a problem (Rothschild, 1987). Their attitude toward the product is formed after using it. Low involvement may also indicate that consumers learn more slowly and forget more quickly. As a result, advertising messages should be shorter, have less information, and

repeated more frequently (Rothschild, 1987). Examples for low-involvement products in fashion industry are clothing, cosmetics, and accessories.

For high-involvement products, consumers tend to seek and process information. They look for maximized product satisfaction, and therefore, they would “compare brands to see which provide the most benefits related to needs,” and their purchase is based on “multi-attribute comparison of brands” (Rothschild, 1987). Products most likely to draw high levels of involvement are usually durable goods, high cost, complex, “related to consumer’s central value,” or “have dissimilar brand choice alternatives” (Rothschild, 1987). Because consumers are concerned about the decision, they form an attitude toward the brand as well as the product before they make a purchase. As a result, advertising is the key tool in building awareness for high-involvement products.

Advertisements for high-involvement products require providing more factual and detail information to consumers. For example, adaptation strategy may be necessary for skin-care products in Taiwan because it would allow consumers easily understand the attributes that products carry. It is important for western brands to establish their distinctions from local and Japanese products that Taiwan consumers have been used to and familiar with. In addition, advertising messages for high-involvement products are delivered primarily through print media because it allows consumers to digest the information at a self-controlled pace (Rothschild, 1987).

### **Product Positioning**

“Positioning” can be defined as the product design to fit a given place in the target consumer’s mind. It separates a brand from its competitors by associating the brand with a specific set of consumer needs, which are ranked high on the consumer’s priority list. If a product is positioned the same in other markets as at home country, standardization

would be feasible (Jain, 1989). With the widespread power of mass media, fashion trends are considered universal, with some adjustments that are culturally important or unique. Therefore, some products are suggested to employ standardized advertising strategy, such as cosmetics, while in other product categories, international advertisers might need to create their own characteristics and differentiate their products from local ones. Mueller (1996) proposed that there are several products suitable for standardized advertising strategy, including:

- ❖ Products that can be promoted via image campaign:  
These products have strong visual effects which enable standardized advertisement break through country boundaries. Cosmetics are one of these products.
- ❖ Products for consumers who are essentially similar:  
Target audiences among different markets have similar characteristics. (pp. 23-24).

Alden, Steenkamp, and Batra (1999) proposed a new concept of “global consumer culture positioning” (GCCP), which is defined as a strategy that “identifies the brand as a symbol of a given global culture” (p.77), such as modernity and cosmopolitanism. GCCP associates a brand with “globally shared and consumption- related symbols that signal membership in global consumer segments” (Alden, Steenkamp & Batra, 1999, p.79). They suggested that advertising applying GCCP will be more effective if it “communicates in a subtle, indirect, and abstract fashion” due to the rapid change of global consumer culture and the “linkages between the brands and the imagined membership in a global consumer segment” (Alden, Steenkamp & Batra, 1999, p.79).

Alden, Steenkamp and Batra’s (1999) study shows that a soft-sell approach is more suitable for GCCP than a hard-sell approach. Soft-sell ads use more visual imagery and are more subtle and ambiguous. Hard-sell approaches are relatively more informative and focus on tangible product attributes. Furthermore, soft-sell ads are more image-oriented.

They are usually more abstract than informational hard-sell ads, and the messages tend to be more implicit (Alden, Steenkamp & Batra, 1999). In addition, GCCP is more appropriate for products that symbolize modernity rather than tradition, and for products consumed in similar patterns, instead of for those consumed in locally idiosyncratic ways (Alden, Steenkamp & Batra, 1999).

### **Advertising Strategy**

Past research on cross-cultural advertising has generally looked at dissimilarity in advertising styles and varying levels of informativeness across markets. Different cultures may require different advertising creative strategies and levels of informativeness. By analyzing and identifying these two elements of advertising messages, international marketers can develop appropriate and effective advertising approaches in different countries.

Creative strategy can be defined as “the means selected to achieve desired audience effect over the term of the campaign” (Frazer, 1983, p.36). Creative strategy is considered to be the policy or directing principle guiding the general nature and character of advertising messages (Frazer, 1983; Zandpour et al., 1992). It may differ across markets and their effects may be different because of cultural disparity.

### **Simon’s Creative Strategy System**

Various product/brand require different approaches to activate audiences’ purchase through advertising exposure (Simon, 1971). After studying the works of well-known copywriters, Simon (1971, p.169) introduced a classification system, which consists ten creative strategies, called “activation methods.” This scheme is based on the assumption that “various product-brand characteristics demand different methods of activating the

consumer to buy” through advertising exposure (Simon, 1971, p.170). Simon describes how creative strategy directs advertising creation:

The product-brand characteristics dictate the activation method that the ad should use, and the activation method, in turn, dictates what the copy and headline should aim to say, what the illustration should show, and the proportions of the ad that should be devoted to copy and illustration. (p. 193)

Simon’s creative strategies include the following:

- (1) Information: Presentation of plain facts, without explanation or argument, only “news about” the product concerned.
- (2) Argument: Providing facts and “excuses” (reason why) for purchasing the advertised product or service that consumers may have already been interested in; copy is especially significant.
- (3) Command: “Non-verbal” reminders influence consumer’s favorite; may be strengthened by authoritative figures.
- (4) Imitation: Providing testimonials by a celebrity, by “hidden camera” participant(s), or by individual(s) unknown but consumers can readily identify with or they respect due to specified characteristic(s). This strategy employs the communication source as the reason(s) for purchasing the product.
- (5) Obligation: Offering free gifts or information, or a moving sentiment; some attempt to make consumers feel appreciative.
- (6) Habit-starting: Offering a sample or decreasing price to initiate a “regular practice or routine;” product usually “featured.”
- (7) Repeated Assertion: Hard-sell repetition of one basic piece of information: often a “generality” unsupported by factual proof.
- (8) Brand Familiarization: Exercising a friendly, conversational feel; few or no “selling facts” but suggestion of “loyalty” to and “trustworthiness” of the brand; keeping brand name exposed to the public.
- (9) Symbolic Association: Providing subtle presentations linking the product to any positive symbol, such as a place, event, or person; sales pitches are usually implicit and minimal, and copy is usually minimal and products are generally not “featured.”
- (10) Motivation with Psychological Appeals: Explicit statement of how consumers will benefit from products; using emotional appeals to self-interest in creating desires not formerly readily obvious; a framework of “especially for you” when interpreting facts (pp. 174-183).

## Advertising Information Level

In modern society, consumers look for information about products in advertisements to make better purchasing decisions. The higher information level an ad carries, the less uncertainty viewers will have toward the advertised product (Abernethy & Franke, 1996). Many studies use a scheme of measuring advertising information developed by Resnik and Stern. Resnik and Stern (1977) introduced the fourteen information cues that represent factors “identified as information cues which could potentially be used in intelligent decision making” (p. 51). They asserted that an advertisement can be considered as informative when it contains at least one of the fourteen criteria.

The fourteen information criteria are:

- (1) Price: How much does the product cost?
- (2) Quality: What are the product’s characteristics that differentiate it from competing products based on evaluations of workmanship, engineering, durability, excellence of materials, structural superiority, attention to detail, or special services?
- (3) Performance: What is the use of product and how well does it do what it is designed to do in comparison to alternative purchases?
- (4) Components: What is the product composed of? What ingredients does it contain?
- (5) Special Packaging or Shape: What special package or shape is the product available in which makes it more appealing than alternatives?
- (6) Safety Features: What are the product’s safety features compared to competing products?
- (7) Availability: Where can the product be acquired? When will the product be able to purchase?
- (8) Special Offers: What limited-time non-priced deals are available with a particular purchase?
- (9) Taste: Is evidence presented that the taste of a particular product is perceived as superior in taste by a sample of potential consumers?

- (10) Guarantees and Warrantees: What post-purchase assurances accompany the product?
- (11) New Ideas: Is a totally new concept introduced? Are its advantages presented?
- (12) Independent Research: Are results of identified research presented?
- (13) Company research: Are results provided by a company through comparing presented?
- (14) Nutrition: Are specific data given comparing the nutritional content of a particular product, or is a direct specific comparison made with other products?

The level of information content can be influenced by the product that is advertised, the medium carrying the ad, and the country where the ad is placed (Abernethy & Franke, 1996). Many studies apply Resnik-Stern's information classification to examine the information level of international advertisements in different countries. Generally speaking, research has shown that with magazine advertisements, more information is provided in advertisements in Asia countries than in the U.S., based on Resnik-Stern's information system (Chang, 1991). Rice and Lu (1988) used this system to conduct a content analysis of 472 Chinese consumer magazine advertisements and found a large amount of information was contained in those ads. Furthermore, 100 percent of the Chinese advertisements could be seen as informative according to Resnik and Stern's definition. Chang (1991) also found that in Taiwanese TV commercials, performance information is more likely to be employed for personal care-cosmetics-drugs products.

Zandpour and his colleagues (1992) conducted a study using Simon's creative strategy and Resnik-Stern information cues to exam similarities and differences between U.S., French, and Taiwanese TV commercials. They found that U.S. commercials usually address specific consumer personal needs and problem and frequently employ celebrities, credible sources, and users of products to convey specific product benefits (Zandpour et

al, 1992). U. S. commercials provide explicit conclusions, supported by data-based arguments, why consumers should choose the advertised product, and products are constantly displayed aggressively in the ad (Zandpour et al., 1992). On the other hand, Taiwanese TV commercials tend to utilize more subtle appeals through symbols and metaphors (Zandpour et al., 1992). They are more abstract and generally do not address specific consumer personal needs (Zandpour et al., 1992). An ideal that can be reached through the product usage is often promised, though is seldom linked to the product attributes (Zandpour et al., 1992). Unlike U. S. ads, commercials in Taiwan tend to provide fewer reasons or explicit conclusions (Zandpour et al., 1992). If there is information contained in the ad, it is often presented as straight and unrelated facts (Zandpour et al., 1992). Another frequent strategy in Taiwan is immediate rewards in the form of free offers and special deals through hard-sell approaches (Zandpour et al., 1992).

### **Advertising and Fashion**

#### **Why Fashion?**

Fashion mirrors lifestyles. It can be defined as “the model style of a particular group at a particular time...the style which is considered appropriate or desirable” (Lauer, 1981). Fashion develops in all contexts as the result of the assertion of self-identity and social comparison. It reflects not only individuals but also social values and beliefs. Long before clothing fashion existed in the form of tattoos, paintings, or intentional scars (Rogers & Gamans, 1983). People use visual media to “indicate themselves and others whether they think they belong with another individual or group, or whether they consider themselves another’s equal or superior” (Cannon, 1998, p. 26).

Need represents “a longing for, or lacking of, something that people do not have” (Rogers & Gamans, 1983, p. 46). Needs may spring from physical or psychological

reasons, whether consciously or unconsciously. When awakened by internal or external factors, needs then turn into *wants*. It is especially true that people desire more than they actually need in fashion products and the whole process of “wanting” is a continuing process (Rogers & Gamans, 1983). People’s motivations for fashion may come from emotional need, their hunger for praise, the desire of being fashionable or attractive, the longing of being unique or acceptance by peer groups, or they simply tend to become tired of sensations that are experienced constantly (Nystrom, 1928; Frings, 2001).

Collins (1977) presented the “Juliet Principle” drawn from Shakespeare's line spoken by Juliet to Romeo, “What’s in a name? That which we call a rose by another name would smell as sweet.” This principle suggests that “the verbal form “rose” does not matter; it’s what we have come to associate with that verbal form that determines the meaning of the name” (McDonald & Roberts, 1990, p.11). This can perfectly explain the phenomena in fashion industry; only the “verbal form” here is replaced by “brand name”. A brand name does not simply signal a product’s “utilitarian attributes”, it can also have a particular meaning, which “makes the product personally meaningful and intrinsically relevant for the consumer” (Ligas, 1999, p. 611).

According to Bocoock (1993), “all consumption is always the consumption of *symbolic signs*.” Fashion provides models and materials for individuals to construct their identity. It offers choice of clothes, makeup, style, and image through which people can build their characteristics (Kellner, 1994). Individuals use fashion to express their personalities, define their status, create an identity for themselves, or to “role-play certain situations in life” (Rogers & Gamans, 1983). For instance, one may want to give others an impression that she is stylish and can keep up with the trend by putting on the

cosmetics of this season. In addition, people purchases are not always based on actual personal needs or product attributes, but the implied meaning behind the brand name of their purchases. A brand name does not simply signal a product's "utilitarian attributes", it can also have a particular meaning, which "makes the product personally meaningful and intrinsically relevant for the consumer" (Ligas, 1999, p. 610). For example, carrying a branded product may imply the buyer's tastes or her social and financial status. The implied meaning behind the branded product can come from marketing environment such as advertising, social environment such as how other people interpret the meaning of the product, and individual environment—how the consumer wishes to present himself or to be perceived by others (Ligas, 1999).

### **Advertising in Beauty Industry**

The beauty industry considers the target segment as the main determining factor in applying advertising strategy in different markets. Therefore, as beauty brands meet the trend of self-expression and can create similar perception towards the brand, a standardized approach is more likely to be applied (Tai, 1997). For instance, *Anna Sui*, the New York based cosmetics company, targets the same group internationally— young, trendy, and self-expressive consumers. The visual images in its ads attract consumers in Tokyo, Taipei, and New York, with the only modification of language translation, or even without it.

Domzal and Kernan (1993) also believe that some beauty products are qualified for "global" advertising. By "global" advertising, they referred to international advertisements that "are addressed to multinational audiences" and it implies "a uniformity, not necessarily an exact replication" (Domzal & Kernan, 1993, p. 18).

Therefore, global advertisements are not “absolutely standardized ones”, and local language might be adopted in many cases (Domzal & Kernan, 1993, p. 18).

It is very common that celebrities or famous models endorse beauty products. It is because marketers acknowledge that many purchasing decisions of beauty goods are made based on consumers’ identity or projective image to the celebrity or model in the advertisements. As Bocoock (1993) stated, “people try to become the being they desire to be by consuming the items they imagine will help create and sustain their ideas of themselves, their image, and their identity” (p. 23). In addition, Tai (1997) pointed out that the major benefits of a standardized advertising strategy in Asia markets include “the creation of a stronger international identity through consistent positioning and image across markets over time and cost reduction through economies of scale in advertising production, sharing of experience and effective use of advertising budget” (p. 53).

Few media possess the power to influence fashion trends more than magazines. For cosmetics marketing, magazines play a crucial role to the advertising mix. As consumers become more aware of the latest fashion styles through magazines, the more desire they want to catch up with it (Frings, 2001). Consumers also seek for beauty information and advice for their styling and buying decisions from fashion magazines. Fashion magazines provide readers the bridge that links the “real” and the “fantastic.” By looking at the photographic images in advertisements, readers can gain the pleasure of “re-creating the body and the pleasure of masquerade” (Rabine, 1994).

### **Advertising Practice in Taiwan**

Tai’s (1997) research showed that most multinational firms apply an adaptation strategy by using the same positioning and main theme as in home country, while using different creative executions in Taiwan market. Many Taiwanese advertising studies

showed that “traditional values have not been reflected as much as expected” and “the link between traditional culture and advertising content is not that obvious” (Shao, Raymond & Taylor, 1999). The frequent use of the “hard-sell” approach that focuses on special product attributes and information on product availability in Taiwanese commercials is also less consistent with traditional culture (Zandpour et al., 1992).

Based on the concept of “Simon’s creative strategies”, Chang (1991) suggests that the most informative commercials tend to be for personal care cosmetics drugs products. In addition, this product category was most likely to utilize information and imitation strategies, and brand-familiarization and symbolic association were less likely to be applied (Chang, 1991; Cho, 1993). Cho (1993) pointed out that cultures with higher levels of uncertainty avoidance and little tolerance for ambiguity, such as Taiwan, were more likely to employ the argument strategy, which provides explicit information. Wang et al. (1997) found that more western appeals, such as individualism, youth, modernity, or independency, than eastern appeals, such as traditional approaches, “soft-sell” or group consensus appeals, were used in Taiwanese magazine advertisements. The high frequency of western appeals and themes in Taiwan may result from an adoration of western brands, “its history of acceptance of foreign cultures, the impact of global advertising agencies, and the training background of Taiwanese advertising industry personnel” (Shao et al., 1999, p.66).

The employment of English language and foreign models in advertisements is very common in Taiwan (Neelankavil et al., 1995). Shi’s (2000) research on 1263 advertisements in Taiwan magazines (577), newspaper (544), and TV (142) found out that English language appeared most frequently in product and company names.

Clothing, cosmetics and accessories were three of the top ten product categories that employed English in the advertisements. Approximately 92% advertisements that carried English language were used with Chinese. Shi (2000) pointed out that “English mixing in advertisements in Taiwan serves as an attention gather, symbolizing internationalism, fashion, quality guarantee, and highly developed industrial innovations.” (p. 5).

This chapter has reviewed research most relevant to the comparing cosmetic advertising practices in Taiwan by pointing out how culture, product nature, and the special beauty idea of pale skin may affect international advertising strategies. Based upon previous research, the next chapter will now discuss the methodological approach and present the operational definitions used in the study.

## CHAPTER 3 METHODOLOGY

### **Content Analysis**

The methodology for this study is designed to explore the advertising appeals in Taiwan. In order to find out whether the project hypotheses are supported, a research method of content analysis will be used.

Content analysis originated in the 1950s as a quantitative approach to make valid inferences from media text through a set of procedures (Riffe et al., 1998), which facilitates the production of core constructs from textual data through a systematic method of reduction and analysis and is increasingly undertaken through computerized software (Priest et al., 2002). Holsti (1968) defined content analysis as a technique for “making inferences by systematically and objectively identifying specified characteristics of messages” (p14). It is a method for “determining the values, themes, role prescriptions, norms of behavior, and other elements of a culture” from collecting and analyzing messages in communication process (Engel, Kollat & Blackwell, 1968). Content analysis is widely used by exploratory studies because it is particularly helpful to researchers for finding answers to the question where the method is applied (Priest et al., 2002).

Quantitative content analysis is the “systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules, and the analysis of relationship involving those values using statistical methods, in order to describe the communication, draw inferences about its meaning, or infer from the communication to its context, both of production and

consumption” (Riffe et al., 1998, p. 20). To have objectivity, the research has to be designed to obtain the same results from the same documents when carrying out by other people (Holsti, 1968). A consistently applied criterion of selection allows a systematic analysis to include and exclude of content or categories so that we can avoid the possibility that only materials supporting the researchers’ hypotheses are examined (Holsti, 1968). Another important element of content analysis is generality. Generality means that findings must have theoretical relevance so that the study results are of scientific values (Haggarty, 1996).

When categorizing content, researchers have to make sure that the categories represent the elements of their theories (Holsti, 1968). Analyzed text will be coded into established categories to support the generation of ideas (Priest et al., 2002). Each time when a similar piece of text or idea unit attributed to a particular category appears, it will be counted. Categories have to be exhaustive so that every item relevant to the study will be grouped (Holsti, 1968). In addition, they have to be mutually exclusive, so that each item will only be counted once within a category set (Holsti, 1968).

Quantitative content analysis has been criticized for some drawbacks. Kerlinger (1973) suggests that most content analysis is used simply to “determine the relative emphasis or frequency of various communication phenomena” and not infer to theoretical concepts (p. 525). It is criticized for stressing too much on comparative frequency of different symbols’ appearance so that sometimes even the presence of a single particularly important symbol may bring significant impact to a message (Riffe et al., 1998). Holsti (1969) also pointed out that quantification leads to trivialization, and problems may be selected due to their quantifiability and therefore become more

significant than reality. Kracauer (1953) argued that quantifying text may lose meaning through radical reduction.

As the purpose of this study is to exam advertising messages, content analysis serves as a propitiate approach which allows the quantitative observation of advertising contents of print commercials in magazines to be analyzed systematically and reliably so that we can make generalizations from them in relation to the categories in this study. A second male coder whose native language is also Mandarin will code 10% of the samples to establish intercoder reliability. The coder will attend a training cession, and sample ads will be provided to assist in using the instrument. The level of acceptance (R) will use Hosti's (1963) formula:

$$R = 2(C_{1,2}) / C_1 + C_2$$

Where  $C_{1,2}$  = number of category assignments both coders agree on

$C_1 + C_2$  = total category assignments made by both coders

### **Unit of Analysis**

The units of analysis for this study were advertisements chosen from three magazines—*Elle U.S.*, *Elle Taiwan*, and a local women fashion magazine *Nong-Nong*, from July 2001 to August 2002. Each advertisement of a one-third page in magazines or more, which included personal care products (moisturizer, facial cream, facial mask, toner, essence, lotion, and sun-care products) and cosmetics (lipsticks, foundation, mascara, and eye shadow) was analyzed.

The reason *Elle Taiwan* and *Nong-Nong* were selected because they were in the top ten effective advertising magazines in Taiwan in 2000, according to Advertising Magazine (2001). The international-oriented images and styles of *Elle Taiwan* attract western advertisers more than local magazines (Kao, 2002), while the local-oriented

magazine, *Nong-Nong*, with a strong female readership, attracts both western and local as well as Japanese advertisers. In addition, *Nong-Nong* is the only women magazine that can compete in readership with other international magazines. Its readership is urban working females ages from twenty to thirty-five. Unlike *Elle Taiwan*, which is more imagery and visual oriented, *Nong-Nong* is more Japanese style oriented, namely more content of useful daily beauty information that teach readers how to make-up and dress stylishly.

### **Sampling Design**

An even number was randomly chosen, and the months of October 2001, December 2001, February 2002, April 2002, June 2002, and August 2002, were selected. Approximately 350-450 of ads will be derived from these magazines. The ads will represent both personal care product ads and cosmetic ads. Fifteen ads will be randomly chosen in each magazine per month. If there are less than fifteen ads in a single magazine, all ads qualified to research categories will be selected. The number of seven was randomly picked and will be where the first sampling ad starts.

### **Coding Categories and Variables**

There will be 22 variables categorized in this study. The origin of the ad (magazine and month) and its size (one-third page, half page, one page, double page spread, more than two pages, or other) will be coded. Product origin (Taiwan, Japan, U.S.A, France, other European countries, or other) and brand name will also be coded. Products in the ads will be categorized into personal care with or without whitening effects, cosmetics with or without whitening effects, and other. Ads will be categorized into editorial, pure product, or promotional ad (with samples, coupons or declaration of beauty seminar or special offers, such as discounted price, special packages for a limited time).

The advertisement layout will be categorized into visual only, copy only, or visual and copy. Those ads that only have brand name, product line, and/or small headline will be coded as visual-only ads. The visual size will be coded depending on its percentage in the ad (25%, 33%, 50%, 66%, 75%, or 100%). The copy size will be examined in two ways: whether it is headline only, headline with paragraph(s) (one paragraph, two paragraphs, or more than two paragraphs), or other; how much percentage the copy size is in the ad (headline and/or brand name only, less than 25%, 25%~33%, 34%~50%, 51%~66%, 67%~75%, or more than 75%). Product promotional/ trial device in the ad will be recorded when it carries coupon, entry level form (ex: contest, seminar), sample, announcement of activities (ex: make-up shows), or there are special offers in the ad, such as discounted price, special packages for a limited time, or non-priced deal with a particular purchase; otherwise, ads will be coded as no trial/ promotional device.

The origin (eastern, western, both, or can't code) of models in ads will be coded. The researcher went to a department store and consulted with a *Shiseido* sales personnel about what foundation shade would be considered as medium skin tone in Taiwan. The degree of models' "whiteness" will be determined by comparing models' complexions with the foundation shade and will be coded as light, medium, dark, or not applicable if the model is presented as black-and-white or only body part presented in the ad. Product presence and the arrangement of products and models (model dominated, product dominated, or equal presence) in the ad will also be coded.

This study will apply some of Resnik-Stern's information cues (1977) to examine copy information: price, quality, performance, components, special packaging or shape, safety features of products, availability, special offers, results of independent research,

company research. Taste, guarantees and warranty, new idea, and nutrition will be excluded from this study because personal care products and cosmetics are not related to the information classification. Copy information for ads which feature their products as specially tailored for Asian women will be coded as “quality.” Copy information for ads which claim their products are mild and/or not stimulating (suitable for sensitive skins), 100% natural ingredients, no fragrance, or no antiseptic will be coded as “safety features.” Ads that carry information of future beauty seminar will be also coded as “special offers.” Each ad may be coded more than once if applicable to the categories.

Ads will be examined whether they carry information of product attributes, product benefits, or both; or there is no product attribute and product benefit in the ad (visual-only ads or not visual-only ads). Whitening effects features in ads will be coded as with “whitening effect” (mei-bai), or “pale” (bai) wording, with sun block or UV features only, with “whitening effect” or “pale” wording and sun block or UV features, using wording other than “whitening effect” or “pale” wording and sun block/UV features, product without whitening effects, or other.

Presence of language in the ad will be categorized as Chinese, Japanese, English, French, Chinese and English, Chinese and Japanese, Chinese and French, or other. Ads that have brand name and product components in foreign language and copy is presented in Chinese will be coded as “Chinese.” Language adaptation for headline will be examined whether there is Chinese translation or it is a Chinese-only eastern product ad, an eastern product ad but with English and Chinese translation, or a Chinese-only western product ad. For this category, even the brand name is presented as foreign language and without translation will not be considered as “without Chinese translation.”

Advertising creative strategy will be scrutinized based on Simon's (1971) creative strategy. Ads may have multiple categories if applicable to the classification: information, argument, command, imitation, obligation, habit-starting, repeated assertion, brand familiarization, symbolic association, and motivation with psychological appeals. For editorial ads that have models to demonstrate how to use cosmetics or take care of one's skin with a specific brand product line will be coded as "imitation." For those only have visual layouts will be coded as "visual only."

### **Research Hypotheses**

Based on previous studies (Rice & Lu, 1988; Chang, 1991) that used Resnik-Stern's (1977) information classification to determine the information level of advertisements, this study proposes the following hypothesis:

H1: Advertisements in *Elle Taiwan* and *Nong-Nong* will contain a greater level of information content than copy for ads in *Elle U.S.*.

H2: *Elle U.S.* will contain less editorial advertisements than *Elle Taiwan* and *Nong-Nong*.

The study assumes that magazines issued in Taiwan will be more adapted to local culture and reflect the special beauty idea of pale skin. Hence, the study proposes that:

H3: Advertisements in *Elle Taiwan* and *Nong-Nong* will carry more promotional devices than ads in *Elle U.S.*.

H4: Advertisements in *Elle Taiwan* and *Nong-Nong* will contain more eastern models than ads in *Elle U.S.*.

H5: Advertisements in *Elle Taiwan* and *Nong-Nong* will contain more light-skinned models than ads in *Elle U.S.*.

H6: *Elle Taiwan* and *Nong-Nong* will contain more advertisements of product with whitening effects than *Elle U.S.*.

Though previous research suggests that more western appeals than eastern appeals were used in Taiwan magazine advertisements (Wang et al., 1997; Shao et al., 1999), the study would like to modify it and propose that this phenomenon is more applicable to Taiwan editions of international periodicals than local Taiwanese magazines and that local Taiwanese magazines will be more adapted than Taiwan editions of international periodicals. Therefore, the study will explore with the following hypotheses:

H7: Advertisements in *Nong-Nong* will contain a greater number of eastern models than ads in *Elle Taiwan*.

H8: *Nong-Nong* will have a higher percentage of local and Japanese product advertisements than *Elle Taiwan* will have.

H9: *Elle Taiwan* will have a higher percentage of western product advertisements than *Nong-Nong* will have.

H10: Advertisements of products with whitening effects in *Nong-Nong* will use more wording of “whitening effects” (mei-bai) or “pale” (bai) than ads in *Elle Taiwan*.

H11: Advertisements in *Nong-Nong* will have a greater number of language adaptations than advertisements in *Elle Taiwan*.

H12: Advertisements in *Nong-Nong* will contain a greater level of information than ads in *Elle Taiwan*.

Because of the differences in product category (Harris, 1984; Quelch & Hoff, 1986; Domzal & Kernan, 1993; Chen & Starosta, 1998), product involvement (Rothschild,

1987), and product positioning (Jain, 1989; Mueller, 1996), the level of standardization varies (Leo, 1964; Buzzell, 1968; Miracle, 1968; Peebles, Ryans, and Vernon, 1977; Boddewyn, 1986) in order to reflect cultural uniqueness in the local market (Harich & Zandpour, 2000). In other words, as cosmetic products can create similar perception towards the brand and are consistent with cultural norms, a standardized approach is more likely to be applied (Domzal & Kernan, 1993; Tai, 1997; Leach & Liu, 1998; Briley, Morris & Simonson, 2000). Previous research also pointed out that ads of personal care-cosmetics-drugs products in Taiwan tend to be more informative (Chang, 1991) and frequently use argument strategy (Cho, 1993). Therefore, the study proposes that:

H13: Personal care product ads will have a greater number of language adaptations than cosmetic ads will have.

H14: Cosmetic ads will use more western models than ads of personal care products will use.

Based on Alden, Steenkamp and Batra's (1999) concept of "global consumer culture positioning", the study proposes that:

H15: Personal care product ads will contain a greater number of product attributes than cosmetic ads.

H16: Personal care product ads will contain a greater level of information than cosmetic ads.

H17: Advertisements of products with whitening effects will contain a greater level of information than ads of products without whitening effects.

H18: Cosmetic ads will use less argument strategy than personal care product ads.

H19 Cosmetic ads will use more visual imagery than personal care product ads.

H20: Cosmetic ads will have a greater level of implicitness than personal care product ads.

## CHAPTER 4 FINDINGS

### **Descriptions of the Sample**

There were a total number of 403 ads—67 from *Elle U.S.*, 162 from *Elle Taiwan*, and 174 from *Nong-Nong*. A hundred and ninety-six ads were pulled out from fall and winter issues, and 208 ads came from spring and summer. Fifty-four percent of the ads were personal care and 46% of them were cosmetics (see Table 4-1). Products with whitening effects appeared in 22% of all the ads. Within each product category, 38% of personal care product ads and 5% cosmetic ads had whitening effects. Ads that featured whitening effects mainly came from April, June, and August issues (76%). More than 55% of ads in *Elle U.S.* and about 40% of ads in *Elle Taiwan* were one-page. More than 50% of ads in *Nong-Nong* were double-page spread or had an advertisement size of more than two pages. However, there was no significant difference found between magazines' advertising placement size. Ten percent of the sample was coded by second coder to determine intercoder reliability. The intercoder reliability was found to be 81.8% using Holsti's formula (1963), which satisfied the degree of acceptance.

Ads in *Elle U.S.* were mainly one page (56%), while more ads in *Elle Taiwan* and *Nong-Nong* were two pages or more (see Table 4-2). The promotional ads with entry forms appeared in *Elle Taiwan* and *Nong-Nong* were usually half-page ads. Ads that were greater than two pages were usually editorial ads.

Table 4-1 Product Categories by Magazines

		MAGAZINE			Total
		Elle US	Elle Taiwan	Nong-Nong	
Personal care with whitening effect	Count	0	38	42	80
	% within Product	.0%	47.5%	52.5%	100.0%
Personal care w/o whitening effect	Count	27	48	58	133
	% within Product	20.3%	36.1%	43.6%	100.0%
Cosmetics with whitening effect	Count	0	4	5	9
	% within Product	.0%	44.4%	55.6%	100.0%
Cosmetics w/o whitening effect	Count	39	65	67	171
	% within Product	22.8%	38.0%	39.2%	100.0%
Total	Count	67	163	174	404
	% within Product	16.6%	40.3%	43.1%	100.0%

$$\chi^2 = 24.4, df = 6, p < .05$$

Table 4-2 Advertisement Size by Magazines

		ADVERTISEMENT SIZE			Total
		Less than 1 page	1 page	2 pages or above	
Elle US	Count	12	37	18	67
	% within Magazine	17.9%	55.2%	26.9%	100.0%
Elle Taiwan	Count	28	63	72	163
	% within Magazine	17.2%	38.7%	44.2%	100.0%
Nong-Nong	Count	28	53	93	174
	% within Magazine	16.1%	30.5%	53.4%	100.0%
Total	Count	68	153	183	404
	% within Magazine	16.8%	37.9%	45.3%	100.0%

$$\chi^2 = 16.08, df = 4, p < .05$$

Ads in all magazines usually displayed product attributes with explicit product benefits (see Table 4-3). *Elle Taiwan* and *Nong-Nong* carried more product-benefit-only ads than *Elle U.S.*. Most product-attribute-only ads appeared in *Elle U.S.*.

Table 4-3 Product Attributes and Benefits by Magazines

		ATTRIBUTE & BENEFIT IN AD			Total
		Attributes only	Attributes & benefits	Benefits only	
Elle US	Count	5	53	6	64
	% within Magazine	7.8%	82.8%	9.4%	100.0%
Elle Taiwan	Count	1	130	23	154
	% within Magazine	.6%	84.4%	14.9%	100.0%
Nong-Nong	Count	1	155	13	169
	% within Magazine	.6%	91.7%	7.7%	100.0%
Total	Count	7	338	42	387
	% within Magazine	1.8%	87.3%	10.9%	100.0%

$$\chi^2 = 21.36, df = 6, p < .05$$

Most ads had product presence (98%). *Elle U.S.* and *Nong-Nong* had more model-dominant ads than *Elle Taiwan* (see Table 4-4). However, no significant association was found between magazine type and arrangement of model and product in ads.

Table 4-4 Arrangement of Model and Product by Magazines

		ARRANGEMENT		Total
		Model dominant	Product dominant	
Elle US	Count	35	21	56
	% within Magazine	62.5%	37.5%	100%
Elle Taiwan	Count	66	70	136
	% within Magazine	48.5%	51.5%	100%
Nong-Nong	Count	85	69	154
	% within Magazine	55.2%	44.8%	100%
Total	Count	186	160	346
	% within Magazine	53.8%	46.2%	100%

$$\chi^2 = 4.096, df = 2, p < n.s.$$

Based on Resnik and Stern's information classification (1977), the finding shows that "product performance" was the most frequently used information cue in all three magazines, followed by "product components or contents", "availability", and "quality" (see Appendix A-1, p. 64). Only one ad in *Elle U.S.* mentioned "price", compared with about 20% in *Elle Taiwan* and 30% in *Nong-Nong*. In addition, only one ad in *Elle U.S.* mentioned "special packaging or shape" or "special offers", while more than 10% of ads in *Elle Taiwan* and *Nong-Nong* carried these information cues. No statistical test of association was run due to the number of empty cells counts of less than five.

Most ads in *Elle U.S.* contained no promotional devices (see Table 4-5). The descriptive percentages show that special offers were the most frequently used promotional devices in *Elle Taiwan* and *Nong-Nong*, followed by entry forms. However, no statistical test of association between magazine and promotional device types was found due to the high number of empty cells that counts of less than five.

Table 4-5 Promotional Device Type by Magazines

		DEVICE						Total
		None	Coupon	Entry form	Sample	Activity	Special offer	
Elle US	Count	63	0	1	2	0	0	66
	% within Magazine	95.5%	.0%	1.5%	3.0%	.0%	.0%	100%
Elle Taiwan	Count	128	5	8	2	4	13	160
	% within Magazine	80.0%	3.1%	5.0%	1.3%	2.5%	8.1%	100%
Nong-Nong	Count	128	5	11	2	6	16	168
	% within Magazine	76.2%	3.0%	6.5%	1.2%	3.6%	9.5%	100%
Total	Count	319	10	20	6	10	29	394
	% within Magazine	81.0%	2.5%	5.1%	1.5%	2.5%	7.4%	100%

$$\chi^2 = 16.20, df = 10, p < n.s.$$

Based on Simon's creative strategy system (1971), this study shows that most ads in all three magazines used only one creative appeal. Descriptive percentages in Appendix A-2 (p. 65) show that "argument" (a strategy providing facts and reasons for purchasing the product) was the most common appeal among the three magazines,

followed by "imitation" (testimonial by celebrities or by individuals unknown but consumers can readily identify with due to specified characteristics), and "symbolic association" (subtle presentations linking the product to positive symbols). Most "symbolic association" ads appeared in *Nong-Nong* and *Elle Taiwan*. Like the other two magazines, most ads in *Nong-Nong* employed the "argument" strategy. However, *Nong-Nong* had more pure "imitation" appeals in ads. *Elle Taiwan* and *Elle U.S.* had more "argument and imitation" appeals. In addition, *Elle Taiwan* appeared to contain more "motivation with psychological appeal" and "symbolic association" strategies than the other two magazines. *Elle U.S.* had a larger percentage of "information" and "argument and imitation" appeal ads than did *Nong-Nong* and *Elle Taiwan*. Again, no statistical test of association would be performed due to the high number of empty cells that counts of less than five.

### Elle U.S. vs. Elle Taiwan & Nong-Nong

*H1: Advertisements in Elle Taiwan and Nong-Nong will contain a greater level of information content than copy for ads in Elle U.S..*

The finding shows a significant difference in the number of ads in *Elle Taiwan* and *Nong-Nong* regarding the level of information than did *Elle U.S.*. Most ads in *Elle U.S.* were headline only or headline with one paragraph (see Table 4-6). About half the ads in *Elle Taiwan* and *Nong-Nong* contained a headline with two paragraphs or more. Most ads in *Elle U.S.* had copy size between 25-50%, and less than 15% of the ads had copy size more than 50%.

On the contrary, there were more ads with copy size of more than 50% of the layout in *Elle Taiwan* and *Nong-Nong* (see Table 4-7). In addition, ads in *Elle Taiwan* and *Nong-Nong* carried more information cues than *Elle U.S.* (see Table 4-8). *Elle U.S.* contained more ads with one to two information cues than did *Elle Taiwan* and *Nong-Nong*. In addition, more than half the ads with four information cues or more appeared in *Elle Taiwan* and *Nong-Nong*. *H1* is supported.

Table 4-6 Advertising Copy Size by Magazines -1

		COPY SIZE		Total
		Headline only or with one paragraph	Headline with 2 paragraphs or above	
Elle US	Count	41	19	60
	% within Magazine	68.3%	31.7%	100.0%
Elle Taiwan	Count	82	75	158
	% within Magazine	51.9%	47.5%	100.0%
Nong-Nong	Count	82	92	174
	% within Magazine	47.1%	52.9%	100.0%
Total	Count	205	186	392
	% within Magazine	52.3%	47.4%	100.0%

$$\chi^2=9.56, df=4, p<.05$$

Table 4-7 Advertising Copy Size by Magazines - 2

		copy Size			Total
		Less than 25%	25%~50%	More than 50%	
Elle US	Count	19	39	9	67
	% within Magazine	28.4%	58.2%	13.4%	100.0%
Elle Taiwan	Count	39	78	46	163
	% within Magazine	23.9%	47.9%	28.2%	100.0%
Nong-Nong	Count	34	71	69	174
	% within Magazine	19.5%	40.8%	39.7%	100.0%
Total	Count	92	188	124	404
	% within Magazine	22.8%	46.5%	30.7%	100.0%

$$\chi^2=21.96, df=6, p<.05$$

Table 4-8 Number of Information Cues by Magazines

		INFORMATION CUES			Total
		1-2	3	4 or above	
Elle US	Count	50	14	3	67
	% within Magazine	74.6%	20.9%	4.5%	100.0%
Elle Taiwan	Count	83	39	41	163
	% within Magazine	50.9%	23.9%	25.2%	100.0%
Nong-Nong	Count	83	48	43	174
	% within Magazine	47.7%	27.6%	24.7%	100.0%
Total	Count	216	101	87	404
	% within Magazine	53.5%	25.0%	21.5%	100.0%

$$\chi^2=18.74, df=4, p<.05$$

*H2: Elle U.S. will contain less editorial ads than Elle Taiwan and Nong-Nong.*

As Table 4-9 shows, *Elle U.S.* contained less editorial ads, and ads in *Elle U.S.* were mostly pure product ads. In contrast, advertising strategies in *Elle Taiwan* and *Nong-Nong* were more diverse; 17% ads in *Elle Taiwan* and 23% in *Nong-Nong* were editorial ads. *Elle Taiwan* and *Nong-Nong* also contained more promotional ads than *Elle U.S.*. *H2* is therefore supported.

*H3: Ads in Elle Taiwan and Nong-Nong will carry more promotional devices than ads in Elle U.S..*

As Table 4-10 shows, 22% of ads in *Elle Taiwan* and 26% of ads in *Nong-Nong* had promotional devices, compared to 7.5% in *Elle U.S.*. Therefore, *H3* is supported.

Table 4-9 Advertisement Categories by Magazines

		AD CATEGORY			Total
		Editorial	Pure product	Promotional	
Elle US	Count	0	66	1	67
	% within Magazine	.0%	98.5%	1.5%	100%
Elle Taiwan	Count	27	108	28	163
	% within Magazine	16.6%	66.3%	17.2%	100%
Nong-Nong	Count	40	94	40	174
	% within Magazine	23.0%	54.0%	23.0%	100%
Total	Count	67	268	69	404
	% within Magazine	16.6%	66.3%	17.1%	100%

$$\chi^2 = 42.93, df = 4, p < .05$$

Table 4-10 Promotional Devices by Magazines

		PROMOTIONAL DEVICE		Total
		None	With promotion	
Elle US	Count	62	5	67
	% within Magazine	92.5%	7.5%	100.0%
Elle Taiwan	Count	127	36	163
	% within Magazine	77.9%	22.1%	100.0%
Nong-Nong	Count	128	45	173
	% within Magazine	74.0%	26.0%	100.0%
Total	Count	317	86	403
	% within Magazine	78.7%	21.3%	100.0%

$$\chi^2 = 9.99, df = 2, p < .05$$

*H4: Ads in Elle Taiwan and Nong-Nong will contain more eastern models than ads in Elle U.S..*

The findings suggest a significant association between magazine type and models shown in ads. Elle Taiwan and Nong-Nong contained more eastern models than did Elle U.S. (see Table 4-11). H4 is supported by the finding.

Table 4-11 Models by Magazines

		MODEL (If shown in ads)		Total
		Western	Eastern	
Elle US	Count	47	0	47
	% within MAGAZINE	100.0%	.0%	100.0%
Elle Taiwan	Count	46	44	90
	% within MAGAZINE	51.1%	48.9%	100.0%
Nong-Nong	Count	40	72	112
	% within MAGAZINE	35.7%	64.3%	100.0%
Total	Count	133	116	249
	% within MAGAZINE	53.4%	46.6%	100.0%

$$\chi^2 = 54.54, df = 2, p < .05$$

*H5: Ads in Elle Taiwan and Nong-Nong will contain more light-skinned models than ads in Elle U.S..*

As *H5* asserted, the finding revealed a significant association between magazine type and the degrees of models' skin whiteness. *Elle Taiwan* and *Nong-Nong* contained more light-skinned models in ads than did *Elle U.S.* (see Table 4-12). Most models in *Nong-Nong* and *Elle Taiwan* were displayed in a light skin tone; no matter whether the model was western or eastern looking. On the contrary, *Elle U.S.* had the highest percentage of medium and dark-skinned models in ads among the three magazines.

Table 4-12 Degree of Models' Whiteness by Magazines

		Degree of Model's Whiteness				Total
		Light	Medium	Dark	Mixture of complexions	
Elle US	Count	17	18	9	23	67
	% within MAGAZINE	25.4%	26.9%	13.4%	34.3%	100%
Elle Taiwan	Count	76	7	4	29	116
	% within MAGAZINE	65.5%	6.0%	3.4%	25.0%	100%
Nong-Nong	Count	102	5	4	8	119
	% within MAGAZINE	85.7%	4.2%	3.4%	6.7%	100%
Total	Count	195	30	17	60	302
	% within MAGAZINE	64.6%	9.9%	5.6%	19.9%	100%

$$\chi^2=77.38, df=6, p<.0.5$$

*H6: Elle Taiwan and Nong-Nong will contain more product with whitening effects advertisements than Elle U.S..*

About 30% of the ads in *Elle Taiwan* and *Nong-Nong* were product with whitening effects ads (see Table 4-1). No product with whitening effects ad appeared in *Elle U.S.*. Therefore, *H6* is supported.

#### **Nong-Nong vs. Elle Taiwan**

*H7: Ads in Nong-Nong will contain a greater number of eastern models than ads in Elle Taiwan.*

As Table 4-11 shows above, most models in *Elle Taiwan* were western, while more than 60% of models in *Nong-Nong* were eastern. Therefore, *H7* is supported.

*H8: Elle Taiwan will have a higher percentage of western product ads than Nong-Nong will have.*

*H9: Nong-Nong will have a higher percentage of local and Japanese product ads than Elle Taiwan will have.*

As *H8* and *H9* asserted, there was a significant difference between products' origins in these two magazines. *Elle Taiwan* carried the most European product ads, while most Asian product ads came from *Nong-Nong* (see Table 4-13). Furthermore, *Elle Taiwan* had more western product ads that were not major brands than did *Nong-Nong* (see Table 4-14). Concluded from the above findings, *H8* and *H9* are supported.

Table 4-13 Product Origin by Magazines

		ORIGIN			Total
		Asian country	USA	European country	
Elle US	Count	3	45	19	67
	% within MAGAZINE	4.5%	67.2%	28.4%	100%
Elle Taiwan	Count	52	40	71	163
	% within MAGAZINE	31.9%	24.5%	43.6%	100%
Nong-Nong	Count	78	38	58	174
	% within MAGAZINE	44.8%	21.8%	33.3%	100%
Total	Count	133	123	148	404
	% within MAGAZINE	32.9%	30.4%	36.6%	100%

$$\chi^2=6.07, df=2, p<.05$$

Table 4-14 Brands by Magazines

		BRAND				Total
		Major US brand	Major European brand	Major Asian brand	Other western brand	
Elle US	Count	27	37	3	0	67
	% within MAGAZINE	40.3%	55.2%	4.5%	.0%	100.0%
Elle Taiwan	Count	24	70	52	17	163
	% within MAGAZINE	14.7%	42.9%	31.9%	10.4%	100.0%
Nong-Nong	Count	31	57	76	10	174
	% within MAGAZINE	17.8%	32.8%	43.7%	5.7%	100.0%
Total	Count	63	187	153	1	404
	% within MAGAZINE	15.6%	46.3%	37.9%	.2%	100.0%

$$\chi^2=8.19, df=3, p<.05$$

*H10: Ads of products with whitening effects in Nong-Nong will use more wording of "whitening effects" (mei-bai) or "pale" (bai) than ads in Elle Taiwan.*

Descriptive percentages seem to support *H10*—*Nong-Nong* contained more ads of products with whitening effects that used wordings of “whitening effects” (mei-bai) or “pale” (bai) than did *Elle Taiwan* (see Table 4-15). However, no statistical difference was found. Therefore, *H10* is not supported.

Table 4-15 Wording of Whitening Effects by Magazines<sup>1</sup>

		WORDING OF WHITENING EFFECT		Total
		With whitening (mai-bai) only	Other whitening wording	
Elle Taiwan	Count	29	19	48
	% within MAGAZINE	60.4%	39.6%	100.0%
Nong-Nong	Count	34	18	52
	% within MAGAZINE	65.4%	34.6%	100.0%
Total	Count	63	37	100
	% within MAGAZINE	63.0%	37.0%	100.0%

( $\chi^2 = 0.096$ ,  $df = 1$ ,  $p < n.s.$ )

*H11*: Ads in *Nong-Nong* will have a greater number of language adaptations than ads in *Elle Taiwan*.

As Table 4-16 shows, there was also a significant difference between language adaptations in these two magazines. Most ads in *Elle Taiwan* were in both Chinese and English (63%) or in Chinese only (23%). More than 50% of ads in *Nong-Nong* were Chinese-only, followed by Chinese-and-English. In addition, *Nong-Nong* had more Chinese-only ads than *Elle Taiwan* did. No matter whether it was a western-product ad or an eastern-product ad. On the other hand, most ads in *Elle Taiwan* and *Nong-Nong* had Chinese translation for the headline (see Table 4-17). However, *Elle Taiwan* had more western product ads that had no Chinese translation for the headline than did *Nong-Nong*. *H11* is therefore supported by the above findings.

Table 4-16 Language in Ads by Magazines<sup>2</sup>

<sup>1</sup> Table 4-15 did not include *Elle U.S.* because there were no ads of products with whitening effects.

<sup>2</sup> Table 4-16 did not include *Elle U.S.* because there were no ads containing Chinese.

		LANGUAGE				Total
		Chinese only	English only	Chinese with other language	Chinese & English	
Elle Taiwan	Count	37	3	20	101	161
	% within Magazine	23.0%	1.9%	12.4%	62.7%	100.0%
Nong-Nong	Count	89	0	22	64	174
	% within Magazine	51.1%	.0%	12.6%	36.8%	100.0%
Total	Count	126	3	42	165	335
	% within Magazine	37.6%	9.0%	12.5%	49.5%	100.0%

$$\chi^2=32.91, df=3, p<.05$$

Table 4-17 Language Adaptation for Headlines by Magazines<sup>3</sup>

		LANGUAGE ADAPTATIONS FOR HEADLINES				Total
		Western Product with Chinese Translation	Western product (No Translation)	Eastern product	Western Product (Chinese only)	
Elle Taiwan	Count	77	9	50	27	163
	% within Magazine	47.2%	5.5%	30.7%	16.6%	100.0%
Nong-Nong	Count	54	3	67	50	174
	% within Magazine	31.0%	1.7%	38.5%	28.7%	100.0%
Total	Count	131	12	117	77	337
	% within Magazine	38.9%	3.6%	34.7%	22.8%	100.0%

$$\chi^2=16.94, df=3, p<.05$$

*H12: Ads in Nong-Nong will contain a greater level of information than ads in Elle Taiwan.*

As *H12* projected, there was also a significant difference in the number of ads between the information levels in *Elle Taiwan* and *Nong-Nong*. Not only did ads in *Nong-Nong* have greater copy size than ads in *Elle Taiwan* (see Table 4-6 and Table 4-7), but also ads in *Nong-Nong* had more information cues than ads in *Elle Taiwan* (see Table 4-8). Fifty-two percent of the ads in *Nong-Nong* contained three information cues or more, compared with 49% in *Elle Taiwan*. *H12* is also supported.

### Personal Care vs. Cosmetics

*H13: Ads of personal care products will have a greater number of language adaptations than ads for cosmetics will have.*

<sup>3</sup> Table 4-17 did not include *Elle U.S.* because there were no ads containing Chinese.

As *H13* asserted, there was a significant difference between language adaptations in personal care product ads and cosmetic ads. The finding shows more Chinese-only personal care product ads than cosmetic ads (see Table 4-18). More cosmetic ads were presented in an English-only text. In addition, western personal care products ads contained more Chinese-only ads than western cosmetic ads. In contrast, western cosmetic ads had more ads with no Chinese translation for headlines than personal care product ads did (see Table 4-19). *H13* is supported.

Table 4-18 Language by Product Categories

		LANGUAGE				Total
		Chinese only	English only	Chinese with other language	Chinese and English	
Personal care	Count	78	27	22	87	214
	% within Product	36.4%	12.6%	10.3%	40.7%	100.0%
Cosmetics	Count	44	41	19	73	177
	% within Product	24.9%	23.2%	10.7%	41.2%	100.0%
Total	Count	122	68	41	160	391
	% within Product	31.2%	17.4%	10.5%	40.9%	100.0%

$$\chi^2=8.995, df=3, p<.05$$

Table 4-19 Language Adaptation for Headlines by Product Categories

		LANGUAGE ADAPTATIONS FOR HEADLINES				Total
		Western product with Chinese Translation	Western product (No translation)	Eastern product	Western product (Chinese only)	
Personal care	Count	64	33	66	51	214
	% within Product	29.9%	15.4%	30.8%	23.8%	100%
Cosmetics	Count	63	45	46	25	179
	% within Product	35.2%	25.1%	25.7%	14.0%	100%
Total	Count	127	78	112	76	393
	% within Product	32.3%	19.8%	28.5%	19.3%	100%

$$\chi^2=10.19, df=3, p<.05$$

*H14: Cosmetic ads will use more western models than personal care product ads will use.*

As *H14* asserted, there was a significant association between product categories and models shown in ads. A higher percentage of western models appeared in cosmetic ads than appeared in personal care product ads (see Table 4-20). In addition, more

cosmetic ads appeared to contain models than personal care product ads. *H14* is therefore supported.

Table 4-20 Models by Product Categories

		MODEL			Total
		Western models	Eastern models	No model shown	
Personal care	Count	63	56	88	207
	% within PRODUCT	30.4%	27.1%	42.5%	100.0%
Cosmetics	Count	69	57	44	170
	% within PRODUCT	40.6%	33.5%	25.9%	100.0%
Total	Count	132	113	132	377
	% within PRODUCT	35.0%	30.0%	35.0%	100.0%

$$\chi^2=12.94, df=2, p<.05$$

*H15: Personal care product ads will contain a greater number of product attributes than cosmetic ads.*

Table 4-21 shows a significant association between product attributes in personal care product ads and cosmetic ads. These ads carried a greater number of product attributes than cosmetic ads. Most personal care product ads contained information of product attributes and benefits (96%), while most of benefit-only ads came from cosmetics. Therefore, *H15* is supported.

Table 4-21 Product Attributes and Benefits by Product Categories

		ATTRIBUTES & BENEFIT IN ADS			Total
		Attributes only	Attributes & benefits	Benefits only	
Personal care	Count	0	204	8	212
	% within PRODUCT	.0%	96.2%	3.8%	100.0%
Cosmetics	Count	7	126	33	166
	% within PRODUCT	4.2%	75.9%	19.9%	100.0%
Total	Count	7	330	41	378
	% within PRODUCT	1.9%	87.3%	10.8%	100.0%

$$\chi^2=35.61, df=2, p<.05$$

*H16: Personal care product ads will contain a greater level of information than cosmetic ads.*

As *H16* stated, there was a significant difference between information levels in personal care product ads and cosmetics ads. More ads containing a headline with two

paragraphs appeared in personal care product ads than in cosmetic ads (see Table 4-22).

In addition, more personal care product ads had copy size more than 50% of the advertising layout (see Table 4-23). Furthermore, personal care product ads contained more information cues than did cosmetic ads (see Table 4-24). *H16* is also supported.

Table 4-22 Copy Size by Product Categories - 1

		COPY SIZE		Total
		Headline only or with one paragraph	Headline with 2 paragraphs or above	
Personal care	Count	90	121	211
	% within PRODUCT	42.7%	57.3%	100.0%
Cosmetics	Count	110	60	171
	% within PRODUCT	64.3%	35.1%	100.0%
Total	Count	200	181	382
	% within PRODUCT	52.4%	47.4%	100.0%

$$\chi^2=22.18, df=1, p<.05$$

Table 4-23 Copy Size by Product Categories - 2

		COPY SIZE			Total
		Less than 25%	25%~50%	More than 50%	
Personal care with whitening effect	Count	12	41	28	81
	% within PRODUCT	14.8%	50.6%	34.6%	100.0%
Personal care w/o whitening effect	Count	19	66	48	133
	% within PRODUCT	14.3%	49.6%	36.1%	100.0%
Cosmetics with whitening effect	Count	3	3	3	9
	% within PRODUCT	33.3%	33.3%	33.3%	100.0%
Cosmetics w/o whitening effect	Count	57	72	41	170
	% within PRODUCT	33.5%	42.4%	24.1%	100.0%
Total	Count	91	182	120	393
	% within PRODUCT	23.2%	46.3%	30.5%	100.0%

$$\chi^2=20.89, df=6, p<.05$$

*H17: Ads of products with whitening effects will contain a greater level of information than ads of products without whitening effects.*

As Table 4-24 shows, ads of products with whitening effects contained more information cues than ads of products without whitening effects. However, only cosmetics with whitening effects ads contained more copy size than cosmetics without

whitening effects ads (see Table 4-23). No similar pattern appeared in personal care product ads. Therefore, *H17* is partially supported by these findings.

Table 4-24 Number of Information Cues by Product Categories

		INFORMATION CUES			Total
		1-2	3	4 or above	
Personal care with whitening effect	Count	24	23	33	80
	% within PRODUCT	30.0%	28.8%	41.3%	100.0%
Personal care w/o whitening effect	Count	60	36	37	133
	% within PRODUCT	45.1%	27.1%	27.8%	100.0%
Cosmetics with whitening effect	Count	5	3	1	9
	% within PRODUCT	55.6%	33.3%	11.1%	100.0%
Cosmetics w/o whitening effect	Count	123	36	12	171
	% within PRODUCT	71.9%	21.1%	7.0%	100.0%
Total	Count	212	98	83	393
	% within PRODUCT	53.9%	24.9%	21.1%	100.0%

$$\chi^2 = 21.64, df = 6, p < .05$$

*H18: Cosmetic ads will use less argument strategy than personal care product ads.*

As Appendix A-3 shows (p. 66), personal care product ads used more “argument” appeals than cosmetic ads did. In addition, cosmetic ads used more implicit strategies of “motivation with psychological appeals”, “symbolic association”, and “imitation” than personal care ads. The descriptive percentages appear to support *H18*. However, no statistical test of association could be determined due to the number of empty cells counts of less than five. Therefore, *H18* is only partially supported.

*H19: Cosmetic ads will use more visual imagery than personal care product ads.*

As Table 4-25 and Table 4-26 show, personal care product ads had less visual imagery than cosmetic ads. Not only did most visual-only ads appear in cosmetic ads, but also cosmetic ads had greater visual size in the advertising layout. In addition, only products without whitening effects ads had visual-only layout. Though descriptive percentages seem to support *H19*, no statistical difference was found between the

advertising visual size and personal care product ads and cosmetic ads. Therefore, *H19* is partially supported.

Table 4-25 Advertising Layouts by Product Categories

		LAYOUT		Total
		Visual only	Visual & copy	
Personal care	Count	1	212	214
	% within PRODUCT	.5%	99.1%	100.0%
Cosmetics	Count	10	169	179
	% within PRODUCT	5.6%	94.4%	100.0%
Total	Count	11	381	393
	% within PRODUCT	2.8%	96.9%	100.0%

$$\chi^2=10.58, df=3, p<.05$$

Table 4-26 Advertising Visual Size by Product Categories

		VISUAL SIZE			Total
		50% or less	51%-75%	More than 75%	
Personal care with whitening effect	Count	9	23	48	80
	% within PRODUCT	11.3%	28.8%	60.0%	100.0%
Personal care w/o whitening effect	Count	26	42	65	133
	% within PRODUCT	19.5%	31.6%	48.9%	100.0%
Cosmetics with whitening effect	Count	1	3	5	9
	% within PRODUCT	11.1%	33.3%	55.6%	100.0%
Cosmetics w/o whitening effect	Count	16	54	101	171
	% within PRODUCT	9.4%	31.6%	59.1%	100.0%
Total	Count	52	122	219	393
	% within PRODUCT	13.2%	31.0%	55.7%	100.0%

$$\chi^2=6.28, df=6, p< n.s$$

*H20: Cosmetic ads will have a greater level of implicitness than personal care product ads.*

Although there were more benefit-only layouts in cosmetic ads than in personal care product ads, as *H15* suggested, no statistical test of association could be determined between the advertising appeals and personal care product ads and cosmetic ads (*H18*). There were also no statistical difference found between the advertising visual size and personal care product ads and cosmetic ads (*H19*). Therefore, *H20* is only partially supported.

## CHAPTER 5 DISCUSSION

As Briley, Morris, and Simonson (2000) pointed out, culture exerts its influence only when “some aspect of the decision task requires that decision makers draw knowledge structure that differ cross-culturally.” In other words, although there are many differences between western versus Chinese cultures, consumers’ decision making would be affected only when they need to provide rationale for their purchase. The cultural similarity of countries indicates that local consumers may accept certain standardized approaches as long as the advertised products are not culturally salient. Therefore, some cosmetic product advertising appeals in Taiwan are similar, even the same as those in their home markets.

### **Elle U.S. vs. Elle Taiwan & Nong-Nong**

As a high-context culture, Taiwan society emphasizes non-verbal expression and physical settings (Stove, 1974). Consequently, advertising messages in *Elle Taiwan* and *Nong-Nong* are usually conveyed either in the physical context or internalized in the model/ celebrity while less information is conducted explicitly in the ads. There were more hard-sell appeals used in *Elle U.S.*, while *Elle Taiwan* and *Nong-Nong* employed more soft-sell strategies, such as “motivation with psychological appeal” and “symbolic association”, which was particularly true in cosmetic ads.

On the other hand, previous research also suggests that ads in Taiwan’s magazines contain greater levels of information than ads in American magazines. Wang (1997) and

his colleagues found that hard-sell strategy is more prevalent than soft-sell one for high-involvement products in Taiwan. In order to reduce risk, consumers tend to seek for more information before purchasing a high-involvement product. The same pattern was also found in this study. Not only did *Elle Taiwan* and *Nong-Nong* contain more copy text in the ads, but they also carried more information cues than *Elle U.S.* did. In addition, *Elle Taiwan* and *Nong-Nong* tended to use editorial ads to deliver more product information as consumers in Taiwan rely heavily on women magazines for the latest and useful fashion and beauty ideas.

As previous research (Zandpour et al., 1992) suggests, ads in Taiwan frequently employed immediate rewards in the form of free offers and special deals through hard-sell approaches. It is because Taiwanese consumers are prone to products that have promotions and are relatively less brand loyal. The findings also show that ads in *Elle Taiwan* and *Nong-Nong* contained more promotional devices than ads in *Elle U.S.* in order to draw consumer's attention.

Regarding models in the ads, ads in *Elle Taiwan* and *Nong-Nong* contained more eastern models than ads in *Elle U.S.* in order to reflect local values. Owing to the embrace of "pale is beautiful" in Taiwan, this study also reveals advertising approaches in *Elle Taiwan* and *Nong-Nong* that emphasize the "whitening effects", which were rarely found in *Elle U.S.*. Most models of dark complexion were coded from *Elle U.S.*, while *Elle Taiwan* and *Nong-Nong* had a much higher percentage of containing light-skinned models in the ads. In addition, there were no whitening effect product ads in *Elle U.S.*.

### **Elle Taiwan vs. Nong-Nong**

As an international fashion magazine, *Elle Taiwan* is a mixture of western and Taiwanese cultures. Instead of being purely standardized or localized, the findings of this

study revealed the mixed approach that *Elle Taiwan* employed. In general, most ads in *Nong-Nong* were Chinese-only or with Chinese translation, while most ads in *Elle Taiwan* were Chinese with another language, and some of them were without Chinese translation.

### **Personal Care Product Ads vs. Cosmetic Ads**

As Muller (1996) pointed out, cosmetics are one of the products that can be promoted through imagery messages which allows standardized ads employed in different countries. Considered as low-involvement products and less cultural-bound, advertising strategies for cosmetics were less adapted than personal care products in *Elle Taiwan*. In addition, cosmetics are more fashion-oriented, and perhaps purchases are merely based on brand names instead of product performance. Because most cosmetics are consistent with local beauty norms, they can be positioned the same in other markets as at home country. The product nature also allows cosmetic ads to use more visual imagery than do personal care product ads. These phenomena are also reflected in ads in *Elle Taiwan*—more cosmetic ads were standardized than personal care product ads, and there were less language adaptations, lower information levels, fewer eastern models, as well as different advertising appeals used in cosmetic ads.

On the other hand, although personal care product ads in *Elle Taiwan* were more adapted than cosmetic ads, those ads were still different from ads in *Nong-Nong*. The findings showed that there were more personal care product ads that used “global” strategies (Domzal & Kernan, 1993) in *Elle Taiwan*, while the same products in *Nong-Nong* carried more information cues or used different advertising appeals. *Nong-Nong* positions itself as a magazine that contains more useful daily beauty information than more imagery and visual oriented, like *Elle Taiwan*.

### **Whitening Effects**

Acknowledging the local “pale skin” concept, more than half of models in *Elle Taiwan* were light-skinned. However, there were still some medium-to-dark-skinned models in the ads because *Elle Taiwan* had western product ads that were standardized. On the contrary, *Nong-Nong* carried more local and Japanese product ads, and consequently, most models in *Nong-Nong* were light-skinned.

*Elle Taiwan* also carried ads of personal care products with whitening effects. However, the ways the ads featured the product’s functions were different from those in *Nong-Nong*. Most ads of cosmetics with whitening effects in *Nong-Nong* used wordings that directly pointed out whitening effects, while more ads in *Elle-Taiwan* used a more implicit approach to deliver the message. One possible explanation for this might be that readers of *Elle Taiwan* are less sensitive to the whitening features than readers of *Nong-Nong*, who favor Japanese styles more than western trends.

### **Eastern Trends vs. Western Trends**

Although almost one-third of ads in *Elle Taiwan* were Asian products, *Elle Taiwan* had a higher percentage of containing western cosmetic product ads than *Nong-Nong* did. In other words, *Nong-Nong* had more local and Japanese product ads as a result that Japanese brands are favorable to consumers in Taiwan, while ads in *Elle Taiwan* targeted consumers who are more into major global brands and are not as enthusiastic about Japanese trends as other consumers are. As a result, ads in *Nong-Nong* had a higher tendency of displaying eastern-looking models than in *Elle Taiwan*. Furthermore, there were more ads of non-major European brands in *Nong-Nong*, as there are many retail stores or beauty salons in Taiwan where local consumers also purchase beauty products carrying those product lines.

### **Promotional Devices**

An interesting finding was no matter in *Elle Taiwan* or in *Nong-Nong*, ads of American products were more adapted than European products, as there were more promotional and editorial ads of American brands, while most European product ads were pure ads. In addition, less American brands in *Elle Taiwan* were pure product ads than in *Nong-Nong*. One explanation for this is that American advertisers were aware that consumers in Taiwan were less familiar with western brands than Asian brands, so it was necessary to tell consumers more about their products in an editorial form or carry promotional devices in the ads to promote product trial and purchase. On the contrary, because most readership of *Nong-Nong* come from consumers who are more interested in Asian styles, western product ads were more like introductions of products to the market, instead of delivering more in-depth descriptions as Asian brands did in their ads.

### **Implications for International Advertisers**

When creating ads of cosmetic products in Taiwan, the first thing international marketers should consider is the nature of product. As the study showed, a standardized approach is suitable for cosmetics without whitening effects, owing to the “universal” desire so that no specific needs to be addressed in different markets. However, for cosmetics with whitening effects, typically foundations, a mixed or a more adapted approach is suggested in order to meet the needs and wants derived from the special beauty ideas of pale skin.

Being a more uncertainty-avoidant culture, consumers in Taiwan tend to seek more information when evaluating products, particularly when they are more involved in the purchase. Therefore, personal care product ads need to be more aware of the culture norms and thus, require more adaptation than cosmetics ads. Using direct and explicit

text to emphasize the whitening effects is strongly recommend for personal care product ads because such wordings like whitening (mei-bai) or pale (bai) are eye-catching and can attract consumers' attention and interest to process the advertising messages.

Owing to severe competition in Taiwan's beauty industry, western marketers should come up with distinctive advertising messages that differentiate their products from their competitors. However, unless consumers identify with the benefits and attributes the product carries, they would rather purchase eastern products that they are more accustomed to and have more confidence in. Therefore, when more culture meanings inherited in the products, more adaptation, or at least mixed approach is recommended.

### **Limitations**

The major drawback of this study was the lack representativeness of ads from *Elle U.S.*. Perhaps the economic recession after September 11 in 2001 may have resulted in fewer cosmetic product ads being placed in *Elle U.S.*. However, other fashion magazines in U.S. appeared to carry more cosmetic product ads than in *Elle U.S.*. This may have hindered this study to code more completely the advertising patterns in the U.S.. Additionally, how the copy size is calculated may lead to different results. Another limitation of this study is how the creative strategy defined may vary as different researchers using the same system to verify which advertising appeals are employed in the ad.

### **Suggestions for Future Research**

It is necessary that future study compare other magazines, such as *Vogue* and *Marie Claire*, which carry more cosmetics and personal care product ads in both U.S. and Taiwan and see if the results are similar to this study. In addition, future study should also

take magazines' readership into consideration, as different age groups and target audiences may lead to different advertising strategies. Furthermore, owing to different characteristics of print media, broadcast media, what was found in magazines may not necessary true for television. Therefore, it is also beneficial to compare TV commercials of cosmetic products in Taiwan and U.S. in order to determine better advertising strategies for both media. This study should also be replicated with a larger sample size, particularly personal care products with whitening effects, to identify variables not reviewed in this study. More specifically, there should be a special section that compares products with UV and sun block functions with products with whitening effects to determine how ads for products of anti-radiate from sunshine can tailor themselves for the local beauty culture while still featuring its core product attributes.

APPENDIX A  
TABLES OF RESULTS

Table A-1 Information Cues by Magazines

		MAGAZINE			Total
		Elle US	Elle Taiwan	Nong-Nong	
3	Count	14	22	17	53
	% within MAGAZINE	20.9%	13.5%	9.8%	13.1%
7	Count	2	4	4	10
	% within MAGAZINE	3.0%	2.5%	2.3%	2.5%
11	Count	1	3	2	6
	% within MAGAZINE	1.5%	1.8%	1.1%	1.5%
1-2-3-4-7	Count		5	2	7
	% within MAGAZINE		3.1%	1.1%	1.7%
1-2-3-8	Count		3	6	9
	% within MAGAZINE		1.8%	3.4%	2.2%
1-3	Count		7	13	20
	% within MAGAZINE		4.3%	7.5%	5.0%
1-3-4-7	Count		5	6	11
	% within MAGAZINE		3.1%	3.4%	2.7%
1-3-4-8	Count		1	5	6
	% within MAGAZINE		.6%	2.9%	1.5%
1-3-4-5-7-8	Count		4	11	15
	% within MAGAZINE		2.5%	6.3%	3.8%
2-3	Count	8	2	5	15
	% within MAGAZINE	11.9%	1.2%	2.9%	3.7%
2-3-4	Count	5	14	11	30
	% within MAGAZINE	7.5%	8.6%	6.3%	7.4%
2-3-4-10	Count	2	3	3	8
	% within MAGAZINE	3.0%	1.8%	1.8%	2.0%
2-3-4-6	Count		5	4	9
	% within MAGAZINE		3.1%	2.3%	2.2%
2-3-4-7	Count		5	3	8
	% within MAGAZINE		3.1%	1.7%	2.0%
1-2-3-4	Count	1	5	5	11
	% within MAGAZINE	1.5%	3.0%	2.9%	2.7%
2-7	Count	7			7
	% within MAGAZINE	10.5%			1.7%
3-4	Count	11	17	26	54
	% within MAGAZINE	16.4%	10.4%	15.0%	13.2%
3-4-10	Count	3	5	3	11
	% within MAGAZINE	4.5%	3.1%	1.7%	2.7%
3-4-7	Count	4	9	6	19
	% within MAGAZINE	6.0%	5.5%	3.5%	4.7%
3-4-7-8	Count		5	4	9
	% within MAGAZINE		3.1%	2.3%	2.2%
3-5	Count		4	5	9
	% within MAGAZINE		2.5%	2.9%	2.2%
3-7	Count	7	17	7	31
	% within MAGAZINE	10.4%	10.4%	4.0%	7.6%
3-8	Count		1	9	10
	% within MAGAZINE		.6%	5.1%	2.5%
Total	Count	65	157	168	390
	% within MAGAZINE	100.0%	100.0%	100.0%	100.0%

Note: 1—Price, 2—Quality, 3—Performance, 4—Components or contents, 5—Special packaging or shape, 6—Safety features, 7—Availability, 8—Special offers, 9—Results of independent research, 10—Company sponsored research, 11—Visual only

Table A-2 Advertising Appeals by Magazines

		MAGAZINE			Total
		Elle US	Elle Taiwan	Nong-Nong	
1	Count	2	4	0	6
	% within MAGAZINE	3.0%	2.5%	.0%	1.5%
10	Count	3	13	9	25
	% within MAGAZINE	4.5%	8.0%	5.2%	6.2%
2	Count	36	70	62	168
	% within MAGAZINE	53.7%	43.0%	35.6%	41.6%
2-4	Count	11	17	13	41
	% within MAGAZINE	16.4%	10.4%	7.5%	10.1%
3	Count	1	0	3	4
	% within MAGAZINE	1.5%	.0%	1.7%	1.0%
4	Count	1	9	37	47
	% within MAGAZINE	1.5%	5.5%	21.3%	11.9%
4-7	Count	0	0	8	8
	% within MAGAZINE	.0%	.0%	4.6%	2.0%
7	Count	0	11	18	29
	% within MAGAZINE	.0%	6.8%	10.4%	7.1%
8	Count	0	4	5	9
	% within MAGAZINE	.0%	2.5%	2.9%	2.2%
9	Count	7	19	18	44
	% within MAGAZINE	4.5%	11.6%	10.3%	10.9%
Total	Count	61	147	173	381
	% within MAGAZINE	100.0%	100.0%	100.0%	100.0%

Note: 1—Information, 2—Argument, 3—Command, 4—Imitation,  
7—Repeated assertion, 8—Brand familiarization,  
9—Symbolic association, 10—Motivation with psychological appeals

Table A-3 Advertising Appeals by Product Categories

		PRODUCT		Total
		Personal care	Cosmetics	
1	Count	3	2	5
	% within PRODUCT	1.4%	1.1%	1.3%
10	Count	5	20	25
	% within PRODUCT	2.3%	11.1%	6.4%
1-4	Count	0	5	5
	% within PRODUCT	.0%	2.8%	1.3%
2	Count	125	36	161
	% within PRODUCT	58.7%	20.0%	50.0%
2-4	Count	18	24	42
	% within PRODUCT	8.5%	13.3%	10.7%
3	Count	5	2	7
	% within PRODUCT	2.3%	1.1%	1.8%
4	Count	17	24	41
	% within PRODUCT	7.9%	13.4%	10.6%
4-7	Count	2	6	8
	% within PRODUCT	.9%	3.3%	2.0%
7	Count	12	12	24
	% within PRODUCT	5.6%	6.7%	6.1%
8	Count	1	8	9
	% within PRODUCT	.5%	4.4%	2.3%
9	Count	7	27	34
	% within PRODUCT	3.3%	15.0%	8.7%
Total	Count	213	180	393
	% within PRODUCT	100.0%	100.0%	100.0%

Note: 1—Information, 2—Argument, 3—Command, 4—Imitation,  
7—Repeated assertion, 8—Brand familiarization,  
9—Symbolic association, 10—Motivation with psychological appeals

APPENDIX B  
CODING SHEET



## V10 Product trial/promotional device

- |                 |                   |                   |
|-----------------|-------------------|-------------------|
| <1> None        | <2> Coupon        | <3> Entry form    |
| <4> Sample      | <5> Special event | <6> Special offer |
| <7> Other _____ |                   |                   |

## V11a Advertising copy size

- <1> Headline only
- <2> Headline with one paragraph
- <3> Headline with two paragraphs
- <4> Headline with more than two paragraphs
- <5> Other \_\_\_\_\_

## V11b Advertising copy size

- |                                     |                   |
|-------------------------------------|-------------------|
| <1> Headline and/or brand name only | <2> Less than 25% |
| <3> 25%~33%                         | <4> 34%~50%       |
| <5> 51%~66%                         | <6> 67%~75%       |
| <7> More than 75%                   |                   |

## V12 Copy information

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| <1> Price                           | <2> Quality                     |
| <3> Performance                     | <4> Components                  |
| <5> Special packaging or shape      | <6> Safety features of products |
| <7> Availability                    | <8> Special offers              |
| <9> Results of independent research | <10> Company research           |
| <11> Visual Only                    | <12> Not applicable             |

## V13 Explicit product benefits in the ad

- <1> Information of product attributes only (without explicit benefits)
- <2> Information of product attributes with explicit benefits
- <3> Product benefits only without product attributes
- <4> No product attributes and product benefits (visual-only ad)
- <5> No product attributes and product benefits (non visual-only ad)

## V14 Origin of model in the ad

- |                     |                     |          |
|---------------------|---------------------|----------|
| <1> Western-looking | <2> Eastern-looking | <3> Both |
| <4> Can't code      | <5> None            |          |

## V15 Degree of model's "whiteness"

- |  |                    |          |
|--|--------------------|----------|
| <1> Light  | <2> Medium         | <3> Dark |
| <4> Mixtures of complexion if more than one models | <5> Not applicable |          |

- V16 Presence of Product  
 <1> Shown <2> Not shown
- V17 Arrangement of model and product  
 <1> Model dominant <2> Product dominant  
 <3> Equal presence <4> Can't code
- V18 Presence of language in the ad  
 <1> Chinese <2> Japanese  
 <3> English <4> French  
 <5> Chinese and Japanese <6> Chinese and English  
 <7> Chinese and French <8> Chinese, Japanese, and another language
- V19 Language adaptation for headline  
 <1> With Chinese translation  
 <2> Without Chinese translation  
 <3> Eastern product (Chinese only)  
 <4> Eastern product (with English and translation)  
 <5> Western product (Chinese only)
- V20 Whitening effects feature  
 <1> With "whitening effect" (mei-bai), or "pale" (bai) wording  
 <2> With sun block or UV features only  
 <3> With "whitening effect" or "pale" wording and sun block or UV features  
 <4> Using wording other than "whitening effect" or "pale" wording and sun block/UV features  
 <5> Product without whitening effects  
 <6> Other \_\_\_\_\_
- V21 Creative Strategy  
 <1> Information <2> Argument  
 <3> Command <4> Imitation  
 <5> Obligation <6> Habit-starting  
 <7> Repeated assertion <8> Brand familiarization  
 <9> Symbolic association  
 <10> Motivation with psychological appeals  
 <11> Not applicable

## LIST OF REFERENCES

- Aaker, Jennifer L. "Accessibility or Diagnosticity? Disentangling the Influence of Culture on Persuasion Processes and Attitudes." *Journal of Consumer Research* 26 (2000): 340-41.
- Aaker, Jennifer L. and Durauraj Maheswaran. "The Effect of Cultural Orientation on Persuasion." *Journal of Consumer Research* 24 (1997): 315-26.
- Abernethy, Avery M. and Geroge R. Franke. "The Information Content of Advertising: A Meta-Analysis." *Journal of Advertising* 25 (1996): 1-17.
- Alden, Dana L., J. E.M. Steenkamp and Rajeev Batra. "Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture." *Journal of Marketing* 63.1 (1999): 75-87.
- "A Mixed": 46-48. *Soap, Perfumery & Cosmetics*. (Nov. 2001).
- "Annual Report": 115. *Advertising Magazine*. (December, 2001).
- Bei, Len-di. "Descriptions of Adult Consumer's Lifestyle in 2002." *Advertising Magazine* January 2002:33-34.
- Berelson, B.R. *Content Analysis in Communication Research*. New York, NY: The Free Press, 1952.
- Blackwell, Roger, Riad Ajami, and Kristina Stephan. "Winning Global Advertising Race: Planning Globally, Acting Locally." *Journal of International Consumer Marketing* 3.2 (1991): 97-120.
- Bocock, Robert. *Consumption*. London : Routledge, 1993.
- Boddewyn, Jean J., Robin Soehl and Jacques Picard. "Standardization of International Marketing: Is Ted Kevitt in Fact Right?" *Business Horizons* Nov-Dec. (1986): 69-75.
- Bowen, Lawrence and Steven H. Chaffee. "Product Involvement and Pertinent Advertising Appeals." *Journalism Quarterly* 51.4 (1974): 613-21.

Briley, Donnel A., Michael W. Morris and Itamar Simonson. "Reasons as Carriers of Culture: Dynamic versus Dispositional Models of Cultural Influence in Decision Making." *Journal of Consumer Research* 27 (2000): 157-74.

Britt, S.H. "Standardizing Marketing got the International Market." *Columbia Journal of World Business* 9.4 (1974): 39-45.

Buzzell, Robert D. "Can You Standardize Multinational Marketing?" *Harvard Business Review* 46, Nov/ Dec (1968): 102-113.

Cannon, Aubrey. "The Cultural and Historical Contexts of Fashion." *Consuming Fashion*. Ed. Anne Brydon and Sandra Niessen. NY: Oxford, 1998. 23-34.

Chang, Cypress. "A Comparison of Taiwanese and U. S. Commercials on Advertising Messages." Master Thesis. California State U, Fullerton, 1991.

Chen, Chau-Shu. "A Study of Foreign Symbols Used in Taiwanese Advertising." Master's Thesis. Chen-Chie U, 1999.

Chen, Guo-Ming. *Foundations of Intercultural Communication*. Boston, MA: Allyn and Bacon, 1998.

Chen, Wei-Nong. "Localization? Globalization?" *Advertising Magazine*. January 2002:76.

"China Girls." (April 2002) *Elle Taiwan*. 266.

Cho, Young Dae. "The Role of Culture and Advertising Industry Environment in Shaping Advertising Messages in Korea: A Cross-National Analysis." Master's Thesis, California State U, Fullerton, 1993.

Chou, Angeli. (1998) "Taiwan Skin Care/ Make Up Products." U. S. & Foreign Commercial and U.S. Department of State. December 3, 2002 from [<http://www.tradereport.org/ts/countries/Taiwan/isa/isar0041.html>]

Collins, L. "A Name to Conjure With." *European Journal of Marketing* 11.5 (1977): 340-63.

Colvin, Michael, Roger Heller and Jim Thorpe. "Developing International Advertising Strategy." *Journal of Marketing* 44, Fall (1980): 73-79.

De Mooij, Marieke. *Advertising Worldwide: Concepts, Theories and Practice of International, Multinational and Global Advertising*. Englewood Cliff, UK: Prentice-Hall, 1994.

- . *Global Marketing and Advertising: Understanding Cultural Paradox*. Thousand Oaks, CA: Sage Publications, 1997.
- . “Mapping Cultural Values for Global Marketing and Advertising.” *International Advertising: Reality and Myths*. Ed. John Phili Jones. Thousand Oaks, CA: Sage Publications, 1997.
- Domzal, T. J. and J. B. Kernan. “Reading Advertising: The What and How of Product Meaning.” *Journal of Consumer Marketing* 9, Summer (1992): 48-64.
- . “Mirror, Mirror: Some Postmodern Reflections on Global Advertising.” *Journal of Advertising* 22.4 (1993): 1-20.
- Duncan, T. and J. Ramaprasad. “Standardized Multinational Advertising: The Influencing Factors.” *Journal of Advertising* 24.3 (1995): 55-68
- Fletcher, Alan D. and Sherilyn K. Ziegler. “Creative Strategy and Magazine Ad Relationship.” *Journal of Advertising Research* 18.1 (1978): 29-33.
- Frazer, C.F. “Creative Strategy: A Management Perspective.” *Journal of Advertising* 12.1 (1983): 36-41.
- Frings, Gini Stephens. *Fashion: From Concept to Consumer*. Englewood Cliffs, NJ: Prentice-Hall, 2001.
- Frith, Kartherine Toland and Michael Firth. “Western Advertising and Eastern Culture: The Confrontation in Southeast Asia.” *Current Issues and Research in Advertising* 12.1 (1990): 63-73.
- Geiger, Lauren. “Diversifying Skin Care.” Accessed Jan 10, 2003 from [<http://www.TheCosmeticsSite.com>]
- Goldstein, E. “The Selling of Asia.” *Far East Economist Review* June (1989): 61-63.
- Green, Robert T., William H. Cunningham and Isabella C.M. Cunningham. “The Effectiveness of Standardized Global Advertising.” *Journal of Advertising* 4 (1975): 25-30.
- Grier, Sonya A. and Anne M. Brumbaugh. “Noticing Cultural Differences: Ad Meanings Created by Target and Non-Target Markets.” *Journal of Advertising* 28 (1999): 79-93.
- Haggarty, Linda. “What Is ... Content Analysis?” *Medical Teacher* 18.2 (1996): 99-102.

- Harich, Katrin R. and Fred Zandpour. "Think and Feel Country Cluster: A New Approach to International Advertising Standardization." *International Journal of Advertising* 15 (2000): 325-44.
- Harmon, Roberts R, Nabil Y. Razzouk and Bruce L. Stern. "The Information content of Magazine Advertisements." *Journal of Advertising* 12.4 (1983): 10-19.
- Harris, Greg. "The Globalization of Advertising." *International Journal of Advertising* 3.3 (1984): 223-34.
- Herskovitz, Jon. (1997). "Shiseido Makes Over The Way It Sees International Markets." *Advertising Age* 68: 3.
- Hill, John S. and William L. James. "Effects of Selected Environment and Structural Factors on International Advertising Strategy." *Current Issue & Research in Advertising* 12.1 (1989): 135-53.
- Hite, R. and C. Fraser. "International Advertising Strategies of Multinational Corporations." *Journal of Advertising Research* 28.4 (1988): 9-17.
- Hofstede, Frenkel Ter, Jan-Benedict E.M. Steenkamp and Michel Wedel. "International Market Segmentation Based on Consumer-Product Relations." *Journal of Marketing Research* 36 (1999): 1-17.
- Hofstede, Greet. *Culture's Consequences: International Differences in World-Related Values*. Beverly Hills California, CA: Sage Publications, 1980.
- Hofstede, Greet, L. Ecjensberger, W. Lonner and Y. Poortinga. "Value System in Forty Countries." *Cross-Culture Contributions to Psychology*. The Netherlands: Swets& Zeitlinger, 1979.
- Hofstede, Greet and Michael H. Bond. "Hofstede's Cultural Dimensions: An Independent Validation Using Rokeach's Value Survey." *Journal of Cross-Cultural Psychology* 15.4 (1984): 417-433.
- Holbrook, Morris B. "More on Content Analysis in Consumer Research." *Journal of Consumer Research* 4.3 (1977): 176-77.
- Holsti, O.R. "Content Analysis." *The Handbook of Social Psychology Vol. 2* Eds. Lindzey, G. & Aronson. Boston, MA: Addison-Wesley, 1968.
- . *A System of Automated Content Analysis of Documents*. Stanford, Calif., Stanford University, 1963
- Hornik, Jacob. "Comparative Evaluation of International vs. National Advertising Strategies." *Columbia Journal of World Business* 15, Spring (1980): 36-48.

- Hsieh, Hsuan-Ta. "Reception Analysis of Global Advertising: A Study of The Factors of Influencing Audience's Interpretation Patterns." Master's Thesis. Chen-Chie U, 2001.
- Hwang, Jim. "Between Two Extremes." *Taipei Review* January 2002: 4-11. Jain, Subhash. "Standardization of International Marketing Strategy: Some Research Hypotheses." *Journal of Marketing* 53.1 (1989): 70-79.
- Jiang, Shu-Fang. "The Role of Culture and Advertising Industry Environment in Shaping Advertising Messages in Taiwan: A Cross-National Analysis." Master's Thesis. California State U, Fullerton, 1993.
- Johanson, Perry "White Skin, Large Breasts: Chinese Beauty Product Advertising." *China Information* 13, 2/3 (1998): 59-84.
- Kanso, Ali. "International Advertising Strategy: Global Commitment to Local Vision." *Journal of Advertising Research* 32.1 (1992): 10-14.
- Kao, Raye. "Disseminators of Style." *Taipei Review* January 2002: 18-23.
- Kaynak, Erdener and Lionel H. Mitchell. "Analysis of Marketing Strategies Used in Diverse Cultures." *Journal of Advertising Research* 21, June (1981): 25-32.
- Kellner, Douglas. "Madonna, Fashion, and Identity." *On Fashion*. Ed. Shari Benstock and Suzanne Ferriss. New Brunswick, NJ: Rutgers UP, 1994.
- Keown, Charles F., Nicolaos E. Synodinos, Laurence W. Jacob and Reginald Worthley. "Transnational Advertising-to-Sales Ratios: Do They Follow the Rules?" *International Journal of Advertising* 8.4 (1989): 375-82.
- Kerlinger, Fred N. *Foundations of Behavioral Research*. New York, NY: Holt, Rinehart & Winston: 1973.
- Kirpalani, V. H.; Michel Laroche; Lianxi Zhou. "A Model of Advertising Standardization in Multinational Corporations." *Journal of International Business Studies* 32, 2 (2001): 249- 56.
- Klipper, R. E., and R. J. Boewadt. "Attitude Measurement as A Determinant for Standardization of Multinational Advertising." *Journal of International Business Studies* 5.1 (1974): 39-50.
- Kogut, Bruce and Harbir Singh. "The Effect of National Culture on the Choice of Entry Mode." *Journal of International Business Studies* 19, Fall (1988): 411-32.
- Kreutzer, Ralf Thomas. "Marketing Mix Standardization: An Integrated Approach in Global Marketing." *European Journal of Marketing* 10 (1988): 19-30.

- Lauer, Robert H. and J. C. Lauer. *Fashion Power*. Englewood Cliff, NJ: Prentice-Hall, 1981.
- Leach, Mark P. and Annie H. Liu. "The Use of Culturally Relevant Stimuli in International Advertising." *Psychology and Marketing* 15.6 (1998): 523-76.
- Leff, Nathaniel H. and John U. Farley. "Advertising Expenditures in the Developing World." *Journal of International Business Studies* 11, Fall (1980): 64-79.
- Leo, N.B. "Creative Strategy for International Advertising." *International Handbook of Advertising*. Ed. Dunn, S.W. New York, NY: McGraw-Hill, 1964.
- Levitt, Theodore. "The Globalization of Markets." *Harvard Business Review* 61 May (1983): 92-103.
- Ligas, Mark "The Process of Negotiating Brand Meaning: A Symbolic Interactionist Perspective." *Advances in Consumer Research* 26 (1999): 609-13.
- Lorimor, E.S. "A Look at Some Current Articles in International Advertising and Marketing." *International Advertising and Marketing*. Ed. Dunn, E.S. and E.S. Lorimor. Columbus, OH: Grid Publishing, 1979: 55-56.
- Martenson, Rita. "International Advertising in Cross-Cultural Environments." *Journal of International Consumer Marketing* 2.1 (1989): 7-18.
- McDonald, G.M. and C.J. Roberts "The Brand-naming Enigma in The Asia Pacific Context." *International Journal of Marketing* 2 (1990): 6-18.
- Miracle, G.E. "International Advertising Principles and Strategies." *MSU Business Topics*. Autumn (1968): 29-36.
- Morris, Michael W. and Kaiping Peng. "Culture and Cause: American and Chinese Attributions for Social and Physical Events." *Journal of Personality and Social Psychology* 67, 6 (1994): 949.
- Mueller, Barbara. "Degree of Globalization: An Analysis of Standardization of Message Elements in Multinational Advertising." *Current Issues and Research in Advertising* 12.1 (1989): 119-33.
- . *International Advertising*. Belmont: Wadsworth Publishing Company, 1996.
- Neelankavil, James P, Venkatapparao Mummalamemi and David Sessions. "Use of Foreign Language and Models in Print Advertisements in East Asia Countries: A Logit Modelling Approach." *European Journal of Marketing* 29.4 (1995): 24-38.

- Nielsen, Arthur, Jr. "Do's and Don'ts in Selling Abroad." *International Handbook of Advertising*. Ed. S. Watson Dunn. New York, NY: McGraw Hill Pub, 1964.
- Nystrom, Paul. *Economics of Fashion*. New York, NY: The Ronald Press Co, 1928.
- Onkvisit, Sak and John J. Shaw. "Standardized International Advertising: A Review and Critical Evaluation of the Theoretical and Empirical Evidence." *Columbia Journal of World Business* 22.3 (1987): 43-55.
- "Over Forty-five Brilliant Years": 251-52. *Bazzare Taiwan*. (April 2002).
- Parahoo K. *Nursing Research: Principles, Process and Issues*. London: Macmillan, 1997.
- Pecotich, Anthony and Clifford J. Schultz II. *Marketing and Consumer Behavior in East and Southeast Asia*. Australia: McGraw-Hill, 1998.
- Peebles, Dean M. "Don't Write Off Global Advertising: A Commentary." *International Marketing Review* 1 (1989): 73-78.
- Peebles, Dean M, John K. Ryans and Ivan R. Vernon. "A New Perspective on Advertising Standardization." *European Journal of Marketing* 11.8 (1977): 569-76.
- . "Coordinating International Advertising." *Journal of Marketing* 42, Jan. (1978): 28-34.
- Petty R.E. and J.T. Cacioppo "The Elaboration Likelihood Model of Persuasion." *Advances In Experimental Social Psychology*. Ed. L. Berkowits. San Diego, CA: Academic Press, 1986.
- Pitcher, A. E. "The Role of Branding in International Advertising." *International Marketing Review* 6.1 (1985): 73-78.
- Porter, M. "The Strategic Role of International Marketing." *Journal of Consumer Marketing* 3.2 (1986): 17-21.
- Priest, Helena, Roberts, Paula and Woods, Leslie. "An Overview of Three Different Approaches to The Interpretation of Qualitative Data." *Nurse Researcher* 10.1 (2002): 30-42.
- Quelch, John A. and Edward J. Hoff. "Customizing Global Marking." *Harvard Business Review* 64.3 (1986): 59-68.
- Rabine, Leslie W. "A woman's Two Bodies: Fashion Magazines, Consumerism, and Feminism." *On Fashion*. Ed. Shari Benstock and Suzanne Ferriss. New Brunswick, NJ: Rutgers UP, 1994. 59-74.

- Rau, Pradeep R and John F. Preble. "Standardization of Marketing Strategy by Multinationals." *International Marketing Review* 4.3 (1987): 18-22.
- Resnik, Alan J. and Bruce L. Stern. "An Analysis of Information Content in Television Advertising." *Journal of Advertising* 41.1 (1977): 50-53.
- Rice, Marshall and Zaiming Lu. "A Content Analysis of Chinese Magazine Advertisements." *Journal of Advertising* 17.4 (1989): 43-48.
- Ricks, David A., Jeffery S. Arpan, and Marilyn Y. Fu. "Pitfalls in Advertising Overseas." *Journal of Advertising Research* Dec. (1974): 47-51.
- Riffe, Daniel, Stephen Lacy and Frederick Fico. *Analyzing Media Messages: Using Quantitative Content Analysis in Research*. Mahwah, NJ: Lawrence Erlbaum, 1998.
- Roberts P.M and L.P. Woods (2000) "Alternative Methods of Gathering and Handling Data: Maximizing The Use of Modern Technology." *Nurse Researcher* 8. 2 (2000): 84-95.
- Rogers, D.S. and Lynda R. Gamans. *Fashion: A Marketing Approach*. New York, NY: CBS College Publishing, 1983.
- Roth, S. Martin. "Depth Versus Breadth Strategies for Global Brand Image Management." *Journal of Advertising* 21.2 (1992): 25-36.
- Rothschild, Michael L. *Advertising: From Fundamental to Strategies*. Lexington, MA: DC Heath and Company, 1987.
- Rutigliano, Anthony. "The Debates Goes On: Global vs. Local Advertising." *Management Review* 75.6 (1986): 27-31.
- Ryans, John K. and David G. Ratz. "Advertising Standardization: A Re-examination." *International Journal of Advertising* 6.2 (1987): 145-58.
- Shao, Alan T., Mary Anne Raymond and Charles Taylor. "Shifting Advertising Appeals in Taiwan." *Journal of Advertising Research* 39.6 (1999): 61-70.
- Shaw, Ping. "Demystifying Women's Magazines in Taiwan." Master's Thesis. Pennsylvania State Uni. 1997.
- Shaw, Ping and John S. Hill. "Executing Transnational Advertising Campaigns." *Journal of Advertising Research* 32.1 (1992): 49-58.
- Shi, Jua-Lin. "English in Advertising in Taiwan: A Textual Analysis." National Taiwan Ministry, Science Committee Report: Taipei, 2000.

- Simon, Julian L. *The Management of Advertising*. Englewood Cliffs, NJ: Prentice-Hall, 1971.
- Sorenson, Ralph J. and Ulrich E. Wiechmann. "How Multinationals View Standardization." *Harvard Business Review* 53.3 (1975): 59-68, 166-67.
- Srinam, Ven and Paradeep Gopalakrishna. "Can Advertising Standardized Among Similar Countries? A Cluster-Based Analysis." *International Journal of Advertising* 10.3 (1991): 137-49.
- Stern, Bruce L., Dean M. Krugman and Alan J. Resnik. "Magazine Advertising: An Analysis of Its Information Content." *Journal of Advertising Research* 21.2 (1981): 39-44.
- Stewart, Sally and Nigel Campbell. "Advertising in China and Hong Kong: A Preliminary Attempt at Some Comparisons of Style." *International Journal of Advertising* 7.2 (1988): 149-54.
- Stove, L.E. *The Cultural Ecology of Chinese Civilization*. New York, NY: Pica Press. (1974)
- Tai, Susan H.C. "Advertising in Asia: Localized or Regionalize?" *International Journal of Advertising* 16 (1997): 48-61.
- Tai, Susan H.C and Jackie L.M. Tam "A Lifestyle Analysis of Female Consumers in Greater China." *Psychology and Marketing* 14.3 (1997): 287-307.
- "Taiwan: Taiwan Advertising Predict to Surge." *Business Taiwan* Dec. (1991): 24-26.
- Unwinn, Stephen D. "How Culture Affects Advertising Expressions and Communication Style." *Journal of Advertising* 6, Spring (1974): 24-27.
- Vanden Bergh, Bruce G., James E. Lincoln and Nora Rifon. "The Information/Puffery Profile and Magazine Advertisement Readership." *International Journal of Advertising* 9, 4 (1990): 345-358.
- Vardar, Nükhet. *Global Advertising*. London: Paul Chapman Publishing Ltd., 1992.
- Wang, Cheng-Lu. "The Degree of Standardization: A Contingency Framwork for Global Marketing Strategy Development." *Journal of Global Marketing* 10.1 (1996): 89-104.
- Wang, Yun-Ying, J.J. Jaw, Bruce E. Pinkleton and Cathy Morton. "Toward the Understanding of Advertising Appeals in Taiwanese Magazine Ads and Its Implications." *Comparativeness Review* 7.1 (1997): 46-57.

Whitelock, Jeryl and D. Chung. "Cross-cultural Advertising: An Empirical Study." *International Journal of Advertising* 8.4 (1989): 291-310.

"Women at Work": 2-3. *Free China Review* (May 1999).

Zandpour, Fred, Cypress Chang and Joelle Catalano. "Stories, Symbols and Straight Talk: A Comparative Analysis of French, Taiwanese and U.S. TV Commercials." *Journal of Advertising Research* 32.1 (1992): 25-38.

Zhang, Yong and Besty D. Gelb. "Matching Advertising Appeals to Culture: The Influence of Products' Use Conditions." *Journal of Advertising* 25.1 (1996): 29-46.

## BIOGRAPHICAL SKETCH

Yu-Rong Pu is a current graduate student at the University of Florida and will graduate in August 2003. She comes from Taipei, the capital city of Taiwan. She has a younger brother and has a blessed life with her family.

Yu-Rong graduated from Taipei First Girl's High and earned her bachelor's degree in international relations from National Taiwan University, one of the most outstanding universities in Taiwan. Yu-Rong has been active in extra-curricular activities and frequently held positions in organizations. She was particularly interested in drama and fashion and created a very successful stage play with her classmates within only two weeks for the graduation performance. Studying abroad is always her dream, so she came to the United States right after her graduation. She earned double master's majors in both advertising and international business while she studied in UF. She is expecting to publish her thesis in the near future.

She is a creative, humorous, self-disciplined, and well-organized person. She likes new things and challenges; she learns experience from failures and feels triumphant when solving the problem. She likes traveling a lot, and big cities are always her favorite destinations. Therefore, working in a transnational corporation in big cities is her current goal for the near future. Being a part of the entertainment or fashion industry is her life-long dream. It would not be a bad idea for Yu-Rong to deliver her knowledge of marketing and advertising in universities years later.