

## HOW CULTURAL DIFFERENCES ARE REFLECTED IN MAGAZINE ADVERTISEMENTS? COMPARISON OF TURKISH, BRITISH AND AMERICAN ADVERTISEMENTS

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### ABSTRACT

The world economy has been globalizing since at least twenty years ago therefore global market and advertising have been enormous growth. Many marketing/advertising managers and academicians have hot debate which every market is unique so global advertising contents especially local cultural differences have been considered carefully. Levitt called for this idea is *global marketing strategies* in 1983.

Some researchers favor localized view in which local managers employ advertising appeal, expression, selecting ad agencies which reflect cultural values are persuasiveness than ignorance them while the others view that standardization of international advertising is executed all over the world.

This paper examines how places cross-cultural advertising by investigating the differences in advertising expressions in print advertisements from the United States, United Kingdom and Turkey. The research method of content analysis was utilized to analyze chosen countries's different cultural values orientation in magazine advertisements. Pollay and the other scholars's cultural values framework have been used for six categories are clustered *domestic, imported, joint venture and not clear* and also how advertising appeals and expression are differences in terms of using Hofstede's individualism and collectivism dimension.

**Key Words:** Advertising, Cross Cultural Differences, Magazine Advertisement

### INTRODUCTION

In recent years global marketing concept becomes important for company which operates common marketing plan in all of the countries. Levitt (1983) pointed out this phenomenon which people -no matter where they live- desire same products and lifestyles. Ritzer (2004) and some authors have claim that globalism results local cultural values lose meanings therefore local marketing advocaters (e.g. Harris 1994; Mueller, 1991) draw attention which localized marketing and advertising are most effective than global marketing. Gregory and Munch (1997) pointed out the existence of cultural diversity in marketplace which depend on similarities and/or differences and different culture's features which affect both the development and acceptance of advertising messages. People have different needs, tradition, values, beliefs, languages, goals, needs, uses of products and way of living.

Cultural values reflected in advertising content have also been widely placed, and conveying them through advertising messages shape consumers' motivations, lifestyles and product choices (Fam, 2007:2). If any advertising expression doesn't take into consideration differences it will be doomed to fail (Zhou and Belk, 2004: 65).

The cultural values reflected in advertising by differently or implementing new values. Pollay (1986) states this famous metaphor is *distorted mirror*. "The mirror is distorted... because advertising reflects only certain attitudes, behaviors and values. It models and reinforces only certain life-styles and philosophies, those that serve seller's interests. It displays those values that are most readily linked to the available products that are easily dramatized in advertisements. Advertising is, therefore, a selective reinforcement of only some behavior and values" (Pollay and Gallagher 1990: 360). Gregory and Munch (1997) state that past studies indicate that message content is depicted of cultural values are more persuasive than inconsistent values emphasizing in advertising (e.g. Han and Shavitt, 1994) and using one of very important dimension of culture in advertising message is individualism and collectivism which developed by Hofstede. Mooij and Hofstede (2010) stated,

In individualistic cultures, people are I-conscious and self-actualisation is important. Individualistic cultures are universalistic, assuming their values are valid for the whole world. They also are low-context communication cultures with explicit verbal communication. In collectivistic cultures, people are 'we'-

conscious. Their identity is based on the social system to which they belong, and avoiding loss of face is important. Collectivistic cultures are high-context communication cultures, with an indirect style of communication.

Individualism and collectivism may be parallel with how idiocentrics (i.e. emphasize personal goals over ingroup goals) and allocentrics (i.e., emphasize in-group goals over personal goals) respond to persuasion measures. Allocentrics generally respond more favorably to advertising messages that present cultural norms and roles that are consistent with a collectivist (family) orientation than idiocentrics (Gregory and Munch, 1997).

### METHOD

In cross cultural advertising researches showed differences in cultural values which include advertising appeal and expression. Scholars investigate comparative study for manifesting cultural differences which have especially used west and east television or printed advertisements.

The primary purpose of this study is to examine the similarities and differences of using cultural values in contemporary American, British and Turkey magazine advertisements. This study also attempts to examine whether cultural values orientation, individualism/collectivism dimension of advertising appeal and advertising expression in American, British and Turkey magazine advertisements. Based on the past research, three research questions are examined for the comparison of American, British and Turkish magazine advertisements:

RQ1: Are there a relationship between individualism/collectivism advertising appeal and advertising expression in contemporary American, British and Turkish magazine advertisements?

RQ2: What are the similarities and differences of using cultural values in contemporary American, British and Turkish magazine advertisements?

RQ3: What are the similarities and differences of manifestation of product category's cultural dimensions in contemporary American, British and Turkish magazine advertisements?

In this study cultural similarities and differences have been used in different advertising practice which is examined content analysis approach. Chen-Hsing Hsu's (2002) coding scale which synthesized both east and west cultural values (American and Taiwanese) therefore it was used (Turkey is also considered east cultural values and individualistic orientation). Synthesizing from the studies 36 cultural values were obtained and codified 'not at all', 'somewhat', and 'very much'. Product origin was classified as 'domestic', 'joint venture', 'imported', and 'not clear'.

At the beginning of study; five product categories (home design, clothing (accessory), cosmetics, travel services, financial services, mobile) were determined in four magazine categories (business, history, women and general interest) then business magazine (Fortune US, UK and TR) and history magazine (US, UK and TR) were inadequate sample advertisements in determined product categories in each country's magazine. International magazines, Cosmopolitan (women) and Elle Decoration (general interest), were selected because of popular in US, UK and Turkey issue from American, British and Turkish magazines on December 2013 were considered. Content analysis was used to analyse cultural values, advertising appeal and advertising expression. All chosen advertisements were evaluated once and codified two bilingual coders and data analysed SPSS 15.0.

Cultural values, individualism/collectivism dimension of advertising appeal and advertisement expression were analysed appropriate statistical tool. Descriptive statistics were used to examine the distributions of cultural values manifested in American, British and Turkish magazine advertisements. Research question one, correlation analysis was chosen to manifestation of correlation each other of individualism/collectivism advertising appeal and advertising expression in chosen magazines. Research question two, factor analysis was used for 36 cultural values which classify into several factors were compared of three countries's cultural values depiction in magazine advertisements. Research question three, the independent t-test was used examine whether the manifestation of each cultural value was significantly different in each product category in American, British and Turkish magazine advertisements.

### RESULTS

In this study, the sample were 68 Turkish, 43 Britain and 44 American magazine (Elle and Cosmopolitan) advertisements on December 2013. Turkish product categories advertisements; home design (28%), clothes (29,4%), cosmetics (22,1%), travel services (4,4%) and bank service (%1,5), mobile (%1,5). UK product categories advertisements; home design (%25,6), clothes (%9,3), cosmetics (%60,5), mobile (4,7%) and travel services and bank service advertisements haven't placed in magazine. On the other hand in American product categories advertisements; home design (27,3%), clothes (25%), cosmetics (47,7%), mobile (13,6%) advertisements depicted while bank service

and travel services haven't placed in magazine advertisements. The sample of product origins of American magazine advertisements were 'not clear' (7,48%) and 'domestic' (7,04%) product origins were used frequently than 'joint venture' and 'imported'. In British magazine advertisements of product origins consist of 'not clear' (8,6%), 'domestic' (3,87%) and 'imported' (3,87%). The sample of Turkish magazine advertisements of product origins were manifested 'domestic' (19,04%) and 'imported' (17%). The bilingual coders reliabilities were evaluated through the index of Cohen's Kappa. Each cultural value was analysed and achieved high scores: 0,90-1 (As regard Cohen's Kappa Index, 0,90-1 value was known high reliability score).

To answer research question one, correlation analysis was used to investigate relationship between individualism/collectivism advertising appeal and advertising expression in American, British and Turkish magazine advertisements.

In Turkish magazine advertisements, emphasis on conformity to parents or harmony with others correlates with featuring people in harmony with one another or being together with families culture characteristic (.500,  $p < .01$ ), concerns about others or support of society associate with showing people working or playing together (.702,  $p < .01$ ) and featuring people in harmony with one another or being together with families (.893,  $p < .01$ ). Emphasis on the product benefits to the whole family or social group correlates with featuring a conversation among people (.459,  $p < .01$ ) and showing people working or playing together (.301,  $p < .05$ ). Emphasis on self-fulfillment, self-development, or self-realization relates with showing people working or playing together (-.285,  $p < .05$ ), demonstrating product benefits to an individual consumer (oneself) (.513  $p < .01$ ) and featuring a person enjoying being unique or doing something by oneself (.340  $p < .01$ ). Collectivist / individualist advertisement appeal and collectivist / individualist expression have positive correlation with each other while individualistic and collectivist culture values were negative correlation with each other in chosen magazines advertisements.

In British magazine advertisements; appeals about family integrity or belonging to a social group correlates with showing people working or playing together (.1000,  $p < .01$ ). Featuring people in harmony with one another or being together with families associates with emphasis on self-fulfillment, self-development, or self realization (-.366,  $p < .05$ ). Emphasis on self-fulfillment, self-development, or self-realization has negative correlation with showing people working or playing together (-.366,  $p < .05$ ). Featuring a conversation among people was associated with appeals about family integrity or belonging to a social group (.699,  $p < .01$ ). Individualistic and collectivist advertisement expression and appeal usually were manifested mutual both positive and negative correlation in British magazine advertisements.

In American magazine advertisements; emphasize on uniqueness or originality correlates with featuring a person enjoying being unique or doing something by oneself (.415,  $p < .05$ ). Emphasis on uniqueness or originality associates with featuring a product being very unique (.776,  $p < .01$ ). Emphasis on self-fulfillment, self-development, or self-realization correlates with featuring a person enjoying being unique or doing something by oneself (.337,  $p < .05$ ).

In general trend, individualistic advertisement expression was positive correlated with individualistic appeal and collectivist advertisement expression was positive correlated with collectivist advertisement appeal conversely individualistic advertising appeal and expression were negative associated with collectivist advertising appeal and expression.

Research question two, factor analysis was used to identify the characteristics of the manifestation of cultural values in American, British and Turkish magazine advertisements. In Turkish magazine advertisements, total culture value variance was 73,398% explained by 8 factors:

**Factor 1** was loaded quality, technology and safety cultural values which labeled 'technology, quality and safety factor' because, technology evokes confidence and quality in Turkish chosen magazine advertisement. **Factor 2** including youth, modernity and health cultural values which labeled 'physical attractiveness factor' because youth and health are perceived modernity. **Factor 3** was loaded interdependence and loyalty was named 'conformity factor' because conformity is significant collectivist value in society. **Factor 4** was loaded family integrity and filial piety values was labeled 'family relationship factor' because this collectivist factor is important in Turkish society. **Factor 5** consisting of enjoyment, leisure, independence and wealth cultural values which labeled 'independence factor' because appeal of comfort, relaxation, independence which provide to user will make well off. **Factor 6** including tradition and effectiveness was labeled 'tradition effectiveness factor' because maintaining tradition is effectiveness in collectivist society context. **Factor 7** loaded adventure, competition and economy cultural values which named 'economic competition factor' because all products attempt to reflect their uniqueness. **Factor 8** including wisdom and convenience cultural values which labeled 'wisdom and convenience factor' because convenience is important factor for user. When they choose convenient product, feel themselves wisely.

In British magazine advertisements; total culture value variance: 72,763 % was explained by **5 factors**: **Factor 1** loaded loyalty, interdependent, harmony with others and tradition cultural values which named ‘interpersonal communication factor’ because these values emphasize propriety. **Factor 2** including uniqueness, beauty, modernity and technology which labeled ‘modernity factor’ because modernity is equal beauty and technologic development. **Factor 3** consisting of economic, wisdom, leisure, youth, independance, wealth and convenience labeled ‘independance factor’ because, confort and relaxion or economic independance are important for user decision. **Factor 4** loaded technology, popularity, safety and quality which named ‘popularity and quality factor’ because, well known product and branda re perceived high quality. **Factor 5** loaded enjoyment, health and sex cultural values which labeled ‘enjoyment factor’ because sexy models encourage women to be healthy and take care of themselves in advertisements.

In American magazine advertisements; total culture value variance: 72,724% was explained by **7 factors**: **Factor 1** loaded modernity, beauty, technology, uniqueness and popularity which named ‘modernity factor’ because these values include modern times. **Factor 2** consisting of safety, youth, quality, wealth, health and wisdom which labeled ‘youth and wisdom factor’ because, youth and health are features of a role model and quality, safety and wealth cultural values will make of user well off. **Factor 3** including family integrity, filial piety and tradition labeled ‘familial integrity factor’ because, manifesting of familial appeal are needed in individualistic society for going on familial integrity. **Factor 4** consisting of leisure, social status and independance named ‘social status and independance factor’ because, a person has depicted higher social status when a product is used and to be relaxed. **Factor 5** loaded convenience and economic cultural values which labeled ‘convenience and economic factor’ because, daily spending should be thought carefully. **Factor 6** including propriety and loyalty named ‘propriety and loyalty factor’ because, accepted standards of social behavior and loyalty were manifested in advertisement. **Factor 7** loaded enjoyment and sex labeled ‘enjoyment and sex factor’ because, beauty models are manifested a role model and encourage women to pursue self expression and self freedom.

Research question 3, independent t-test was used for comparing cultural values differences in product category in chosen magazine advertisements. In Turkish magazine home design advertisement cultural values of beauty ( $t=4,3$   $p<.01$ ), modernity ( $t= 5,2$   $p<.01$ ), technology ( $t=4,09$   $p<.01$ ) were frequently used. Cosmetics advertisements; beauty ( $t=3,7$   $p<.01$ ), modernity ( $t=5,8$   $p<.01$ ), youth ( $t=6,3$   $p<.01$ ), health ( $t=7,04$   $p<.01$ ) were mostly manifested cultural values. Travel services advertisement; nature ( $t=.6,4$   $p<.01$ ), leisure ( $t=3,2$   $p<.01$ ) cultural values are depicted. Mobile advertisement, convenience was most depicted cultural value ( $t=36,1$   $p<.01$ ). In British magazine advertisements; home design advertisement, beauty ( $t= 6,1$  $p<.01$ ), enjoyment ( $t=5,5$  $p<.01$ ), modernity ( $t= 3,8$   $p<.01$ ) and quality ( $t= 3,7$   $p<.01$ ) were frequently depicted cultural values. In cosmetics advertisements were manifested cultural values of beauty ( $t=5,6$  $p<.01$ ), enjoyment ( $t=3,2$   $p<.01$ ) and modernity ( $t=6,1$   $p<.01$ ). In mobile advertisements; popularity ( $t=6,2$   $p<.01$ ) and technology ( $t=6,5$   $p<.01$ ) cultural values were used. In American magazine asvertisements, home design advertisements were manifested beauty ( $t=4,8$   $p<.01$ ), modernity ( $t=3,9$   $p<.01$ ), quality ( $t=3,7$   $p<.01$ ), wisdom ( $t=3,0$   $p<.01$ ). Cosmetics advertisements; beauty ( $t=6,0$   $p<.01$ ), health ( $t=2,7$   $p<.01$ ), modernity ( $t=3,6$   $p<.01$ ) and youth ( $t=3,6$   $p<.01$ ) were frequently depicted cultural values.

## CONCLUSION

In a modern world, marketers/advertisers utilize standardised or localied cultural values in advertising practice. Cross cultural differences in advertising expression and appeals are considered frequently because understanding of differences among different cultures have made valuable contributions for evaluating informational and emotional contents.

In this study cross cultural similarities and differences of advertising expression and appeals are examined in Turkish, British and American magazine advertisements. In chosen magazines are manifested similar and difference cultural values. In Turkish magazine advertisements are portrayed ‘conformity’ and ‘familial’ values which are known collectivist society features. Moreover individual cultural values are also manifested as ‘self fulfillment’, ‘a person enjoying being unique’, ‘benefits to an individual consumer’. Although Turkish society is known collectivist society structure, findings indicate both collectivist and individualistic cultural orientation. Pollay’s distorted mirror metaphor supports this study because, he asserts that advertising reflects certain values and displays selective of some social behavior and common values which dramatized in advertisements.

In British magazine advertisements haven’t included only individualistic advertising expression and appeal, collectivist cultural forms are used for example, IKEA advertisement (ad emphasizes family integrity in which members of family sit around the table). In American magazine advertisements, individualistic cultural values are more emphasized than collectivist ones.

According to correlation analysis, individualistic and collectivist aspects of advertising expression and appeals have indicated that American, British and Turkish magazine advertisements in which individualistic and collectivist advertising expression and appeals are positive relationship between each other however advertising expression and appeals sometimes negative correlation vice versa. Each country's cultural values are loaded certain factor and labeled.

The results obtained from independent t-test analysis of cultural values are manifested in product categories reveal that there have been interesting differences between Turkish, British and American print advertising. For example, in each of three magazines of home design and cosmetics advertisements are depicted 'beauty' and 'modernity' in the meantime the mobile advertisements in Turkish magazines, 'convenience' cultural value emphasized while British mobile advertisements portrayed 'popularity' and 'technology' cultural values.

This study is conducted two Turkish, two British and two American magazine advertisements therefore it is not generalised. The findings may be helpful for marketers/advertisers for improving advertising campaign in which using standardized or localised cultural values of advertising expression or appeal.

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