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**CULTURAL VALUES AND ADVERTISING APPEALS IN
INTERNATIONAL ADVERTISING – A COMPARISON OF
FINLAND AND VIETNAM PRINT ADVERTISING**

Master's Thesis in International Business

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ABSTRACT

This thesis focuses on the cultural values reflecting on advertising appeals in the print advertisements with the comparison between two countries: Finland and Vietnam. The objective of this study is to investigate the relationship of cultural values and advertising appeals along with the role of product category in selecting advertising appeals. By this way, it explores the similarities and differences of cultural characteristics between Finland and Vietnam. The primary theory of this thesis is based on Pollay's concept of values applying to Hofstede's cultural framework, which has been a theoretical premise of previous studies. A sample of 36 Vietnamese print ads and 36 Finnish print ads from eight product categories is collected and analysed in terms of advertising appeals that appear in the advertisements. The results show value paradox on both Finnish and Vietnamese cases, especially Finnish results provide value paradox on four cultural dimensions: masculinity – femininity, power distance, and long – short-term orientation. Vietnam, on the other hand, only has one value paradox phenomenon on uncertainty avoidance dimension. Therefore, it implies that there is a possibility for further comparative research on value paradox to investigate the relationship between the culture and its advertising contents in a society, or perhaps across cultures.

KEYWORDS: Cross-Cultural Advertising, Cultural Values, Advertising Appeals, Rational Appeals, Emotional Appeals, Hofstede's Dimension, Pollay's Advertising Appeals

1. INTRODUCTION

The introduction chapter includes the background of international advertising, research gap, this master thesis's objectives and limitations. Then, a definition of key terms that will be used throughout this study is presented. Moreover, a discussion of previous studies that are related to the topic of this thesis is made; and lastly, a structure of this study is given in order to summarize the contents of this study.

1.1 Background

Advertising is at the centre of the debate in international marketing research; thus it has received many attentions from the researchers. Additionally, history of cross-cultural research in advertising is also affluent as many researchers have explored and achieved key findings. It is intriguing to realize how deep the relationship is between cultural values and international advertising. Therefore, this master thesis is made in order to explore advertising appeals and cultural values in print advertising; as well as to compare print advertisements in Finland and Vietnam in order to examine the international advertising strategy that is applied in both countries.

According to Miracle (2008), early international advertising practices began from the early 1900s to 1950 with small export advertising agencies depending mostly on foreign associate agencies as they modified the campaigns for the foreign markets of their clients. Then, the beginning of modern international advertising practices appeared in 1960s as the role of agencies decreased and international marketers were more sophisticated than their agencies. Yet, they were still limited by the lack of international knowledge in their management, in general market conditions and size of foreign market, consumer characteristics and behaviour, competition, laws and regulations, media and other service organization in foreign markets, and other cultural, economic and legal conditions; lack of knowledge of foreign market channels, and inadequate methods to handle international advertising when needed (Miracle, 2008: 58). This was also during the time when real debate of standardization started and has been going on since then without a conclusion (Melewar and Vemmervik, 2004). Though the controversy of standardization/localization has begun in 1920s, the debate became more intense in 1950s and has remained heated so far, contributing to the development of cross-cultural advertising research.

Previous cross-cultural studies have contributed insights and important implications for international advertising field. According to Okazaki and Mueller (2007), dominant topics of cross-cultural advertising research were cultural values (37%), and standardization versus localization debate (22%). After Pollay (1983) identified 42 advertising appeals which have been applied much by authors in advertising research, the research area has been expanded with many pieces of research that surrounded the topic of the relationship between cultural values and advertising appeals on the level of cross-cultural advertising. Additionally, to date, much cross-cultural marketing and advertising research has relied on Hofstede's cultural dimensions. Though this framework has been much criticized for its drawbacks, many researchers have still recognized the potential applicability of Hofstede's framework in advertising research.

One of the pioneers in this topic research should include Albers-Miller and Gelb (1996). Their study has been well-known for the applicability of Pollay's advertising appeals to Hofstede's cultural dimensions. The results of their study made it feasible for the combination of Pollay's advertising appeals and Hofstede's framework and created a new research method for measuring the cultural values which contributed to the development of cross-cultural advertising research. Since then, the application of combining advertising appeals and cultural dimensions has been used by the researchers in the cross-cultural advertising field.

For instance, Moon and Chan (2005) combined Hofstede's cultural dimensions with Pollay's concept of values in their work in order to examine TV advertising in Hong Kong and Korea. It shows that cultural values and advertising appeals are usually connected with each other in advertising research. Additionally, Lin (2001), Rakova and Baek (2013), Shen (2013), Cheng and Schweitzer (1996), Okazaki and Mueller (2008) and so forth have examined the cultural values reflected in advertising appeals in order to explore the cultural differences among countries. Moreover, these studies often take communication vehicles such as television and print advertisements for the examination of advertising appeals. For example, Moon and Chan (2005), Rakova and Baek (2013), and Shen (2013) examined cultural values reflected advertising appeals on television advertisements while Okazaki and Mueller (2008) applied it on print advertisements. Yet, it seems that the research on this topic has been often applied on television

commercials but it does not mean that print advertisements have been considered unimportant. Rather, there have been studies that examined advertising appeals on print advertisements such as Hazithomas, Zotos, and Boutsouki (2010) studied the humour appeal in print advertising, or Lin (2009) presented a comparative analysis of advertising value appeals reflected in U.S and Chinese Women's fashion print advertisements. Nevertheless, such studies only examined one or a few advertising appeals and there was no application of the combination of advertising appeals and Hofstede's cultural dimensions. Hence, television advertisements are more prevailed for conducting the research method of combining Pollay's appeals and Hofstede's framework.

Television and print are traditional media that have usually been used as a mean to implement advertising. These are communication tools for the advertisers to reach their customers. Though social media has become popular these days and increased its role in advertising strategy, TV and print are still considered important to advertising as the advertisers combined these traditional media with social media for their advertising implementation. Actually, Nyilasy, King, Reid, and McDonald (2011) stated that print advertising has significantly declined in advertising spending and prints nowadays become digital because of the emergence of Internet. Adding to that, Grass and Wallace (1974) claimed that television is more effective in communicating an advertising message than prints. However, despite many challenges, prints (newspapers and magazines) still remain important media for advertising because newspapers still are perceived as one of the most believable and trustworthy sources of information and accessibility to local and ethnic audiences (Nyilasy et al. 2011). Besides, print media cover mass audience (newspapers) as well as specific segments of audience (magazines). Overall, print still is an effective communication medium to advertising.

Another important factor that should be noticed is that most previous cross-cultural studies which examined the relationship of cultural values and advertising appeals have been always comparative studies. The studies are usually a comparison of two or more than two countries in order to explore the similarities and differences in cultural values of these countries. Different countries have different societies and values; yet with the emergence of the trend of globalization, cross-cultural studies are in a great need for

advertising and marketing area. Hence, the investigation of cultural values reflected in advertising appeals in many countries have been and still are being done to provide more new insights for the international advertising research.

1.2 Research Gap

While the tension of standardization and adaptation is still going on without clear conclusion, cross-cultural studies are needed more than ever. Such studies have been contributing to the development of advertising research. The results of those studies show that there is no complete standardization or complete adaptation in real world. Rather, with changes in lifestyle, societies, as well as the influence from the import of foreign values and other things, particularly in Asia countries, marketers and advertisers need to study and understand very meticulously each market or country that they enter. Thus, it has become very hard for them as things nowadays are not as simple as before. It turns to be more complicated and more sophisticated.

Many researchers have investigated cross-cultural studies in order to provide answers for the advertising research; and it is still going on. Meanwhile, the topic of cultural values is most favoured as culture is very distinct yet also mysterious. In order to find out the answers, many journal articles have been investigated surrounding cultural topic. Nevertheless, there are still no satisfactory answers completely; especially, Asian countries are seen to be drastically changed under the trend of globalization, which makes the advertising research on cultural values continuously keep on the road of exploring and comparing the cultures reflecting in advertising appeals through advertisements among various countries.

Although there have been previous studies that examined cultural values reflecting in advertising appeals that were expressed through advertisements with a comparison between two countries, it is not sufficient as there are still many countries which have not been covered yet, particularly in Southeast Asian countries which are growing so fast these days. In addition to it, Hofstede has introduced new cultural dimension that is called the fifth dimension which has not been investigated in previous studies. That is, new insights and implications are not explored yet. Furthermore, such research method of combining Pollay's advertising appeals with Hofstede's cultural dimensions is not universal when applying to print advertisements.

On the other hand, there have been studies that examined cultural values and advertising appeals in both television and print advertising. Frequently, North America and the EU member countries were selected as selected countries for investigation in most cross-cultural advertising studies (Nyilasy et al. 2011). Asian countries were also selected for investigating cross-cultural studies with the purpose of making comparison between Western and Eastern cultural characteristics, or exploring distinct traits in Asian culture. As reported in their study by Nyilasy et al. (2011), Japan and China were investigated most frequently, followed by Korea, Taiwan, Singapore and so forth. Specifically, China has heavily been studied by many academic scholars due to its fast-growing economy. Besides, Nyilasy et al. (2011) also reported Southeast Asia countries were frequently investigated since their economy has been growing fast recently and become very potential. Nevertheless, those studies most focused on Singapore, Thailand, Malaysia and Philippines. They have not explored and examined other Southeast Asia countries yet; such as Vietnam whose economy has also been growing fast lately and its advertising industry is getting more essential to multinational companies in order to reach their target customers.

Therefore, this thesis focuses on the cultural values that are reflected in advertising appeals expressing through print advertisements and makes a comparison between Finland and Vietnam. This study will bring some new insights and implications for the cross-cultural studies in advertising research as it combines Pollay's advertising appeals with Hofstede's framework which also adds the fifth cultural dimension; as well as to investigate Vietnam which is a country that has not been explored before. Moreover, a comparison between Finland and Vietnam may draw new discoveries as it is a comparison of Western and Eastern countries yet with the emergence of globalization there might be some unexpected discoveries throughout the study.

1.3 Objectives and Limitations

Culture is considered as an important factor that heavily influences on many things such as values, beliefs, and ideology. Thus, cross-cultural advertising research regards cultural values as significant factor that has great impact on advertising strategy and content. Furthermore, cultural values are not expressed explicitly on the advertisements; rather, they are subtly and implicitly reflected on the advertisement in the form of

advertising appeals. Therefore, cultural values will be revealed and explained for better understanding in cross-cultural studies. Additionally, advertising appeals plays an important role in supporting the measurement of cultural values. Thus, it is an effective way to explore the cultural values between two different countries through advertisements.

Besides, a comparison of western and eastern cultures in advertising has been often made to provide recommendation on carrying out international advertising strategy. Thus, this thesis that also follows the trend of cross-cultural advertising research is made to explore the impact of cultural values and advertising appeals to international advertising by examining two countries Finland and Vietnam. While Vietnam is not investigated much before, perhaps it may contribute some new insights to cross-cultural advertising field.

The research question of this study is: Whether and to what extent the advertising appeals in print advertising from Finland and Vietnam are similar and different; in terms of the relationship between cultural values, advertising appeals and product category?

The objectives of this study are divided into theoretical and empirical parts; therefore, consist of as following:

Theoretical objectives:

- (1) To examine the relationship between advertising appeals and cultural values in advertising in general, and in print advertisement particularly.
- (2) To explore the method that advertising appeals are categorised and selected by the role of product category.
- (3) To explore the propensity of the type of appeals which are used more commonly in the print advertisements being influenced by cultural values.

Empirical objectives:

- (1) To investigate the similarities and differences of cultural values in terms of advertising appeals in print advertising between Finland and Vietnam.

(2) To categorise and select advertising appeals that will be used for examining in the study based on product category.

(3) To examine the propensity of advertising appeal types which are more applied in Finland than in Vietnam, and vice versa.

This study is chosen to focus on the field of marketing department whereas advertising is a significant factor in implementing marketing strategy, especially it is likely a vehicle to convey the message the firms want to send to their targeted customers. The scope of this study will be confined to the strategies used in cross-cultural advertising, specifically in print advertising. Therefore, the limitation in this study is merely concentrated on advertising field. Moreover, television advertising is not included while TV is one of traditional media in advertising. Data collection is the reason for TV not being included as the access to obtain TV commercials may be more difficult compared to print ads for some brands. This is another limitation of this master thesis since there will not be comparison between TV and print advertising.

Moreover, there might be some limitations during the process of collecting data. The print advertisements serve as materials for this study and are collected according to product category that will be selected after referring to previous studies. Yet, it may be difficult to find comparable print advertisements between Finland and Vietnam. For example, either a particular international brand that should be advertised in both countries; however, it might be difficult to get the access to the advertisements in one of the countries; or in case of different brands but same category the comparable advertisements may not be found as these brands were advertised on different types of journals. Hence, these limitations might make it hard for comparisons between two countries' advertisements.

Besides, the possibility of answers from the question form that is made in order for the persons to take it might be hard to obtain the expected answers that satisfy the objectives of this thesis. Furthermore, the number of persons who take the question form is small, which somehow restricts the analysis of the empirical results. Thus, it might influence the validity of the study results. In addition to it, another limitation of this study is that although Hofstede's cultural dimensions are well-known among the

researchers of cross-cultural studies, his typology is still under many critics as there are only five cultural dimensions which may not represent the whole cultural values of a particular country; that may reduce the reliability of this thesis.

1.4 Definition of key terms

Values are the core element in forming culture and are broad tendencies to prefer certain states of affairs over others (Hofstede and Hofstede 2005). Values have been defined as “*an enduring belief that one mode of conduct or end-state of existence is preferable to an opposing mode of conduct or end-state existence*” (Rokeach 1968, Okazaki and Mueller 2007). Indeed, values may be one of the most powerful explanations of, and influences on, consumer behaviour. This key word will be used mainly to describe as one of the elements from a country’s culture.

Cultural values are those that form the foundation on which culture rests (McCarty 1994, Okazaki and Mueller 2007: 504). Such cultural values, transmitted by a variety of sources (family, media, school, church and state), tend to be broad-based, enduring, and relatively stable (Samovar, Porter and Stefani 1998; Okazaki and Mueller 2007). This is the primary key word that will be used throughout this study. Cultural values represent the traits of a certain country’s culture. In this thesis, cultural values are connected to Hofstede’s cultural dimensions; thus, when these terms are used, it also does mean the traits of five cultural dimensions.

Hofstede’s typology of cultural dimensions has been one of the most important frameworks in order to allow the comparison of similarities and differences between various cultures. Hofstede’s cultural dimensions include: power distance, uncertain avoidance, individualism/collectivism, masculinity/femininity, and the latest added dimension long-term orientation. This typology is served as one measurement of sets of cultural values between various cultures. The key words of Hofstede’s cultural dimensions are used in this thesis as one of the primary theoretical background. These cultural dimensions can be understood as cultural values. Therefore, the scores on five cultural dimensions of two countries Finland and Vietnam are made in order to compare the similarities and differences in cultural values.

Advertising appeals are based on Pollay's concept of values. Pollay (1983) suggested a methodology capable of describing the cultural character of commercialism. He identified 42 measuring values which were manifested in advertising. This key term is applied in this study as the appeals that appear in the print advertisements. There are totally 42 appeals and there should be more than one advertising appeals that would be exposed in the advertisements. The advertising appeals are also categorised into rational appeals and emotional appeals. *Rational appeals* are defined as the appeals that are related to the audience's self-interest by showing product benefits such as product's quality, economy, value, or performance (Kotler and Amstrong 1994, Albers-Miller and Stafford 1999). In other words, such appeals are made to attract the audience with logical and rational characteristics. In contrast, *emotional appeals* are "grounded in the emotional, experiential side of consumption, they make the consumers feel good about the product, and they rely on feelings for effectiveness" (Albers-Miller and Stafford 1999). Thus, advertising appeals in this study have connection with Hofstede's cultural dimensions; that is a relation between appeals and culture. As a result, appeals are used as a mirror to cultural values in the advertisements.

1.5 Previous Studies

The previous studies that are listed below is introduced by starting with the one that provides foundation to build theoretical background for this thesis, and followed by other studies that were done with the similar theory and same manner. These previous studies were nor arranged in the order of years that they were researched but in the flow of the most adequacy of the content and method that were used and applied, which helps building the theoretical background for this thesis; to the the studies that have some parts relating to this thesis's main theory.

First of all is Albers-Miller and Gelb (1996) which is one of the pioneers in investigating the connection between cultural values by using Hofstede's cultural dimensions with Pollay's advertising appeals in order to provide new implications for cross-cultural advertising studies. This study stated that although advertising appeals were not cultural values per se, the principal conduit for incorporating values into advertising was advertising appeals. Hence, this study was to measure the extent to which advertising appeals differ between countries to reflect the various dimensions of

cultural values from Hofstede. As this thesis also tries to examine the relationship between advertising appeals and cultural values in the same manner as Albers-Miller and Gelb (1996), their study becomes one of the primary references for this thesis as well as it plays an essential reference for connecting the advertising appeals with Hofstede's cultural dimensions.

Besides, Albers-Miller and Stafford (1999) also investigated rational and emotional appeals in services and goods advertising. They examined the relationship between advertising appeals and product categories and proved the significance of product category's role to advertising appeals that manifest in the advertisements. The purpose of this study was to prove the role of product category playing in cross-cultural advertising as advertising service offerings came to the picture; hence, this research tried to explore the differences in advertising appeal usage between goods and services across four different countries. In other words, it tested the proposition that the use of rational and emotional appeals depended on both the product type that advertised and the country in which the advertisement ran. This study is important to this thesis as it will support the arguments when dividing advertising appeals into rational and emotional groups; as well as to reinforce the justifications of product category's role in this thesis.

On the other hand, the studies of Moon and Chan (2005) and Rakova and Baek (2013) were researched on the basis of taking into account Albers-Miller and Gelb (1996) study. That is, Moon and Chan (2005) examined the cultural values reflected in advertising appeals through the advertisements in two countries, which in this case was through television advertisements in Hong Kong and Korea as it investigated to what extent advertising appeals in Hong Kong and Korea television commercials are different, and whether the differences between two countries, if any, can be attributed to the differences in nations' cultural characteristics. Therefore, it is an essential reference as their literature review serves as a direction for the theory of this thesis.

Similarly, Rakova and Baek (2013) study was also conducted in the same manner as Moon and Chan (2005). It was a recent study which examined the differences of cultural values in advertising appeals through television commercials in two countries: Russia and Korea. The way they conducted this study was almost the same as Moon and

Chan (2005) as the purpose of this study was to verify how well Russian and Korea's cultural characteristics were actually expressed through value appeals in advertising; in other words, it was to analyse the similarities and differences of TV advertising aired in these two nations.

Moreover, Mortimer and Grierson (2010) examined the relationship between cultural values and advertising appeals for services as comparing service advertisements in both France and the UK. Its literature review was based on the theory that Albers-Miller and Gelb's (1996) study used by applying Pollay's advertising appeals to Hofstede's cultural dimensions. Additionally, they concentrated on product category which in case was services. Therefore, the study also referred to Albers-Miller and Stafford's (1999) study in categorizing advertising appeals into rational and emotional ones. Overall, the purpose of their study includes two objectives which were to explore which (rational or emotional) appeals were utilised in service advertisements; and to explore whether cultural dimensions of the two countries were related to the type of appeals being utilised. Hence, this study is helpful being one of essential references for categorizing advertising appeals into rational and emotional according to product category as well as applying these appeals to Hofstede's cultural dimensions.

The other study that also emphasized the important role of product category to advertising appeals is Shen (2013), which examined the appeals and cultural values in Chinese television commercials. The objective was to investigate two aspects of Chinese advertising which included the use of cultural values and appeals in Chinese television commercials for indigenous Chinese brands; and the differences in the use of appeals and cultural values across product categories. Though it only investigated one country without any comparison, the study proved the important role of product category in categorizing advertising appeals. Thus, the study supports the arguments on the relationship between advertising appeals and product category, which serves as a reference for categorizing and selecting advertising appeals based on product category in this thesis. On the other hand, Shen (2013) not only used Pollay's advertising appeals, but also applied the appeals that Mueller (1987) proposed in her study.

Mueller (1987) analysed Japanese and American advertising appeals reflecting culture in print advertising. Her arguments stated that cultural values, norms, characteristics

were embedded in advertising appeals, which manifested that there was a link between cultural values and advertising appeals. Additionally, the objective of this study was to examine the role of culture in advertising content and that Mueller believed advertising tended to reflect the prevalent values of a culture in which it existed. Mueller did not apply Pollay's advertising appeals or Hofstede's cultural dimensions in her study. Rather, she introduced traditional appeals, and modern and western appeals. Some advertising appeals from Mueller's study were also adapted in Cheng and Schweitzer's (1996) and Shen (2013) studies; therefore, her study is also a reference to this thesis that provides other advertising appeals outside Pollay's appeals.

Cheng and Schweitzer (1996) was one of the pioneers in connecting advertising appeals with cultural values though they did not apply Hofstede's cultural dimensions. Rather, they focused on the relationship of produce categories and origins with advertising appeals. Moreover, the advertising appeals that they applied in their study were not only adapted from Pollay (1983), but also from Mueller (1987). The aim of Cheng and Schweitzer (1996) study was to investigate Chinese cultural values reflected in advertising content and to explore whether Chinese advertising had changed and there were any differences between the cultural values manifest in Chinese advertising and advertising in other countries. Thus, the study compared Chinese advertising and US advertising in terms of cultural values reflected in advertising appeals. The method of conducting this study was based on Cheng's (1994) framework which was originally built on Pollay's typology of cultural values manifest in advertising and many other previous studies on cultural values by dividing cultural values into two groups: utilitarian and symbolic. This study is included as one of references for this thesis because it examined the relationship of product categories and advertising appeals, which serve as one reference in categorizing appeals under product categories

Similar to Cheng and Schweitzer (1996), Lin (2001) also examined cultural values reflected in Chinese and US television advertising as it investigated the connection between advertising appeals with cultural values. However, she did not apply Hofstede's cultural dimensions and Pollay's advertising appeals in her study as it was based on the theoretical base of Mueller (1987) study with the purpose of examining the association between cultural values and advertising appeals. Additionally, she applied

product categories in her research as one of the elements to investigate. Therefore, Lin (2001) study is another reference for the thesis as it facilitates in analysing the relationship between product category and advertising appeals.

Lastly, Okazaki and Mueller (2008) study was an evolution to the study of Mueller (1987). Its objective was to explore whether local cultural values reflected in the advertising appeals employed in commercial messages were stable over time, had changed in response to the multitude of factors related to increasing globalization; as well as to explore the relationship between the type of product being promoted and the advertising appeals employed. This study was an updated research to previous study of Mueller's (1987). It still focused on the cultural values in advertising with a comparison between two countries Japan and US. Hence, they added Hofstede's cultural dimensions in order to only analyse the two countries' culture yet did not apply his framework for conducting the research. However, the usefulness of this study as a reference to this thesis is to reinforce the association between advertising appeals and product category.

Table 1. Summary of previous studies' sample and methodology

Previous Studies	How they collected the sample	The method they used
Albers-Miller and Gelb (1996)	<ul style="list-style-type: none"> • Print advertisements collected from nationally circulated general business publications from eleven countries: Japan, Taiwan, India, France, Finland, USA, South Africa, Israel, Brazil, Chile, and Mexico. 	Quantitative (content analysis)
Albers-Miller and Stafford (1999)	<ul style="list-style-type: none"> • The sample was collected through print advertisements which appeared in general business and professional publication from four countries including USA, Taiwan, Mexico, and Brazil. 	Quantitative (content analysis)
Moon and Chan (2005)	<ul style="list-style-type: none"> • Both Hong Kong and Korean sample obtained from the commercials of prime-time programming broadcast on the free-to-air terrestrial channels. • Cable channels were not selected. 	Quantitative (content analysis)

Previous Studies	How they collected the sample	The method they used
Rakova and Baek (2013)	<ul style="list-style-type: none"> • Korean and Russian sample obtained from the commercials of prime-time programming broadcast on the free-to-air terrestrial channels. • Sales promotion, events, and advertising by sponsorship or public service advertisements were excluded. 	Quantitative (content analysis)
Mortimer and Grierson (2010)	<ul style="list-style-type: none"> • The sample was collected through print advertisements from French and UK magazines. 	Quantitative (content analysis)
Shen (2013)	<ul style="list-style-type: none"> • Sample obtained from 428 television commercials that aired in in primetime for indigenous brands. 	Quantitative (content analysis)
Mueller (1987)	<ul style="list-style-type: none"> • Sample was collected from print advertisements in Japan and U.S. by choosing mass circulation magazines of two types: one was a general interest news magazine, and the other was targeted at female audience. 	Quantitative (content analysis)
Cheng and Schweitzer (1996)	<ul style="list-style-type: none"> • Sample obtained from television commercials that aired on prime-time TV channels for two weeks in China and US. • Any duplicate commercials for the same brand were excluded. 	Quantitative (content analysis)
Lin (2001)	<ul style="list-style-type: none"> • Sample obtained from television commercials of prime-time programming in one random week. 	Quantitative (content analysis)
Okazaki and Mueller (2008)	<ul style="list-style-type: none"> • Sample collected through advertisements from publications which targeted to women and general interests/news periodicals, as well as added business and sport publications. 	Quantitative (content analysis)

1.6 Structure of the study

There are theoretical and empirical parts in this study. After the introduction chapter as chapter one, the theoretical part will consist of total three chapters that are in order of chapter two, three, and four. Chapter two discusses cross-cultural advertising research as well as previous studies that are related to the thesis. Beside, a discussion of characteristics of print media is presented in order to understand the advantages and disadvantages from the print. The chapter three focuses first on advertising appeals which introduced Pollay's 42 advertising appeals as well as other appeals outside his list; then categorises appeals into rational and emotional ones according to product categories. At the end of chapter three, a list of selected advertising appeals will be presented together with selected product categories that will be used for the empirical part. Next, chapter four presents Hofstede's cultural dimensions with each cultural dimension is discussed and analyzed in order to apply the selected advertising appeals from chapter three into suitable cultural dimensions. Then, comparison of Finland and Vietnam's cultural dimensions is made in order to understand a general level of these two nations' culture. At the end of chapter four, there is a summary of the theoretical part is presented with Pollay-Hofstede's framework that will be applied in this thesis, selected advertising appeals and product categories.

The empirical part is involved in chapter five and six of the study. Chapter five includes explanation of research methodology along with a description of research design, data collection, reliability and validity of the study. In chapter six, before it presents and analyzes the empirical results from data collection, a discussion of print advertising in Finland and Vietnam in recent days in order to have an apprehension of the scenarios in media market from these two countries. The last chapter is presented with a summary and conclusion on this study; as well as including theoretical and managerial implications, limitations and future research suggestions.

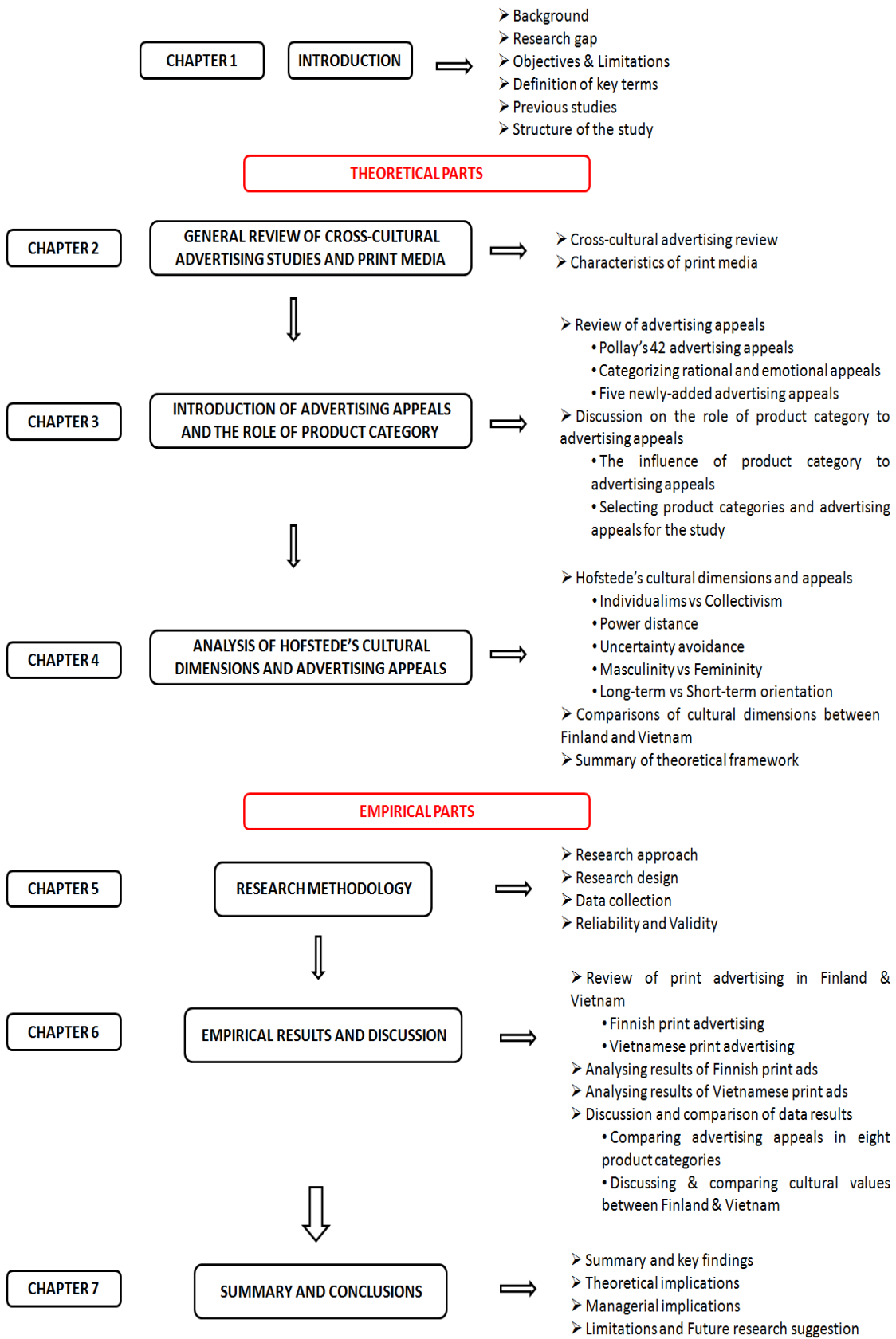


Figure 1. The Structure of the Study

2. REVIEW ON CROSS-CULTURAL ADVERTISING STUDIES AND PRINT MEDIA

This chapter discusses the trends of cross-cultural advertising research and further analyses previous studies that focused on researching the relationship of cultural values and advertising appeals in order to demonstrate the theory that will be applied as well as to exhibit the direction of this master thesis. Then, the second chapter also includes an analysis of characteristics of print media to understand the advantages and disadvantages of this vehicle.

2.1 Cross-cultural advertising

This section divides into two parts that the first part is focused on reviewing the whole cross-cultural advertising research generally. It mainly summarizes what cross-cultural advertising research has been achieved so far, as well as summarizes the topics that have been researched frequently in this field. The second part primarily discusses the theory that previous studies have used, which is significantly related to this thesis in order to build its theoretical background.

2.1.1 Review on cross-cultural advertising research

When firms started to enter other countries than their own country, international business also emerged involving marketing and advertising to become international as well. Thus, global marketing and advertising have been evolving and become important roles in determining the performance of firms these days. In addition to it, the emergence of globalization has contributed the complication and sophistication to cross-cultural advertising research. Besides, cultural issues have been always the concerns that receive large attentions, which also contribute to the development of cross-cultural advertising research. Hence, the research on cross-cultural advertising is being investigated in a wide range and it categorises into many topical areas which include the tension of standardization and adaptation, cultural values, consumer responses, advertising content and so forth that are related to cross-cultures.

Okazaki and Mueller (2007) did an investigation in order to examine the patterns and developments in literature on cross-cultural advertising research. In this review, they generalized dominant topics in the field. Apparently, cultural values and the tension of

standardization and adaptation were the most frequently topics. **Table 2** summarized the frequency by topics in cross-cultural advertising research that was investigated by Okazaki and Mueller.

Table 2. Frequency by Topics in Cross-cultural Advertising Research (adapted from Okazaki and Mueller 2007)

Research topics	Frequency	Percentage
Cultural values	39	36.8
Tension of standardization and adaptation	23	21.7
Consumer response to advertising	17	16.0
Advertising content	12	11.3
IMC and advertising agency issues	6	5.7
Campaign management	6	5.7
Social and regulatory issues	3	2.8

The two most frequently topics in cross-cultural advertising research are cultural values, and the tension of standardization and adaptation. In a way, these two are connected to each other. As proponents of globalization have assumed that economic development would lead to converging needs and tastes of consumers and facilitate standardization of marketing and advertising, critics have indicated that markets would become more diverse and their cultural differences would prevent successful standardization (Agrawal 1995, De Mooij 2000, and Moon & Chan 2005).

However, according to Garrett and Iyer (2013) statistics, topic of cultural values has been decreased since the results of Okazaki and Mueller (2007) was released. **Table 3** presents a comparison of the results of these two research articles. Besides, Garrett and Iyer (2013) stated that topic of cultural values in international advertising research often considered dimensions of culture to understand approaches to advertising in various countries as well as making attempts to represent the values of culture within the advertisements and comparing values represented in advertisement across countries. In other words, culture has a great impact in transferring advertising strategy across countries since it justifies that communication patterns are connected to cultural norms in each market. Hence, findings from such topics usually were the suggestions that advertisements should reflect the values of culture they seek to reach.

Table 3. Updated Frequency by Topics in Cross-cultural Advertising Research (adapted from Okazaki & Mueller 2007, and Garrett & Iyer 2013)

Research topics	Frequency	
	Okazaki & Mueller (2007)	Garrett & Iyer (2013)
Cultural values	39	17
Tension of standardization and adaptation	23	45
Consumer response to advertising	17	55
Advertising content	12	28
IMC and advertising agency issues	6	7
Campaign management	6	13
Social and regulatory issues	3	23
Emotion		8

With the updated numbers from Garrett and Iyer (2013), the research on consumer response to advertising increased a lot. Articles in this topic were investigated in order to understand issues like buyer intent and perceptions of advertisements, to investigate advertising impacts on brand preference formation, and understand beliefs and measures across cultures (Garrett and Iyer 2013). Additionally, Garrett and Iyer (2013) added a special topic “Emotion” in their statistics of topic areas in cross-cultural advertising research. They argued that emotion was a special case of consumer response, yet it deserved to be received lots of attention as the impacts of emotional appeals had been heavily under investigation regarding their effectiveness in foreign cultures. Therefore, it seems that appeals in advertising are being received attention for research as the role of advertising appeals is becoming important in advertisements.

Topic of tension between standardization and adaptation also increased compared to the Okazaki and Mueller (2007) statistics. Without a doubt, this topic has still been researched largely with the influence of the trend of globalization. Since globalization emerged, a debate of standardization and adaptation became one of the most researched topics, which has drawn the attention of many academicians and practitioners (Melewar and Vimmervik 2004). Though topic of cultural values shows a large reduction in research according to Garrett and Iyer (2013), it cannot deny that this topic is still one of those topics that contribute to the development of cross-cultural advertising studies; as

well as cultural values deserve to have more explorations because culture has great impact on advertising through content, design, and even strategies.

2.1.2 Discussion on the theory of previous studies

Cultural values have become the primary topic of this thesis to be investigated because cultural characteristics influence much on the execution of advertising strategy and content. There have been many previous studies which proved the importance of cultural values in advertising by researching cultural values through advertising appeals such as Mueller (1987), Albers-Miller and Gelb (1996), Cheng and Schweitzer (1996), Lin (2001), Moon and Chan (2005), and Shen (2013). Their results affirmed that there was a relationship between cultural values and advertising appeals, and how cultural values affected the advertising content through these appeals.

One of the pioneers in investigating this relationship is Albers-Miller and Gelb (1996) who examined Pollay's advertising appeals to be matched with Hofstede's four cultural dimensions. The results from their study showed that a positive relationship between cultural values and advertising appeals as they concluded that appeals in ads and cultural values often related in a non-random way. Moreover, they suggested that an advertiser could use Hofstede's results to gain insights into salient values that might appeal to target audience, for instance one country's score on Hofstede's cultural dimensions could tell the advertisers which appeals should be effectively offered to their target market. Their study becomes one of the premises that is used in this thesis because they proved the relationship between cultural values and advertising appeals through Hofstede's cultural dimensions and Pollay's appeals.

In this way, a group of advertising appeals was categorised and applied into a particular dimension as these appeals match to the implied meanings of that dimension. Apparently, their study did not give perfect results yet it succeeded in exploring a new method to measure cultural values through the appeals in advertisements. Moreover, though their study only investigated eleven countries, the results provide great implications for future research. That is the feasibility of combining Hofstede's typology and Pollay's concept of values when conducting a research of cultural values in cross-cultural advertising. Moreover, this combination helps generalize the insights

that support the important role of culture across various countries in international advertising.

Adopting the theoretical background of Albers-Miller and Gelb (1996), Moon and Chan (2005) did a research on examining cultural values reflected in advertising appeals in Hong Kong and Korea television commercials. They stated that Asia is really a series of localized markets with their own characteristics including different economic and cultural settings due to historical effects. They have their own unique aspects of history, culture and consumption patterns including variation in consumer tastes and requirements that could differentially affect advertising content. Therefore, the nature of culture significantly affects the effectiveness in advertising strategy. Understanding the core cultural values of one country is important and helps to provide rationales for the effectively advertising strategy execution in that market; as well as it facilitates the task of advertisers in multiple cultures if they can predict the differences in advertising across borders.

Hofstede's framework of cultural dimensions is one of the most famous applications, which has been used in a lot of research papers concerning cultural values and advertising strategy. This framework provided a set of value dimensions to compare cultures. As cultural values were found to be a topic that was studied much in this area; they also noticed the major cultural theories which have dominantly been used in cross-cultural advertising research, and the most well-known one was Hofstede's cultural dimensions. Besides, Moon and Chan (2005) also applied Pollay's advertising appeals as well as some appeals from Mueller (1987, 1992). Then they categorised their selected appeals into Hofstede's cultural dimensions and examined it. Besides, Moon and Chan (2005) also considered product categories that they used in their study as the role of those product categories were significant and had great impact on the advertising appeals.

The results of this study revealed the most common appeals that were used in Hong Kong and Korea commercials as well as the most frequently found cultural values in these two countries. Furthermore, the results also showed that cultural dimensions were affected by product category and that the appeals under these cultural dimensions also depended on product category as well. Overall, Moon and Chan's (2005) study stated

that femininity dimension was an important variable for explaining differences in advertising between Hong Kong and Korea and the appeals related to the masculinity/femininity dimensions showed more differences. Meanwhile, the results showed that these two nations had some similarities in other cultural dimensions such as individualism/collectivism and power distance. However, at the end of their study, it could not deny that the influence of culture is particularly important in transferring advertising strategy across the borders.

In the study of Moon and Chan (2005), they examined advertising appeals and cultural values in television commercials of Hong Kong and Korea. They applied Hofstede's cultural dimensions into their research as they explained the framework were useful for comparing cultures with respect to consumption-related values and could explain the variety of values and motivations used in advertising content across cultures; in other words, to explain cross-cultural differences in advertising appeals. They also implied that Hofstede's cultural dimensions were partially supported to predict cultural values manifest in advertising. Furthermore, they referred to Albers-Miller and Gelb's study in relating advertising appeals to the four cultural dimensions. Thus, they tried to identify those advertising appeals that are related to Hofstede's cultural dimensions, and to match such appeals with those cultural dimensions. It showed that there was a relation between cultural dimensions with advertising appeals and this relation helped to provide more insights for their results. On the other hand, their study also revealed a phenomenon of value paradox between the usage of appeals and cultural dimensions as a country was supposed to have particular cultural characteristics but the appeals used in advertising content in that country showed the opposite.

Same as Moon and Chan (2005) is the study of Rakova and Baek (2013) which was also investigated the cultural values and advertising appeals in television commercial of Korea and Russia with the theoretical premise that Moon and Chan (2005) applied before. The combination of Pollay's advertising appeals with Hofstede's cultural dimensions were adopted in this study. Therefore, Rakova and Baek (2013) also tried to explore the similarities and differences of cultural values in Russia and Korea. the results also revealed that there was a possibility of the influence of values paradox in terms of the usage of advertising appeals.

According to De Mooij (2007), she explained that a desired thing related to an individual choice must be distinguished from a desirable thing related more to social norms, and noted that contradictory values are found in many cultures and even a value paradox was expressed through advertising. Particularly, Rakova and Baek (2013) emphasized that countries that had gone through rapid economic developments were especially sensitive to value paradox. In their study case, Korea advertising showed this phenomenon as the scores of Hofstede's cultural dimensions pointed that Korea and Russia were similar in femininity dimension but the results contrarily revealed value appeals in masculinity were used more often in Korea sampling. Thus, investigating advertising appeals in the advertisements can give new discoveries and insights about the culture among various countries and that it requires the researchers to have more examination in the cultural values that are expressed through advertising appeals in those countries that have not been investigated in order to find out new discoveries. Besides, Rakova and Baek (2013) once again proved that advertising appeals were dependent on product category, which implied that not only the culture is different from various countries, but also the role of product category is essential and have influence on exercising advertising appeals.

On the other hand, Cheng and Schweitzer (1996) also applied advertising appeals adapted from Pollay and Mueller into their research in order to find the effect of cultural values reflecting in the advertising content. However, they did not apply the same theory as Albers-Miller and Gelb (1996) study. Rather, they followed the method that Mueller (1987) used in her study in order to examine the cultural values through advertising appeals.

According to her study, it stated that cultural values, norms and characteristics were embedded in advertising appeals, which were used to differing degrees in various cultures. Her study's objective was to examine to role of culture in advertising content and she chose to focus on analysing the advertising appeals in Japanese and American advertisements. Mueller categorised into two types of advertising appeals; one is traditional appeal, and the other is modern and westernised appeal. Her distinct method of proposing advertising appeals has contributed to five new appeals that Pollay did not feature in his study, which is discussed more in later chapter.

Muller concluded with indications that although it revealed that consumer in these two countries were surprisingly similar in many ways, the advertisements of each country displayed some degree of sensitivity to the cultural uniqueness of the particular consuming market, and that cultural sensitivity was portrayed through the varying usage of these same appeals (Mueller, 1987:57). Thus, she confirmed that advertising tended to reflect the prevalent values of culture in which it existed. It is no doubt about the relationship of cultural values and advertising appeals. Then, the key findings from her study revealed that there were numerous differences between Japanese and American advertisements; some differences were rather subtle while others were blatant.

One of the prominent studies that adopted the theoretical premise of Mueller (1987) study is Cheng and Schweitzer (1996) which categorised cultural values into utilitarian and symbolic groups. Utilitarian values were referred to as those emphasizing product features or qualities while symbolic values were suggested as human emotions. Then, Cheng and Schweitzer (1996) applied the appeals that Mueller proposed to these cultural value groups and examined the interactions of them. What made their study distinct was not only the way they adapted appeals from both Pollay and Mueller; but they also transformed Muller's appeals, or to be exact, they renamed and provided more clear definitions to these appeals. In other words, Cheng and Schweitzer (1996) updated and polished Muller's appeals for better understanding and application.

At the end of their study, it was revealed that Chinese television commercials tended to use symbolic values while US television commercials used both symbolic and utilitarian values. In this study, they also stated that Chinese advertising had become far more sophisticated than before and in future Chinese advertising would become more sophisticated as economic development still kept growing. Therefore, the usage of values in advertising still depends on how it kept the heritage of its high-context culture as Cheng and Schweitzer concluded that China was a "melting pot" which meant that both Western and Eastern cultural values had great impact on Chinese advertising. When China opened their door to interact with the world, Western values also penetrated into China, thus the country adopted some values from the Westerners and at the same time destroyed some traditional values. This phenomenon was common to countries that cut ties with the world before, then after opening the door, they imported

foreign things such as Western products as well as cultural values. Similarly, Vietnam is also one of countries, which has experienced this phenomenon after opening their door to interact with the world in 1986. Besides, their study results implied that cultural values were significant to advertising content and message and that the depictions of such values had much to do with product categories.

Likewise, Lin (2001) also examined the cultural values reflecting in Chinese and American television advertising. Her study's main goal was to examine the role of cultural values reflected through appeals to advertising content; yet she only adopted Mueller's (1987) theory for her study, which meant Lin merely investigated the appeals that Mueller proposed. Overall, her conclusion was to re-emphasize the importance of cultural values differently expressed in advertisements through advertising appeals in two countries, leading back to the topic of standardization and adaptation debate. Once again, cultural values and advertising appeals were proved to be connected to each other, as well as to reassure the effect of cultural values reflecting on advertising content through those appeals. Despite not applying Pollay's advertising appeals and Hofstede's cultural dimensions, Lin's (2001) study is appropriate for addressing the important role of product types related to advertising appeals. Hence, it is obvious to understand that when cultural values and advertising appeals are examined together through the advertisements, product category is often investigated as well since it has an essential connection with advertising appeals.

The recent study of Shen (2013) also did a research on appeals and cultural values in Chinese television commercials. His study's main objective was to help identify the interplay of appeals and cultural values as reflected in Chinese advertising. The rationale he used in his study was referred to previous studies that had the same manner in analysing cultural values through advertising appeals, such as Albers-Miller and Gelb (1996), Albers-Miller and Stafford (1999), Cheng and Schweitzer (1996), and Lin (2001). Because he adopted from Cheng and Schweitzer (1996), he proposed five advertising appeals that are were not included from Pollay's 42 advertising appeals. His results reaffirmed that cultural values exhibited through advertising appeals and that the use of appeals and cultural values varied within product categories. In addition to it, Shen also proved that the usage of appeals depended on the product characteristics. For

instance, emotional appeals are more used than rational appeals in the beauty and personal care product as well as clothing product. In contrast, rational appeals are more commonly used in automobiles, household appliances, and medicine than emotional appeals. Despite analysing only one country while other previous studies almost did a comparative research, Shen prominently provided strong base for the significant role of product category influencing to advertising appeals and how important it was to categorise these appeals into rational and emotional types in order to clearly see the relationship between them and product category, which is discussed subsequently.

On the other hand, based on the study of Mueller (1987), Okazaki and Mueller (2008) conducted an updated research on it. The results revealed that advertising from both countries had changed compared to previous study; specifically Japanese advertising had remained much the same in some respects (still appealed to the consumer on emotional level), but had changed in others (communicated consumer increasingly in direct way that highlighted product's features and benefits). Therefore, the study suggested that a shift in advertising content was taking place in both Japan and the US; that is, while Japan had some subtle changes, US showed drastic changes in their advertising strategy and became more like Japanese. Besides, the results also implied that Japanese firms had changed their way of advertising as somewhat similar to the way US used to do before; yet still remained their traditional values subtly. As what Cheng and Schweitzer (1996) mentioned before, it was a result of being influenced by foreign values as Japanese has adapted westernised values when it opened the country to interact with the world. After all, both the changes in Japanese and US print advertising may be incurred due to the increasing of globalization as these two countries are considered as pioneers in greatly evolving economy towards globalization.

In summary, this study confirmed the perspective of Mueller's (1987) study that cultural values reflected in advertising appeals with a clearer picture as proved by what happened to Japanese and US advertising. Then, the changes in these two nations' advertising made the advertising appeals change as well, which in case was US advertising as it changed advertising strategy from hard-hitting and aggressive one to a more benefit-orientated one with a distinctly softer touch, US used soft-sell appeals increasing more than eightfold compared to Mueller's (1987).

In this way, this thesis applies both Pollay's advertising appeals and Hofstede's cultural dimensions in the same manner of previous studies mentioned earlier in order to show the nature of culture has significant influence on the execution of advertising strategy exhibiting through advertising appeals. These previous studies have indicated that cultural values has an important role in cross-cultural advertising research, and it is reflected as advertising appeals that manifest in advertisements. This also implies that international advertisers should take caution in executing advertising strategy.

2.1.3 The relational theory on the role of product category to advertising appeals

As partly mentioned previously, product category apparently is an essential part in the previous studies that examined cultural values and advertising appeals. Therefore, Albers-Miller and Stafford (1999) investigated the relationship between advertising appeals and product types which included goods and services. As a result, they categorised 42 advertising appeals of Pollay into two groups: rational and emotional. Additionally, they concluded that the usage of advertising appeals was also influenced not only by product types, but also by the culture.

Their results revealed that rational appeals seemed to be more used in goods which was explained that the sample that taken for investigation was those who read business and professional magazines; thus the advertisements with the goal of targeting to such audiences using rational appeals would be more effective. In contrast, the advertising of services largely depended on local culture as it showed different results in Taiwan and US that Taiwan used emotional appeals for their service advertising while rational appeals for goods; yet US results revealed that both rational appeals were used for advertising in service category.

Albers-Miller and Stafford's (1999) study provided a theoretical source for categorising advertising appeals into rational and emotional so that it could prove the relationship between product category and appeals. Moreover, it was understood that culture, advertising appeals, and product category are connected to one another through their study. In addition to what Albers-Miller and Galb (1996) affirmed about the relationship between cultural values and advertising appeals, they also found that product category somehow played an essential role in excersising the advertising appeals. Hence, this study was created by Albers-Miller and Stafford (1999) in order to make the role of

product category clearer in the triangle relationship with cultural values and advertising appeals. Therefore, the study is also one of the most important references for this thesis because it established a logical method to explain and prove the connection between product category and advertising appeals.

Similarly, Mortimer and Grierson (2010) continued what Albers-Miller and Stafford (1999) left in their previous study. That is, they investigated the relationship between culture and advertising appeals with those product types labeled as services. This research also categorised Pollay's advertising appeals into rational and emotional; moreover, they applied these appeals into Hofstede's cultural dimensions. The results revealed that there was different way that services were advertised in the two countries France and UK. That is, UK was supposedly stated to have mainly rational appeals in the service advertisements, but emotional appeals seemed to appear more than rational appeals. Meanwhile, France also had more emotional appeals in their service advertisements. Through this result, it proved that the role of emotional appeals was very important in service advertising. Overall, Mortimer and Grierson (2010) showed that the triangle relationship of cultural values, advertising appeals, and product types existed indeed. Furthermore, the category of advertising appeals into rational and emotional is also essential in order to effectively examine the connection between appeals and product types.

As previously discussed, Shen (2013) study emphasized the role of product category to the usage of advertising appeals in the advertisements. He referred to Albers-Miller and Stafford (1999) rationales as the basis to argue his point of view. Consequently, Shen indeed affirmed his standpoint that it depended on what type of product that rational appeals are more used than emotional ones, and vice versa. Even though it may be examined only in Chinese television advertising, it was still able to generalize important insights in terms of advertising appeals and product category, which might be used as the premise for future research when examining other countries.

Likewise, Liang, Runyan, and Fu (2011) conducted a research on examining whether the context of ad pictures differed between two countries China and US. The findings of this study provided that culture did have a significant effect on contextualization of ad pictures. However, the effect of culture on the context of ad pictures was moderated by

product category and magazine category. Additionally, there are differences in Chinese ads and US ads which implied that culture played an important role in making the differences in context of ad pictures. They suggested that companies should customize advertisements according to characteristics of the products advertised. Overall, this study emphasized the significance of culture and product categories.

Another thing needs to be noted is that cross-cultural advertising is believed to continue progressing in future as there are still things that need to be explored more. The markets that have not been explored or just given little attention like Central European markets, Latin America, the Middle East, and Southeast Asia, should provide important insights for the research. Finland and Vietnam are two markets that are selected for this study because Vietnam is a Southeast Asian country which has not been studied much in marketing and advertising research. Vietnamese market has been growing quickly for the past several years, especially since Vietnam joined World Trade Organization (WTO) in 2006 as a first step to become a part of global context. Moreover, the advertising industry in Vietnam has been growing so fast recently that the media expenses used in these years are very large. It is intriguing to compare how advertising is similar and different between developed market and developing market in print media. In addition to it, cultural values will be able to provide insights that may help to understand more the reason behind the tension of standardization and adaptation. Likewise, cross-cultural advertising research is going to evolve as things will keep changing over time due to unpredicted incidents or events, which gives opportunities for researchers to explore and gain new insights.

2.2 Characteristics of Print Media

This part tends to introduce a general view on the print media and how print advertising has been exploited so far. Moreover, it also discusses the characteristics of print media including its own advantages and disadvantages when using it.

2.2.1 Introduction of print media and print advertising

Print media in this study means that it is limited to newspapers and magazines. Thus, the advertisements on print media are those advertising printed on physical paper, placed and featured within the news, editorial, and entertainment content of a print vehicle (Nyilasy et al., 2011). The emergence of newspapers and magazines appeared

the late nineteenth century. Its primary advantage is that, print media as a mass media allows marketers of branded goods and services to reach and communicate with mass audience across space and time. Print advertising had been dominant in national advertising and contributed to the development of mass communication and mass marketing until the appearance of radio and following by television.

Nowadays, print advertising is no longer the most dominant one in advertising industry. However, it does not mean that print advertising is not important anymore. Rather, the significant role of print advertising is subject to its own characteristics. It is still in favour of many advertisers today is because of its effectiveness in delivering a message to target audience.

2.2.2 Strengths and weaknesses of print media

According to Fill (2002), most people have access to newspapers and magazines, and they have had a habit of buying daily newspapers or magazines to read for keeping up to date for news and events, or to provide themselves some source of entertainment. Moreover, they also had a habit of buying the same print vehicle regularly. It is helpful for the advertisers to build database of main characteristics of their readers; therefore, they can choose the space in these print vehicles that may be suitable to their product characteristics. Additionally, the advertisements on print media are mostly expressed by words and pictures; hence, the advertising message can be explained in a way that other media cannot do. Especially, when it is related to high-involvement products, print media give their readers opportunity and time to read and comprehend all the instructions and benefits of the products. Furthermore, those who are interested in particular products find print advertising more helpful as they can find more information about such products which they cannot to other media.

Another characteristic of print media is that while magazines are specialized for particular target audiences, newspapers are for general readers. Such characteristic contributes to advertising campaign strategy of the advertisers. For example, a new product is introduced to the market, as to raise the awareness of the product from customers, daily newspapers are in favour because of its reach to mass audience. Then, in the halfway of the campaign when the brand awareness is somehow successful, the advertisers will start concentrating on their product target audience; for instance, women

are target consumers in this case, the advertisers will need to focus on women magazines to reach the right target.

Both newspapers and magazines have their own strengths and weaknesses. Fill (2002) pointed out those characteristics of both print vehicles. As newspapers cover mass audience, the product exposure surely is wide, as well as its market coverage is on the level of nation because general newspapers release is not limited to local or regional areas, rather throughout the nation. In contrast, the amount of advertisements in newspapers is very large, and given the limited reading time, it may be said that most of advertisements are received little exposure unless it is advertised on special pages (first page or last page), but the cost is very expensive on such pages, together with the quality of paper is quite poor comparing with magazine paper quality.

On the other hand, magazines are specialized for particular target audience; thus, it has higher chance for the product advertisements successfully reach its own target consumers. Furthermore, the quality of magazines is good and top-notch; therefore, the visual dimension of advertisements is more eye-catching which will have greater impact to the audience. In contrast, magazines are limited to certain target market, as well as a single magazine cannot reach potential consumers successfully, rather it must be several magazines. For example, if the product is made for women as consumers, advertising on one woman magazine is not enough to reach the potential users, they must advertise on several woman magazines. Overall, print media still play important role in advertising industry and are effective communication vehicle to reach the target audience.

3. THEORETICAL BACKGROUND ON ADVERTISING APPEALS AND THE ROLE OF PRODUCT CATEGORY

The third chapter emphasizes on advertising appeals which are referred to Pollay's concept of values. First, it introduces the 42 advertising appeals that Pollay suggested; then, in order to select those advertising appeals which are suitable to be applied in this study, such appeals will be categorised into rational and emotional appeals. Then, the role of product category in selecting advertising appeals should be discussed as well. At the end of this chapter, a list of selected advertising appeals is presented together with eight produce categories that will be utilized in this study.

3.1 Review of advertising appeals

This section starts with the introduction of Pollay's concept of values that consists of 42 advertising appeals. The second part of this section focuses on categorizing these advertising appeals into rational and emotional appeals. In addition to it, the third part introduces five newly-added appeals besides Pollay's 42 advertising appeals.

3.1.1 Pollay's 42 advertising appeals

The study of advertising's cultural character has been very important in understanding the cultural evolution of commercialized societies; and cultural consequences of advertising have been the subject of much discussion. However, there really had no existence of methodology for measuring the values manifest in advertising even though some researchers had worked on identifying values that were utilized in advertising in their own way. For example, Starch identified 48 different motives utilized in advertising; or Andren et al. generated an ad hoc list of 24 rhetorical approaches as well as Henry Murray's list of needs. On the other hand, Rokeach also identified 18 instrumental and 18 terminal values, which was the most widely cited and recognized work on value analysis at that time.

Pollay (1983) suggested a methodology for measuring the cultural values manifest in advertising by synthesizing and examining the work of previous authors. As a result, Pollay identified 42 advertising appeals. **Table 4** synthesizes these appeals including detailed definition of each value. Then, in order to test the applicability of this category system, a procedure was developed for coding print advertisements, magazine

advertising in this case. In the end, Pollay presented the accomplishment of reliable measurement of values manifest in advertising, which permitted the validation or refutation of much of conventional wisdom concerning advertising's cultural character, suggesting a methodology capable of describing the cultural character for commercialism.

Table 4. Definitions of 42 advertising appeals (adapted from Pollay 1983)

Advertising appeals	Definitions
Distinctive	It suggests rarity, uniqueness, scarceness, or infrequency.
Freedom	It suggests spontaneity, carefree, liberty, and indulgence.
Independence	It suggests self-sufficiency, self-reliance, autonomy, being unattached, to do it yourself, or nonconformist.
Popular	It means commonplace, customary, well-known, universal.
Succorance	It means to receive of love (all expressions except sexuality), gratitude, to feel deserving.
Family	It means nurturance within the family, having a home, companionship of siblings, kinship, and getting married.
Community	It relates to community, state, or national publics, public spiritedness, group unity, national identity, society, civic and community organizations of other than social purpose.
Affiliation	It relates to be accepted, liked by peers, colleagues, and community at large; to join, unite, or otherwise bond in friendship, fellowship, cooperation; to conform to social customs, have manners, social graces and decorum.
Ornamental	It suggests beauty, ornateness, decorativeness, adornment, embellishment, design and style.
Dear	It means highly regarded, valuable, expensive, rich, extravagant, luxurious.
Vain	It means having a socially desirable appearance, being fashionable, tailored, graceful, glamorous.
Status	The idea of prestige, trend-setting, and pride of ownership; power, dominance, conceit, to seek compliments.
Healthy	It relates to fitness, vim, vigor, vitality, soundness, strength, to be active, robust of body, free from disease.
Sexuality	Erotic relations: holding hands, kissing, embracing, dating, romance; or intense sensuality, feeling sexual, erotic behaviour, lust; attractiveness of clearly sexual nature.

Advertising appeals	Definitions
Wisdom	It shows respect for knowledge, education, intelligence, expertise, or experience, comprehension, awareness, sagacity.
Morality	It means humane, just, fair, honest, ethical, reputable, principled, devoted, spiritual.
Nurturance	It stresses giving charity, help, love, protection, consolation, support, comfort, nursing, care or sympathy to the weak, disabled, inexperienced, young, or elderly.
Safety	It relates to security (from external threats), carefulness, caution, stability, absence of hazards, potential injury, and other risks; guarantees, warranties are manufacturers' reassurances. A product is emphasized to be reliable and secure nature.
Tamed	It means docile, civilized, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, self-denying.
Neat	It refers to orderly, neat, precise, tidy; clean, spotless, unsoiled, bright; free from dirt, pests, vermin, stains and smells, sanitary.
Casual	It means unkempt, disheveled, messy, disordered, untidy, ruffled, rumpled, sloppy; irregular, noncompulsive, imperfect.
Adventure	It suggests boldness, daring, bravery, courage, or thrill; seeking adventure or excitement.
Untamed	It means primitive, untamed, fierce, coarse, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, deceitful, savage.
Magic	It relates to miracles, madic, mysticism, witchcraft, wizardly, superstition, occult sciences, mythic characters; to mesmerize, astonish, bewitch, fill with wonder.
Youth	It suggests being young or rejuvenated, children, kids; immature, undeveloped, junior, adolescent. The worship of the younger generation is shown through the depiction of younger models.
Effective	It relates to being feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food). A product is suggested to be powerful and capable of achieving certain ends.
Durable	It means long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough.
Cheap	It means economical, inexpensive, penny-pinching, bargain, discounted, cut-rate.
Convenience	It stresses handy, time-saving, quick, easy, suitable, accessible, versatile. A product is suggested to be handy and easy to use.
Security	It means confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind.

Advertising appeals	Definitions
Productivity	It refers to achievement, accomplishment, ambition, success, self-development; refers to being skilled, accomplished, proficient, and contributing.
Relaxation	It suggests rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holidays. The use of product will bring one comfort or relaxation.
Enjoyment	It relates to have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts, and festivities. A product will make its user wild with joy.
Frail	It means delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, and genteel.
Natural	It refers to the elements, animals, vegetables, minerals, farming; being unadulterated, purity (of product), orhanic, grown, nutritious.
Modesty	It suggests being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal.
Plain	It stresses unaffected, natural, prosaic, homespun, simple, artless, unpretentious.
Traditional	It emphasizes classic, historical, antique, old, legendary, time-honored, long-standing, venerable, nostalgic. The experience of the past, costumes, and convention are respected.
Mature	It means being adult, grown-up, middle-aged, senior, elderly; having associated insight, wisdom, mellowness, adjustment; refers to aging, retirement, or age-related disabilities or compensations. Eg: You're getting better wit age.
Modern	It suggests contemporary, modern, new, improved, progressive, advanced, up-to-date, and ahead of time.
Technological	It means engineered, fabricated, formulated, manufactured, constructed, processed; resulting from science, invention, discovery, research; containing secret ingredients, the advanced and sophisticated technical skills.
Humility	It means unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth.

3.1.2 Categorizing rational and emotional appeals

After the introduction of Pollay's 42 advertising appeals, there were researchers conducting a number of studies using his list of advertising appeals; and one of the main contributors was Albers-Miller. She and Gelb (1996) did a research to examine business advertising appeals as a mirror of cultural dimensions by classifying Pollay's list of advertising appeals into Hofstede's cultural dimensions. As a result, they explicitly

developed a link between culture and advertising appeals. This relationship is based on the premise that consumers will respond to appeals that they perceive to be relevant and important to them and this perception is influenced by the values that are prevalent in the society in which they live due to the process of socialization (Hoeken et al. 2003; Mortimer and Grierson 2010).

On the other hand, Albers-Miller and Stafford (1999) conducted a study that examined advertising appeals for services and goods across four different countries. The results indicated that the use of emotional and rational appeals differed across both product type and country. The rational/emotional framework has been adapted extensively in the marketing and advertising literature. The idea of rational versus emotional appeals originally came from Copeland's proposition that individual buy products for either rational or emotional reasons. Albers-Miller and Stafford (1999) cited from Kotler and Armstrong (1994) to define rational and emotional advertising, which rational advertising was explained as stemming from traditional information processing models of decision making where the consumer was believed to make logical and rational decisions; the advertising appeals that related to the audience's self-interest showed product benefits such as product's quality, economy, value or performance. Meanwhile, emotional appeals are grounded in the emotional, experiential side of consumption; they seek to make the consumers feel good about the product, by creating a likeable or friendly brand, they rely on feelings for effectiveness. Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase.

Albers-Miller and Stafford (1999)'s study was based on this premise and utilized a list of advertising appeals which were identified by Pollay (1983) in order to categorise them either rational or emotional appeals because many scholars have agreed that such advertising appeals from Pollay could be categorised on an overall level as either rational or emotional. **Table 5** presents 42 advertising appeals which are categorised into emotional or rational appeals. As a result, there are 14 rational appeals and 28 emotional appeals.

Table 5. Classification of advertising appeals (adapted from Albers-Miller and Stafford 1999)

Appeals	Rational/Emotional	Appeals	Rational/Emotional
Effective	Rational	Durable	Rational
Convenient	Rational	Ornamental	Emotional
Cheap	Rational	Dear	Emotional
Distinctive	Emotional	Popular	Emotional
Traditional	Emotional	Modern	Rational
Natural	Rational	Technological	Rational
Wisdom	Rational	Magic	Emotional
Productivity	Rational	Relaxation	Emotional
Enjoyment	Emotional	Maturity	Emotional
Youth	Emotional	Safety	Rational
Tamed	Rational	Morality	Emotional
Modesty	Emotional	Humility	Emotional
Plain	Emotional	Frail	Emotional
Adventure	Emotional	Untamed	Emotional
Freedom	Emotional	Casual	Emotional
Vain	Emotional	Sexuality	Emotional
Independence	Rational	Security	Emotional
Status	Emotional	Affiliation	Emotional
Nurturance	Emotional	Succorance	Emotional
Family	Emotional	Community	Emotional
Healthy	Rational	Neat	Rational

3.1.3 Five newly-added advertising appeals

On the other hand, in a study of appeals and cultural values in Chinese television commercial, Shen (2013) combined previous literature and presented in his study 47 values including Pollay's 42 advertising appeals and five values he found from previous studies of Cheng and Schweitzer (1996), Muller (1987) and Lin (2001). **Table 6** presents five advertising appeals with definitions.

Table 6. Five newly-added advertising appeals (adapted from Cheng and Schweitzer 1996, Lin 2001, and Shen 2013)

Appeals	Rational/Emotional	Definitions
Patriotism	Emotional	The love of the loyalty to one's own nation inherent in the nature or in the use of a product are suggested here.
Competition	Rational	It emphasizes on distinguishing a product from its counterparts by aggressive comparisons. While explicit comparisons may mention the competitor's name, implicit comparisons may use such words as "number one" or "leader".
Courtesy	Emotional	Politeness and friendship toward the consumer are shown through the use of polished and affable language in the commercial.
Respect for the elderly	Emotional	The commercial displays a respect for older people by using a model of old age or asking for opinions, recommendations, and advice of the elders.
Work	Rational	This value shows respect for diligence and dedication of one's labor and skills. A typical example is that a medication has regained a desperate patient his or her ability to work.

Originally, Mueller (1987, 1992) proposed advertising appeals that were not in the same manner as Pollay. She defined those appeals as Western versus Eastern appeals which Eastern appeals were understood as traditional appeals while Western ones were meant modern and westernized appeals. Within traditional appeals, there exists group consensus appeal, soft-sell appeal, veneration of elderly and traditional appeal, status appeal, and oneness with nature appeal. Group consensus appeal is similar in the meaning to collectivism, community, and affiliation appeals that Pollay (1983) introduced. Then, soft-sell appeal is understood as the appeal that appears in the advertisement should have mood and atmosphere being conveyed through beautiful scene or the development of an emotional story or verse. In other words, this appeal is related to human emotions.

Veneration of elderly and traditional appeal is depicted as the elderly wisdom is stressed as a traditional value, and that words, advices, opinions from older people are

recommended and respected. Meanwhile, status and oneness with nature appeals are similar to status and nature from Pollay's advertising appeals. Hence, the newly-added advertising appeals should come from the soft-sell appeal and veneration of elderly appeal, which Cheng and Schweitzer (1996) transformed them into patriotism, courtesy, and respect for the elderly appeals.

On the other hand, modern and westernised appeals consist of individual and independence appeal, hard-sell appeal, youth and modernity appeal, product merits appeal, and manipulation of nature appeal (Mueller 1987, 1992). Individual and independence appeal could have the same meaning with independence appeal of Pollay's advertising appeal, while youth and modernity appeals are similar to youth and modern appeals that Pollay introduced in his early study. Then, product merits appeal seems to be a collection of productivity and effective appeals from Pollay's concept of values. Meanwhile, manipulation of nature appeal is defined as man triumphing over the elements of nature with a reflection of the emphasis on technological achievements, which is similar in the meaning to technological appeal of Pollay. The hard-sell appeal is described as an emphasis on brand name, and product recommendation, which could be explained explicitly as stressing on the competitive side by name, or product advantage. Therefore, Cheng and Schweitzer (1996) transformed the hard-sell appeals of Mueller into competition appeal and work appeal.

In summary, the newly-added advertising appeals in Cheng and Schweitzer (1996) as well as in Shen (2013) come from the soft-sell and hard-sell appeals that Mueller (1987, 1992) proposed in her studies. Additionally, Shen (2013) added 47 advertising appeals and categorised them into as either rational or emotional with the purpose of examining whether cultural values reflected in emotional and rational appeals were varied by product category, and what were these differences; as well as exploring what specific values under the rational and emotional appeals were the most frequently used in each product category.

3.2 Discussion on the role of product category to advertising appeals

First, a discussion is presented on the important role of product category that will affect to advertising appeals to be appeared in the advertisements. Later, some particular

product categories are selected on the reference to previous studies, as well as a list of selected advertising appeals to be used in this study.

3.2.1 The influence of product category to advertising appeals

De Mooij (2007) once mentioned the process of how advertising work as she explained the sequence that influenced consumers' decision making to purchase a certain product or brand. She advocated that a sequence that called "learn-feel-do" was a process of people would first learn something about a product or brand, then form an attitude or feeling, and consequently take action, i.e. purchasing the product or at least going to the shop with the intention of buying. This sequence was later applicable mainly to products of "high involvement", such as cars. High-involvement products are those that require consumers actively participate in the process of gathering information and making a decision. Hence, the decision-making process is assumed to be highly rational. Conversely, low-involvement products such as detergents or other fast-moving consumer goods will have low-involvement behaviour. According to De Mooij (2007), apparently there is a relationship between high- or low-involvement products and decision making which is either rational or emotional. It is helpful for the advertisers to execute the advertisements that fit the nature of their products; and be able to influence the consumers.

Likewise, Geuens, De Pelsmacker, and Fasseur (2011) in an attempt of examining the moderating role of product type on response to emotional and informational advertising appeals, suggested that emotional advertising is effective for low involvement and hedonic products, but not for high involvement or utilitarian products. It is also similar to what De Mooij recommended above. That is, high-involvement products may require rational advertising appeals which provide necessary information of products. Meanwhile, low-involvement products will need emotional advertising appeals as they create positive attitude towards the products.

On the other hand, Shen (2013) reported in his study that there was more use of emotional appeals than rational appeals in the beauty and personal care category and the clothing category; and there was no difference in appeals in the food and drink category. The results were likely due to product characteristics, that is, rational appeals are associated with utilitarian or functional products and emotional appeals are associated

with hedonic or symbolic products (Hoyer and MacInnis 2004; Shen 2013). Moreover, Shen (2013) also concluded that the use of appeals and cultural values was not necessarily decided by economic development but by product characteristics.

At the end of his study, Shen (2013) recommended that consumers usually used personal products, i.e. fashion apparel, cosmetics, and personal care products, for hedonic needs such as feeling good about themselves; therefore, values that were more emotional best fit consumers' expectation towards and perception of these product categories. Additionally, the intangibility of service also makes emotional values the appropriate choice. In contrast, consumers usually use automobiles, household appliances, and medicine for utilitarian needs, and values that are more rational that best fit the expectation and perceptions from consumers; noting that food and drink can be used for for both hedonic needs such as taste, and utilitarian needs such as nutrition (Shen 2013).

This thesis also uses Hofstede's framework to examine the relationship of cultural values and advertising appeals. Hence, the advertising appeals will be classified into Hofstede's cultural dimensions. According to Albers-Miller and Gelb (1996), they applied this Hofstede/Pollay framework to examine business advertising appeals across 11 different countries. The study found some evidence of the link between advertising appeals and culture. However, there were both positive and negative relationships in their study. As a result, the list was reduced to 30 appeals. After testing all the hypotheses, only eighteen appeals were supported. They tried to use two service and two goods categories to examine in their study because they argued that cultural values might vary by product category. Nevertheless, they did not report whether there was any difference between product categories. Then they did another investigation of looking into cultural differences between product categories, and connecting cultural values to advertising appeals (Albers-Miller and Stafford 1999). They concluded that there were 28 emotional advertising appeals and 14 rational advertising appeals. Moreover, they discovered that when comparisons were made within advertisements in terms of goods and service, rational appeals were more used than emotional appeals in the goods advertisements while emotional appeals were more frequently used in service

advertisements. Therefore, they proposed that 28 of 42 original appeals were relevant for services.

By understanding this relationship of product category and advertising appeals, it is helpful to use it as a base for this study to select the advertising appeals that have been listed and categorised previously in order to leave out those appeals that are not important or related to product categories that will be used in this study. It may reduce the confusion that the potential interviewee might encounter.

3.2.2 Selecting product categories and advertising appeals for the study

Albers-Miller and Stafford (1999) divided product category into goods and service as in Albers-Miller's two previous studies she used finance and travels services as service category while using office equipment, clothing and accessories as goods. On the other hand, according to Moon & Chan (2005) and Shen (2013), goods consisted of products such as automotive, beauty and personal care, clothing, food and drinks, household appliances, and medicine. Meanwhile, service consisted of products such as finance and travel. Shen (2013) also explained emotional appeals were more associated with hedonic products (beauty and personal care, clothing) while rational appeals were frequently associated with utilitarian products (automotive, medicine, household appliances). Therefore, the product categories that will be used for this study will include both service and goods, consisting of:

1. Finance (banking)
2. Automotive (car, motorbike)
3. Beauty and personal care (facial cream, shower gel, shampoo)
4. Household appliances (TV, air cons, fridge, washing machine)
5. Food and drinks (instant noodle, beverage drinks, milk)
6. Clothing
7. Travel
8. Medicine

On the other hand, after making references to previous studies (Albers-Miller and Gelb 1996; Albers-Miller and Stafford 1999; Cheng and Schweitzer 1996; Moon and Chan 2005; De Mooij 2007; Mortimer and Grierson 2010; Geuens et al. 2011; and Shen 2013), and basing on selected product categories above; there are 33 advertising appeals that are going to be used for this study. Such appeals are presented in the following table.

Table 7. Selected 33 advertising appeals with definitions and linked to rational/emotional appeals (adapted from Pollay 1983, Albers-Miller & Stafford 1999, Moon & Chan 2005, and Shen 2013).

Appeals	Emotional/Rational	Definitions
Convenience	Rational	It stresses handy, time-saving, quick, easy, suitable, accessible, versatile. A product is suggested to be handy and easy to use.
Adventure	Emotional	It suggests boldness, daring, bravery, courage, or thrill; seeking adventure or excitement.
Beauty (ornamental)	Emotional	It suggests the uses of a product will enhance the loveliness, attractiveness, or elegance of an individual.
Courtesy	Emotional	Politeness and friendship toward the consumer are shown through the use of polished and affable language in the commercial.
Competition	Rational	It emphasizes on distinguishing a product from its counterparts by aggressive comparisons. While explicit comparisons may mention the competitor's name, implicit comparisons may use such words as "number one" or "leader".
Enjoyment	Emotional	It relates to have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts, and festivities. A product will make its user wild with joy.
Neatness	Rational	The notion of being clean and tidy is stressed in a commercial.
Nurturance	Emotional	It stresses giving charity, help, love, protection, consolation, support, comfort, nursing, care or sympathy to the weak, disabled, inexperienced, young, or elderly.
Patriotism	Emotional	The love of the loyalty to one's own nation inherent in the nature or in the use of a product are suggested here.
Quality (durability)	Rational	The emphasis in on the excellence and durability of a product, which is usually claimed to be a winner of medals or certificates awarded by a government department for its high grade or is demonstrated by the product's excellent performance.
Respect for the elderly	Emotional	The commercial displays a respect for older people by using a model of old age or asking for opinions, recommendations, and advice of the elders.
Safety	Rational	A product is emphasized to be reliable and secure nature.
Sex	Emotional	The commercial uses glamorous and sensual models or has a background of lovers holding hands, embracing, or kissing to promote a product.
Freedom	Emotional	It suggests spontaneity, carefree, liberty, and indulgence.
Technology	Rational	The advanced and sophisticated technical skills to engineer and manufacture a particular product are emphasized.
Tradition	Emotional	The experience of the past, customs, and conventions are respected. The qualities of being historical, time-honored, and legendary are venerated, e.g. "With eighty years of manufacturing experience, "It's adapted from ancient Chinese prescriptions".
Uniqueness (distinctive)	Emotional	The unrivaled, incomparable, and unparalleled nature of a product is emphasized, e.g. "We're the only one that offers you the product".
Effectiveness	Rational	It relates to being feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food). A product is suggested to be powerful and capable of achieving certain ends.

Appeals	Emotional/ Rational	Definitions
Youth	Emotional	The worship of the younger generation is shown through the depiction of younger models. The rejuvenating benefits of the products are stressed, e.g. "Feel young again".
Popularity	Emotional	The focus is on the universal recognition and acceptance of a certain product by consumers, e.g. "Best seller", "Well-known nationwide or worldwide".
Security	Emotional	It means confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind.
Collectivism (community, affiliation)	Emotional	The emphasis here is on the individual in relation to others typically in the reference group. Individuals are depicted as integral parts of the group.
Leisure (relaxation)	Emotional	The use of product will bring one comfort or relaxation.
Magic	Emotional	The emphasis is on the miraculous effect and nature of a product, e.g. "Bewitch your man...", "Heal like magic".
Modernity	Rational	The notion of being contemporary, modern, new, improved, progressive, advanced, up-to-date, and ahead of time is emphasized.
Natural	Rational	It suggests spiritual harmony between man and nature by making references to the elements, animals, vegetables, or minerals.
Individualism (independence)	Rational	The emphasis is on the self-sufficiency and self-reliance of an individual or on the individual as being distinct and unlike others.
Economy (cheap)	Rational	The inexpensive, affordable, and cost-saving nature of a product is emphasized.
Family	Emotional	The emphasis is on the family life and family members. The commercial stresses family scenes: getting married, companionship of siblings, kinship, being at home, and suggests that a certain product is good for the whole family.
Health	Rational	This value commends that the use of a product will enhance or improve the vitality, soundness, strength, and robust of the body.
Social status (wealth, status)	Emotional	The use of a product is claimed to be able to elevate the position or rank of the user in the eyes of others. The feeling of prestige, trendsetting, and pride in the use of product is conveyed. It suggests that a certain product or service will make the user well-off.
Wisdom	Rational	It shows respect for knowledge, education, intelligence, expertise, or experience.
Work	Rational	This value shows respect for diligence and dedication of one's labor and skills. A typical example is that a medication has regained a desperate patient his or her ability to work.

In conclusion, the relationship between product category and advertising appeals is significant in building the theoretical background for this thesis. It also helps to identify the 33 advertising appeals that are used throughout this study. Furthermore, these advertising appeals will be applied to Hofstede's cultural dimensions, which are discussed in the next chapter in order to develop a whole theoretical framework for this thesis.

4. THE APPLICATION OF ADVERTISING APPEALS TO HOFSTEDE'S CULTURAL DIMENSIONS

This chapter discusses Hofstede's five cultural dimensions which includes individualism versus collectivism, power distance, uncertainty avoidance, masculinity versus femininity, and long-term versus short-term orientation. Furthermore, a combination of Pollay's advertising appeals and Hofstede's framework is analysed in order to connect the cultural values with the advertising appeals that have been selected in the previous chapter. Then, a comparison of Finland's and Vietnam's cultural dimensions is made to demonstrate the similarities as well as differences between these two countries' culture. At the end of this chapter, a summary of theoretical framework is presented.

4.1 Applying advertising appeals to Hofstede's cultural dimensions

Geert Hofstede was given the opportunity to study the values of people in more than fifty countries around the world to find out the answer about the effect of nationality differences. As a result, he found out four areas that gave different solutions to the same problems across countries. They are: social inequality, the relation between the individual and the group, concepts of masculinity and femininity, and ways of dealing with uncertainty and ambiguity (Hofstede and Hofstede, 2005).

These areas were then called as dimensions of national cultures. According to Hofstede, a dimension is an aspect of a culture that can be measured relative to other cultures. Therefore, the four dimensions were named as individualism versus collectivism, power distance, uncertainty avoidance, and masculinity versus femininity. Then, Hofstede's cultural dimensions formed a framework in analysing the differences between national cultures. Later, Hofstede added a fifth dimension of long-term versus short-term orientation, which stood for the fostering of virtues oriented toward future rewards (e.g. perseverance and thrift) versus the fostering of virtues related to the past and present (e.g. respect for tradition, preservation of face, and fulfilling social obligations) (Hofstede and Hofstede, 2005).

However, the fifth dimension is the latest one that has been added into Hofstede's cultural dimensions; thus, in the study of Albers-Miller and Gelb (1996), they did not

include this dimension when examining the relationship between advertising appeals and cultural dimensions. Likewise, even Moon and Chan (2005) did not include long-term orientation versus short-term orientation dimension in their research as well.

On the other hand, Larimo and Pesonen (2008) examined all five cultural dimensions in their study, including the fifth dimension that Albers-Miller and Gelb (1996) and Moon and Chan (2005) did not feature in their studies. Hence, this thesis still refers to the theoretical premise of Albers-Miller and Gelb as well as that by Moon and Chan; however, the fifth dimension is included to investigate as well. Hence, this thesis focuses on the relationship of Pollay's advertising appeals and Hofstede's five cultural dimensions as these appeals reflect on the cultural values expressing in advertisements. Then, a framework being combined from Hofstede/Pollay is used in this study on the case of comparing cultural values between Finland and Vietnam.

4.1.1 Individualism - Collectivism Dimension

Hofstede and Hofstede (2005) explained that collectivist societies were that the vast majority of people in our world lived in societies in which the interest of the group prevailed over the interest of the individual. In contrast, a minority of people in our world lived in societies in which the interests of the individual prevailed over the interests of the group. They called these societies individualist.

Therefore, they put extreme collectivism and extreme individualism on the opposite poles and considered it a global dimension of national cultures. This dimension is defined as follows: *“Individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself or herself and his or her immediate family. Collectivism ads its opposite pertains to societies in which people from birth onward are integrated into strong, cohesive in-groups, which throughout people's lifetimes continue to protect them in exchange for unquestioning loyalty”* (Hofstede and Hofstede, 2005:76).

Marcus and Le (2013) explained individualism-collectivism as referring to dual cultural worldviews, whereby Individualism is typified by loose ties between individual, self-reliance, and the formation of tendencies to separate, isolate, and alienate the self, the urge to master one's environment and emphasize the self over the collective. In contrast,

Collectivism refers to norms that emphasize the group over the individual, where people are congenitally integrated into strong, cohesive in-groups, and is manifested in the formation of tendencies towards contact, openness, and union, and emphasizes the collective over the self.

The characteristics of individualism and collectivism have shown opposite traits to one another. In individualist societies, they find that speaking one's mind is a virtue because it shows that a person who tells the truth about how one feels is a characteristic of a sincere and honest person. In such societies, they encourage confronting with one another, and even they believe that class of opinions is good to express the truth. Moreover, one who lives in individualist societies is expected to act according to their own interest in workplace and that work should be organized in such way that this self-interest and the employer's interest coincide. They work for their self-interest as priority and believe that they must to be independent, as well as everyone has a right to privacy. They respect equality in their society, which means laws and rights are supposed to be the same for all. In other words, human rights are highly considered. On the other hand, ideologies of individual freedom prevail over ideologies of equality as well as autonomy is the ideal. Individualist societies prefer low-context communication as well, that means the mass of information is vested in the explicit code.

Adversely, in collectivist societies, direct confrontation of another person is considered rude and undesirable. Thus, one who lives in such societies seldom rejects things directly. Apparently, personal opinions do not exist, in other words, even if they have different opinions in the group, they cannot express it. The loyalty to the group is an essential element, and sharing resources is manifest; hence, they will try to protect the members in their same group no matter what, as well as they should be interdependent with each other. Another prominent trait of collectivist societies is harmony. Those in the same group try to always maintain the harmony among members and obviously consensus is emphasized in the group. Moreover, collectivist societies prefer high-context communication which is one where little information has to be said or written because most of the information is either in the physical environment or supposed to be known by the persons involved. After all, in collectivist societies, individualist behaviour may be seen as selfish.

Albers-Miller and Gelb (1996) examined the relationship between advertising appeals and Hofstede's cultural dimensions and tried to match Pollay's advertising appeals with the four cultural dimensions. Likewise, Moon and Chan (2005) also connected these advertising appeals with Hofstede's framework in their research. By doing this, it makes easier to point out how cultural values impact on advertising strategy as advertising appeals are coded and expressed in the advertisements. These would reflect cultural values based on Hofstede's cultural dimension model, so that it is possible to give comparisons and generalize the results. After making references from these studies, under individualism-collectivism dimension, the advertising appeals from the previously selected advertising appeals in chapter 3 that have relationship with this dimension are: Individualism (independence), Family, Patriotism, Collectivism (community, affiliation), Freedom, Uniqueness (distinctive), and Popularity.

Independence means that everyone is responsible for taking care of themselves. It has positive relationship with individualism. Likewise, freedom is expressing to be able to anything on their will without having to concern about what one does may be against the desire of the group. Thus, freedom is also positive in relationship with individualism. In addition, there is a belief that everyone has his or her own opinion and that person can make individual decision. Therefore, uniqueness is positively related to individualism dimension.

On the other hand, family, patriotism, collectivism, and popularity are all negatively related to individualism. In other words, they have positive relationship with collectivism. Although one's private life is invaded by organizations and clans, those organizations provide protection, loyalty, and security (Hofstede 1980, Albers-Miller and Gelb 1996). Therefore, family and collectivism (community and affiliation) have negative relationship with individualism dimension. Because both community and affiliation emphasizes on the individual in relation to others in the groups, it must value group decision making and emphasizes belonging. Meanwhile, patriotism is the love of the loyalty to one's own nation inherent in the nature, which is expressed as a prominent trait of collectivism mentioned above. Thus, this appeal is positively related to collectivism dimension. Additionally, popularity has positive relationship with collectivism since this appeals emphasizes on the universal recognition and acceptance

by members of a group. **Table 8** summarizes seven advertising appeals in relationship with individualism-collectivism dimension.

Table 8. Advertising Appeals under Individualism-Collectivism dimension

	IDV
Individualism (independence)	+
Freedom	+
Uniqueness (distinctive)	+
Collectivism (community, affiliation)	-
Family	-
Patriotism	-
Popularity	-

4.1.2 Power Distance Dimension

Power distance indicates the degree to which power differences are accepted and sanctioned by societies (Albers-Miller and Gelb 1996). Hofstede and Hofstede (2005) explained that the power distance index explained how different societies have addressed basic human inequalities in social status and prestige, wealth, and sources of power. It stems from inequality in a society. There are some people that have more power than others as they are more able to determine the behaviour of others than vice versa. There are also some people that acquire more wealth than others and are given more status and respect than others.

In other words, power distance is defined as “*the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally*” (Hofstede and Hofstede, 2005:46). Inequality of power in high power distance cultures is considered more acceptable, and sometimes even expected, than in low power distance cultures (Richardson and Smith 2007). That is, the power distance score on the index researched by Hofstede indicates about the dependent relationships in a country. For instance, in countries that have small score in power distance, the dependence of subordinates on bosses is limited and there is a preference for consultation. Thus, it is more like interdependent between subordinate and boss. Conversely, in countries with large power distance, there is considerable dependence of

subordinates on bosses. Then, subordinates respond to this power distance in two ways. They either prefer this kind of dependence, or they reject it entirely which means there is dependence but with a negative sign.

Thus, power distance is based on the value system of the less powerful members, which means that it reflects the value of dominance and control of the less powerful by the more powerful. According to Tsai and Chi (2009), this value has implications for how power is perceived used in handling conflicts. For example, in a society with high hierarchical culture and social status implies power, individuals with lower social status are expected to concede to those who have higher social status. Hence, power distance is related to inequality, which exists in different social classes; and this differs by country. Classes give them different access and opportunities to have benefits from the advantages of society.

In societies with large power distance culture, inequalities among people are expected and desired as it is determined by age, class, wealth, and occupation. The better occupation they have, as well as the upper their social classes are, the more powerful they are. Those who have less power are more dependent and should be more obedient-oriented. Age also determines the power as the older the individuals are, the more respect they receive from others. Moreover, it also becomes a basic and long-life virtue. Discrimination is explicit as the more powerful individuals have more voice in decision making. Subordinates expect to be told what to do while the image of the boss is a benevolent autocrat. Hence, it is obviously normal and even popular to have privileges and status; as well as the wealth between the top and the bottom is very large. In such societies, social discrimination is quite evident; additionally, wealth, status and power all go along together.

On the other hand, societies with small power distance culture minimize the inequalities among people. Thus, social relationships should be handled with care in order to avoid unpleasant situations. As mentioned above, there is interdependent relationship between the less powerful and more powerful people. They try to respect and treat each other equally without involving age. They prefer communication in two ways to get better quality in work and learning. Furthermore, education is important but it does not mean that discrimination is manifest in the level of education. In addition, subordinates expect

to be consulted with the boss while the role of the boss is a resourceful democrat. It is more pragmatic in the relationship between superior and subordinate, in other words, likely business transaction. Also, they feel displeased when it comes to privileges and status symbol. In such societies, the individuals feel more comfortable if they are treated equally and they do not want to show their wealth or status that is better than the others.

According to Albers-Miller and Gelb (1996), Moon and Chan (2005), these advertising appeals that are related to power distance should be: Beauty (ornamental), Economy (cheap), Nurturance, Respect for the elderly, Sex, Social Status (wealth, status), Health and Wisdom. The societal norm in a country with a high score on the power distance dimension is for powerful people to look for as powerful as possible because displaying power makes them feel good and satisfied. Therefore, they try it as much as possible to show off their power as well as to maintain and increase power differences. Thus, beauty (ornamental) appeal has positive relationship with power distance. Likewise, sex appeal is the one that describes the physical attractiveness and glamour, more likely a physical beauty, so it also makes individuals feel more powerful. Consequently, this appeal is also positively related to power distance. Besides, social status means that the higher rank in society of the individuals will give them more prestige, pride and power. Hence, social status is positively related to power distance. In addition, in high power distance societies, it is very important when it comes to the matter of age. It is a basic and long-life virtue to respect for those who are older, especially parents, grandparents, and the elderly. Thus, the appeal of respect for the elderly is apparently positive in relationship with power distance dimension. Similarly, health means vitality and strength that helps to get stronger and have more power, which apparently has positive relation to high power distance.

Meanwhile, economy (cheap), nurturance, and wisdom is negatively related to power distance dimension. The country with low score in power distance dimension has a norm of uniformity, in contrast to standing out (Albers-Miller and Gelb 1996). Additionally, Rakova and Baek (2013) explained that in society with low power distance people tended to look less powerful and avoided displaying their wealth and status. Furthermore, the level of power distance tends to be lower when educational standards increase. Hence, the cheap and wisdom appeals are negatively related to

power distance. Likewise, those who are powerful in country with low score of power distance are more willing to admit a need for support and help from others. That is why nurturance has negative relationship with power distance.

Table 9. Advertising Appeals in relationship with Power Distance

	PDI
Beauty (ornamental)	+
Social Status (wealth, status)	+
Sex	+
Respect for the Elderly	+
Health	+
Economy (cheap)	-
Nurturance	-
Wisdom	-

4.1.3 Uncertainty Avoidance Dimension

Uncertainty avoidance dimension of culture represents the extent to which members of a society feel threatened by uncertainty, ambiguity, and try to avoid these situations, because future is unknown but people have to live with it anyway and extreme ambiguity creates intolerable anxiety which is a term of expressing a state of being uneasy or worried about what may happen. (Hofstede and Hofstede 2005). Therefore, in order to avoid such situations, a society will adopt strict codes of behaviour, a belief in absolute truths, establish formal rules, and not tolerate deviant ideas and behaviours, such as using law, religion, and technology to address.

In other words, this dimension is related to anxiety and needs for security, dependence on experts, and the application of information. For instance, in cultures with high score on uncertainty avoidance dimension, the individuals are more concerned with security in life, feel a greater need for consensus and written rules, and are intolerant of deviation from the norms. Conversely, individuals in low uncertainty avoidance cultures are less concerned with security, rely less on written rules, and are more risk tolerant. According to Swaidan and Hayes (2005), people with high uncertainty avoidance are less likely to take risks, and are more intolerant of deviations from the established code

of ethics, as well as believe that loyalty to culture is a virtue. However, people with low uncertainty avoidance do not really believe in this because such societies try to have few rules, and are more tolerant of alternative opinions and behaviours and they can accept different religions.

Then, societies with high uncertainty avoidance have some prominent characteristics such as the uncertainty that inherent in life must be fought because they see it as a continuous threat. As a result, individuals in these societies have more stress and more anxiety, leading to expressing aggression and emotion at certain point of time. As mentioned above, they do not welcome ambiguous situations and highly take risks, yet if these risks are familiar to them, then they can accept it. Hofstede and Hofstede (2005) also indicated that strong superstitions developed in such societies and what was different was seen as dangerous. Apparently, living with such strict rules and rigidity also makes their family life more stressful. As a result, people feel less happy and are more worried about health and money. Having such characteristics is no wonder that they will be more hesitate toward new products and technologies because those are unfamiliar to them. Hence, they have more trust in experts and technical solutions, which implies that they are quite conservative. Moreover, because they feel uneasy with ambiguity, there is a need for precision and formalization as well. Additionally, they are motivated by security, esteem and belonging.

In societies with low uncertainty avoidance, the uncertainty is a normal feature of life and people just accept when it comes. Thus, they are more comfortable in ambiguous situations and with unfamiliar risks. As a result, they have low stress and low anxiety. In opposite to high uncertainty avoidance culture, people in low uncertainty avoidance societies do not develop strong superstitions. Hence, they become curious when there is something different, as well as their family life is more relaxed than one in high uncertainty avoidance societies. Apparently, people feel much happier when they have low anxiety, thus they also have fewer worries over health and money. In addition, they believe that the results they receive should be attributed to a person's own ability. Then, when new products and technologies are released, they more likely accept it and take risks as well. Therefore, they have tolerance of ambiguity and chaos as they are more flexible; hence they feel right if there are changes in life. As well, they will be better at

innovation than those in high uncertainty avoidance culture. Thus, they are more motivated by the achievements.

On the other hand, after making references from previous studies (Albers-Miller and Gelb 1996, Moon and Chan 2005, Rakova and Baek 2013), the advertising appeals that are linked to Hofstede's cultural dimension of uncertainty avoidance should be: Adventure, Magic, Neatness, Quality (durability), Safety, Youth, and Security.

As discussed earlier about characteristics of high uncertainty avoidance culture, individuals prefer to be precise, orderly and neat, thus neatness is positively related to uncertainty avoidance dimension. Furthermore, they are unlikely to take risks, feel uncomfortable with new things, intolerant of uncertainty, and motivated by security. Therefore, safety and security appeals are obviously positively related to uncertainty avoidance dimension. Besides, it was mentioned previously that with the uneasiness of unfamiliar things such as products and technologies, they rely more on the experts, thus quality appeal must have positive relationship with uncertainty avoidance.

On the other hand, individuals who live in a low uncertainty avoidance society are more willing to take risks; therefore adventure appeal fits in such society. Then, adventure is negatively related to uncertainty avoidance dimension. Likewise, magic appeal also has negative relationship with uncertain avoidance because magic appeal emphasizes on the miraculous effect which is not based on expertise or applicability of information; and apparently it is more likely an ad hoc event that individuals in high uncertainty avoidance culture feel uneasy with. Eventually, youth appeal means feeling young or rejuvenating, which is considered untrustworthy or unreliable and even suspect in high uncertainty avoidance societies. Thus, this appeal is negatively related to uncertainty avoidance. In summary, **Table 10** displays seven advertising appeals having both positive and negative relationship with Hofstede's cultural dimension of uncertainty avoidance.

Table 10. Advertising Appeals related to Uncertainty Avoidance Dimension

	UAI
Neatness	+
Quality (durability)	+
Safety	+
Security	+
Adventure	-
Magic	-
Youth	-

4.1.4 Masculinity – Femininity Dimension

Hofstede and Hofstede (2005) identified another cultural dimension based on gender. That is explained as all human societies consist of men and women, who are biologically distinct and their respective roles in biological procreation are absolute. However, the absolute ad statistical biological differences between men and women are the same over the world, yet their social roles in society are only partly determined by the biological constraints. Rather, this dimension refers that male and female as genders will have different behaviours, which Hofstede called as masculinity and femininity.

Stets and Burke (2000) further explained that masculinity and femininity are rooted in the social (one's gender) rather than the biological (one's sex). Societal members decide what male or females means (e.g. dominant or passive, brave or emotional), and males will generally respond by defining themselves as masculine while females generally define themselves as feminine. Nevertheless, because there are social definitions, it is possible for one to be female and see herself as masculine; or one to be male and see himself as feminine. They emphasized to distinguish gender identity which involves all the meanings that are applied to oneself on the basis of one's gender identification. In turn, these self-meanings are a source of motivation for gender-related behaviour. However, according to Stets and Burke (2000), it is not the behaviours themselves that are important, but the meanings implied by those behaviours.

Therefore, masculinity is defined as standing for a society in which social gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material

success; women are supposed to be more modest, tender, and concerned with the quality of life. Whereas femininity stand for a society in which social gender roles overlap: both men and women are supposed to be modest, tender, and concerned with the quality of life (Hofstede and Hofstede, 2005:120). In other words, masculinity has been defined as a preference for achievement, heroism, assertiveness, and material success. Adversely, femininity is seen as modest, humble, and nurturing.

Likewise, Swaidan and Hayes (2005) explained that masculinity individuals are characterized as assertive, aggressive, ambitious, competitive, and oriented towards money and material objects. Meanwhile, femininity individuals are more people oriented and less interested in personal recognition and determined achievement in terms of close human relationships and the quality of life.

Masculinity society considers challenge, earnings, recognition, and advancement important. In such societies, men should be assertive, ambitious, and tough, whereas women are supposed to be tender and take care of relationships. Thus, fathers deal with facts and mothers deal with feelings in the family. Then, girls can cry but boys do not, and boys can fight back but girls should not fight at all. Hence, boys usually fight to compete, in other words, they are very competitive and aggressive. Likewise, men are seen to be responsible, decisive, and ambitious, when women are seen as caring and gentle. Additionally, women's ambition is channelled toward men's success, as well as their liberations means that women are admitted to positions so far occupied by men. Then, sensitive situations like sexual harassment and homosexuality are considered big issues in these societies. Obviously, career is compulsory for men but just an optional for women, therefore there is a lower share of working women in professional jobs. These are prominent traits of masculinity societies.

Conversely, there is not much discrimination between men and women as they can be responsible, decisive, ambitious, caring and gentle in femininity societies. In addition, women's liberation means that men and women should take equal shares both at home and at work. Thus, it is likely that equality is emphasized in femininity societies. While sexual harassment in such societies is a minor issue, homosexuality is considered a fact life. Moreover, career is optional for both men and women, as a result there is higher share of working women in professional jobs. In addition, the individuals in these

societies do not show much competitive attitude as they are taught not to be socialized aggressively and should be modest, both men and women. Besides, relationships and quality of life are important, thus men and women can be tender and focus on relationships. In the family, both fathers and mothers deal with facts and feelings and their children are taught to not to fight with each other.

Then, advertising appeals that are made to be in relationship with masculinity-femininity dimension consist of Convenience, Courtesy, Competition, Enjoyment, Effectiveness, Leisure (relaxation), Natural, and Work (Albers-Miller and Gelb 1996, Moon and Chan 2005, Rakova and Baek 2013).

Albers-Miller and Gelb (1996) explained that the societal norm in a country that had high score on masculinity-femininity dimension, which means more on the masculinity side, was to have an achievement ideal, to have a “machismo” ideal, to value productivity, and to try to be the best. In these countries, big and fast are considered beautiful. Thus, advertisements are expected to spotlight the product’s effectiveness as well as performance capabilities such as versatility and accessibility. As a result, convenience and effectiveness appeals are positively related to masculinity-femininity dimension. On the other hand, people in societies with masculinity culture are very competitive and ambitious, thus they would have to work as hard as possible to achieve their goals. Therefore, the advertising appeal of competition and work are fit to the masculinity culture, so these appeals have positive relationship with masculinity-femininity dimension.

Meanwhile, societies with femininity culture often represent personal relationships, relationship with family, modesty, and the protection of the weak. Thus, people in such societies are oriented toward caring and gentle; so courtesy appeal fit in femininity culture. In other words, this advertising appeal is negatively related to masculinity-femininity dimension. Moreover, individuals in these societies prefer more leisure time than working for money. It means they divide their working time and leisure time rationally in order to work for earning a living and to enjoy life at the same time. Hence, advertising appeals of enjoyment and leisure match with such societies, and have negative relationship with masculinity-femininity dimension. Besides, the societal norm is also to value quality of life, thus the environment is very important, which apparently

fits in natural appeal. Below is the table that summarizes all advertising appeals having relationship with this cultural dimension.

Table 11. Advertising Appeals related to Masculinity-Femininity Dimension

	MAS
Competition	+
Convenience	+
Effectiveness	+
Work	+
Courtesy	-
Enjoyment	-
Leisure (relaxation)	-
Natural	-

4.1.5 Long-term and Short-term Orientation Dimension

This dimension is the newly added one from Hofstede's cultural dimension framework. Hofstede found Confucius's teachings in China that are lessons in practical ethics without a religious content. Confucianism is not a religion but a set of pragmatic rules for daily life derived from Chinese history. Referring to key principles of Confucius's teachings and the values derived from these, Hofstede added an essential dimension to his framework, a fifth general dimension labelled long-term versus short-term orientation (Hofstede and Hofstede 2005). However, Hofstede and Minkov (2010) stated that this dimension was not Confucianism per se; rather, it does have a Confucian flavour. The values of this dimension are combined from the fourth Chinese Value Survey dimension, some of values directly resonating to Confucius's ideas, and the other values are from IBM questionnaire made in the West.

Then, Hofstede and Hofstede (2005) defined the new dimension as follows: Long-term orientation (LTO) stands for the fostering of virtues oriented toward future rewards – in particular, perseverance and thrift. Its opposite pole, short-term orientation, stands for the fostering of virtues related to the past and present – in particular, respect for tradition, preservation of “face” and fulfilling social obligations. This dimension measures the extent to which a culture emphasizes values which are oriented towards

the future (long-term orientation) in contrast to those, which are oriented towards the past and present (short-term orientation).

Swaidan and Hayes (2005) depicted the long-term orientation as containing values that indicate a dynamic, future-oriented mentality such as persistence, hard work, thrift, shame, and regard for relationships. Whereas the short-term orientation contains values representing a static mentality focused on the past and present such as reciprocation, “face”, and tradition. These values encourage keeping within well-known and –accepted boundaries, but are not limited to culture with a historic Confucian influence.

Besides prominent traits that have been mentioned above about long-term orientation, other characteristics may include the respect for circumstances, concerning with personal adaption, and willingness to subordinate oneself for a purpose. People living in a long-term oriented societies, believe that marriage is a pragmatic arrangement and living with the in-laws is normal, as well as old age is believed to be a happy period and it starts early. Besides, humility is for both men and women. People consider that talent is for applied, concrete sciences; thus they are good at solving formal problems. The other values in long-term oriented culture consist of learning, honesty, adaption, accountability, and self-discipline. People working hard today is for thinking of future benefits as well as they invest in lifelong personal networks.

Conversely, short-term oriented societies have noticeable traits such as efforts made to produce quick results, respect for traditions, concerning with personal stability, social and status obligations, especially “face”. On the other hand, people living in such societies think that marriage is a moral arrangement and living with the in-laws is a source of trouble. They believe old age is an unhappy period as well as talent is for theoretical, abstract sciences. Other values include freedom, rights, achievement, and thinking for oneself. Additionally, they see leisure time important to their life. They live for the moments and are more about analytical thinking.

On the other hand, Hofstede has called this dimension as pragmatic versus normative recently that is described as *“how people in the past as well as today relate to the fact that so much that happens around us cannot be explained”* (The Hofstede Centre, 2014). He further explained that in societies with pragmatic orientation people do not

have tendency to explain everything because they believe that it is impossible to understand fully the complexity of life. Contrarily, in societies with normative orientation people tend to explain as much as possible. The difference between pragmatic and normative orientation is about the truth that people living in pragmatic oriented society do not depend completely on the truth, rather they want to lead a virtuous life, while those living in normative oriented society have strong concern with establishing the absolute truth. However, because it refers to previous studies which often called this dimension as long-term versus short-term orientation, this thesis still keeps the name of fifth dimension as long-term and short-term orientation.

This dimension was not included in Albers-Miller and Gelb (1996), as well as in Moon and Chan (2005), and Rakova and Beak (2013); however, Larimo and Pesonen (2008) included it in their research of cultural values in advertising and listed advertising appeals from Pollay's concept of values that had relationship with long- versus short-term orientation. They are: Technology, Modernity, and Tradition.

Tradition is negatively related to this dimension, which means it is more short-term oriented because tradition appeal is defined as the experience of the past, customs, and conventions are respected and because short-term orientation's trait is to foster the virtues that are related to the past, particularly respect for the tradition. Meanwhile, long-term orientation is to foster the virtues that are oriented toward future rewards, and concentrates on applied, concrete sciences, thus technology appeal is positively related to LTO dimension. Besides, modernity appeal also have positive relationship with LTO as it emphasizes to be contemporary, improved, progressive, advanced, up-to-date, and ahead of time.

Table 12. Advertising Appeals related to Long- versus Short-term Orientation

	LTO
Technology	+
Modernity	+
Tradition	-

4.2 Finland and Vietnam cultural dimension scores and comparisons

First is to present five cultural dimension scores based on Hofstede's survey of both Finland and Vietnam. Then, a comparative discussion between these two countries on each cultural dimension is made in order to comprehend how similar and different the cultural characteristics of Finland and Vietnam are based on Hofstede's standpoint.

4.2.1 Presenting Finland and Vietnam's scores from Hofstede's dimensions

This thesis is to examine cultural values in print advertising reflected in advertising appeals in two countries: Finland and Vietnam. In general, the cultures in these two countries are quite different. In order to understand how different they are, a comparison of two countries' cultures is needed. Moreover, it is based on Hofstede's cultural dimensions for comparison in order to make it more systematic, though only Finland was included in the more than fifty countries that were surveyed by Hofstede for identifying differences in national value systems whereas Vietnam scores were just based on replications or estimates. Furthermore, the fifth dimension, long- versus short-term orientation, was not researched in Finland; thus the score was also based on replications. **Table 13** displays dimension scores of five cultural dimensions that Hofstede created from Finland and Vietnam.

Table 13. Finland and Vietnam dimension scores (adapted from Hofstede & Hofstede 2005, and Geert Hofstede website)

Dimensions	Finland	Vietnam
IDV	63	20
PDI	33	70
MAS	26	40
UAI	59	30
LTO	38	57

4.2.2 Comparative analyses between Finland and Vietnam's cultural dimensions

First, in the dimension of individualism-collectivism, there is a wide difference between Finland and Vietnam. While Finland has high score which means the country is oriented towards individualism, Vietnam has low score that indicates to be collectivist-oriented. Hofstede and Hofstede (2005) ranked Finland at number 21 in the index of IDV values

and Vietnam around 56-61. Thus, it can be implied that Finland probably has characteristics from individualism such as people tend to take care of themselves and of their immediate families, to value personal independence and pleasure and individual expression, and personal time. Additionally, they also tend to have a high need for personal achievements and value individual rights. Thus, individualists believe that personal goals and interests are more important than the group interests.

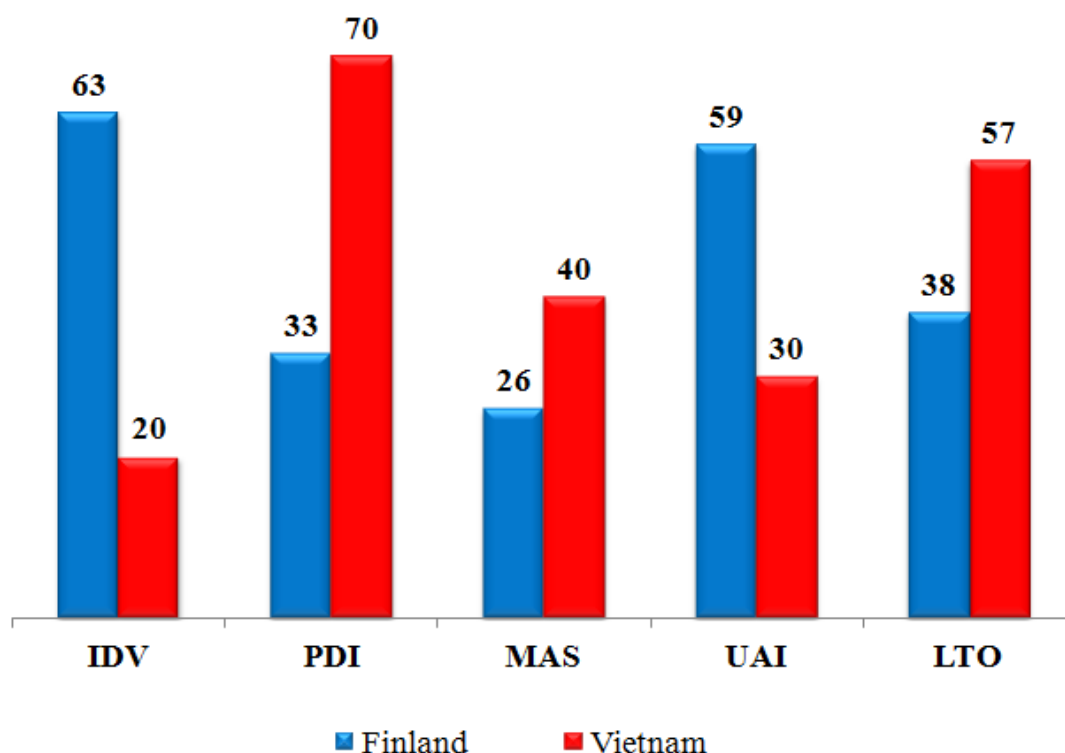


Figure 2. Chart of cultural dimension comparison between Finland and Vietnam

In contrast, Vietnam is a collectivist country as being characterized by a tight social framework in which people distinguish between in-group and out-group. Vietnamese people consider themselves as members of an extended family, a community, and a nation. Besides, they receive protection and security, especially when they face trouble; in exchange, they have loyalty to the group that they belong to. As a result, they will feel responsible to the group they are attached to and think of the group interest before their self-interest. A typical example of collectivist Vietnamese people is that the family does not only consist of parents and children, rather the term family means

grandparents, parents, uncles, aunts, cousins. Moreover, they feel responsible to help their relatives when needed.

Second, the scores in the index of power distance of Finland and Vietnam are 33 and 70, respectively. Therefore, Finland is ranked at number 66 and Vietnam was ranked at around 22-25. There is also a wide difference between Finland and Vietnam in terms of power distance. Vietnam has high score in power distance while Finland has low score, which means that the equality among members in society of Finland is higher than in Vietnam. Hence, it does not emphasize the differences of social status, power and wealth in Finland. Equality is considered as a common goal of society and if someone who works hard from the bottom to the top position is common in such society. Even subordinates can communicate with their boss easily and normally, as well as they are able to speak out their opinions. Hierarchy is only for convenience only. In contrast, Vietnam is a country with high power distance. They accept the inequality among members in society, likely in social status, wealth and power. It is an obligation for them to respect the elderly, to expect to be instructed by their bosses, and to obediently comply with their leader. The status hierarchy is very obvious and it is very hard to reach the top position through hard work only because it mostly depends on networks.

Third is the dimension of masculinity-femininity. Finland has scored 26 in the index and ranked at 68, whereas Vietnam has scored 40 and ranked at 55-58. The difference between Finland and Vietnam in this dimension is not much. Finland is considered as a femininity country with characteristics as people value equality, solidarity, quality in their working life, and well-being. Thus, when conflicts emerge, they will solve it by compromise and negotiations. Additionally, they prefer to have leisure time and they are very flexible. In case of Vietnam, although Vietnam has scored higher than Finland in this dimension, when it is compared to other Asian countries that have similar cultures such as China, Japan, Singapore, and Vietnam's score is still lower than them. While Japan is ranked at number 2 in the index and China is at 11-13 in the ranking, as well as these two countries are considered as masculinity society; Vietnam may be seen as femininity society. However, compared to Finland, Vietnam is more masculine. For example, Vietnam is very high in term of competition. They are competitive since young such as studying as hard as possible to get the highest grade and rank, or when

going to work they also compete with each other for better results to get higher position in company. When it comes to white-collar workers, they can find leisure time to spend but the blue-collar workers only focus on working hard to earn a living and leisure is just luxurious to them. Overall, Vietnam can be seen as a feminine society but is not as feminine as Finland.

Next is the uncertainty avoidance dimension, Finland has scored higher than Vietnam according to Hofstede and Hofstede (2005). Finland is ranked at 48-49 in the index while Vietnam is ranked at 68-69. That is, it may indicate that Finland is a country that has preference of avoiding uncertainty while Vietnam is very low in uncertainty avoidance. Therefore, Finland maintain rigid code of beliefs and behaviours and intolerant of unfamiliar ideas and behaviour. Moreover, punctuality and precision are the norms, but innovation seems to be resisted, and security is an important element in individual motivation. In summary, Finland is a country that seems to resist unfamiliar changes and avoid uncertainty. Meanwhile, Vietnam is a country that is tolerant of uncertainty and risks. It is true that Vietnam is more willing to accept changes and tests. Thus, Vietnamese are not affected much by those principles, rather they have more relaxed attitude. In addition, they do not see innovation as a threat and are very flexible.

The last dimension is long- versus short-term orientation in which both Finland and Vietnam's scores were only based on replications. Finland has scored 38 whereas Vietnam's score is 57, which has been updated by Hofstede himself recently. It shows that Vietnam is a long-term oriented country while Finland tends to be short-term oriented. In other words, Vietnam makes it a pragmatic culture while Finland tends to be normative culture. Therefore, Finland is more concerned about the truth than virtue, greatly respecting traditions, and concerned about quick results. Besides, in such society social relationships are more oriented to be equal, straightforward, and do not depend on status or identity. Conversely, Vietnamese are perseverant and thrifty, and have a sense of shame. Their social relationships depend on the social status. In other words, Vietnamese people are more worried about how and where their future is, they are thrifty and save money just for in future when they get old and may encounter some unfortunate incidents such as sickness. They believe that being perseverant will bring them the success at the end, and they have respect for demands of virtue. What they

work and do today is for achieving the results in the future, thus they also tend to save and invest. Furthermore, Vietnamese people believe the truth depending so much on situation, context and time, as well as they can adapt traditions easily into changed conditions.

On the other hand, Hofstede has introduced another dimension which is called the sixth dimension: Indulgence versus Restraint. Hofstede has defined this new dimension as *“the extent to which people try to control their desires and impulses based on the way they were raised”* (Hofstede The Centre, 2014). Then he identified indulgence as relatively weak control while restraint as relatively strong control. Therefore, countries with indulgent culture place more importance on the freedom of speech and personal control. In contrast, countries with restrained culture tend to have cynicism and pessimism. It means they control the gratification of their desires and have less emphasis on leisure time. According to Hofstede, the scores on this dimension from Finland and Vietnam are 57 and 35. Thus, Finland’s culture is characterized as indulgent while Vietnam’s culture is restrained. That is, Finland respects the freedom of speech as well as people there have willingness to realize their impulses and desires of enjoying life and fun. Additionally, they are more positive in attitudes and optimistic in thinking. Reversely, Vietnam is a restrained culture with the perception that their actions should be restrained by social norms, as well as they feel wrong being indulgent. However, this new dimension will not be included for examining in this thesis.

4.3 Summary of theoretical framework

This thesis follows the steps of related previous studies that have researched on cultural values reflecting on advertising appeals that are utilised on cross-cultural advertisements, as well as have made a comparison between countries in order to explore the similarities and differences of cultural values reflecting on the appeals that are endorsed on advertisements. Thus, this thesis also aims to examine the cultural values of two countries: Finland and Vietnam through the advertising appeals on print advertisements. From selecting eight product categories that are used in this study, it has been selected a total 33 advertising appeals which are suitable for conducting empirical part. The following table demonstrates these selected advertising appeals as rational and emotional.

Table 14. Selected rational and emotional appeals

Emotional	Rational
Adventure	Convenience
Beauty (ornamental)	Competition
Courtesy	Effectiveness
Enjoyment	Neatness
Nurturance	Quality (durability)
Patriotism	Safety
Respect for the elderly	Technology
Sex	Wisdom
Freedom	Work
Tradition	Modernity
Uniqueness (distinctive)	Natural
Social status (wealth, status)	Individualism (independence)
Family	Economy (cheap)
Youth	Health
Popularity	
Security	
Magic	
Leisure (relaxation)	
Collectivism (community, affiliation)	

After categorizing all advertising appeals into rational and emotional, the follow-up should be made to disclose the relationship between product categories and advertising appeals. As mentioned previously, this study has selected eight product categories and the table below demonstrates these product categories and displays the role of product category as it influences the type (rational or emotional) of advertising appeals.

Table 15. The relationship of eight product categories and appeals

Product Categories	
Service	Goods
Finance 9. Banking ⇨ Emotional > Rational	Automotive 10. Car ⇨ Rational > Emotional
Travel ⇨ Emotional > Rational	Beauty and personal care 11. Make-up 12. Shampoo 13. Shower gel 14. Skincare ⇨ Emotional > Rational
	Household appliances 15. TV 16. Fridge 17. Air-con ⇨ Rational > Emotional
	Food and drinks 18. Instant noodle 19. Soft drinks ⇨ Do not differ between rational and emotional
	Clothing ⇨ Emotional > Rational
	Medicine ⇨ Rational > Emotional

In order to accomplish the theoretical framework on this study, a summarized table disclosing the combination of Pollay's advertising appeals with Hofstede's cultural dimensions should be presented. This table below illustrates the application of 33 selected advertising appeals to Hofstede's five cultural dimensions with the comparison between Finland and Vietnam's cultural dimensions, which is the case to be examined in this study.

Table 16. Pollay-Hofstede framework

(“+” means that the advertising appeal is positively related to cultural dimension;

“-” means that the advertising appeal is negatively related to cultural dimension.)

Selected Advertising Appeals	Cultural Dimensions									
	Individualism (IDV)		Power Distance (PDI)		Uncertainty avoidance (UAI)		Masculinity (MAS)		Long-term Orientation (LTO)	
	Fin	Vie	Fin	Vie	Fin	Vie	Fin	Vie	Fin	Vie
Individualism (Independence)	+	-								
Freedom	+	-								
Uniqueness (Distinctive)	+	-								
Collectivism (Community, Affiliation)	-	+								
Family	-	+								
Patriotism	-	+								
Popularity	-	+								
Beauty (Ornamental)			-	+						
Social status (Wealth, status)			-	+						
Sex			-	+						
Respect for the Elderly			-	+						
Health			-	+						
Economy (Cheap)			+	-						
Nurturance			+	-						
Wisdom			+	-						
Neatness					+	-				
Quality					+	-				

Safety					+	-				
Security					+	-				
Adventure					-	+				
Magic					-	+				
Youth					-	+				
Competition							-	-		
Convenience							-	-		
Effectiveness							-	-		
Work							-	-		
Courtesy							+	+		
Enjoyment							+	+		
Leisure (Relaxation)							+	+		
Natural							+	+		
Technology									-	+
Modernity									-	+
Tradition									+	-

In conclusion, the accomplished theoretical framework of this thesis has been presented. It is the combination of Pollay's concept of values and Hofstede's cultural dimensions, with the important role of product category affecting on advertising appeal types. This theoretical framework is essential for this study because it will make the empirical part feasible.

5. RESEARCH METHODOLOGY

This chapter introduces the research methodology that this study applies for. It serves as a guide for instructing the research direction when undertaking the master thesis. The chapter presents research approach that this study conducts in order to introduce and explain the method of how this thesis should be made. Then, research design is discussed with the explanations of research strategy as well as research choices that will be used in this study. After that, it interprets the data collection that will be gathered for this study as well as explains where and how the data is collected. At the end of this chapter, it analyses the reliability and validity of this thesis.

5.1 Research approach

This study applies qualitative research method with deductive approach which means testing theory. In other words, deduction involves the development of theory that is subjected to a rigorous test (Saunders, Lewis, and Thornhill 2009). Besides, deduction emphasizes scientific principles, moving from theory to data, and the need to explain causal relationships between variables. On the other hand, according to Bitekhtine (2005), normally the deductive theory testing is usually associated with quantitative research methods and positivist paradigm. However, it does not mean that this approach cannot be applied in qualitative research. Although deductive theory testing with qualitative research is less common, such application has substantially enriched the understanding of social phenomena as well as of the explanatory power of the competing theories (Lee 1989, Langley 1999, and Bitekhtine 2005).

Likewise, Hyde (2000) has argued that the traditional view, that quantitative method examines data which are numbers respectively adopting deductive approach while qualitative method examines data which are narrative respectively adopting inductive approach, is generally true; yet, it does not accurately describe the process adopted by quantitative and qualitative researchers in practice. Hence, it is possible to adopt deductive approach in a qualitative research, which this study follows such application.

On the other hand, Saunders et al. (2009) has explained that epistemology concerns what constitutes acceptable knowledge in the field of study. Likewise, epistemology includes two sub-sections: positivist philosophy and interpretivist philosophy. While

positivism is defined as “working with an observable social reality and that the end product of such research can be law-like generalisations similar to those produced by the physical and natural scientist” (Saunders et al., 2009:113), interpretivism emphasizes the understanding of the differences between humans as social actors. Correspondingly, Leitch, Hill and Harrison (2010) has explained that interpretivism is based on a life-world ontology which argues that all observations are theory- and value-laden and that the investigation of the social world is not the pursuit of detached objective truth. In other words, there is no understanding of the social world without interpretations. Because this study follows qualitative research method, it also adopts the interpretivist approach respectively.

5.2 Research design

This part explains research design and strategy that the study undertakes. According to Saunders et al. (2009), research design is concerned with the overall plan of the research. In other words, it is a general plan of approach to a research topic. As this study has already had research question and clear objectives, it has to plan how to answer the question. Thus, it is important to determine the strategy that should be used for this master thesis.

Taking into account the research question and objectives, this study applies exploratory research, which is defined as a valuable means to find out “what is happening, to seek new insights, to ask question, and to assess phenomena in a new light” (Saunders et al., 2009:139). Indeed, the nature of this study is to explore the cultural values reflecting through advertising appeals in print advertisements of two countries Finland and Vietnam. Previous studies have also researched on this topic to explore cultural values in advertising appeals as well as to assess the similarities and differences of cultural values between two or more than two countries. Thus, the purpose of this study is to seek new insights and to assess the phenomenon in a new light.

On the other hand, Berg and Lune (2012) introduced content analysis as a “*technique for making inferences by systematically and objectively identifying special characteristics of messages*”. Likewise, content analysis is defined as a technique used to classify text or objects into predefined categories for the purposes of comparing basic components (i.e. content) of that text or those objects (Lerman and Callow, 2004). They

also stated that cross-cultural studies that examined advertising appeals in the ads typically applied content analysis as the primary method for comparing ads. Furthermore, Garrett and Iyer (2013) presented in their review of international advertising research the list of data collection methods that were often applied in cross-cultural studies, and that content analysis and survey were the two methods that were most frequently used.

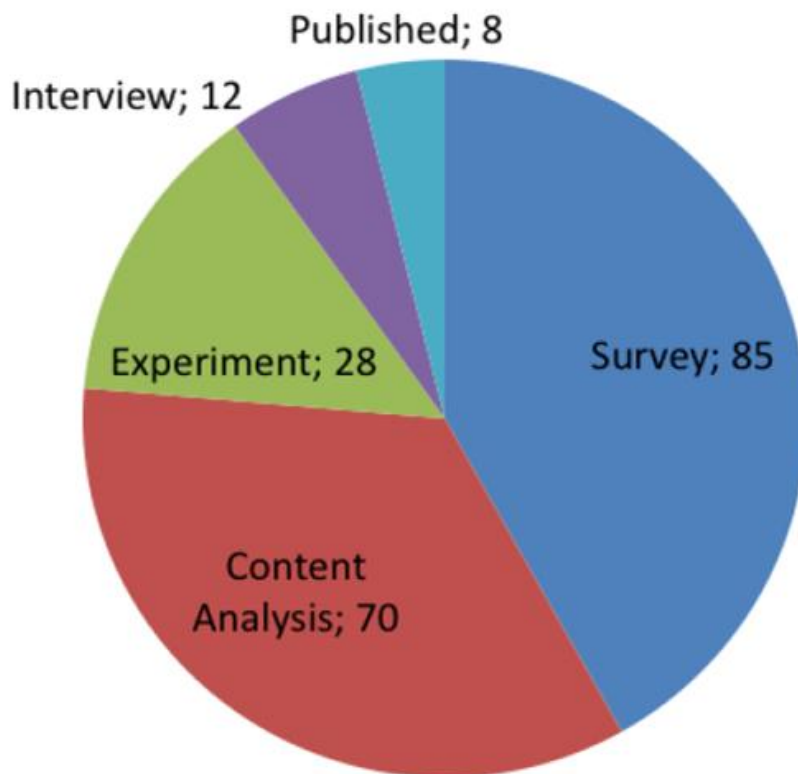


Figure 3. Data collection methods counted by articles (adapted from Garrett and Iyer 2013)

Likewise, this thesis applies qualitative research and content analysis technique, which is an effective method as qualitative content analysis is one of the several qualitative methods currently available for analysing data and interpreting its meaning (Elo, Kääriäinen, Kanste, Pölkki, Utriainen, and Kyngäs, 2014). Moreover, they also stated that qualitative content analysis could be used in inductive or deductive way. Besides, the reason for researchers often using this kind of method can be justified as its characteristic of being trustworthy. According to Elo et al. (2014), content analysis is a

methodology that requires researchers who use it to make a strong case for the trustworthiness of their data. Besides, this method also has the most important advantage which is that it can be virtually unobtrusive, as well as content analysis is not only useful when analysing depth interview data but also is used non-reactively such as there is no need to interview someone, or to fill in the questionnaires, and so forth. Rather, newspaper accounts, libraries, archives, and similar sources can allow researchers to conduct analytical studies. Moreover, content analysis is also cost effective as the materials that are used for this method might be accessed easily and not expensively (Berg and Lune, 2012). Hence, this study also applies content analysis as the primary method of analysing the collected data.

Besides, Hsieh and Shannon (2005) identified three approaches to qualitative content analysis including conventional, directed, and summative content analyses. According to their definitions and explanations, this thesis tends to apply the directed content analysis as it requires the researchers to use existing theory or prior research in order to develop the initial coding scheme prior to beginning to analyse the data. In other words, this approach can help provide predictions about the relationship among variables; then also help the determination of the initial coding scheme or relationship between codes. As a result, existing theory or prior research that is used will guide the discussion of findings (Hsieh and Shannon, 2005). Additionally, a question form is made in order to collect the data for analysis. There will be four persons from each country who will be selected to fill the question form so that the collected data from this will help build strong reliability for this study as well as to restrain subjectivity.

5.3 Data collection

The process of data collection is explained in this part. Firstly, the materials must be searched for in order to collect the data for analysing. Such materials are the print advertisements from Finland and Vietnam according to eight product categories which have been mentioned in the previous chapter. There are total 36 Vietnamese print ads that have been collected and respectively 36 Finnish print ads that are comparable with Vietnamese ones.

Those Vietnamese print ads that have been selected were advertised during the latter half of year 2013, which were collected ranging from general newspapers, to women &

lifestyle, business, law, teen, fashion, entertainment, health, and automotive magazines. Respectively, Finnish print ads being collected from Finnish journals were having advertising campaigns in 2012. According to eight product categories that have been chosen in the theoretical part of this thesis, it narrows down to those print ads that fit into these selected product categories. In finance category, there were only banking advertisements that had advertising campaign during the latter half of 2013. On the other hand, taking into consideration of cultural differences between Finland and Vietnam, only car advertisements are selected in automotive category because motorbikes are also the main vehicle to Vietnamese people while Finnish people primarily use cars only.

Meanwhile, three product categories including household appliances, beauty and personal care, food and drinks cover a wide range of various products; therefore, it is decided to choose the print ads of products that are more frequently advertised such as TV, fridge, and air-con for household appliances. In this category, due to the differences between Finland and Vietnam in terms of weather, air-con is not widely used in Finland; hence, it is replaced by washing machine and furniture print ads.

In beauty and personal care category, there are four types of product that is selected as consisting of make-up, shampoo, shower gel, and skincare, which are favourably advertised all the time in Vietnam. Respectively, Finnish ads also selected these four types of product to be compatible to Vietnamese ads. Moreover, it is included haircare product in Finnish ads in order to fill up the number of ads to be compatible with the number of Vietnamese ads in this category.

Lastly, instant noodle and soft drinks are chosen for Vietnamese ads because the most frequently product that is advertised in Vietnamese food category is instant noodle. This is a culture-related fact as every household should store instant noodle as back-up food, thus it is heavily consumed in Vietnamese market. Likewise, soft drinks are also product that is heavily advertised in Vietnamese advertising industry because of the large consumption and high competition in this drink market. In contrast, candy and cheese are the products that are chosen for Finnish ads in food category while soft drinks are selected for drink category. It shows the differences in culture between

Finland and Vietnam as Finnish people do not have habit of consuming instant noodles frequently at home while candy and cheese are rarely advertised in Vietnam.

All Vietnamese and Finnish print ads fall into eight product categories and are demonstrated in **Table 17**.

Table 17. Finnish and Vietnamese print ads according to product categories

Product categories	Finnish print ads	Vietnamese print ads
Finance	- Banking: 3 ads	- Banking: 3 ads
Household appliances	- TV: 2 ads - Fridge: 2 ads - Washing machine: 2 ads - Furniture: 1 ad	- TV: 2 ads - Fridge: 2 ads - Air-con: 2 ads
Beauty and personal care	- Make-up: 4 ads - Shampoo: 2 ads - Shower gel: 2 ads - Skincare: 2 ads - Haircare: 1 ad	- Make-up: 3 ads - Shampoo: 2 ads - Shower gel: 3 ads - Skincare: 4 ads
Food and drinks	- Candy: 1 ad - Cheese: 1 ad - Soft drinks: 2 ads	- Instant noodle: 2 ads - Soft drinks: 2 ads
Medicine	3 ads	3 ads
Automotive	- Car: 3 ads	- Car: 3 ads
Clothing	2 ads	2 ads
Travel	3 ads	3 ads

In the collection of Vietnamese print ads, there are only eight brands that are local (Vietnamese brands), the rest are from foreign brands. Those local brands fall into product categories of soft drinks, medicine, instant noodle, clothing, and banking. Meanwhile, Finnish print ads have nine local brands and the rest are also from foreign ones. Product categories of local brands consist of travel, soft drinks, skincare, medicine, clothing, cheese, and candy.

Then, a question form is made. The name of each print ads will be added in the questionnaire. Besides, it also includes all 33 selected advertising appeals with clear definitions. The questions in the question form will consist of:

- Name and age of the person who takes this questionnaire.
- Which advertising appeals that you see in this print ad?

Additionally, the format of this question form will range by numbers from 0 to 2. The numbers represent the appearance of advertising appeals in the print advertisements of how strong of the exposure these advertising appeals appear in the print ads. In other words, 0 represents that there is no appearance of certain advertising appeal in the particular print ads; 1 means that there is an appearance of the advertising appeal but the exposure is not clear; and 2 means there is definitely an appearance of advertising appeal in the print ads. Then, the persons who fill the question form will mark on the number columns corresponding to the advertising appeals. The answers will be used for analysing the data in the empirical part.

Regarding the persons who take this question form, the intention is that both Finnish and Vietnamese will undertake it. There should be at least four persons or more, to take this questionnaire as two Finnish and two Vietnamese. Besides, the age range is also quite significant. There should be different in age range from the persons taking the questionnaire. That is, one should be around the age of 20-30 and the other should be at the age of 31-50. In addition to it, it should include both female and male for those who fill this question form. This will make the data collection more diversified as well as the analysis for the empirical results will be more reliable.

Then, the question form will be sent to those who agree to undertake it through email because the amount of print ads is quite large. So, in order to make it more convenient and easier for the persons who take it, sending the print ads and questionnaire through emails is a good choice.

5.4 Reliability and validity

Reliability and validity in research project are very important; hence, the credibility of this study also depends on reliability and validity. Moreover, this study is a qualitative

research using content analysis technique to conduct the analytical results. Normally, qualitative research exhibits a great absence of quantification and statistical procedures (Strauss and Corbin 1990, Street and Ward 2012). Although this study also uses question form to collect data, such data are not quantified. Rather, the data collected from the answers filled in the question form is used for narratively analysing. Thus, the reliability and validity in this study are different from ones in quantitative research. Golafshani (2003) has argued that while the quality of quantitative research is assessed by essential criteria with the terms as reliability and validity, the quality of qualitative research used the terms credibility, neutrality, consistency, and applicability as essential criteria.

Reliability is explained as the extent to which *“the same data would have been collected each time in repeated observations (measurements) of the same phenomenon”* (Wolverton, 2009:373). In other words, a reliability of a study should produce results that are consistent, predictable, and dependable. Likewise, Golafshani (2003) has advocated that the use of “dependability” in qualitative research is closely corresponded to the notion of “reliability” in quantitative research. Hence, reliability of this study does not depend on the measurements. Rather, it depends on the study’s materials which mean the print ads. The print ads that have been collected were advertised on newspapers and magazines in Finland and Vietnam. Thus, the source of the materials is trustworthy. Nevertheless, the reliability of this study is also affected by the sincerity of the respondents from the question form, which may be a threat to the reliability. The respondents may give false answers; for example, they might mistake the advertising appeals in one print ad to another one due to carelessness.

Moreover, this thesis applies qualitative content analysis which Hsieh and Shannon (2005) defined as a research method for subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. In other words, the success of qualitative content analysis depends on the coding process and once the development of coding scheme is good which means that it reinforces the trustworthiness to the research. Likewise, Elo et al. (2014) proved that as long as there was the availability of rich data, appropriate, and well-saturated data, content analysis results could provide great trustworthiness to the research. Thus, the

application of qualitative content analysis in this thesis will help support as well as reinforce the reliability with its characteristic of trustworthiness. Yet, at the same time the reliability of this thesis also greatly depends on the coding process as well as the availability of appropriate and rich data.

Saunders et al. (2009) have defined validity as it is concerned with whether the findings are really about what they appear to be about. In this case of study, the validity exists when the results of data collection show that the advertising appeals should be expressed in the print ads and that the appeals should apparently reflect the cultural values. Furthermore, the validity is also enhanced as this study refers to the method of previous studies in examining cultural values and advertising appeals with product categories. However, most of these previous studies have applied quantitative research with statistical analysis while this study only uses narrative analysis. Hence, a threat to the validity of this study may be subjected to the bias of the writer.

6. EMPIRICAL RESULTS AND DISCUSSION

This chapter focuses on analysing and discussing empirical results on advertising appeals expressed in Finnish and Vietnamese print ads. Firstly, it introduces print advertising in Finland and Vietnam. Then, the chapter analyses advertising appeals appearing in the print ads that have been collected and tested. Additionally, a discussion of comparison of advertising appeals that are used in Finnish and Vietnamese print ads in order to explore the similarities and differences in cultural values of these two countries.

6.1 Review of print advertising in Finland and Vietnam

A general discussion of trends in media market of both Finland and Vietnam should be presented in order to understand how media market in these two countries has been recently, particularly the trends of print advertising.

6.1.1 Finnish print advertising

Statistics Finland (2013) has released the latest report of market trends in mass media has informed that it remains unchanged in 2012. In addition to it, electronic media (TV, radio, and internet media) has been growing so fast and increased the most out of mass media activities. Meanwhile, the share of publishing activities (newspapers, magazines and other printed media) in the mass media market has been decreased recently.

Figure 4 demonstrates the shares of mass media market in Finland from 2000 to 2012 and apparently there is no drastic change in Finnish media market. However, the publishing shares have been decreasing since 2007 while electronic shares have kept increasing since then. It can be explained that internet advertising was the reason for the increase of electronic shares as the expense for internet advertising has been growing by 10% (Statistics Finland 2013), while the growth in TV advertising still amount for 1% only.

In contrast, the decreasing shares of publishing activities can be justified by the increased price of subscription as nine per cent value added tax was added to newspapers and magazines subscriptions from the beginning 2012 (Statistics Finland 2013). Other than newspaper that published one to three times per week, all the figures from publishing activities were all negative. Hence, printed papers advertising revenues

decreased clearly. On the other hand, generally the publishing shares were still higher than electronic shares which may show that the habits of media consumption in Finland are oriented to newspapers, magazines and other printed ones than to television and radio. Therefore, it may conclude that printed papers have been dominating mass media market in Finland, even though there is a signal of decreasing in printed papers due to the increased price of subscriptions. Otherwise, internet advertising shows a strong growth in mass media market that should be taken into account for future development in media advertising.

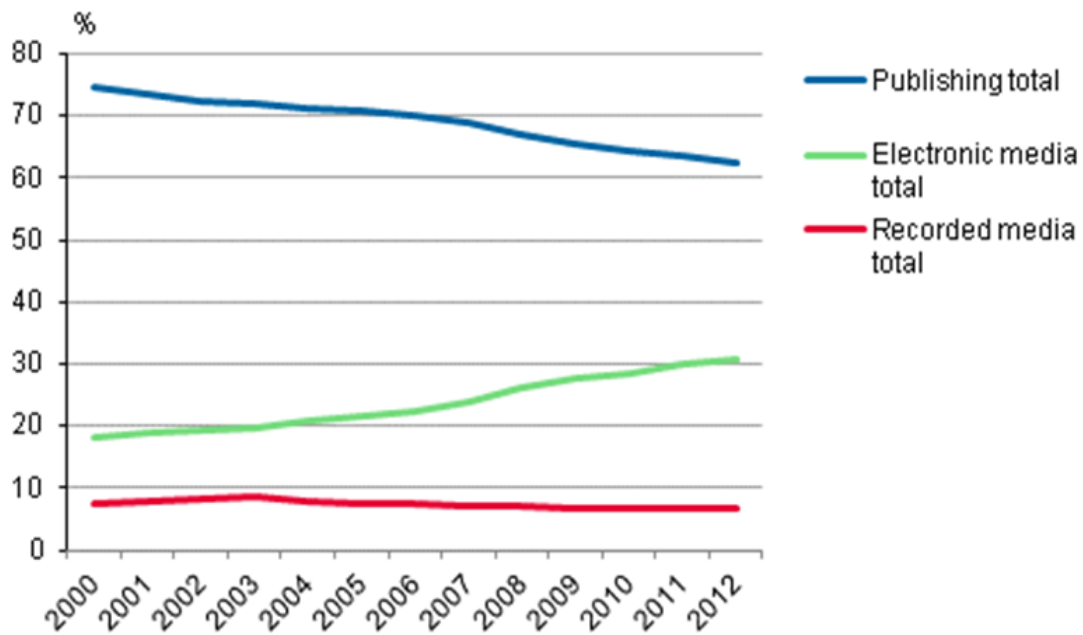


Figure 4. Sector shares of mass media market in Finland from 2000 to 2012 (adapted from Statistics Finland 2013)

Additionally, **Table 18** demonstrated mass media market volume in Finland 2011-2012 as below. According to the report, daily newspapers and magazines were still the highest among the publishing activities in 2012. Obviously they decreased compared to 2011 but it cannot deny that these two are still received attentions right after television. Therefore, despite the growth of internet advertising, traditional advertising such as television, newspapers, and magazines still dominates in media market. Overall, it shows the trends of mass media market in Finland and what has happened to print advertising in Finland recently.

Table 18. Mass media market volume in Finland 2011-2012, EUR million (adapted from Statistics Finland 2013)

	2011 EUR mill.	2012 EUR mill.	2012 %	Change % 2011-12
Daily newspapers (four to seven times a week) 1)	1 001	996	23	-0,51
Other newspapers 1)	127	136	3	7,4
Free-distribution papers 1)	83	76	2	-8,2
Magazines and periodicals	680	650	15	-4,4
Books 1)	570	562	13	-1,4
Printed directories & direct mail	291	282	7	-3,1
Publishing, total	2 752	2 703	62	-1,8
Television 2)	1 028	1 039	24	1,1
Radio	60	58	1	-3,2
Internet advertising	219	240	6	10,0
Electronic media, total	1 307	1 338	31	2,4
Phonograms 1)	77	77	2	1,0
Videos	144	128	3	-10,8
Cinemas	68	81	2	19,7
Recorded media, total	288	287	7	-0,5
All total	4 347	4 327	100	-0,5

1) Digital sales included.

2) Also includes YLE public service radio.

6.1.2 Vietnamese print advertising

Vietnam Infosys is a media-related database provider which has been providing its services to most advertising and media agencies in Vietnam these days. However, Infosys only provides database for traditional media such as TV, press, and radio; thus, internet is not included in its database since internet has only been developing in the past few years, though its development, especially social media network, is drastically growing fast. As it was reported, that media expenditure in Vietnam of 2013 increased quite a lot with the spending amount of more than 30 thousands billion VND. The

figure below demonstrates the comparison of media expenditure in three years; 2011, 2012, and 2013.

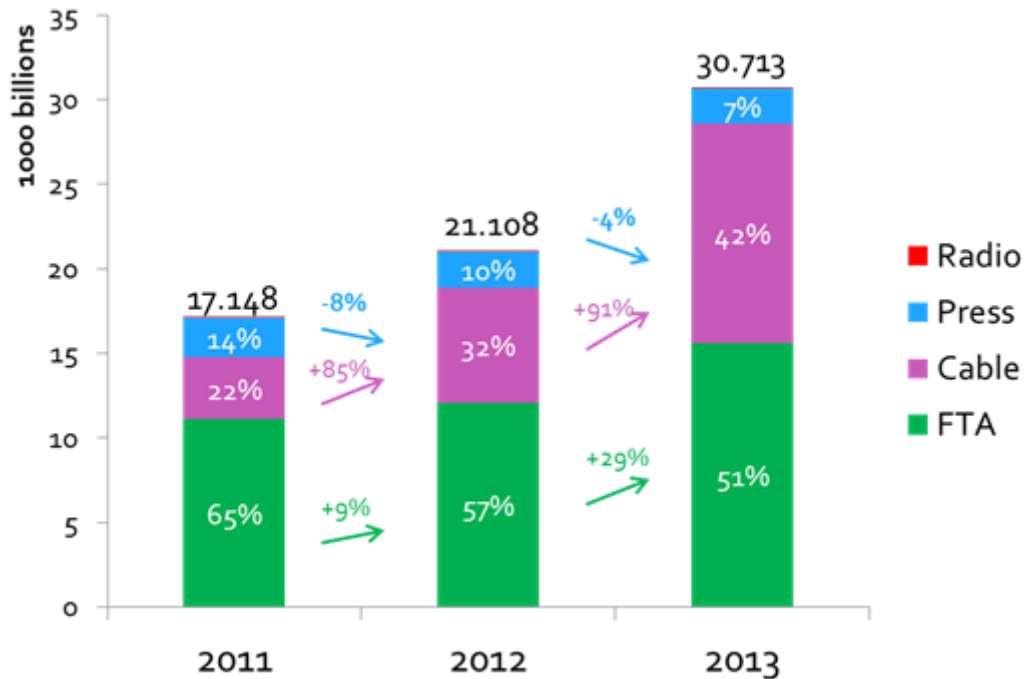


Figure 5. Media expenditure by formats in Vietnam (adapted from Vietnam Infosys 2013)

TV media spending includes FTA (Free-to-air) and cable channels, which apparently is the most spending medium in Vietnam advertising industry. Vietnamese people still keep their habit of watching television at home in the evening. Moreover, cable channels are increasing largely since 2011 as the monthly subscribed fee for cable channels is quite cheap and most people can subscribe it due to its HD (high definition) quality. Addition to it, the content that these cable channels broadcasted was attracting audiences more and more as they competed with FTA channels in rating performance. In contrast to TV, press spending in Vietnam has shown a signal of decreasing. The primary reason for this reduction is probably from the emergence of internet using. Nowadays, there are countless Vietnamese news websites which keep updating every hour and people who are easy to get access to the internet in Vietnam can catch up with the news. Hence, the advertising spending may be shifted from press to internet. However, the important role of press cannot be underestimated thanks to the reliability of news from this traditional medium. First of all, Vietnamese people still have the habit

of buying newspapers and magazines for reading as they prefer reading on the papers. Secondly, as it is mentioned that there are many news website but the reliability is questionable because there lacks of responsibility from the reporters to carefully verify before posting the news. Therefore, advertising spending in press can be decreased but it still has a significant position in Vietnamese media market.

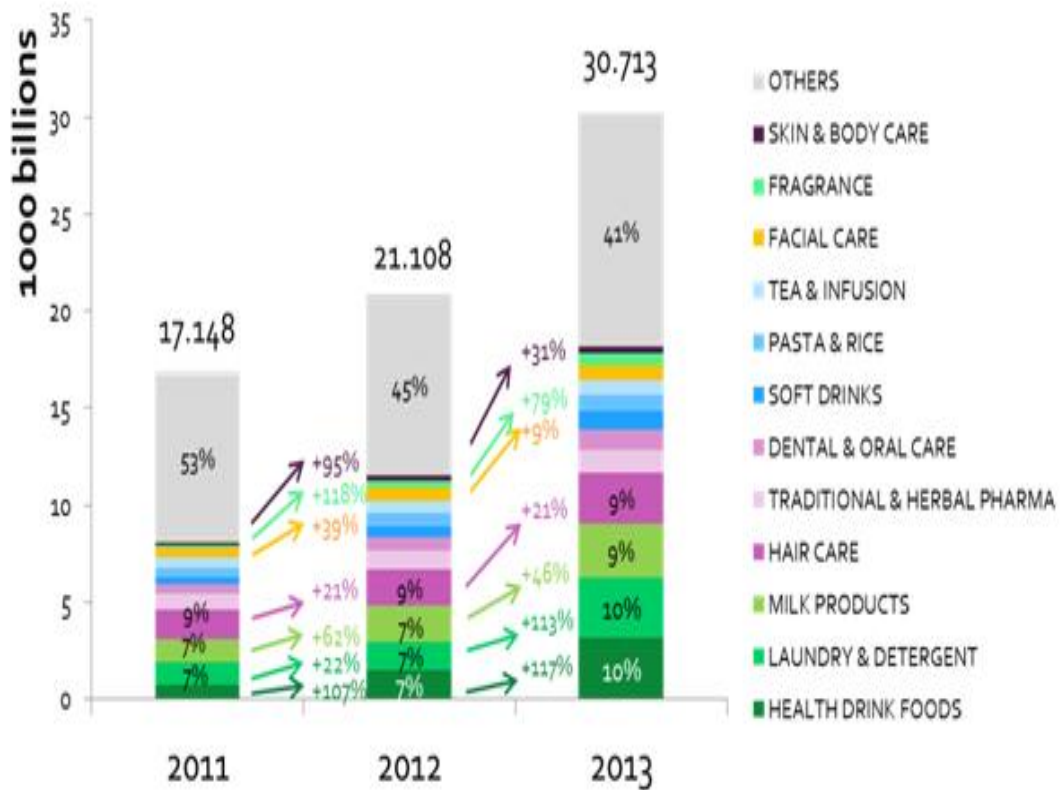


Figure 6. Media spending by product category (adapted from Vietnam Infosys 2013)

This figure shows the product categories that are spent on advertising in traditional media. Almost every product category increased its media spending from 2011 to 2013. Additionally, those that spent on advertising the most were health drink foods, and laundry and detergent. Overall, most product categories that heavily spent on advertising consisted of beauty and personal care, food and drinks, and traditional medicine. In summary, Vietnamese media spending shows a healthy potential as advertising expenditure kept increasing since 2011. TV is again the number one favourable medium for advertising, yet press still holds its own stable position in this advertising industry.

6.2 Analysing the results of Finnish print ads

The question form includes 36 Finnish print ads with a list of 33 advertising appeals that have been selected previously. There are four Finnish persons who take this question form. They are categorised into two age groups, which one falls into young-age group and the other falls into middle-age group. Each age group consists of one male and one female. In young-age group, they are all students who are currently studying Bachelor's degree in university, majoring in Environmental Engineering. Meanwhile, two persons in the middle-age group are in their early 50s. The man is a computing teacher while the woman is a nurse. Above is a short introduction of the background from four respondents who take the Finnish ads question form.

On the other hand, the result data are collected from four answer forms which have been taken from these four respondents. There are 36 print ads which fall into eight product categories. As describing earlier in chapter five, the question form provided a table of listing 33 selected advertising appeals with three columns titled as 0, 1, and 2 for the respondents to give their answers. The results were only taken from the answers that were existed in the column of number 2 which was explained as "obviously appear in the print ads". After synthesising all data from the answer forms, the process of distributing the advertising appeals in each product category was carried out by counting the frequency of advertising appeals being selected by the respondents. Then, these appeals were arranged in the order of having the most frequent existence to the least frequent existence so that it could facilitate comparative analysis as well as to generalize the results.

The following table is demonstrating the results of those advertising appeals that are existed in eight product categories. In other words, the appeals appearing in the table should be understood as the most frequently selected appeals by the respondents.

Table 19. Results of most existed advertising appeals from Finnish print ads

Product Categories	Appeals		Frequency	
Household appliances	<ul style="list-style-type: none"> • Technology • Modernity • Effectiveness • Family • Competition • Quality • Enjoyment • Uniqueness • Convenience • Youth 	<ul style="list-style-type: none"> Rational Rational Rational Emotional Rational Rational Emotional Emotional Rational Emotional 	<ul style="list-style-type: none"> 23 18 14 11 10 10 9 9 8 8 	=> Rational appeals exist more often than emotional appeals
Banking	<ul style="list-style-type: none"> • Social status • Convenience • Enjoyment • Youth • Modernity • Neatness • Wisdom • Security 	<ul style="list-style-type: none"> Emotional Rational Emotional Emotional Rational Rational Rational Emotional 	<ul style="list-style-type: none"> 6 5 5 5 4 3 3 3 	=> Both rational and emotional appeals exist; however, emotional appeals tend to be dominant.
Automotive	<ul style="list-style-type: none"> • Safety • Technology • Security • Modernity • Convenience • Quality • Courtesy • Enjoyment • Adventure • Competition • Effectiveness • Nurturance 	<ul style="list-style-type: none"> Rational Rational Emotional Rational Rational Rational Emotional Emotional Emotional Rational Rational Emotional 	<ul style="list-style-type: none"> 8 7 7 7 6 6 5 5 4 4 4 4 	=> Rational appeals are dominating over emotional appeals
Clothing	<ul style="list-style-type: none"> • Beauty • Uniqueness • Youth • Modernity • Tradition • Popularity • Individualism • Economy • Convenience • Enjoyment 	<ul style="list-style-type: none"> Emotional Emotional Emotional Rational Emotional Emotional Rational Rational Rational Emotional 	<ul style="list-style-type: none"> 7 5 5 5 4 4 4 4 3 3 	=> More emotional appeals exist

Product Categories	Appeals		Frequency	
Food & Drinks	<ul style="list-style-type: none"> • Enjoyment • Natural • Quality • Tradition • Youth • Popularity • Effectiveness • Neatness • Freedom • Uniqueness • Modernity 	<ul style="list-style-type: none"> Emotional Rational Rational Emotional Emotional Emotional Rational Rational Emotional Emotional Rational 	<ul style="list-style-type: none"> 7 6 5 5 5 5 4 4 4 4 4 	=> Both rational and emotional appeals exist
Beauty & Personal Care	<ul style="list-style-type: none"> • Youth • Beauty • Effectiveness • Convenience • Health • Neatness • Popularity • Enjoyment • Quality • Courtesy • Nurturance • Natural 	<ul style="list-style-type: none"> Emotional Emotional Rational Rational Rational Rational Emotional Emotional Rational Emotional Emotional Rational 	<ul style="list-style-type: none"> 29 25 15 14 12 10 9 8 8 7 7 7 	=> Both rational appeals and emotional appeals exist
Medicine	<ul style="list-style-type: none"> • Health • Nurturance • Convenience • Effectiveness • Safety • Natural 	<ul style="list-style-type: none"> Rational Emotional Rational Rational Rational Rational 	<ul style="list-style-type: none"> 12 7 6 6 4 4 	=> Almost rational appeals exist
Travel	<ul style="list-style-type: none"> • Freedom • Enjoyment • Leisure • Adventure • Beauty • Effectiveness • Individualism • Family • Convenience 	<ul style="list-style-type: none"> Emotional Emotional Emotional Emotional Emotional Rational Rational Emotional Rational 	<ul style="list-style-type: none"> 10 9 8 7 4 4 4 4 3 	=> Almost emotional appeals exist

In household appliance category, the advertising appeals that are most frequently selected by the respondents fall into both rational and emotional types. Nevertheless, rational appeals are dominant compared to emotional appeals. For instance, technology, modernity, and effectiveness are the most frequently existed, which belong to rational

appeals. Emotional appeals that are also existed in this category consist of family, enjoyment, and uniqueness. It may be explained by the nature of produce category as household appliances such as TV, fridge, washing machine, and furniture are also products that need high-involvement from the consumers by gathering information to understand the functions of these kinds of product. Apparently, rational appeals are more favoured when such functional products are advertised. As mentioned previously in chapter four, both rational and emotional appeals are used in household appliance advertisements but rational type will be more predominant. Thus, the result fits to the expected theory in previous chapter.

Likewise, the result in banking category also consists of both rational and emotional appeals but emotional ones are dominant because social status, enjoyment, and youth are the most frequently existed appeal, which belong to emotional type. Banking falls into service type of product category, thus it should create positive attitude towards the brand and the brand in this service category is representative for the whole company and all services the company provides to customers. Banking can be seen as a symbolic product; hence it should be more associated with emotional appeals. Consequently, the result from banking category also fits to what the theory assumes.

In automotive category, the most existed advertising appeals include seven rational appeals and five emotional appeals, while rational appeals are predominant over emotional appeals; such as safety and technology are top two appeals that most frequently appear in the advertisements. Likewise, the theory in previous chapter expects that such product category will involve more rational appeals than emotional appeals in advertisements as car is a utilitarian product which requires consumers to get as much information as possible. Thus, rational appeals should be emphasized in the advertisements.

On the other hand, clothing category is considered as a hedonistic product so it is assumed that emotional appeals are preferred over rational appeals and the advertisements should primarily apply emotional ones. As a result, the data provide that emotional appeals have been most selected in clothing advertisements. It consists of beauty, uniqueness, youth, tradition, popularity, and enjoyment. However, the existence of rational appeals is also presented such as modernity, individualism, economy, and

convenience. It is understandable that these rational appeals are eligible to be put in a fashionable advertisement because these appeals emphasize other characteristics of clothing product such as up-to-date design, affordable and convenient product. The result from clothing advertisements fits to what the theory assumes that emotional appeals are more favoured than rational ones.

Meanwhile, it has been expected that there is no difference between rational and emotional appeals in food and drinks category. As a result, the data present that the appeals appearing in food and drink print advertisements consist of both rational and emotional ones; as well as there is no clear difference about which type of appeals are more favoured than the other in the advertisements. The most frequently existed appeals in this category include enjoyment, natural, quality, tradition, youth, and so forth. When it comes to food and drinks, enjoyment is the appeals that should be emphasized the most in the advertisements. Moreover, the consciousness from consumers today is very high and they choose to use good and quality product to protect their health. Therefore, natural and quality are the ones that get concerned in this kind of product as well.

In previous chapter, the theory assumes that there are more emotional appeals than rational appeals in beauty and personal care advertisements because this type of product is hedonistic or symbolistic, which associates emotional more. In the result of this category, both rational appeals and emotional appeals appear in the advertisements but the most existed ones that are preferred by the respondents should be youth and beauty. It is understandable that usually this type of product emphasizes the characteristics of beauty and being young in the advertisements since such products make women prettier and stay young longer. Besides, rational appeals are also applied in the advertisements in order to guarantee the effectiveness and healthiness of the product. It may be interpreted that rational appeals that are used in this category play a supporting role to emotional appeals which are the primary values that the advertisements intend to convey to the consumers.

On the other hand, medicine is categorised as a utilitarian product which associates with rational appeals more than emotional ones. Hence, it is expected that rational appeals should appear more in medicine advertisements, and the empirical result has proved it true. Almost rational appeals appear in the print ads consisting of health, convenience,

effectiveness, safety, natural, and quality. It is clear that health is the most emphasized appeal in medicine ads because the characteristics of medicine are often related to health. People use medicine to get healthy again from the sickness; thus it highly involves the consumers and provides necessary information on the product to meet their expectations. Hence, effectiveness is also one of essential appeals for medicine ads. Also, convenience is usually linked to medicine since it helps recover health fast. Similarly, it also needs to ensure the safety, nature and quality of medicine product in order to guarantee its brand and to assure the customers.

The empirical result in travel category shows that emotional appeals have dominantly appeared in the advertisements since the most frequently preferred appeals by the respondents belong to emotional appeals. For example, it includes freedom, enjoyment, leisure, adventure, beauty, and family. Travel is categorised as a service product so it should connect to the customers by creating positive attitude towards the brand. Thus, it has to put emotional feelings into the ads and tries to link all good feelings to the brand. Therefore, emotional appeals that evoke positive images and feelings are emphasized in the print ads. By this way, the empirical result matches to what the theory assumes about the advertising appeals in travel category.

In summary, the empirical results from Finnish print ads reinforce the theory which has been built in precedent chapters. In other words, such results are not deviated much from the built theory.

6.3 Analysing the results of Vietnamese print ads

Likewise, there are young-age group and middle-age group taking question form of Vietnamese print ads. All of them are Vietnamese. The young-age group consists of one male and one female who are 29 and 27 years old respectively. Both of them are working at this moment and they are white-collar workers. In middle-age group, there are also one male and one female, who both are in their early 50s and still working. The male respondent has been working in furniture – carpenter field for more than 20 years while the female respondent owns a small furniture showroom in Vietnam and is professional in sales.

Analogously, a table that demonstrates a summary of the results which are collected from Vietnamese print ads with the most frequently existed advertising appeals in eight product categories is presented as following.

Table 20. Results of most existed advertising appeals from Vietnamese print ads

Product Categories	Appeals		Frequency	
Household appliances	• Technology	Rational	19	=> Rational appeals exist more often than emotional appeals
	• Modernity	Rational	19	
	• Effectiveness	Rational	15	
	• Neatness	Rational	12	
	• Enjoyment	Emotional	9	
	• Magic	Emotional	9	
	• Natural	Rational	9	
	• Health	Rational	9	
	• Competition	Rational	8	
	• Leisure	Emotional	8	
	• Family	Emotional	8	
	• Safety	Rational	7	
Banking	• Safety	Rational	6	=> Both rational and emotional appeals exist; however, rational appeals are predominant.
	• Security	Emotional	6	
	• Convenience	Rational	4	
	• Social status	Emotional	4	
	• Wisdom	Emotional	4	
	• Effectiveness	Rational	3	
	• Enjoyment	Emotional	3	
	• Neatness	Rational	3	
	• Quality	Rational	3	
	• Modernity	Rational	3	
Automotive	• Effectiveness	Rational	8	=> Rational appeals are dominating over emotional appeals
	• Enjoyment	Emotional	8	
	• Modernity	Rational	8	
	• Convenience	Rational	7	
	• Technology	Rational	7	
	• Leisure	Emotional	6	
	• Adventure	Emotional	5	
	• Competition	Rational	5	
	• Quality	Rational	5	
Clothing	• Youth	Emotional	5	=> More emotional appeals exist
	• Enjoyment	Emotional	4	
	• Effectiveness	Rational	3	
	• Beauty	Emotional	2	
	• Sex	Emotional	2	
	• Leisure	Emotional	2	
	• Natural	Rational	2	

Product Categories	Appeals		Frequency	
Food & Drinks	<ul style="list-style-type: none"> • Effectiveness • Health • Convenience • Natural • Economy • Enjoyment • Safety • Tradition • Youth • Leisure • Modernity • Family 	<ul style="list-style-type: none"> Rational Rational Rational Rational Rational Emotional Rational Emotional Emotional Emotional Rational Emotional 	<ul style="list-style-type: none"> 10 10 7 7 7 6 5 4 4 4 4 4 	=> Both rational and emotional appeals exist, but rational appeals are more prevalent
Beauty & Personal Care	<ul style="list-style-type: none"> • Beauty • Youth • Effectiveness • Health • Natural • Enjoyment • Convenience • Sex • Leisure • Neatness • Modernity • Quality • Safety • Magic 	<ul style="list-style-type: none"> Emotional Emotional Rational Rational Rational Emotional Rational Emotional Emotional Rational Rational Rational Rational Emotional 	<ul style="list-style-type: none"> 37 34 33 25 24 19 18 18 18 17 17 16 15 15 	=> Both rational appeals and emotional appeals exist
Medicine	<ul style="list-style-type: none"> • Natural • Safety • Quality • Work • Magic • Convenience • Effectiveness • Respect for the elderly • Security • Health 	<ul style="list-style-type: none"> Rational Rational Rational Rational Emotional Rational Rational Emotional Emotional Rational 	<ul style="list-style-type: none"> 10 9 7 6 6 5 5 5 5 5 	=> Almost rational appeals exist
Travel	<ul style="list-style-type: none"> • Adventure • Enjoyment • Freedom • Natural • Effectiveness • Safety • Youth • Magic 	<ul style="list-style-type: none"> Emotional Emotional Emotional Rational Rational Rational Emotional Emotional 	<ul style="list-style-type: none"> 7 5 5 5 4 4 4 4 	=> Almost emotional appeals exist

As expected, more rational appeals appear in Vietnamese household appliance print ads than emotional appeals. Technology, modernity, effectiveness, neatness, natural, health, and competition are those existing the most frequently. Besides, emotional appeals that appear in the print ads consist of enjoyment, magic, leisure, family, and social status. The Vietnamese print ads of household appliance category include air-con, fridge, and TV, which all are electronic products which require the high-involvement from customers. Therefore, these advertisements have to emphasize on the technology, modernity, and effectiveness of the products, which are the essential characteristics of the electronics. Likewise, other rational appeals reinforce the product's merits in a rational perception to earn the image of a trustworthy brand. On the other hand, these advertisements also touch on the emotional side to evoke good feelings towards the products. After all, both rational and emotional appeals are applied in household appliance advertisements but it concentrates more on the rational appeals.

As previously discussed, banking is categorised as a service product so its advertisements must create positive attitude towards the brand. Therefore, banking advertisements are supposed to focus on emotional way of thinking. However, the results from Vietnamese banking print ads show difference. The most existed advertising appeals in this category belong to rational side more than to emotional one. Safety, convenience, effectiveness, neatness, quality, and modernity are those rational appeals appearing in banking advertisements with the high frequency. Besides, the existed emotional appeals include security, social status, wisdom, enjoyment. It can be explained that the banking system in Vietnam is complicated. Ever since the government reformed its banking system, many private banking institutions have risen drastically (Ho and Baxter, 2011). Therefore, people start worrying about the trustworthiness of bank companies because there were many incidents of fraud happening in the past. Hence, banking advertisements in Vietnam often focus on the rational appeals due to the fact that Vietnamese people are often doubtful about banking companies. It can be understood that safety and security are the advertising appeals that primarily appear in the ads.

In automotive category, the empirical results show that it matches to what the theory assumes. That is, rational appeals are more emphasized than emotional appeals. Car is

an engine so this kind of functional product is required to gather necessary information by the customers. Therefore, effectiveness, modernity, convenience, and technology are those appeals that most often appear in car advertisements. Besides, emotional appeals are also used to become a touching point so that it evokes a certain amount of good feelings to the car. Normally, enjoyment, leisure, and adventure are those emotional appeals that are often linked to car product.

While automotive are utilitarian product, clothing is hedonistic. Hence, the application of emotional appeals is more preferred in this category than rational appeals. Thus, the empirical results disclose almost emotional appeals from the clothing print ads, such as youth, enjoyment, beauty, sex, and leisure. Meanwhile, effectiveness and natural are rational appeals that also exist most often in this category. It can be understood that the emotional appeals being mentioned previously usually elicit the association with fashion by emphasizing the beauty and youth. Moreover, it also evokes the enjoyment and leisure that fashion can bring to the consumers. Besides, effectiveness and natural are pressing points to supplement the functional characteristics of clothing that it should be effective to the customers who wear the clothing.

On the other hand, the empirical results from food and drink category show a distinction in the usage of rational and emotional appeals. As mentioned previously, food and drink category shows no difference between rational and emotional appeals. However, the result indicates that rational appeals are preferred in Vietnamese case. The most existed appeals in food and drink category consist of effectiveness, health, convenience, natural, economy, safety, and modernity, which all fall into rational type. It only includes enjoyment, tradition, youth, leisure, and family that belong to emotional appeals. The result apparently has proved that the consciousness of Vietnamese consumers is very high in terms of food and drinks. It is a social issue that has been mentioned all the time in Vietnam because the quality and hygiene from food and drinks are low. Particularly, the import of Chinese products makes Vietnamese consumers more cautious when it comes to food. Hence, the emphasis on rational perception in food and drink advertisements is essential. It explains why the results have more rational appeals in food and drink ads.

Another surprising result from Vietnamese case is the result from beauty and personal care category. The theory assumes that emotional appeals are used more than rational appeals since beauty and personal care product is considered as hedonistic product. Thus, the application of emotional appeals should be primary compared to rational ones. Yet, there is no difference between rational and emotional appeals in Vietnamese case. Beauty, youth, enjoyment, sex, leisure, and magic are those emotional appeals that are preferred the most while effectiveness, health, natural, convenience, neatness, modernity, quality, safety falling into rational appeals are also on par with emotional ones. Obviously, the emphasis on touching the emotional side is understandable to hedonistic products such as beauty and personal care; but it also depends on the effectiveness of these products that determine on whether consumers should purchase the products. Moreover, the consciousness about quality and health from Vietnamese consumers is quite high, as it has been mentioned earlier; therefore, they tend to use their rational perception in judging the products, even it is a low-involved product.

Besides, empirical results from medicine category disclose that almost rational appeals are emphasized in the print ads, which matches to what the theory expects. It includes natural, safety, quality, work, convenience, effectiveness, and health. The only emotional appeals that are selected the most in the results consist of magic, respect for the elderly, and security. All these above rational appeals are usually linked to characteristics of medicine. Moreover, because two out of three Vietnamese medicine print ads are domestic products; as well as until now it still exists two methods of medication in Vietnam, which are Western and Eastern medications. The local products always emphasize on the herbal ingredients; thus, natural appeal appears in the print ads quite frequently. Moreover, respect for the elderly appeal from the emotional side comes from the beliefs in Vietnamese culture that older people are more reliable than young ones and their advices are often trustworthy.

Lastly, emotional appeals are predominant in the results from travel print ads. Adventure, enjoyment, and freedom are the most preferred emotional appeals, together with youth and magic. These are often linked to travel because it elicits the journey with full of joy and freedom. This is what a service product should convey to its customers. Then, rational appeals such as natural, effectiveness, and safety are also in the top

advertising appeals in this category. Safety is an essential requirement when it comes to traveling, especially in Vietnam with the high rate of traffic accidents. Hence, it is intelligible to have this appeal applied in the travel advertisements.

In summary, the empirical results from Vietnamese print ads shows three distinctive outcomes that are different from the assumptions of built theory. It falls into banking, food and drink, and beauty and personal categories. These differences may come from the changes in Vietnamese society the past few years. The increasing interaction with the world as well as the fast-growing economy have changed the society in many aspects and perceptions. Next is to discuss and compare these Finnish and Vietnamese empirical results.

6.3 Discussion and comparison of data results

This section divides into two parts. First, it compares the results of advertising appeals in eight product categories between Finland and Vietnam in order to find out the similarities and differences between two countries. Then, the second part discusses and compares these two nations cultural dimensions through advertising appeals collected from the empirical results.

6.3.1 Comparing advertising appeals in eight product categories

In household appliance category, both Finnish and Vietnamese results disclose that the rational appeals are dominant and they have the same results in the top three advertising appeals that have been selected by the respondents, which comprises technology, modernity, and effectiveness. Thus, advertisements in household appliance category in two countries are similar in the way of conveying the essences of electronic product.

However, it is different in banking case. While Finnish results display the emphasis on emotional appeals in banking advertisements than rational appeals, Vietnamese results show the opposite. That is, rational appeals are dominant over emotional ones. One prominent fact in this case is that the most often existed appeal in Finnish ads is social status while it is safety in Vietnamese ones. It can be understood that what banking advertisers in Finland try to convey to their customers is the feelings of being wealthy and possessing a social status. Meanwhile, banking advertisers in Vietnam focuses on the safety and security to gain trust from the customers. In other words, Vietnamese

consumers do not think that banking would bring them the feeling of being wealthy foremost. It is related to the perception between the Finnish and Vietnamese as well as the banking environment of these two countries is different so that it leads to different perceptions on this category.

Finnish and Vietnamese results from automotive are both similar as rational appeals are predominant in the advertisements. The only difference is that the most exited appeals from these two countries are different. While safety and technology are more focused in Finnish ads, effectiveness is emphasized in Vietnamese ads. This small difference can be explained by the difference in main vehicles that are used in two countries. Finnish mostly use cars as private vehicle, otherwise they use public transports. However, main vehicle in Vietnam is motorbike. Normally, each household has at least two motorbikes as their private assets. Cars are mostly used as taxis, or rich people can own cars. Moreover, public transports in Vietnam are not well-known and usually people from middle-class to lower class own motorbikes for their main vehicle to commute. Hence, when it comes to cars, Vietnamese people are not concerned about technology or safety. Instead, they concern to the effectiveness that such cars can be used effectively in daily life.

In clothing category, the results show it similar in both Finland and Vietnam that emotional appeals are dominant. Youth and beauty are two appeals that represent for emotional appeals in clothing category. Apparently, perception on fashion is generally similar in various countries. In other words, fashion is often linked to the image of beauty and youth.

Nevertheless, there are different results between Finland and Vietnam in food and drinks as well as beauty and personal care categories. In Finnish results, it shows that there is no difference between rational and emotional appeals in food and drinks category, which means that both rational and emotional appeals are used in the advertisements and it does not emphasise on which type of appeals is dominant. In contrast, Vietnamese results disclose that rational appeals are predominant in food and drink advertisements. As explained previously, the consciousness about the quality and safety on food products of Vietnamese consumers is very high. The difference between Finnish and Vietnamese perceptions in this case comes from the environment that they

live in. Vietnam is still a developing country; thus the standard on product quality is quite low; moreover, imported products from neighbouring countries which are cheaper and in bad quality that makes consumers are more cautious about food and drinks. Besides, Vietnamese consumers are very sensitive about prices of products as well. Hence, Vietnamese advertisements from this category are always concentrated on health, safety, and economy.

Likewise, Finnish ads focus on emotional appeals to convey their message to customers in beauty and personal care category. It is also similar to clothing category that youth and beauty are the most existed appeals in beauty and personal care advertisements. Though other rational appeals such as effectiveness, convenience, and health also appear in the ads, the frequency of being preferred is much less than youth and beauty appeals. Additionally, it is obvious that the concern about functional characteristics of this kind of products should be significant as well. But Vietnamese results display that there is no difference between rational and emotional appeals. That is, both rational and emotional appeals are essentially used in the ads. The frequency of being selected by the respondents of rational appeals such as effectiveness, health, and natural are nearly equal to youth and beauty appeals. It somehow proves that Vietnamese often have suspicious consciousness in their judgement compared to Finnish people.

In medicine and travel categories, the empirical results are similar between Finland and Vietnam. Both Finnish and Vietnamese results in medicine advertisements focus on rational appeals such as health, safety, quality, effectiveness, and convenience. The only difference is from natural appeal though. As explained previously, the nature of Vietnamese print ads emphasizes on herbal ingredients, which leads to natural appeal becoming an essential feature. On the other hand, both Finnish and Vietnamese results exhibit the predominance of emotional appeals in travel advertisements.

Another finding extracted from Vietnamese empirical results is that effectiveness appeal is the most frequently preferred by the respondents. It appears in all eight product categories as one of the most existed appeals. It may imply that Vietnamese consumers are highly concerned about whether the products are feasible and useful to them as well as whether such products satisfy their demands and expectations, despite being utilitarian or hedonistic products. Thus, it points out that the perception of Vietnamese

people is quite more rational and practical than Finnish people. In contrast, convenience appeal is the most frequently preferred by Finnish respondents that it appears in seven out of eight product categories as one of the most existed appeals. It somehow explains that Finnish people prefer things or products that can give them the convenience. In other words, it should be handy, time-saving, and easy for them to do or use. Overall, both effectiveness and convenience are categorised as rational appeals.

On the other hand, both Finnish and Vietnamese results disclose that enjoyment appeal is also an emotional appeal that is one of most preferred by the respondents. It indicates that both Finnish and Vietnamese consumers are often concerned about their enjoyment in using certain products. Besides the fact that they expect the effectiveness or convenience in which the products can bring to them, they also want to enjoy using it. In other words, they want to enjoy their life as much as possible; additionally, they would like to find joy and happiness, which makes them feel more meaningful as living.

6.3.2 Discussing and comparing cultural values between Finland and Vietnam

As previously discussed in chapter four, Hofstede's cultural dimension is a representative for Finland and Vietnam in this study, together with advertising appeals representing cultural values that are found in Finnish and Vietnamese print ads. Thus, a discussion about advertising appeals with a relationship with Hofstede's cultural dimensions is needed in order to prove that advertising appeals act as cultural values in the advertisements.

After synthesizing the empirical results, it finds that the cultural values that are most found in Finnish print ads belong to masculinity - femininity dimension, followed by uncertainty avoidance dimension. Similarly, it applies the same to Vietnamese print ads that masculinity – femininity; and uncertainty avoidance dimensions are ones in which cultural values are most found. Effectiveness, convenience, competition, enjoyment, leisure, and natural are those most existed appeals in both Finland and Vietnam that represent cultural values under masculinity – femininity dimension.

The following table demonstrates the most found appeals in all five cultural dimensions between Finland and Vietnam.

Table 21. Cultural dimensions with the most found appeals in Finland and Vietnam

Comparison of Cultural Dimensions and The Most Found Appeals									
IDV		PDI		UAI		MAS		LTO	
Finland	Vietnam	Finland	Vietnam	Finland	Vietnam	Finland	Vietnam	Finland	Vietnam
Uniqueness (+)	Family (-)	Beauty (+)	Health (+)	Youth (-)	Safety (+)	Convenience (+)	Effectiveness (+)	Modernity (+)	Modernity (+)
Individualism (+)	Freedom (+)	Nurturance (-)	Beauty (+)	Quality (+)	Quality (+)	Enjoyment (-)	Enjoyment (-)	Technology (+)	Technology (+)
Popularity (-)		Social Status (+)	Social Status (+)	Neatness (+)	Youth (-)	Effectiveness (+)	Natural (-)	Tradition (-)	
Freedom (+)		Health (+)	Sex (+)	Security (+)	Magic (-)	Natural (-)	Convenience (+)		
Family (-)		Economy (-)	Economy (-)	Safety (+)	Neatness (+)	Courtesy (-)	Leisure (-)		
		Wisdom (-)	Wisdom (-)	Adventure (-)	Adventure (-)	Competition (+)	Competition (+)		
		Sex (+)	Respect for the elderly (+)		Security (+)		Work (+)		

(Note: (+) means that the appeal is positively related to dimension, and (-) means that the appeal is negatively related to dimension.)

According to Hofstede, Vietnam is seen as a feminine country among Asian countries but the masculine features also manifest a lot in society. Therefore, all advertising appeals under this dimension that are found in Vietnamese results indicate that both feminine and masculine values exist in Vietnamese society. Particularly, as discussed above that effectiveness seems to be the appeal that is almost found in all eight product categories as Vietnamese people are quite rational and practical. It is no doubt that the masculine values manifest obviously in Vietnam. Hence, it can be inferred that Vietnam is not a very feminine country; rather it lies in the middle of feminine and masculinity. Meanwhile, Finland is also seen as a feminine country based on Hofstede's score that has been discussed in previous chapter. Despite that, it is not absolutely feminine. Rather, some masculine features still exist in Finnish society. Likewise, the empirical results disclose that convenience and enjoyment are two appeals that seem to be the most found appeals in Finnish print ads. Both of them are seen as cultural values that

belong to masculine – feminine dimension. While convenience represents masculinity, enjoyment stands for femininity. It exhibits a difference from the assumption based on Hofstede's score that Finland is a feminine country. The amount of masculine values reflecting on advertising appeals is manifested in the advertisements with the high frequency. The results seem to reveal a value paradox which is said that advertising appeals are consistent to a country's cultural dimension may not be dominant while advertising appeals that are opposite to that country's cultural dimension are predominant (Moon and Chan, 2005). Thus, the Finnish case seems to experience a value paradox. That is, the appeals that reflect masculine features are also dominant in Finnish advertisements. But the feminine values such as enjoyment and leisure occupy a lot in the ads as well. It may indicate that Finland is not exactly a feminine society. Rather, it should be said that Finnish society lies in the middle between femininity and masculinity.

Meanwhile, quality, neatness, youth, and security are the most preferred appeals in Finnish case which represent cultural values from uncertainty avoidance dimension. Most of these appeals are positively related to this dimension, which matches to Hofstede's arguments that Finnish society has tendency of preferring uncertainty avoidance. On the other hand, the most preferred appeals that represent cultural values under uncertainty avoidance dimension in Vietnamese case consist of quality, neatness, safety, and youth. Vietnam is seen as a society that can tolerate uncertainty and risks according to Hofstede's score; yet the results show the paradox that almost the existed appeals are positively related to uncertainty avoidance. It indicates that Vietnam society is actually uncertainty avoidance.

Besides, Finnish results indicate that uniqueness is the most found appeal that represents individualism dimension, as well as the findings shows that the appeals that are related positive to individualism are dominant in Finnish results while only popularity which is one of the most found appeals acts as collectivistic values. It is no surprise with these results since Finland is an individualistic country. On the other hand, Vietnam is a collectivistic country; thus family is the most found appeal in this dimension.

Meanwhile, the most found appeals in Finnish results include beauty, social status, health, economy, and nurturance. Beauty, social status and health acting as cultural

values that are related to power distance, while economy and nurturance are values that symbolize low power distance. Once again, it seems to be have a value paradox phenomenon in Finnish results. Based on Hofstede's score, Finland is not a high power-distance society. However, the frequency of appeals representing high power distance is quite high in the empirical consequences. It means that Finland is not absolutely near at the low power distance polar. On the other hand, Vietnamese results indicate that the most found appeals in this dimension are positively related to power distance, such as social status, beauty, health, and respect for the elderly. Hence, Vietnam is a high power-distance country indeed. In summary, the value paradox appears in Finnish case as Finland comprises high and low power-distance values, which means Finland society lies in the middle between high and low power distance.

Regarding long-term and short-term orientation dimension, modernity and technology are the most found appeals in both Finnish and Vietnamese results. These two appeals symbolize the cultural values that are related to long-term orientation. As discussed previously, technology and modernity are positively related to long-term orientation, which proves it true to Vietnamese case since Vietnam is seen as long-term oriented country. On the other hand, tradition is positively related to short-term orientation, which has been found the most in Finnish case. Therefore, it implies that Finland may not be a short-term oriented society as it was expected according to Hofstede. It seems that Finnish society tends to lean to long-term orientation but it somehow is still less than Vietnamese society in comparison.

After comparing the results from both Finnish and Vietnamese cases, it can imply that the advertising appeals do act as cultural values in the advertisements, indeed. Hence, it proves that the relationship between cultural values and advertising appeals is authentic; and that the role of product category influences on the application of appeals in the advertisements.

7. SUMMARY AND CONCLUSIONS

Last chapter presents summary and conclusions of this thesis. It discusses a summary on the empirical results and points out some key findings for this study. Then, it provides some insights on the theoretical and managerial implications that are inferred from this thesis. The last part of chapter seven concludes it with limitations of this study as well as suggests potential future research in cross-cultural advertising field.

7.1 Summary and key findings

The objectives of this thesis are to examine the advertising appeals reflecting cultural values that manifest in print advertisements between two countries Finland and Vietnam in order to find out the similarities and differences, as well as to explore the role of product category on the usage of advertising appeals in the advertisements. This thesis employs Pollay's concept of values to identify the advertising appeals that are appropriate to the appointed goals. Additionally, it even combines Pollay's theory with Hofstede's cultural framework to develop a theoretical framework for this study.

The empirical results that are given after synthesising the data that have been collected from the answers of eight respondents including Finnish and Vietnamese, have revealed the significant role of product categories that can influence on the advertising appeals that are chosen to appear in the advertisements. In addition to it, the advertising appeals also reflect cultural values that provide different consequences when making the comparison between Finland and Vietnam. Therefore, it is no doubt that the relationship between advertising appeals and cultural values is true.

Finnish culture and Vietnamese culture are quite different and it manifests in the advertisements, particularly print ads in this case. The evidence is expressed in the different results from banking, food and drinks, and beauty and personal care categories. Finnish banking advertisements utilised more emotional appeals while Vietnamese ads applied more rational appeals. Likewise, when Finnish food and drink advertisements show no difference between rational and emotional appeals, Vietnamese ads expose the usage of rational appeals more than emotional ones. Similarly, as Vietnamese beauty and personal care advertisements show no difference between rational and emotional appeals, Finnish ads applied more emotional ones in order to evoke the good feelings from the customers of being pretty and young. Nevertheless, there are also some

similarities between these two countries as other than three categories above show differences; the rest seems to be similar in the way of applying the types of advertising appeals for the print ads.

Table 22. Summary of key findings

		Finland	Vietnam
Product Categories	Household appliance	Rational > Emotional	Rational > Emotional
	Banking	Rational < Emotional	Rational > Emotional
	Automotive	Rational > Emotional	Rational > Emotional
	Clothing	Rational < Emotional	Rational < Emotional
	Food & Drink	No difference	Rational > Emotional
	Beauty & personal care	Rational < Emotional	No difference
	Medicine	Rational > Emotional	Rational > Emotional
	Travel	Rational < Emotional	Rational < Emotional
Conclusion		The results are similar to what the built theory expects.	Three results show difference from the assumptions of built theory: Banking, Food & Drink, Beauty & Personal care.
Common appeals		<ul style="list-style-type: none"> • Convenience • Enjoyment 	<ul style="list-style-type: none"> • Effectiveness • Enjoyment
Cultural Dimensions	IDV	Individualism	Collectivism
	PDI	Not low power distance	High power distance
	UAI	High uncertainty avoidance	Tend to highly avoid uncertainty
	MAS	Not absolutely feminine	Tend to be masculine
	LTO	Tend to be long-term oriented	Long-term oriented
Conclusion		Value paradox phenomenon on: MAS, PDI, and LTO.	Value paradox phenomenon on: UAI

On the other hand, another finding from this thesis reveals that each country has a pattern in using specific advertising appeals in its advertisements. For instance, effectiveness seems to be the typical advertising appeal that has been found most commonly in Vietnamese advertisements. Then, convenience is the common appeal in Finnish ads respectively. Furthermore, it also has the pattern of using enjoyment appeal in both Finnish and Vietnamese advertisements.

In addition to it, this thesis has proved the relationship of advertising appeals and cultural values by examining them based on Hofstede's framework. Thus, one of the key findings has been found owing to it. That is, it exposes value paradox as analysing advertising appeals with Hofstede's cultural dimensions. In other words, it happens in masculine – feminine, uncertainty avoidance, power distance, and long-term oriented dimensions. Among these findings, the value paradox phenomenon is almost exposed on Finnish case as Finnish society is not that feminine as what Hofstede has assumed. Likewise, Finland is not low in power distance and not that short-term oriented as a society, either. Perhaps, things have changed a lot since the continuous development of technology; additionally, the economy situation as well as financial crisis somehow affect the society and its members, which leads to the change in perceptions.

On the other hand, Vietnam only has one situation that happens to value paradox that falls into uncertainty avoidance. Vietnam may be seen as a country that tolerates the uncertainty; but in contrast, it is more oriented to high uncertainty avoidance. Vietnamese society seems to have a lot of changes as well. The more the economy has grown with the increasing rate in the lack of controlling, the more people try to avoid the uncertainty.

Overall, these are all key findings that have been found in this thesis. It has explored new discoveries about Finnish and Vietnamese cultures. Moreover, it affirms the authenticity of advertising appeals reflecting cultural values that are manifested through the advertisements.

7.2 Theoretical implications

These above key findings suggest that there is probably influence of value paradox in the usage of advertising appeals. De Mooij (2007) stated that paradoxical values are found within cultures and between cultures and that every culture has its own opposing values. Moreover, de Mooji (2007) even explained that this phenomenon was created due to the gap between desirable and desired things. That is, there is a gap between the desires, which is what people believe to be general norms of a society, and the desires that is what people want for themselves, in other words individual needs. For instance, Finnish results find that modernity and tradition are one of the most found appeals in the advertisements, which are seen as contradiction in the West. According to de Mooji

(2007), Japan can exist both these appeals since it is conservative but attracted by new ways at the same time. Therefore, Finland may be similar to Japan in existing both modernity and tradition, which is called value paradox phenomenon.

Moreover, both Shao et al. (1999) as well as Ravoka and Baek (2013) implied that countries that have gone through rapid economic developments were essentially sensitive to value paradox. Honkapohja et al (2009) stated that Finland has gone through a rapid economy growth after the economy crisis. After this crisis, Finland experienced a dramatic change from a traditional industrial country to a high-tech economy (Honkapohja et al., 2009). Besides, Vietnam has also experienced a dramatic change in economy as a consequence of the government reforms by changing Vietnam from a closed market to open market. Hence, it explains the appearance of value paradox in both Finnish and Vietnamese advertisements.

Likewise, it has revealed the differences in cultural characteristics between two countries Finland and Vietnam based on Hofstede's cultural framework. Moreover, it implies that the application of Pollay's concept of values with Hofstede's cultural dimensions can make a comparative study on advertising research. Likewise, it can make a comparative analysis on product categories, either.

7.3 Managerial implications

Because the results reveal that there are differences in cultural characteristics between two countries, it implies that the advertising strategy and methods of conveying its message to the customers should be adapted differently according to cultural values of each country. For example, the effectiveness should be applied in Vietnamese advertisements since it can ensure the customers on the quality and reliability of the products, and respectively convenience as well as enjoyment values should be emphasized in Finnish advertisements since these appeal reflects part of cultural traits in Finland.

Furthermore, it also indicates that product category plays an important role on deciding the values that should be embedded within the advertising message, along with taking into consideration of cultural values of the country. In other words, the nature of the product itself is very important, and that the advertisers should comprehend the type and

characteristics of their product, as well as to frequently update the cultural and social features that should be changed over time since the exterior factors, such as the emergence of globalization, the economy and financial situations, are the causes to make society change. In this way, appropriate appeals should be embedded in the advertisements so that the devised advertising message can reach targeted customers effectively.

7.4 Limitations and future research suggestions

Throughout this thesis, there are also limitations that have been found. Firstly, the number of respondents only consisted of eight persons in total, which still seemed quite small for data collection; thus, it reduced the validity of this study. Subsequently, the generalization would be made less reliable for this thesis. The second limitation of this thesis is that it was on a small scale of a research study. In other words, this thesis has examined advertising appeals as cultural values in print advertisements only between two countries, Finland and Vietnam, which was merely sufficient for a comparative study. It would be better to include another country for examination so that the study could provide better comparative analysis.

Besides, there were totally 72 print advertisements that half of which was in Finnish and half was in Vietnamese; apparently there existed various elements of advertising such as the form of message, background, and creative designs (colours, text fonts, endorsers). Nevertheless, discussions on such elements were not conducted in this thesis; therefore, as pursuing a research methodology of content analysis, the study has skipped to evaluate these elements and failed to cover the analysis comprehensively.

Moreover, because it was hard to find the materials to conduct data collection, therefore only print advertisements were included in this case. In other words, the comparison only on print advertisements between Finland and Vietnam is another limitation; and that the findings in this study may not be appropriate for the generalization in terms of other media such as television advertising. Lastly, this study has been conducted based on Hofstede's theory. As mentioned earlier, previous studies stated that applying to Hofstede's cultural framework has incurred some trials or errors in advertising research as well. Thus, it is a limitation of this thesis as it should be very careful in analysing and interpreting the results.

Because of the limitation from Hofstede's theory, it suggests that future research should include other methods to establish the theoretical background for making better comparison of cultural values in cross-cultural studies. On the other hand, the value paradox is an issue that deserves to get more attention for a possibility to examine the relationship of the society and its advertising contents in that society; or perhaps between various cultures. The study on value paradox will give more insights for the international advertisers to plan their marketing and advertising strategy; therefore, this phenomenon deserves an in-depth analysis to help explore new discoveries of various cultures in the world.

On the other hand, the internet is getting more attention from advertisers and a future research of cross-cultural values through online advertising should be recommended. Particularly, the internet business in Asian countries has grown rapidly and is more well-known day by day; thus, it can pave more paths to seek new discoveries for cross-cultural advertising research. Besides, another suggestion for potential research in future is that it should conduct more comparative research on Western and Eastern countries since the cultures of the West and the East are said to be very different; but due to the globalization these days, there have definitely been a lot of changes in Asian countries with their acceptance to foreign cultures which have penetrated into their countries as a result of economic development and globalization, and then consequently mixing their own values with foreign values can lead to changes in society. Thus, it deserves to receive the concern on these societal changes resulting in modifying appeal values that are used in the advertising.

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APPENDICES

Appendix 1. Example of Finnish print ads

40% ALENNUSTA*
KALLEIMMASTA TUOTTEESTA
ELLOS FI/2012

MEKAT 20.
444-0111

ellos.fi
MUOTIA LÄHELLÄSI

*Vähintään 40% alennusta kalleimmasta tuotteesta. Alennus ei koske jo alennettuja tuotteita, myyjäis- ja muuta erityisostetta, sekä alennuskauden alku- ja loppupäiviä. Alennuskausi päättyy 31.10.2012.

INSIGNIA

SUUNNANNÄYTTÄJÄ.

Paras koskaan valmistamamme auto.

Uusi Insignia on valmistettu uusilla muuttuneilla osilla, jotka tekevät siitä suorituskykyisemmän ja edullisemmän. Uusi Insignia on valmistettu uusilla osilla, jotka tekevät siitä suorituskykyisemmän ja edullisemmän. Uusi Insignia on valmistettu uusilla osilla, jotka tekevät siitä suorituskykyisemmän ja edullisemmän.

WV Insignia Auto.

SIEMENS

Säilytä ruoat tuoreena entistä pidempään.
Uusi Siemens-jääkaappi säilyttää hedelmät ja vihannekset tuoreena kaksi kertaa kauemmin.*

siemens-home.fi

Maukkaan ja terveellisen ruuan parantamiseksi on kehitetty ja valmistettu raaka-aineet. Raaka-aineet on säilytetty erittäin viileässä olosuhteissa. Uudessa Siemens-jääkaapissa, jossa on hydrofresh-tekniikka, hedelmät ja vihannekset säilyvät tuoreina kaksi kertaa pidempään. Uuden jääkaappi on energiatehokkaampi kuin A++ tai A+++. Energiatehokas A++-jääkaappi kuluttaa 50% vähemmän energiaa kuin A++-jääkaappi.

Jääkaappien viilittimet ovat monipuoliset ja säätävät eri tilanteissa tarpeiden mukaan. Pakastin on energia- ja tilaa säästävä. Pakastin on energia- ja tilaa säästävä. Pakastin on energia- ja tilaa säästävä.

*Lähde: EN17 - Laboratorio del Elva Espanjan tutkimuslaitoksen tekemä tutkimus. Tutkimus on saatavilla osoitteella www.siemens-home.com.

Siemens. Tuo tulevaisuuden kotiisi.

Aivan tyyppillinen asu rantahuviin.

Elämän nautintoa, joka sävyissä ja väreissä.

Malaysia Truly Asia

Se on raukka, joka kutsuu kalleksi, mitä löydät kotimaassaan, ja paljon enemmänkin.

www.malaysia.com.my

Appendix 2. Example of Vietnamese print ads

The Giai Phu Nu 1/7/2013-PP

Phản chiếu cuộc sống tươi đẹp

Tân hướng cuộc sống gia đình hạnh phúc với tủ lạnh Hitachi công nghệ INVERTER & Hệ Thống Quạt Kấp. Sở hữu các công nghệ tiên tiến bậc nhất, tủ lạnh Hitachi luôn duy trì nhiệt độ ổn định trong từng ngăn tủ mà lại tiêu tốn ít điện năng. Công chiếu ngược thời gian kết hợp quang sáng trong và ngăn nhìn một cuộc sống như mơ - tươi mới, trong lành và tiết kiệm điện hiệu quả.



TOMORROW TOGETHER



HITACHI
Inspire the Next

Nhà phân phối chính thức: Công Cổ Phần Đại Thành Lộc
ĐT: 394 90 81144 (27) | Tư vấn: 184-90 30248 (52) | <http://www.hitachivietnam.com.vn>

Mot & Cuoc Song 11/11/2013-PP

Lip on Lip
WATER COLOR



Giữ hoài sắc môi tươi mới

Không cần phấn lì son màu trang điểm, Lip On Lip Water Color chỉ thôi! Kẹp son trong móng, thoa một lớp nhẹ ấm mượt, off sắc màu tươi sáng bền như xưa mới thôi.

Endless Cherry - Sắc màu yêu thích của Minh Hằng



ROHTO **CÔNG NGHỆ** **ROHTO-MENTHOLATUM (VIỆT NAM)**
78 Vườn, đường số 1, KĐT 19/5 Singapore, Thành Phố Hồ Chí Minh
Trụ sở chính: Tầng 07, số 180/180/1 Hoàng Văn Thụ, Quận Tân Phú, TP. HCM
Số hotline: 1800 1234 567 | Số fax: 84 90 30248 52 | Ngày lập: 01 tháng 11 năm 2013

Tạp Thị & Gia Đình 7/10/2013-PP

Reeva

3Miền
Tôm Chua Cay



BỘ SƯNG VITAMIN
B1 B2 B3 B5 B6 B9

Thơm ngon bổ dưỡng!



Samsung UHD TV
Ultra High Definition 4K

Sắc Từng Nét - Chuẩn Từng Inch




Hãy đến mua hàng trực tiếp tại hướng dẫn ảnh siêu nét cũng Samsung UHD TV với độ phân giải siêu nét gấp 4 lần so với TV Full HD tiêu chuẩn. UHD TV hiển thị hình ảnh siêu nét đến từng chi tiết.

SAMSUNG

