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A COMPARISON OF COSMETIC ADVERTISING BETWEEN THE  
UNITED STATES AND TAIWAN: A CONTENT ANALYSIS

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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

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by  
Wenlin Wang  
December 2005

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UNITED STATES AND TAIWAN: A CONTENT ANALYSIS

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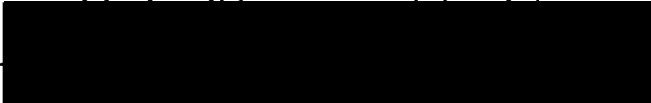
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by

Wenlin Wang

December 2005

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## ABSTRACT

As more and more people are concerned with their skin and beauty, and as individuals with sufficient economic resources are spending more money on skin care products than before, the importance of advertising cosmetics is increasing. The purpose of this research is to determine the extent of standardization of cosmetics advertising in the Taiwanese and the American magazines and to determine the brands and products most prevalently advertised in those two countries. The sample was drawn from two women's magazines, Vogue and Cosmopolitan, and the advertisements were sampled from the September 2004 to February 2005 editions of the two magazines from the two countries. Findings indicate that in the international market, marketers need to be versatile in creating their advertising strategies in meeting the growing cosmetics market in Asia, particularly in China.

## ACKNOWLEDGMENTS

First of all, I would like to dedicate this project to my parents, Mr. Yu-Ching Wang and Mrs. Su-Tsai C. Wang, who gave me the opportunity to study for a Masters Degree, and I would like to also thank them personally for all their support and encouragement throughout my college years. Without their help and especially their support, it is doubtful that I could be in a position to reach up to this point.

Furthermore, I would like to thank my committee Chair, Dr. Victoria Seitz, for her guidance and patience in addition to all the advice and suggestions she has given me; and I would like to thank my second committee member, Dr. Jake Zhu, who has also guided me with patience through the end.

Finally, I would like to thank my friends, especially Chung-Hao Chien, who encouraged me when I was set back by obstacles, and who inspired me when I felt depressed. Also thanks to Ms. Ashley Lin who gave me suggestions, and Ms. Pitchayapa Adultpa at CSUSB for all the help she has given me. Without their support and help, this project would have been far from being complete.

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## CHAPTER ONE

### INTRODUCTION

According to research conducted by Feed-back.com regarding US consumer skin care products, individuals with sufficient economic resources are spending more money on skin care than ever before (Feedback Research Services, 2004). This trend gathered momentum in the mid-1990s and does not show any indication of slowing in the near future (Feedback Research Services, 2004). According to Carlson (Feedback Research Services, 2004, p. 1), "the increase in price points and double-digit growth of the luxury skin care category is a strong indication that consumers are willing to pay any amount for these technologically advanced products because they promise exclusive benefits and results."

Advertising plays a significant role in educating consumers regarding product information. Consumer attitudes toward advertising show that consumers prefer advertisements that aid their decision-making (Zanot, 1984). Another factor, cultural variety, also leads to differences in how advertising influences consumer's cosmetics decision-making (Albers-Miller, 1996). For example, the concept of cosmetics in Taiwan is deeply



affected by Japan because it was the first country to instill the concept of beauty into Taiwan (Euromonitor International, 2004a).

Moreover, cultural norms and taboos have influenced Taiwanese beauty perceptions. Thus, since as early as 1975, advertising comparison studies have been done to explore the effect of cultural differences in advertisements (Albers-Miller, 1996; Alden, Hoyer, & Lee, 1993; Biswas Olsen, & Carlet, 1992; Tansey, Hyman, & Zinkhan, 1990). According to Freundl (2005), the perception that Japanese skin care products are more suitable for Asian women held true for the Taiwanese market for nearly 10 years until European and US brands began introducing their own skin-whitening creams. Hence, the purpose of the study is to extend the research in cross-cultural advertising by investigating the differences found in cosmetic advertising in Taiwan and the United States. The study will benefit managers and researchers in the cosmetics industry to refine marketing and advertising strategies for these markets. Furthermore, findings from the study will assist marketers in advertising their brand globally while still maintaining their brand image.

Specifically, the objectives are to:

- (1) Determine the brands and products most prevalently advertised in the two countries, and,
- (2) Determine the extent of standardization of cosmetic advertising in Taiwanese and American magazines

## CHAPTER TWO

### REVIEW OF LITERATURE

A growing number of international products and services are being advertised globally as the Internet creates a manageable world. An Internet site that maintains brand image is imperative while maximizing sales. In view of the prosperity of global businesses, the choice between standardized and localized advertising strategies is a critical issue.

Many previous studies have been done regarding advertising standardization versus localization (Levitt, 1983; Seitz & Johar, 1993 a; Albers-Miller, 1996; Mueller 1996). According to Mueller (1996, p. 193.), "standardized campaigns have also been referred to as globalize and universal in the literature while specialized campaigns have been called localized, adapted, and even customized." Seitz and Johar (1993 a) pointed out that the issue of advertising standardization versus localization is even more critical now due to the emergence of the single European community and other country groups. The advantages of standardization are economies of scale, simplified coordination, uniform international image, and the exploitation of good ideas (Quelch & Hoff, 1986).

Research shows that advertising practitioners lean towards standardization due to control over brand image and creative ideas. For instance, Ryan and Ratz (1987) found that 62 percent of multinational firms use standardized advertising approaches while 38 percent use localized approaches. Localization supporters argued that since many attempts at international standardization have failed historically, these mistakes should be avoided in the future by customizing advertisements to suit the different products and market environments of each individual market (Ricks, 1983).

Whitelock and Chung (1989) mentioned that the benefits of selecting either standardization or specialization is a matter of speculation, since the supporters of each philosophy have restricted themselves to giving only anecdotal support in their arguments.

#### Advertising Standardization

Mueller (1996, p. 136) addressed that "standardized advertising refers to messages that are used internationally with virtually no change in theme, illustration, or copy- except, perhaps, for translation where needed." Levitt (1983) sparked a heated debate when

suggesting marketing standardization is a necessity for successful global corporations.

The benefits of using standardized advertising are savings in cost and the ability to create a unified image for a global brand. Levitt (1983) attributed the success of McDonald's, Pepsi-Cola, and Coca-Cola to the fact that they are globally standardized, sold everywhere, and welcomed by everyone. Therefore, the decision of advertising standardization or localization is important for multinational managers (Levitt, 1983; Biswas et al., 1992). Mueller (1996, p. 138) suggests, "products for similar audiences, products that can be promoted via image campaigns, luxury products targeting upper-class markets, high-tech products, and products with a nationalistic flavor are suitable for standardized advertisements."

Two major literature reviews have documented a few cases of standardization. One review concluded that empirical evidence for standardization is thin (Walters, 1986). Another review reported that a decision on whether and how much to standardize is situation-specific. Cost-benefit issues involved in each particular situation make it difficult to offer a single universal valid perception (Onkvisit & Shaw, 1999).

## Advertising Localization

The opposite of standardization is localization, or specialization. The primary benefit of specialization is that it allows for differences in the international market environments (Mueller, 1996). The reason for localization of advertising is to create a differential advantage through local sensitivity and increased communication effectiveness (Hite & Fraser, 1988). However, there are some barriers that advertisers have to overcome when they apply this strategy to a multinational business. First, marketers must recognize the differences in culture, taste, media infrastructure, economic development, and legal regulations among the different countries (Mueller, 1996).

Second, consumers resent international corporations' attempts to homogenize different tastes and cultures. Given these considerations, it becomes necessary to design specific advertising programs to achieve an impact in local markets (Mueller, 1996).

Several scholars who adopted localization criticized Levitt's perspective of standardization. Kotler (1986), for example, argued that the success of McDonald's, Pepsi-Cola, and Coca-Cola is based on localized variety of products sold, not standardization. Quelch & Hoff (1986),

on the other hand, asserted that, even if a product meets all criteria for globalization, it does not automatically follow that the product can be advertised precisely in the same way around the world.

#### Compromise of Advertising Standardization and Localization

A main problem relating to the analysis of international practices is that standardization is not an option; rather, the multinationals are faced with a complex choice regarding the form and extent of standardization (Harris, 1994). Some researchers suggest compromised solutions by redefining the standardization concept (Peebles, Ryans, & Vernon, 1997). Prototype standardization and pattern standardization are two of these techniques (Peebles, Ryans, & Vernon, 1997).

Under prototype standardization, international firms in various countries would use the same advertisements or campaigns with the only differences being appropriate translations (Peebles, Ryans, & Vernon, 1997). Under pattern standardization, the campaign is designed to provide uniformity in direction but not necessarily in detail (p. 207). In other words, pattern standardization develops from a single promotional theme and target market along with flexibility in campaign implementation such as

media mix and creative execution to adapt to different local markets (Peebles, Ryans, & Vernon, 1997).

Also Onkvisit and Shaw (1999) believed that the difference between standardization and localization is in degree and that the difference between them should be seen as a continuum. This view is supported by Link (1988) who argues that companies can be placed on a globalization continuum. On the left side are companies with highly decentralized, multi-domestic operations and products. On the right side are the totally integrated and globally advertised brands and companies. In the middle are companies that increasingly standardize brands or products, but still adapt to local differences.

In identifying types of advertising approaches, many studies have analyzed the content of advertising messages (Graham, Kamins, & Oetomo, 1993; Hitchon & Zhung, 1994; Cheng, 1994). While others have investigated attitudes of headquarters' executives toward standardization (Hite & Frazer, 1988; Kirpalani, Laroche, & Darmon, 1988; Kanso, 1992).

Recently, studies have focused on the relationship between patterns of advertising program standardization in the subsidiaries of multinational corporations [MNCs] (Kanso & Nelson, 2002; Samiee, Jeong, Pae, & Tai, 2003;



Melewar & Vemmervik, 2004). For example, in emerging markets in Asia are increasingly affluent target markets, and success in these countries is a priority for multinational corporations [MNCs] (Samiee, Jeong, Pae, & Tai, 2003). These countries provide an excellent environment to examine the relationship between consumers' perceptions and responses to standardized and localized advertising campaigns (Samiee, Jeong, Pae, & Tai, 2003). Also, Samiee and Jeong found in their study that the subsidiaries of US-based MNCs are the most likely to pursue a standardized advertising approach, whereas, the Japanese are least likely to standardize.

#### United States Cosmetics Market

Between 1994 and 2000, sales in the US cosmetics industry increased at an annual rate of three to five percent (Chemical Market Reporter, 2001). This was due to the growing US population and consumers' preference for premium products (Chemical Market Reporter, 2001). At the end of 1998, the US market grew to \$39 billion, after a 17.79 percent growth between 1994 and 1998 (Chemical Market Reporter, 2001).

Hair care is the leading sector in the US market with 22 percent (Cardona, 1999). Color treatments occupied the

largest component in this segment because more than 50 percent of US women, over the age of 25, change their natural hair color (Cardona, 1999).

The following sector is "make-up and color" with 16 percent of the market (Cardona, 1999). Women in the US spend \$700 million annually on nail care (Siegel-Maier, 1999). The fragrance market is another important sector at \$5.4 billion with 15 percent of the market (Chemical Market Reporter, 2001).

A bright spot within cosmetics and toiletries has been retail sales of men's grooming products. Between 1998 and 2003, current retail value gains topped 37%. The strong sales performance originated primarily from new products launched in nearly all men's grooming areas, as well as their growing acceptance of the importance of being well groomed (Euromonitor International, 2004b).

Recently, market leader Procter & Gamble became a leading player in the US cosmetics and toiletries market through its acquisition of German hair care maker Wella AG (Euromonitor International, 2004b). Wella is well known for its salon and professional care brands, a product area that Procter & Gamble has lacked. Wella also expands Procter & Gamble's reach into international markets, allowing it to compete with such global leaders as L'Oreal

Group in nearly every product segment and price bracket (Euromonitor International, 2004b).

#### Taiwan Cosmetics Market

According to the publication of the European Chamber of Commerce Taipei, in Taiwan, the beauty market is not as well developed as it is in the United States or European countries. However, the range of customer types is broadening every year, with their purchasing power growing annually (Euromonitor International, 2004a). In the last decade, Taiwan's skin-cream options were limited, perfume options were even more limited, and apart from a narrow range of lipstick shades, make-up was rarely visible (Euromonitor International, 2004a). Now many cosmetics counters and bathroom cabinets are saturated with a selection of beauty products. The increase in sales is a reflection of both marketing efforts and new products launched exclusively for Asian consumers (Freundl, 2005). The beauty industry represents an important market where new brands, both local and international, are striving for market share (Freundl, 2005).

Japanese brands were the first to enter the Taiwanese cosmetics market, and therefore, have a stronger influence than western brands since they have imposed their concepts

of beauty onto the market for many years (Euromonitor International, 2004a). For example, in France and the US, tanned skin is viewed as beautiful, while light skin color is essential for ultimate Asian beauty. Also, the face has to be clear and free from blemishes or discolorations (Euromonitor International, 2004a). Thus, skin care products, including facial bleaching creams and moisturizer lotions, are more popular than makeup in Taiwan. This trend is not found in the western markets (Euromonitor International, 2004a).

Last year, the Taiwan cosmetics industry was valued at \$1.9 billion (Freundl, 2005). While skin care products accounted for nearly half of the total sales, make-up and perfume industries grew at an annual rate of five percent.

In 2005, manufacturers continued to target segmented consumer groups. This was most apparent in skin care, which had seen a significant increase in demand for anti-aging products (Freundl, 2005). This was also evident by the success of Proctor & Gamble's SK II, which rose to become one of the top selling skin care brands in department stores. "The growth in the market is not only attributable to older women. Researchers are witnessing a trend among younger women to wear makeup and the shopping potential of teenage girls is getting stronger. So we are

now exploring this market," said the sales director of Elea Cosmetics International Corp, Allen Yen (Freundl, 2005). In addition, sales grew for men's skin care products, as gender-specific products became available in mass and department store markets (Euromonitor International, 2004a).

## CHAPTER THREE

### METHODOLOGY

#### Sample and Data Collection

Two women's magazines, Vogue and Cosmopolitan, were selected for content analysis since they are published in both countries. Vogue was considered the most appropriate print magazine as women's perfumes and cosmetics are the most advertised products (Seitz & Johar, 1993a). Cosmopolitan is also the top selling magazine in the fashion and style section according to Amazon.com (amazon.com, 2005).

The sample was collected from September 2004 to February 2005. A total number of 500 advertisements were collected from these two magazines. The final sample consisted of 253 American, 123 were Cosmopolitan and 130 collected from Vogue, and 247 Taiwanese advertisements, 126 were Cosmopolitan and 121 were Vogue (Table 1). Subsequently, the top ten advertised brands and product categories were chosen and analyzed from the selected 500 advertisements. The rank of a brand was determined by the frequency that the ads appeared in the two magazines. The reason for choosing ten top brands and products was to attempt to use the most heavily advertised brands to

determine the differences in advertising between the two countries.

Five brands were chosen from the top ten based on the frequency in appearance in the two magazines in both countries. The five brands selected were Estée Lauder, Clinique, Lancôme, Calvin Klein, and Chanel. The five brands were subsequently content analyzed to determine the extent of standardization of cosmetic advertising in Taiwanese and American magazines.

Table 1. Number of Advertisements per Country Magazine

Country	Magazine	#of advertisement	% of Total
Taiwan	Cosmo	126	25%
Taiwan	Vogue	121	24%
USA	Cosmo	123	25%
USA	Vogue	130	26%
Total		500	100%

#### Instrument

The methodology applied in this study followed the guidelines used by Seitz and Johar (1993a), using the modified model originally developed by Whitelock and Chung (1989) for classifying differences in advertisements. Six general differences were examined: picture, color, size, general layout, slogan, and copy (Whitelock & Chung, 1989). Backhaus, Muhlfield, and van Doorn (2001) found that

the most important variables were the usage of the same picture followed by general layout, advertising topic and language. For instance, when comparing two advertisements, if the pictures in the advertisements were completely different, then the maximum score of ten would be given and then deducted from ten to get a score of zero. The advertisements in this case would be considered localized due to the score of zero. One point was given for each: general layout, color, and size differences; however, for slogan and copy differences three points were possible. For example, if the slogan or copy were written in the language of the country but the meaning was different then three points would be given. Points were noted and summed for each comparison made and then subtracted from the number ten to decide their degree of standardization or localization. The value could range from zero to ten. A score of ten suggested that the advertisements were totally standardized while a zero meant total localization (Seitz & Johar, 1993a).

Additionally, cosmetic advertisements were categorized by product type to determine differences in extent of marketing demand in the two countries. Data were measured using measures of central tendency.



## CHAPTER FOUR

### RESULTS

In this study, a total of 500 advertisements were collected from Vogue and Cosmopolitan magazines for content analysis. Out of the 500 advertisements, 247 were collected from the Taiwanese editions while 253 were collected from their American counterparts. The samples were collected from the magazines published between September 2004 and February 2005. Using the frequency in which the advertisements appear in the magazines, the top ten brands and products were chosen for comparison.

#### Brands Analysis

The 253 advertisements from the American magazines were initially comprised of 49 brand names. These 49 brands were then narrowed down to the ten most advertised brands based on frequency that the ads appeared (Table 2). This same procedure was used for the Taiwanese advertisements that resulted in a final list of the 10 most advertised brands (Table 3).

Table 2. Top Ten Cosmetics Brand Advertised in Vogue and Cosmopolitan in American Editions

Ranking	Brand Headquarters	Brand Name	Frequency	Percent
1	USA	ESTEE LAUDER	20	16%
2	USA	CLINIQUE	16	12%
3	USA	L'OREAL	16	12%
4	USA	NEUTROGENA	16	12%
5	PARIS	LANCÔME	12	9%
6	USA	COVERGIRL	11	9%
7	USA	POLO	10	8%
8	USA	REVLON	10	8%
9	USA	CALVIN KLEIN	9	7%
10	PARIS	CHANEL	9	7%
		TOTAL	129	100%

The tables demonstrated that cosmetics brands advertised in the US and Taiwan were quite different regarding their origin. The brands advertised in the US, such as Estée Lauder, Clinique, and Chanel, were all western brands, primarily American (84%) and French (16%) (Table 2).

Meanwhile, the top brands advertised in Taiwan were mostly Japanese in addition to western since the Taiwanese cosmetics market developed late and thus was heavily

Table 3. Top Ten Cosmetics Brand Advertised in Vogue and Cosmopolitan in Taiwanese Edition

Ranking	Brand Headquarter	Brand	Frequency	Percent
1	PARIS	CHANEL	23	18%
2	JAPAN	SK2	17	13%
3	PARIS	DIOR	12	10%
4	USA	ESTÉE LAUDER	12	10%
5	JAPAN	KANEBO	12	10%
6	PARIS	LANCÔME	12	10%
7	JAPAN	SHISEIDO	11	9%
8	USA	CLINIQUE	11	9%
9	JAPAN	SHU UEMURA	8	6%
10	USA	CALVIN KLEIN	8	6%
		TOTAL	126	100%

influenced by the Japanese and subsequently European cosmetics markets (Table 3). In particular, Japanese brands such as SKII, Kanebo, Shiseido, and Shu Uemura (38%), American brands such as Estée Lauder, Clinique, and Biotherm (25%), and French brands such as Chanel, Dior, and Lancôme (38%) were the most advertised brands in the Taiwanese editions of Vogue and Cosmopolitan. Japanese and French brands were advertised more often than US brands.

## Product Type Analysis

Table 4. A Classification of Product Types Advertised in Taiwanese and the United States Editions of Vogue and Cosmopolitan

Ranking	Taiwan	Freq.	Percent	American	Freq.	Percent
1	FRAGRANCE	50	20%	FRAGRANCE	84	33%
2	FOUNDATION	42	17%	FOUNDATION	43	17%
3	CREAM	38	15%	HAIR	37	15%
4	MASK	21	9%	LIPS	26	10%
5	ESSENCE	19	8%	MOISTURIZER	14	6%
6	MOISTURIZER	17	7%	CREAM	11	4%
7	LIPS	17	7%	LASH	11	4%
8	LASH	8	3%	NAIL	10	4%
9	CLEANSER	7	3%	CLEANSER	5	2%
10	WHITENING	7	3%	OTHERS	4	2%
11	WRINKLE	6	2%	BODY	4	2%
12	LOTION	5	2%	WRINKLE	3	1%
13	HAIR	4	2%	MASK	1	0%
14	BODY	3	1%			
15	OTHERS	3	1%			
	TOTAL	247		TOTAL	253	

Fragrance was the most frequently advertised product type in both countries, occupying 20% of the products advertised in the Taiwanese magazines and 33% in the American magazines (Table 4). The second most frequently advertised product type in both countries was foundation, with 17% of the market in both countries. The next most

advertised product types in Taiwan were creams and masks, with 15% and 9% of the advertisements, respectively. Mask product advertisements showed a vast difference in advertising frequency in the Taiwanese versus the American magazines. Taiwanese editions had 9% of the advertisements of this product while American editions didn't have any. Lip products were as frequently advertised in the United States as they were in Taiwan; however, hair products were advertised 15% in American editions, compared to 2% in the Taiwanese equivalent.

#### Standardization versus Localization Analysis

From the ten most prevalent advertised brands in Taiwan and the US, the selection was narrowed further to five of the same brands in both US and Taiwan editions. This allowed the researcher to analyze the extent of advertising standardization and localization in the two countries. The five brands examined were Estée Lauder, Clinique, Lancôme, Calvin Klein, and Chanel, and the products examined were perfumes and cosmetics. For perfumes, Chanel N°5 and Calvin Klein Eternity Moment were evaluated and for cosmetics, Clinique Foundation, Estée Lauder Pure Pops Brush-on Color, and Lancôme Juicy Wear Duo were analyzed.

## Perfumes

Chanel. For Chanel N°5 and Calvin Klein Eternity Moment, advertisements appeared in both countries' editions. Chanel N°5 scored between 8 and 9 with a mean of 8.5, which is indicative of high standardization, with no differences in the advertisements except for the advertisement size and the background brightness. In the American editions, the ads were two pages as opposed to one page in the Taiwanese ones. The additional page in the American editions included a sample of the product as well. The background brightness was slightly darker in the Taiwanese edition. However, in both editions, the same model was used with the same slogan "Nicole Kidman Chanel N°5." The slogan was written in English in both editions.

Calvin Klein. Calvin Klein Eternity Moment was also examined for both countries editions. The Eternity Moment had a score of 7. Differences were found in advertisement size and background color similar to Chanel N°5. Again, Calvin Klein Eternity Moment advertisements in the American magazines were two pages and included a sample. However, the brightness of the advertisements varied slightly, with a brighter main picture in the American edition. The copy was written in the same language with

identical meaning. Several models appeared in the advertisements to show the meaning of "Eternity Moment."

Overall, the two perfume brands exhibited a mean score of 7.75 suggesting a high degree of advertising standardization. These findings are consistent with those found by Seitz and Johar (1993a) that advertising standardization is most prevalent among perfume advertisements. The most common difference for perfume ads in both countries' editions were in the ad sizes and presence of sample products. Perfume ads in American editions were two page spreads with the advertisement on the first page being exactly the same as the Taiwanese ad. However, the second page contained a sample while the Taiwanese editions did not. Also, for the perfume ads, the models' pictures occupied most of the advertisements rather than the product itself. Overall, perfume advertisements show a high degree of standardization with an average score of 7.75.

#### Cosmetics

In cosmetics, three brands were selected: Clinique, Estée Lauder and Lancôme. Clinique Foundation, Estée Lauder Pure Pops Brush-on Color, and Lancôme Juicy Wear Duo were analyzed.

Clinique. The Clinique foundation received a score of zero, because the pictures in the ads were entirely different. In the Taiwanese edition, only one foundation product - "perfectly real makeup" was advertised; the main product was vividly shown in the advertisements. However, in the American edition, not only was the foundation product advertised, but other Clinique foundation products were also shown in the same ad where different styles of foundation were advertised. The advertisements found in the Taiwanese and American editions were generally a full page in size. The ad comprised only of the product's image in the American edition. However, in the Taiwanese edition, a model's face was present in the advertisements, which occupied a half page of the ads. The written language was English for the American edition and Chinese for the Taiwanese edition. In the Taiwanese edition, the model's face was highlighted with a dark shadow to emphasize the effect of the foundation. But in the American edition, the color of the advertisement was subtle and natural; only the foundation color was shown. Also, slogans were different resulting in various meanings.

Estée Lauder. Advertisements for Estée Lauder's Pure Pops Brush-on Color scored between 5 and 6 with a mean



score of 5.5. Differences in the advertisements were apparent in the layout, color, and slogan. When comparing the US and Taiwanese editions, the layout of the advertisements varied slightly. There was a border around the ad in the Taiwanese edition. Also, the layout of the main product varied in each edition. In the American edition, the product image was expressed in a border ad while the products image in the Taiwanese edition was presented in a random manner. Both editions use the same model though the background brightness varied with the Taiwanese edition being brighter than the American edition. Finally, the layout of the slogan was slightly different. In the Taiwanese edition, to match the Chinese characters, the slogan was displayed in two lines. The slogan was also translated into Chinese for the Taiwanese edition with a different meaning as well.

Lancôme. For Lancôme's Juicy Wear Duo, advertisements that appeared in both countries' editions had a score of 7. Layout, advertisement size, color, and copy were exactly the same in both editions. The size was full page in both editions and the colors were same as well. In both editions, no models were used but an image of lips was presented in the advertisements to focus on the product. The only difference was that the slogan was written in

English for the US editions and in Chinese for the Taiwanese editions, with the meaning varied slightly. In the Taiwanese editions, the slogan described the attractiveness of the product: "My lips look like a sweet apple make people want to get a bite" while in the American edition the slogan only illustrated the product's functions: "Lips are kissable in smudge-proof colour."

## CHAPTER FIVE

### DISCUSSION AND IMPLICATIONS

#### Discussion

In determining the brands and products most prevalently advertised in the United States and Taiwan, the research results indicated that the top five advertised brands in the United States were Estée Lauder, Clinique, L'Oreal, Neutrogena, and Lancôme. All of their origin countries are the United States except Lancôme, which is France. Meanwhile, the top five brands advertised in Taiwan were Chanel, SKII, Dior, Estée Lauder, and Kanebo. Those brands' origin countries are Japan, the United States, and France, which are different from the origin countries for the American top five brands. Since the Taiwanese cosmetics market developed late and it was heavily influenced by the Japanese and subsequently by European cosmetics markets. Findings showed that Japanese and French brands are advertised more often than US brands.

The findings indicated that fragrance and foundation were the most frequently advertised product types in both countries, and the next most advertised product types in Taiwan were creams and masks while hair and lips were the

next most advertised in America. Mask advertisements show a big difference in advertisement frequency in the Taiwanese magazines versus the American magazines. Surprisingly, Taiwanese women spend about 120 million dollars on facial masks per year, which represents a substantial market (Freundl, 2005). Similarly, hair products were advertised heavily in the American edition (15%) but not in the Taiwanese edition (2%). Hair care is the leading sector in the US market with 22 percent (Cardona, 1999) share. Color treatments occupied the largest component in this segment.

The results from the product analyses suggest that Taiwanese advertisements tend to focus more on skin care, such as creams, while American advertisements tend to focus more on hair coloring products. Also, the findings suggest that some products that were advertised in Taiwan were not advertised in the US and vice versa. These products included whitening creams and lotions that were advertised only in Taiwanese magazines. On the contrary, nail products that were advertised in 4 percent of the ads in the American magazines weren't present in the Taiwanese magazines during the selected period of study.

In American magazines, most of the perfume advertisements studied came with a sample of the product

while in the Taiwanese editions they were not. There are two reasons that might result in this finding. First, American advertisers and firms are more willing to invest in advertising budgets to satisfy the market and the American consumer may require more information, such as a product sample, to initiate purchase. Further, Americans are more likely to purchase perfume than the Taiwanese since in western countries, wearing perfume is more common than in Taiwan where people are still not used to using perfume regularly, particularly men.

In determining the extent of standardization of cosmetic advertising in Taiwanese and American magazines, findings show that perfume advertisements were highly standardized with an average score of 7.75 while cosmetics were in the middle of standardization and localization with a continuum mean score of 4.17. These findings are consistent with those found by Seitz and Johar (1993a) regarding advertising standardization practices for perfumes and cosmetics. Their findings showed a score of 8.62 for perfumes while cosmetics had a score of 4.5.

As pointed out by Domzal and Unger (1987), worldwide brand standardization appears most feasible when products approach either end of the "hi-tech," "hi-touch" spectrum. "Hi-touch" products may explain the fact that products

such as fragrances, fashion, jewelry, etc., simply touch on universal emotional themes or needs (Domzal & Unger, 1987). Presenting such an image has benefits, specifically by providing economies of scale in the advertising function and consistent brand image. Therefore, advertising standardization would be the likely strategy taken by multinational brands with such products, particularly to the Chinese market.

Since cosmetics fell somewhat in the middle of the advertising continuum, the findings showed that even some brands were totally localized, such as the Clinique brand. According to Mueller (1996), when advertisers or marketers apply the advertising strategy of localization, they must recognize the differences in culture, taste, media infrastructure, economic development, and legal regulations among the different countries. Women makeup styles between western and eastern countries are quite different due to their cultural differences. For example, the Taiwanese beauty concept is deeply influenced by Japanese culture and, hence, they tend to be more concerned if they have a bright skin color or a non-blemished face. Therefore, more advertisements for whitening creams and lotions are present in the Taiwanese magazines as appose to other products. On the whole,

differences in culture and beauty perception do have an effect on the nature of brands and products advertised in the printed media in both Taiwan and the US.

Regarding cosmetics advertising, results showed that the advertisements are presented in a varied manner. Some of the advertisers use a standardized strategy for the cosmetics brands as in Lancôme's Juicy Wear Duo while others used a more localized approach.

#### Implications

The globalization of the marketplace is arguably one of the most important challenges companies face today. Globalization affects consumer behavior and attitudes in many ways, while transcending national borders. Thus, a major challenge facing international marketers is to identify global market segments and to reach them with products, marketing programs, and advertising messages that meet the information needs of the consumers.

Findings show that standardization of advertisements is mostly found in perfume ads while moderate localization is in cosmetics advertising. Advertisers could create and maintain a unified image with perfumes through a standardized advertising strategy. A key consideration in the standardization of international advertisements is

achieving uniformity of the brand's global image and message (Harris, 1994). People's needs and desires to be beautiful are the same throughout the world, but the interpretation is not the same worldwide (Seitz & Handojo, 1997). Through advertising standardization, brand recognition and image is enhanced, thus, presenting a consistent stature throughout the world. If the brand has a global image, products for different market needs can be developed. Take SONY for an example, people might associate the SONY brand with different types of products but the SONY brand image is thought to be well made with good designs. The brand maintains a unified image while addressing different market needs.

Thus, in the case of perfumes, advertisers might best create and maintain a unified image through a standardized advertising strategy. Taking such a strategy might take advantage of the economies of scale possible with standardized advertisements as well as presenting a single image for the brand. Since there is little need for copy, this approach is feasible.

In the case of cosmetics, advertisers would do best to take a patterned approach since the brand may be the same but the consumers' needs and preferences are different. Factors that should be considered include the



differences in the consumer's choice of cosmetics, and the concept of beauty that is culturally defined that affects product purchases. When home and host cultures are different, a more localized strategy is favored. Findings in the present study indicate that the nature of the brands and products in these two countries are quite different as a result of culture differences. The Taiwanese tend to support Japanese and European brands while Americans mostly favor American and French brands. Understanding the nature of the brands and products in these two countries can assist managers and advertisers in developing marketing strategies and programs to attract markets.

When advertisers think about whether advertising localization or standardization strategies should be taken, they might be more concerned with the consumers' preferences and local cultural influences. Managers might consider developing a global strategy that acts locally by understanding the local culture and tendencies.

In view of the growing market in China, this study might be able to act as a reference when advertisers enter the China market. According to a study by Seitz, Razzouk, Lee, Yang, and Koh (2004), advertising in Taiwan, Hong Kong, and China are at different stages of the advertising

life cycle with Hong Kong at its maturity, Taiwan in the growth stage, and China in the introductory stage. US advertisers can use analyses on Hong Kong and Taiwanese advertising market trends as a basis for understanding the next stages of China's advertising development due to their cultural similarities.

In the study by Sriram and Gopalakrishna (1991), it was mentioned that markets similar in some characteristics, such as economic, cultural, media availability and usage, could guide advertisers in their decision on the degree of standardization in ad campaigns. In view of the growing market in China, it would be useful for advertisers to use a similar cultured market, such as Taiwanese and Hong Kong markets to predict the future Chinese advertising market in developing marketing strategies and advertising measures. This way, advertisers can market their products through appropriate advertising appeals that reach consumers with maximum effectiveness.

#### Future Research

This study has several limitations. First, the study was conducted comparing only two countries that may not reflect global advertising standardization or localization trends. If more countries were examined, the findings may

be able to support the current degree of standardization in a global sense. Future research might look at other countries to determine differences in advertising standardization throughout the world.

Second, this analysis was confined to a sample size of only 500 advertisements from Taiwan and the United States. Moreover, the period analyzed was approximately 6 months. A larger sample over a longer period of time is needed to determine seasonal influences since the observation period was in the winter season, the findings might apply to that season only. Future research might look at the summer season or other seasons to compare and contrast advertising strategy trends markets between Taiwan and the United States.

Finally, the analysis was only limited to cosmetic products, future research might consider a content analysis of different product categories regarding advertising standardization. Given that the present study only reviewed cosmetics and perfumes advertisements, studies looking at other types of products would expand the knowledge base regarding global advertising strategies.

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