A COMPARATIVE CONTENT ANALYSIS

OF ASIAN AND U.S. NEWS

MAGAZINE ADVERTISING

BY

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PREFACE

This study is concerned with a comparative content analysis of Asian and U.S. news magazine advertising. The primary objective is to determine the similarities and differences in the advertising elements between Asian and U.S. print advertisements. Four advertising elements are studied, namely,: product variable, appeal variable, layout variable, and placement variable.

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CHAPTER I

INTRODUCTION

One of the most baffling problems facing the
multinational marketer is that of planning and executing
effective advertising campaigns. Although domestic
advertising is hardly an exact science, the uncertainties
and complexities are considerably magnified when one has to
promote his product in various parts of the world.
Audiences in different countries belong to different
cultures, and differ in economics, social values,
psychographics, and distribution systems. They speak
different languages and there are many other environmental
and regulatory differences which hinder effective
international advertising.

Among the most troublesome problems in multinational
advertising are assessing the proper role of advertising in
the total marketing program, organizing the advertising,
selecting and working with advertising agencies, deciding
to what extent an international product or corporate image
is desirable, determining creative and media strategy, and
determining the advertising budget. This dilemma is
further complicated by the fact that the reliable facts and

figures which one needs for these decisions are normally scarce in foreign markets (Dunn, 1966).

Many multinational firms have sought to standardize their advertising in all countries in order to minimize costs. The standardized approach is based on the following assumption: one basic advertising theme is desirable; differences between countries are of degree, not of direction; basic human needs are similar everywhere. Therefore, the same products can be sold with similar promotional appeals (Fatt, 1967; Ryans and Donelly, 1969).

In a study of 27 multinational firms operating in the United States and Europe - including General Foods, Nestle, Coca-Cola, Proctor & Gamble, Unilever, and Revlon - Sorenson and Wiechmann found 63 percent of the total marketing programs was rated as "highly standardized" (Sorenson and Wiechmann, 1975). The results of this study show that, as one would expect, the greater the similarity between countries, the higher the percentage of the marketing program that can be standardized.

Some multinational corporations have also tried using a localized approach whereby a local agency and the local branch office handle all the advertising decisions. The localized approach assumes that different cultures usually create different needs, although some basic needs may prevail across cultures. Therefore, people may not be satisfied with similar products and communication appeal (Buzzel, 1968; Harvey and Kerin, 1974).

A growing number of research and analysis reports indicate that the most effective results are achieved by firms employing a high degree of sensitivity to global cultures by home-office executives and a high degree of responsibility and executive flexibility at the local (national) or decentralized levels of management (Bessom, 1974).

The standardized approach is not always the best approach. Although campaigns like the "Marlboro Man" transferred successfully from the U.S. to other countries, (Terpstra, 1972; Patterson, 1969) they could be considered the exceptions. There are many examples of the ineffectiveness of the standardized approach. Colgate-Palmolive introduced its Cue toothpaste in French-speaking countries, without knowing that "Cue" is a pornographic word in French. General Motors' "Body by Fisher" was translated as "Corpse by Fisher" in Flemish. "Come Alive with Pepsi," when translated into German, came out as "Come Alive out of the Grave." Though Exxon's "Put a Tiger in your Tank" was successful in most parts of the world, it did not come across favorably in Thailand because tigers are not symbols of power and strength there (Ricks, Fu, and Arpan, 1974). Sorenson and Wiechmann found several unsuccessful attempts at standardized international advertising. They also pointed out that standardization does not always result in being the most cost efficient. In addition to language barriers advertising is also very

difficult to standardize due to regulatory restrictions, media availability, and technical support (Dunn and Barban, 1978).

The localized approach is not without its weaknesses. A localized approach removes control from the parent corporation and the advertising may not reflect the company's marketing goals and objectives. Furthermore, it reduces the effect of advertising economies of scale that the corporation has accumulated over the years and it is usually not the most economical way of getting the message across (Peebles, Rayons, and Vernon, 1978).

Hence, the marketer should carefully analyze his foreign markets and local advertising, in which the parent corporation should maintain a certain degree of control (Donnelly, 1970; Patterson, 1969). The marketer should also research his markets thoroughly and determine the key differences between targeted consumers. One research instrument that can be used is content analysis on both broadcast and print advertisements.

Content analysis was introduced to consumer research about two decades ago by Ferber and Walls (Kassarjian, 1977) and has become an important research tool. Content analysis is the study of the message itself, and is approached apart from the study of the communicator or its audience. Content analysis can provide reliable, valid, and quantitative answers to research questions comparing

one country's advertising to another country's (Kassarjian, 1977).

This study looks at one small part of this area of concern. The purpose of this investigation is to consider the content of print advertising, in this instance, print advertisements, appearing in a leading news magazine of the United States and one of the leading Asian news magazines. By extension, this investigation will provide the researcher a better understanding of the similarities and differences in print advertisements between the United States and Asia.

The study purports to broaden a useful area of knowledge which may serve as an input in answering this research study. In addition, the descriptive data generated should be of interest to advertisers of major products with the intention of marketing internationally. The international advertisers must constantly be on the alert to cultural variations. Advertising planning, research, segmentation, media selection, creative considerations, and campaign strategies all become more complex when the additional variables of international operations are introduced. Domestic success is no guarantee of predictable success in a different country. Many successful American advertising campaigns failed overseas, because of the failure to understand fully the foreign culture and its social norms (Ricks, Arpan, and Fu, 1974).

In Chapter II, literature relating to advertising content is examined. In Chapter III, the research design is discussed in detail. In Chapter IV, the research data are analyzed and presented. The conclusions of this thesis and recommendations for further study are given in Chapter V. Finally, all computations are contained in the Appendixes.

CHAPTER II

REVIEW OF LITERATURE

There is relatively little published research that
addresses the problem posed in this report. However, there
are some research findings and articles which can be
related to this study. Attention will be focused on
studies pertinent to advertising content, i.e. pictures,
words, settings; and to advertisement changes as a function
of public attitude.

Marketing and Advertising as Reflectors of
Society and Culture

Many authors have commented on the relationship of
marketing and society. Krech and Crutchfield stated
"suggestions which are accepted as a consequence of
propaganda tend to be in harmony with some larger system of
beliefs or some already existing predisposition; therefore
presumably with the major needs and interests of the
subject" (McGarry, 1958). Drucker (1958) recognized
marketing as "a dynamic process of society through which
business enterprise is integrated productively with

society's purposes and human values." White (1959) noted "advertising must take account of current values and product definitions of the society or sub-culture in which it intends to operate." Winick (1961) observed three situations in which knowledge of anthropology has been employed in marketing: specific knowledge, awareness of themes of a culture, and sensitivity to taboos. He noted that "all human behavior essentially is a function of the interrelation of personality, social system, and culture."

Toynbee has suggested "the ethics of a culture can be and often are expressed most poignantly at the point of exchange of goods and labor in the accent placed on prevalent values in the market place" (Manischewitz, 1962). These authors, as well as Colle (1968) and Pettit (1961) indicated that advertising must be compatible with the values of the consumer if it is to influence his behavior.

As a form of social communication, advertising is considered to be particularly reflective of culture. A consumer who is exposed to a specific culture becomes committed to that culture's style of thinking. Feeling, value systems, attitudes and even perception processes are all culturally influenced (Halowell, 1972).

This cultural-laden characteristic of effective advertising prompts researchers to have interest in cross-cultural studies of advertising, but, to date, only a few such studies have been reported (Hornik, 1980).

To date, most cross-cultural studies have been conducted against the Western cultural background. In contrast, a series of studies by Belk and his associates (Belk, Bryce, and Pollay, 1986) compared American and Japanese advertising in certain aspects. Through several related studies they found that even though evidence is clear for increasing Americanization in Japanese ads (Belk and Pollay, 1985), deep-seated Japanese cultural values still remain salient. For instance, a study by Belk and Bryce, (Belk and Bryce, 1986) reveals a value difference manifest in Japanese ads which stress status symbols in contrast to American ads which place more emphasis on individual determinism.

Studies Related to Ad Content

Twedt (1952) defined, measured, and correlated 34 advertising variables with readership scores for 137 advertisements in the February 1950 issue of American Builder. Using factor analysis, certain variables were selected, and a multiple regression equation was developed to predict readership of advertising in other business magazines. A high correlation was obtained between readership and the variables: size of advertisement, number of colors, and square inches of illustration.

Subtle graphic changes were observed by Carter (1969) when he examined Life magazine advertisements from

1950-66. These changes included fewer illustrations per advertisement, more photographs, fewer copy blocks, and fewer single page advertisements. He speculated the reason for such changes was "to compete with other forms of mass communication."

Singh and Huang (1962) compared advertisements in The Illustrated Weekly of India, a leading Indian family magazine, to Life, a family magazine in the United States. They studied the advertisements in 36 issues of The Illustrated Weekly of India, and compared them to the advertisements in 36 copies of Life. They found that larger size advertisements were found in America compared to India. They also found that American advertisers used more illustrations, more color, more isolation (white space) and more food, prestige, sex, and "other appeals" than Indian advertisers.

Hong, Muderrisoglu, and Zinkhan (1986) conducted a study in which they measured differences in the contents and expressions of American and Japanese advertising. They analyzed the content of 16 issues of both American and Japanese women magazines. They selected Fujin Kurabu (Wives' Club), Shufu To Seikatsu (Housewife and Life), Shufu No Tomo (Housewife's Friend), and Kateigaho (Home in Pictures) as their Japanese women magazines and compared them to the American women magazines, Good Housekeeping, Mademoiselle, McCall's, and Redbook Magazine. All of these women magazines were published between 1983 and

1984. The degree of emotional appeals and informativeness in advertising were compared. As hypothesized, Japanese advertisements were evaluated as more emotional and less comparative than American advertisements. In contrast to a priori notions, Japanese advertisements were found to contain at least as many information cues as American advertisements.

Other research investigations related to advertising content have been concerned with the influence of self perception on product preference. Hamm and Cundiff (1969) recognized that individuals and groups perceive objects differently. Dolitch (1969) found individuals tend to relate brand symbols to self concepts. His study revealed that subjects showed a greater similarity of self concept and brand most preferred than self concept and brand least preferred. Hamm and Cundiff (1969) also examined the concept of self as related to product perception in a study of housewives in the childbearing stage of life. The respondents were asked to rank products as "most descriptive" or "least descriptive" of self or ideal self. This study reported that some products are regarded negatively insofar as descriptive of the role of the housewife. The authors noted the marketing strategy for such products would of necessity differ considerably from the strategy for marketing products which enhance self image.

Perhaps the major implications of studies of advertising content were best stated by Bird et al (1970). They observed, "a useful guideline in terms of consumer attitudes might be that non-users of a brand need to be persuaded to share the same set of images as its users so they will then become users." A major advertising objective might be "to promote the image factors which most differentiate the consumer whom one is trying to influence from those one has already influenced."

The literature reviewed in preparing this study contained a number of successful examples of the application of content analysis to the study of advertising. These studies indicate that a number of changes in the content and form of advertising have occurred during the past three decades (Shuey, King, and Griffith, 1953; Colle, 1968; Kassarjian, 1969; Twedt, 1952; and Carter, 1969). Carter (1969) hypothesized that such changes have occurred in response to social pressures and in order to compete with other media.

This study, like those cited in the preceding paragraph, employs content analysis to study differences in advertising content.

CHAPTER III

METHODOLOGY

As stated in Chapter II, content analysis has been used successfully by a number of researchers to study advertising as well as many other types of communication. This researcher used content analysis in an investigation of the differences in print advertisements between one of the leading United States news magazines, Time, and one of Asia's leading news magazines, The Far Eastern Economic Review (FEER).

The Far Eastern Economic Review had a circulation of 8.9 million issues in 1986. (Source: The Far Eastern Economic Review, 1986.) It is one of Asia's most popular weekly news magazines. FEER is a wholly-owned subsidiary of Dow Jones and Company Incorporated based in Hong Kong. Its counterpart, Time magazine, had a circulation rate of 4,619,777 in 1986. (Source: The World Almanac of Book of Facts, 1986, p. 365.) Time is owned by Time Incorporated and its principal office is in New York City. Both are weekly news magazines.

The Far Eastern Economic Review follows Time's basic format regarding the cover page and headlines. It

deals mainly with news throughout Asia, and only a small section is devoted to world news and events. Hence, many people in Asia tend to read both <u>Far Eastern Economic Review</u> and <u>Time</u> magazine for thorough coverage of national and world news.

Research Question

The research question for this study is "How do the advertising elements differ between American and Asian print advertisements?"

<u>Definition of Terms</u>

1. <u>Advertising elements</u>: May be defined as those messages or ideas advertisers want to communicate. The researcher will look into four elements, namely,:
   (a) Product Variable
   (b) Appeal Variable
   (c) Layout Variable
   (d) Placement Variable
2. <u>American print advertisements</u>: May be defined as those advertisement appearing in <u>Time</u> magazine.
3. <u>Asian print advertisements</u>: May be defined as those advertisements appearing in <u>Far Eastern Economic Review</u> magazine.

Specifically, an attempt was made to answer the following questions as an aid to answering the main research question and will be answered in Chapter IV.

(A) Product Variable

"Does one magazine stress more products in its ads than the other? If so, which categories of products?"

(B) Appeal Variable

"Does one magazine stress more appeals in its ads than the other? If so, which types of appeal category?"

(C) Layout Variable

(1) "Does one magazine stress more diverse layout format than the other? If so, which types of layout format?"

(2) "Does one magazine have more coupons than the other? If so, which?"

(3) "Does one magazine use different headlines than · the other? If so, which types of headline format?"

(4) "Does one magazine use more color or black-and-white ads than the other? If so, which?"

(5) "Does one magazine use more two-color and/or four-color ads than the other? If so, which?"

(6) "Does one magazine use more logos than the other? If so, which?"

(7) "Does one magazine use more slogans than the other? If so, which?"

(8) "Does one magazine have a more diverse slogan types than the other? If so, which types of slogan?"

(D) <u>Placement Variable</u>

(1) "Does one magazine use different ad sizes compared to the other? If so, how do they differ?"

(2) "Does one magazine use different ad placement than the other? If so, how do they differ?"

Data Collection Method

Content analysis was used to determine the relative emphasis or frequency of various communication phenomena, i.e. trends or differences in content during the period studied. Berelson (1952) defined content analysis as a method of studying and analyzing communications in a systematic, objective, and quantitative manner.

There are three distinct decisions to be made concerning samples in content analysis. First, one must select the specific media to be studied. Then one must choose the sample of the media to be examined. Finally, one must isolate the relevant content within the specific issue and titles (Berelson, 1952).

Kerlinger (1964) defined content analysis as more than a method of analysis -- "it is a method of observation." Instead of observing people's behavior or asking them to respond to scales or interviewing them, the investigator takes the communications that people have produced and asks questions of the communications.

Procedure

The method of this study is to consider all the advertisements appearing in both magazines. Magazines were selected as the media for study because of the availability and permanence of any particular advertisement from 1986 - 1987.

A total of 24 issues (12 issues from Time magazine and 12 issues from FEER) were used in this study. The issues of both magazines to be examined were selected with the aid of a table of random numbers. Each week in the study period was assigned a number and issues to be examined were selected randomly. Table I lists dates and issues that were studied.

This researcher systematically studied all advertisements in the sample of both FEER and Time magazines, looking for key differences in types of product advertised, appeals used in ads, ad layout, and the placement of ads.

The relatively objective and accurate nature of the data gathering used in this study does not preclude the possibility of observer bias. To test the reliability of the data generated, three independent observers examined and scored forty advertisements (ten advertisements each from both magazines) from those included in the study. This procedure tested the clarity of the definitions as well as coders' ability to differentiate among categories.

TABLE I

RANDOMLY SELECTED ISSUE BY WEEK

Week	FEER Date of Issue	Time Date of Issue
Week One (February 1986)	2-6-86	2-3-86
Week Three (March 1986)	3-20-86	3-17-86
Week One (April 1986)	4-3-86	4-7-86
Week One (May 1986)	5-2-86	5-5-86
Week Two (May 1986)	5-9-86	5-12-86
Week Two (June 1986)	6-12-86	6-9-86
Week Two (October 1986)	10-9-86	10-13-86
Week One (November 1986)	11-6-86	11-3-86
Week Three (December 1986)	12-18-8	12-15-86
Week One (July 1987)	7-2-87	7-6-87
Week Three (August 1987)	8-20-87	8-17-87
Week Three (September 1987)	9-24-87	9-21-87

(Note: If one of the randomly selected weeks of issue was not available due to holidays or strikes, another randomly selected week was used.)

In order to determine the reliability of these rules for categorization, preliminary scoring was utilized. The intercoder reliability was analyzed to insure that the categories and the rules for categorization did not unduly reflect any bias. The intercoder reliability is shown in Table II. Generally, there is a high intercoder reliability, with the exception being between rater 1 and 3 for advertisements appearing in Time magazine. The reliability coefficients range from 0.70 to 0.97.

TABLE II

INTERCODER RELIABILITY (PEARSON r)

	Between Coder 1 and Coder 2	Between Coder 1 and Coder 3	Between Coder 2 and Coder 3
Magazine:			
TIME	$r = 0.91$	$r = 0.70$	$r = 0.90$
FEER	$r = 0.85$	$r = 0.97$	$r = 0.90$

The Recording Form

A copy of the recording device is included in Appendix A. Many of the categories are self explanatory and mutually exclusive. The following is a brief explanation of those categories which may require interpretation.

(A) PRODUCT VARIABLE

(1) Services - are activities, benefits, or satisfactions that are offered for sale. Services are intangible, inseparable, variable, and perishable. This was coded (1).

(2) Soft consumer goods - comprised of both convenience goods and shopping goods. This was coded (2).

(3) Hard consumer goods - are durable goods that normally survive many uses. This was coded (3).

(4) Household goods - goods or services that are intended for use at home. This was coded (4).

(5) Automotive goods - goods or services that are related or concerned with passenger transportation. This was coded (5).

(6) Food products - nondurable goods that are tangible and normally are consumed in one or a few uses. This was coded (6).

(7) Personal care - goods or services that are hygienic for personal use. This was coded (7).

(8) <u>Industrial goods</u> - a broad array of products and services that are used to produce other products and are used to operate an organization. This was coded (8).

(9) <u>Leisure goods</u> - intended for individuals involved in voluntary activities. This was coded (9).

(10) <u>Public service goods</u> - are nonprofit public service announcements. This was coded (10).

Differences in the variables would indicate what types of products were advertised in Asian news magazine compared to the American news magazine.

(B) <u>APPEAL VARIABLE</u>

(1) <u>Rational appeals</u> - are appeals to the audience's self-interest. They show that the product will produce the claimed functional benefits. This was recorded (RA).

(2) <u>Emotional appeals</u> - attempt to stir up negative or positive emotion that motivate purchases. Negative emotional appeals were recorded (NE) while positive emotional appeals were recorded (PE).

(3) <u>Moral appeals</u> - are directed to the audience's sense of what is right and proper. This was recorded (MA).

Analysis of these variables would reveal differences between the way Asian and American advertisers appeal to their market segments.

(C) <u>LAYOUT VARIABLE</u>

    (1) <u>Layout</u> - the arrangement of elements in a printed advertisement intended to attract the reader, enhance the sales message, create an impression, make the message easy to read, direct the eye of the reader, and stimulate action.

Layout formats were coded according to the following system: (Nelson, 1977)

    (i)   <u>Mondrian layout</u> - rectangular format, with lines or bar separating the rectangles. This was coded (ML).

    (ii)   <u>Picture-window layout</u> - with the picture at the top or below, and comparatively less copy below or on top. This was coded (PW).

    (iii) <u>Copy-heavy layout</u> - entire ad mostly made up of copy. This was coded (CH).

    (iv)   <u>Frame layout</u> - ad framed with a border. This was coded (FL).

    (v)   <u>Circus layout</u> - filled with reverse blocks, oversize types, sunbursts, tilts, and assorted gimmicks. This was coded (CL).

    (vi)   <u>Multipanel layout</u> - panels used in checkerboard fashion. This was coded (MPL).

(vii)   <u>Silhouette layout</u> - the elements are arranged into irregular shape, confining the white space to areas on the edges. This was coded (SL).

(viii) <u>Rebus layout</u> - <u>is</u> a puzzle consisting of pictures that suggest words or syllables. This was coded (RL).

(2) <u>Coupons</u> - are time-honored methods for drawing inquiries that will identify the particular advertisement that triggered the response. This was coded (CP).

(3) <u>Color</u> - Whether the ad was in color or black and white, and adding the emphasis to communicate an idea or an emotion. Color advertisements were coded (Col) and those black-and-white advertisements were coded (BW).

(4) <u>Color Number</u> - If ad was in color, whether one-, two-, or four- (full) color processes were used. One-color advertisements were coded (Col1), while two-color were coded (Col2), and four-color were coded (Col4).

(5) <u>Headline</u> - Not only serves as an attention - getting device but it also identifies the audience to whom the advertisement is directed.

Headlines were coded according to the following system: (Nelson, 1977)

(i)   Report news about a product. This was coded (H1).

(ii) Offer advice. This was coded (H2).

(iii) Make a promise. This was coded (H3).

(iv) Issue a command. This was coded (H4).

(v) Arouse curiosity. This was coded (H5).

(vi) Single out a segment of the audience. This was coded (H6).

(6) <u>Logo</u> - a special design that identifies the advertiser and often is the same as the trademark. Advertisements that used a logo were coded (L) and advertisements without logo were coded (Ll).

(7) <u>Slogan</u> - a carefully polished group of words intended to be repeated by consumers verbatim and to be remembered by them with favorable reaction. Advertisements that used slogans were coded (SY) and advertisements without slogans were coded (SN).

Slogans were coded according to the following system: (Nelson, 1977)

(i) Quality of the product. This was coded (S1).

(ii) Popularity of the product. This was coded (S2).

(iii) Price of the product. This was coded (S3).

(iv) Taste of the product. This was coded (S4).

(v) Other features of the product. This was coded (S5).

These variables deal with how the advertiser uses the print medium to advertise. That is, what types of layout,

slogan, headline Asian advertisers tend to use compared to American counterparts, etc.

(D) PLACEMENT VARIABLE

(1) Page Size:

(i)   Full-page. This was coded (FP).

(ii) Half-page. This was coded (HP).

(iii) One-third page. This was coded (OT).

(iv) One-sixth page. This was coded (OS).

(v)   Three-quarter page. This was coded (TQ).

(vi) One-quarter page. This was coded (OQ).

(vii) Spread - an ad run on two facing pages. This was coded (S).

(2) Locus:

(i)   Front inside cover

(ii) Back inside cover

(iii) Back cover

(iv) Center

(v)   First half

(vi) Second half

All advertisements located in the front forty-nine percent of the magazine were recorded (F), all in the back forty-nine percent were recorded (B), and the center was recorded (M). Advertisements that appeared at the front inside cover were coded (FI), while those located at the back inside cover were coded (BI), and those at the back cover were coded (BC).

These variables would give the differences regarding the placement of the advertisements used by Asian and American advertisers.

Statistical Analysis

Since the data resulting from this study were nominal, Chi square analysis was used to answer the question whether the responses recorded in the study differed significantly or by chance. "Chi square is a measure of the departure of obtained frequencies from the frequencies expected by chance" (Kerlinger, 1964).

The Chi square test can be used with data measured on nominal or stronger scales. Essentially this procedure involves a 'goodness of fit' test wherein the sample frequencies actually falling within certain categories are contrasted with those that might be expected on the basis of chance. If a marked difference exists between the 'observed' or 'actual' frequencies falling in each category and the frequency 'expected' to fall in each category on the basis of chance, then the Chi square (X^2) test will yield a numerical value large enough to be interpreted as statistically significant (Popham, 1967).

CHAPTER IV

ANALYSIS OF DATA

In total, 818 advertisements were recorded. Of these,
317 advertisements were from Far Eastern Economic Review
(FEER) and 501 advertisements were from Time magazine.

The System for Statistics (SYSTAT) was used to analyze
the data obtained from the 818 advertisements. The results
will be discussed according to product variable, appeal
variable, layout variable, and placement variable.
Specific variables that occurred very infrequently or that
did not show significant differences between Asian and
American advertising are not discussed.

Statistical Analysis

This section of the study statistically tests for such
dependence relationship. Contingency table analysis is
used in testing the correspondence between observed and
expected frequency occurrences for each variable per
advertisement characteristic relationship.

This researcher sets the level of significance at the
0.05. A significance level of 0.05 simply indicates that

the relationship has a probability of occurring by chance
five percent of the time, or five times in 100 samples.
(Stempel and Westley, 1981)

(A) <u>PRODUCT VARIABLE</u>

<u>Research Question One</u>: "Does one magazine stress more products in its ads than the other? If so, which categories of products?"

A Chi square statistic reveals a significant difference at the 0.05 level for a two-tail test with df = 9. <u>Time</u> magazine stresses more soft and hard consumer goods, household goods, automotive goods, food products, personal care, and public service goods over services, industrial goods, and leisure goods compared to <u>FEER</u> (See Table III).

TABLE III

AD EMPHASIS ON PRODUCT CHARACTERISTICS

	FEER (N = 317)	TIME (N = 501)
Services		
Raw Score	201	174
Percent	(63.41%)	(34.73%)
Soft Consumer Goods		
Raw Score	13	23
Percent	(4.10%)	(4.59%)
Hard Consumer Goods		
Raw Score	24	57
Percent	(7.57%)	(11.38)
Household Goods		
Raw Score	3	6
Percent	(0.95%)	(1.20%)
Automotive Goods		
Raw Score	8	115
Percent	(2.52%)	(22.95%)
Food Products		
Raw Score	19	59
Percent	(5.99%)	(11.78%)
Personal Care		
Raw Score	1	12
Percent	(0.32%)	(2.40%)
Industrial Goods		
Raw Score	34	9
Percent	(10.73%)	(1.80%)
Leisure Goods		
Raw Score	3	4
percent	(0.95%)	(0.80%)
Public Service Goods		
Raw Score	11	42
Percent	(3.46%)	(8.37%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 140.603
Table Chi Square (p < 0.05, df = 9) = 16.9

(B) <u>APPEAL VARIABLE</u>

<u>Research Question Two</u>: "Does one magazine stress more appeals in its ads than the other? If so, which types of appeal category?"

TABLE IV

AD EMPHASIS ON APPEAL

	FEER (N = 317)	TIME (N = 501)
<u>Rational Appeal</u>		
Raw Score	274	320
Percent	(86.44%)	(63.87%)
<u>Negative Emotional Appeal</u>		
Raw Score	4	48
Percent	(1.26%)	(9.58%)
<u>Positive Emotional Appeal</u>		
Raw Score	34	114
Percent	(10.73%)	(22.76%)
<u>Moral Appeal</u>		
Raw Score	5	19
Percent	(1.57%)	(3.79%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 53.522
Table Chi Square ($p < 0.05$, df = 3) = 7.82

A Chi square analysis of this category does show a significant difference at the 0.05 level for a two-tail test with df = 3. <u>Time</u> magazine stresses both negative

and positive emotional appeals, and emphasizes moral

appeals over rational appeals more frequently than FEER.

(C) LAYOUT VARIABLE

Research Question Three: "Does one magazine stress

more diverse layout format than the other? If so,

which types of layout format?"

TABLE V

AD EMPHASIS ON LAYOUT FORMAT

	FEER (N = 317)	TIME (N = 501)
Picture-Window		
Raw Score	188	353
Percent	(59.31%)	(70.46%)
Copy-Heavy		
Raw Score	77	44
Percent	(24.29%)	(8.78%)
Circus		
Raw Score	6	17
Percent	(1.89%)	(3.39%)
Rebus		
Raw Score	46	87
Percent	(14.51%)	(17.37%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 37.744
Table Chi Square (p < 0.05, df = 3) = 7.82

This Chi square statistic indicates this category is statistically significant at the 0.05 level for a two-tail test with df = 3. <u>Time</u> magazine advertisements stress picture-window, circus, and rebus layouts over copy-heavy layout compared to <u>FEER</u> (See Table V).

<u>Research Question Four</u>:   "Does one magazine have more coupons than the other? If so, which?"

TABLE VI

AD EMPHASIS ON COUPON

	FEER (N = 317)	TIME (N = 501)
<u>Do Use Coupons</u>		
Raw Score	41	39
Percent	(12.93%)	(7.78%)
<u>Don't Use Coupons</u>		
Raw Score	276	462
Percent	(87.07%)	(92.22%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 5.835
Table Chi Square (p < 0.05, df = 1) = 3.84

A Chi square statistic reveals significant difference at the 0.05 level for a two-tail test with df = 1. <u>Time</u> magazine uses less coupons than <u>FEER</u>.

Research Question Five: "Does one magazine use more different headlines than the other? If so, which types of headline format?"

TABLE VII

AD EMPHASIS ON HEADLINE

	FEER (N = 317)	TIME (N = 501)
Report News		
Raw Score	201	418
Percent	(63.41%)	(83.43%)
Offer Advice		
Raw Score	10	8
Percent	(3.15%)	(1.60%)
Make a Promise		
Raw Score	52	17
Percent	(16.40%)	(3.39%)
Issue a Command		
Raw Score	54	58
Percent	(17.04%)	(11.58%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 55.617
Table Chi Square ($p < 0.05$, df = 3) = 7.82

A Chi square statistic demonstrates this category to be statistically significant at the 0.05 level for a two-tail test with df = 3. The headline type found in FEER stresses offering advice, making a promise, and

issuing a command over reporting news about a product compared to Time magazine.

Research Question Six: "Does one magazine use more color or black-and-white ads than the other? If so, which?"

TABLE VIII

AD EMPHASIS ON COLOR

	FEER (N = 317)	TIME (N = 501)
Color		
Raw Score	180	317
Percent	(56.78%)	(63.27%)
Black-and White		
Raw Score	137	184
Percent	(43.22%)	(36.73%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 13.431
Table Chi Square (p < 0.05, df = 1) = 3.84

A Chi square statistic reveals this category to be statistically significant at the 0.05 level for a two-tail test with df = 1. Time magazine uses more color over black-and-white advertisements compared to FEER.

Research Question Seven: "Does one magazine use
more two-color and/or four-color ads than the other?
If so, which?"

TABLE IX

AD EMPHASIS ON COLOR TYPE

	FEER (N = 180)	TIME (N = 317)
Two-Color		
Raw Score	22	19
Percent	(12.22%)	(5.99%)
Four-Color		
Raw Score	158	298
Percent	(87.78%)	(94.01%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 5.885
Table Chi Square (p < 0.05, df = 1) = 3.84

A Chi square statistic evidences significance at the
0.05 level for a two-tail test with df = 1. Time
magazine prefers four-color over two-color ads compared to
FEER.

Research Question Eight: "Does one magazine use more logos than the other? If so, which?"

TABLE X

AD EMPHASIS ON LOGO

	FEER (N = 317)	TIME (N = 501)
Do Use Logos		
Raw Score	101	358
Percent	(31.86%)	(71.46%)
Don't Use Logos		
Raw Score	216	143
Percent	(68.14%)	(28.54%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 123.607
Table Chi Square ($p < 0.05$, df = 1) = 3.84

A Chi square statistic verifies significance at the 0.05 level for a two-tail test with df = 1. Time magazine uses more logos compared to FEER.

Research Question Nine: "Does one magazine use more slogans than the other? If so, which?"

TABLE XI

AD EMPHASIS ON SLOGAN

	FEER (N = 317)	TIME (N = 501)
Do Use Slogans		
Raw Score	106	319
Percent	(33.44%)	(63.67%)
Don't Use Slogans		
Raw Score	211	182
Percent	(25.25%)	(22.64%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 71.099
Table Chi Square (p < 0.05, df = 1) = 3.84

A Chi square statistic shows a significant difference at the 0.05 level for a two-tail test with df = 1. Time magazine uses more slogans than FEER.

Research Question Ten: "Does one magazine have a more diverse slogan types than the other? If so, which?"

TABLE XII

AD EMPHASIS ON SLOGAN TYPE

	FEER (N = 106)	TIME (N = 319)
Stress Quality		
Raw Score	85	215
Percent	(80.19%)	(67.40%)
Stress Popularity		
Raw Score	14	74
Percent	(13.21%)	(23.20%)
Stress Price		
Raw Score	3	14
Percent	(2.83%)	(4.39%)
Stress Taste		
Raw Score	4	16
Percent	(3.77%)	(5.02%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 16.432
Table Chi Square (p < 0.05, df = 3) = 7.82

A Chi square statistic indicates a significant difference at the 0.05 level for a two-tail test with df = 3. Time magazine stresses more on popularity, price, and taste of products over quality of product compared to FEER.

(D) <u>PLACEMENT VARIABLE</u>

<u>Research Question Eleven</u>: "Does one magazine use different ad sizes compared to other? If so, how do they differ?"

TABLE XIII

AD EMPHASIS ON PAGE SIZE

	FEER (N = 317)	TIME (N = 501)
Full-Page		
Raw Score	158	341
Percent	(49.84%)	(68.06%)
Half-Page		
Raw Score	27	11
Percent	(8.52%)	(2.20%)
Three-quarter Page		
Raw Score	42	19
Percent	(13.25%)	(3.79%)
One-third Page		
Raw Score	35	34
Percent	(11.04%)	(6.79%)
One-sixth Page		
Raw Score	5	29
Percent	(1.58%)	(5.79%)
One-quarter Page		
Raw Score	3	2
Percent	(0.95%)	(0.40%)
Spread		
Raw Score	47	65
Percent	(14.82%)	(12.97%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 64.442
Table Chi Square ($p < 0.05$, df = 6) = 12.59

A Chi square statistic demonstrates a statistically significant difference at the 0.05 level for a two-tail test with df = 6. <u>Time</u> magazine prefers full-page and one-sixth page advertisements over half-page, three-quarter page, one-third page, one-quarter page, and spread advertisements compared to <u>FEER</u> (See Table XIII).

Research Question Twelve: "Does one magazine use

different ad placement than the other? If so, how do

they differ?"

TABLE XIV

AD EMPHASIS ON LOCUS

	FEER (N = 317)	TIME (N = 501)
Front Inside Cover		
Raw Score	12	12
Percent	(3.79%)	(2.40%)
Back Inside Cover		
Raw Score	4	12
Percent	(1.26%)	(2.40%)
Back Cover		
Raw Score	5	12
Percent	(1.58%)	(2.40%)
Center Page		
Raw Score	3	5
Percent	(0.95%)	(1.00%)
First Half		
Raw Score	153	280
Percent	(48.26%)	(55.89%)
Second Half		
Raw Score	140	180
Percent	(44.16%)	(35.91%)
TOTAL	100.00%	100.00%

Chi Square Statistic = 18.682
Table Chi Square (p < 0.05, df = 5) = 11.07

A Chi square statistic demonstrates a statistically significant difference at the 0.05 level for a two-tail test with df = 5. _Time_ magazine prefers to place its advertisements on the back inside cover, back cover, center page over front inside cover and prefers its advertisements in the first half of the magazine over the second half compared to _FEER_ (See Table XIV).

CHAPTER V

SUMMARY AND CONCLUSIONS

General results of this investigation, like previous content analyses of advertisements, revealed a number of differences in content and form of advertisements between Far Eastern Economic Review (FEER) and Time magazine. The study was limited to random issues periods specifically selected for the purpose of contrasting and comparing different advertising elements between these two magazines. In addition, the study is limited to only print advertisements in both magazines, because of the availability and permanence of any particular advertisement over the periods studied. Studies of other media, such as radio and television, would, due to unavailability, have to encompass a much shorter time span. Consequently, care must be used in generalizing differences and similarities beyond the periods studied or in extending conclusions to other media. In subsequent paragraphs the research questions posed in Chapter III will be answered and conclusions will be drawn.

Summary

Product Variable

The analysis of products advertised revealed that a greater percentage of soft and hard consumer goods, automotive goods, food products, household goods, personal care, and public service goods in Time than in FEER; while a greater percentage of services, leisure, and industrial goods were found in FEER. One possible explanation for the difference in the mix of products advertised is the need for industrial goods by Asian countries to upgrade their production levels. Furthermore, another reason could be media availability. In Asia, there are few specialized magazines. Due to the multitude of languages, a publisher can print one type of magazine in many languages, thus increasing profitability with respect to cost.

In America, however, there are numerous specialized magazines, which provide an excellent media for different products. Also, in the United States, television provides an excellent medium especially for consumer goods, food products, services, personal care and health products, which can be more effectively advertised through a sender-oriented medium.

Appeal Variable

It was found that the Asian magazine utilizes more
rational appeals. A possible explanation is that Asian
consumers do not like to be put in distress after a
purchase. The better reinforcement it is, the better for
both manufacturers and consumers. American advertising is
more aggressive than its Asian counterpart, possibly due to
more intense competition in the United States. Another
possible explanation could be that American consumers are
jaded and require more stimulation.

Layout Variable

It was seen that a greater percentage of Asian
advertisements used copy-heavy layouts, while a greater
percentage of American advertisements used picture-window,
circus, and rebus layouts. This shows that the audience in
Asia is more receptive to the linear form of layout while
the American audience favors non-linear types of layout.

The analysis of the use of colors showed that 63.27
percent of the advertisements in Time compared to 56.78
percent in FEER were in color, while 43.22 percent of the
advertisements in FEER were in black-and-white compared
to 36.73 percent in Time magazine. This, as expected, is
probably a function of the high cost of the color
advertisements in Asia, which could not be justified

relative to their effective attention value. Another factor contributing to less use of color in Asia is that the magazine newsprint is of inferior quality and not conducive to high-quality color reproduction.

In using headlines, a greater percentage of advertisements in FEER offered advice, made promises, and issued commands about a product than Time. Since the majority of Asian industries are in the embryonic stage, advertisers see a need to capture the attention and to offer advice and assurances about the newly-introduced product. Time advertisers reported more information about a product, their goal being to educate the readers about new products in the marketplace, this is especially true for electronics.

It was seen that 31.86 percent of the advertisements in FEER used a corporate or a company logo, while 71.46 percent of the advertisements in Time did so. This differences could be attributed to the findings that a greater percentage of American ads are informational. The logo may be seen as news about its product, i.e., its parent corporation.

As expected, 33.44 percent of the advertisements in FEER used a slogan compared to 63.67 percent in Time. A possible explanation could be that Asian consumers were not accustomed to the use of slogan in ads and identified products only by corporation names. In addition, if Asian advertisements do use slogans, it was found that a greater

percentage of their advertisements stressed quality. It
has been shown that, today, consumers in Asia tend to
evaluate available brands as to their attributes and
features before making a decision to buy.

The analysis of the use of coupon indicated that
FEER uses more coupons than Time. A probable
explanation could be that in Asia, coupons are frequently
used to solicit enquires by potential customers.

Placement Variable

The analysis of advertisements by page size indicates
that American advertisers prefer to use more full page
advertisements compared to Asian advertisers. However,
Asian advertisers tend to use more half page advertisements
than their counterparts (8.52 percent compared to 2.20
percent respectively). A probable explanation is that
Asian advertisers were more concerned about exposure of
their ads to many readers as possible irrespective of ad
size. At the same time, this could lower their advertising
expenditures.

Almost 48.26 percent of Asian advertisements were
placed in the first half of the magazine, compared to
55.89 percent of the American advertisements were
positioned in the first half. Correspondingly, a 44.16
percent of the advertisements in FEER were in the second
half of the magazine compared to 35.91 percent in Time.

And a 0.95 percent of Asian advertisements were positioned
in the center of the magazine compared to 1.00 percent in
American magazine. American advertisers and agencies
traditionally seek positioning their advertisements in the
first half (Emmrich, 1981). A possible explanation is
that in Asia, editorial policy still plays a dominant role
in determining the positioning of ads and editors
discouraged ads in the first half of the magazine in favor
of editorial copy. Another explanation is that American
readers, in general, react more favorably to advertising
and are willing to read some ads before editorial copy.
Asian readers, on the other hand, do not have such a
favorable attitude to advertising, therefore, ads are more
likely to be positioned more in the latter half of the
magazine.

Conclusions

An attempt was made in this study to discover how
advertising elements are different in two dissimilar
cultures, the United States and Asia. The findings
generally supported the notion that these two cultures are
producing different advertising content and expression.

As expected, the advertising in the United States, a
highly industrialized nation with intense marketing
competition, is more emotionally oriented than Asian
advertisements. Also as expected, the American magazine

was found to contain more identical or same product advertisements in the same issue than the Asian magazine. This indicates the use of repetition to instill the advertising messages in the mind of the reader.

It should also be noted that explanation for differences in ad content might be in response to differences in market structures or distribution systems. Or, these differences could be attributed to the relative importance of magazine advertising. In Asia, for instance, magazine advertising accounts for 3.3 percent of total advertising expenditures, whereas in the United States it takes up 9.5 percent. (Source: World Advertising Expenditure; 1980).

There is certainly a need to widen the research ground covered in this study. In order to arrive at more conclusive findings, many more advertisements from various media need to be studied. In addition to the dimensions examined in this study, there are many other variables of potential interests, including: sex appeal, the use of celebrities, illustrations, and pictures. Comparisons can also be extended to other countries with divergent cultural traditions.

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APPENDIXES

APPENDIX A

CODING FORM

CODING FORM

Name of Magazine: _____

Week of Issue: 1 2 3 4 (Please circle one)

Date of Issue: _____

(A) PRODUCT VARIABLE

1. Service

2. Soft Consumer Goods

3. Hard Consumer Goods

4. Household Goods

5. Automotive Goods

6. Food Products

7. Personal Care

8. Industrial Goods

9. Leisure Goods

10. Public Service Goods

(B) APPEAL VARIABLE

1. Rational Appeal

2. Negative Emotional Appeal

3. Positive Emotional Appeal

4. Moral Appeal

(C) LAYOUT VARIABLE

1. Types of Layout Format:

    1. Mondrian

    2. Picture-window

    3. Copy-heavy

    4. Frame

    5. Circus

    6. Multipanel

    7. Silhouette

    8. Rebus

2. <u>Color ads</u>

      1. Color ads

      2. Black-and-White ads

3. <u>If color ads were used</u>:

      1. One color

      2. Two color

      3. Four (full) color

4. <u>Coupons</u>

5. <u>Types of Headline</u>:

      1. Report news about a product

      2. Offer advice

      3. Make a promise

      4. Issue a command

      5. Single out a segment of the audience

6. Slogan

    1. Do use slogan

    2. Do not use slogan

7. If slogan has been used:

    1. Stress quality

    2. Stress popularity

    3. Stress price

    4. Stress taste

    5. Stress other features

8. Logo

(D) PLACEMENT VARIABLE

    1. Ad page size:

        1. Full-page

        2. Half-page

        3. One-third page

        4. One-sixth page

5. Three-quarter page

6. One-quarter page

7. Spread

2. <u>Locus in Magazine</u>

1. Front inside cover

2. Back cover

3. Center

4. Back inside cover

5. First half

6. Second half

APPENDIX B

PROGRAM LISTING OF PRODUCT BY MAGAZINE

TABLE OF PRODUCT (ROWS) BY MAG (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	201	174	375
2	13	23	36
3	24	57	81
4	3	6	9
5	8	115	123
6	19	59	78
7	1	12	13
8	34	9	43
9	3	4	7
10	11	42	53
TOTAL	317	501	818

TABLE OF PRODUCT (ROWS) BY MAG (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	24.57	21.27	45.84
2	1.59	2.81	4.40
3	2.93	6.97	9.90
4	.37	.73	1.10
5	.98	14.06	15.04
6	2.32	7.21	9.54
7	.12	1.47	1.59
8	4.16	1.10	5.26
9	.37	.49	.86
10	1.34	5.13	6.48
TOTAL	38.75	61.25	100.00

TABLE OF PRODUCT (ROWS) BY MAG (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	53.60	46.40	100.00
2	36.11	63.89	100.00
3	29.63	70.37	100.00
4	33.33	66.67	100.00
5	6.50	93.50	100.00
6	24.36	75.64	100.00
7	7.69	92.31	100.00
8	79.07	20.93	100.00
9	42.86	57.14	100.00
10	20.75	79.25	100.00
TOTAL	38.75	61.25	100.00

TABLE OF PRODUCT (ROWS) BY MAG (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	63.41	34.73	45.84
2	4.10	4.59	4.40
3	7.57	11.38	9.90
4	.95	1.20	1.10
5	2.52	22.95	15.04
6	5.99	11.78	9.54
7	.32	2.40	1.59
8	10.73	1.80	5.26
9	.95	.80	.86
10	3.47	8.38	6.48
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	140.603	9
LIKELIHOOD RATIO CHI-SQUARE	156.668	9

COEFFICIENT	VALUE
PHI	.4146
CRAMER V	.4146
CONTINGENCY	.3830
GOODMAN-KRUSKAL GAMMA	.3468
KENDALL TAU-B	.2089
STUART TAU-C	.2474
SPEARMAN RHO	.2321
SOMERS D (COLUMN DEPENDENT)	.1674
LAMBDA (COLUMN DEPENDENT)	.1640
UNCERTAINTY (COLUMN DEPENDENT)	.1434

APPENDIX C

PROGRAM LISTING OF APPEAL BY MAGAZINE

TABLE OF   APPEAL   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	274	320	594
2	4	48	52
3	34	114	148
4	5	19	24
TOTAL	317	501	818

TABLE OF   APPEAL   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	33.50	39.12	72.62
2	.49	5.87	6.36
3	4.16	13.94	18.09
4	.61	2.32	2.93
TOTAL	38.75	61.25	100.00

TABLE OF   APPEAL   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	46.13	53.87	100.00
2	7.69	92.31	100.00
3	22.97	77.03	100.00
4	20.83	79.17	100.00
TOTAL	38.75	61.25	100.00

TABLE OF   APPEAL   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	86.44	63.87	72.62
2	1.26	9.58	6.36
3	10.73	22.75	18.09
4	1.58	3.79	2.93
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	53.522	3
LIKELIHOOD RATIO CHI-SQUARE	60.054	3

COEFFICIENT	VALUE
PHI	.2558
CRAMER V	.2558
CONTINGENCY	.2478
GOODMAN-KRUSKAL GAMMA	.5162
KENDALL TAU-B	.2274
STUART TAU-C	.2067
SPEARMAN RHO	.2350
SOMERS D (COLUMN DEPENDENT)	.2375
LAMBDA (COLUMN DEPENDENT)	.0000
UNCERTAINTY (COLUMN DEPENDENT)	.0550

APPENDIX D

PROGRAM LISTING OF LAYOUT BY MAGAZINE

TABLE OF   LAYOUT   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	188	353	541
2	77	44	121
3	6	17	23
4	46	87	133
TOTAL	317	501	818

TABLE OF   LAYOUT   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	22.98	43.15	66.14
2	9.41	5.38	14.79
3	.73	2.08	2.81
4	5.62	10.64	16.26
TOTAL	38.75	61.25	100.00

TABLE OF   LAYOUT   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	34.75	65.25	100.00
2	63.64	36.36	100.00
3	26.09	73.91	100.00
4	34.59	65.41	100.00
TOTAL	38.75	61.25	100.00

TABLE OF LAYOUT (ROWS) BY MAG (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	59.31	70.46	66.14
2	24.29	8.78	14.79
3	1.89	3.39	2.81
4	14.51	17.37	16.26
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	37.744	3
LIKELIHOOD RATIO CHI-SQUARE	36.834	3

COEFFICIENT	VALUE
PHI	.2148
CRAMER V	.2148
CONTINGENCY	.2100
GOODMAN-KRUSKAL GAMMA	-.1442
KENDALL TAU-B	-.0742
STUART TAU-C	-.0732
SPEARMAN RHO	-.0776
SOMERS D (COLUMN DEPENDENT)	-.0713
LAMBDA (COLUMN DEPENDENT)	.1041
UNCERTAINTY (COLUMN DEPENDENT)	.0337

APPENDIX E

PROGRAM LISTING OF COUPON BY MAGAZINE

TABLE OF COUPON (ROWS) BY MAG (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	41	39	80
2	276	462	738
TOTAL	317	501	818

TABLE OF COUPON (ROWS) BY MAG (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	5.01	4.77	9.78
2	33.74	56.48	90.22
TOTAL	38.75	61.25	100.00

TABLE OF COUPON (ROWS) BY MAG (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	51.25	48.75	100.00
2	37.40	62.60	100.00
TOTAL	38.75	61.25	100.00

TABLE OF COUPON (ROWS) BY MAG (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	12.93	7.78	9.78
2	87.07	92.22	90.22
TOTAL	100.00	100.00	100.00

```
TEST STATISTIC                                    VALUE
  PEARSON CHI-SQUARE                              5.635
  LIKELIHOOD RATIO CHI-SQUARE                     5.542
  MCNEMAR SYMMETRY CHI-SQUARE                   170.214
  YATES CORRECTED CHI-SQUARE                      5.230

COEFFICIENT                                       VALUE
  PHI                                             .0845
  CONTINGENCY                                     .0842
  GOODMAN-KRUSKAL GAMMA                           .2753
  KENDALL TAU-B                                   .0845
  STUART TAU-C                                    .0469
  YULE Q                                          .2753
  YULE Y                                          .1404
  COHEN KAPPA                                     .0597
  SPEARMAN RHO                                    .0845
  SOMERS D        (COLUMN DEPENDENT)              .1385
  LAMBDA          (COLUMN DEPENDENT)              .0063
  UNCERTAINTY     (COLUMN DEPENDENT)              .0052
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APPENDIX F

PROGRAM LISTING OF HEADLINE BY MAGAZINE

TABLE OF HEADLINE   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	201	418	619
2	10	8	18
3	52	17	69
4	54	58	112
TOTAL	317	501	818

TABLE OF HEADLINE   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	24.57	51.10	75.67
2	1.22	.98	2.20
3	6.36	2.08	8.44
4	6.60	7.09	13.69
TOTAL	38.75	61.25	100.00

TABLE OF HEADLINE   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	32.47	67.53	100.00
2	55.56	44.44	100.00
3	75.36	24.64	100.00
4	48.21	51.79	100.00
TOTAL	38.75	61.25	100.00

TABLE OF HEADLINE   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	63.41	83.43	75.67
2	3.15	1.60	2.20
3	16.40	3.39	8.44
4	17.03	11.58	13.69
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	55.617	3
LIKELIHOOD RATIO CHI-SQUARE	54.940	3

COEFFICIENT	VALUE
PHI	.2608
CRAMER V	.2608
CONTINGENCY	.2523
GOODMAN-KRUSKAL GAMMA	-.4216
KENDALL TAU-B	-.2042
STUART TAU-C	-.1782
SPEARMAN RHO	-.2110
SOMERS D (COLUMN DEPENDENT)	-.2221
LAMBDA (COLUMN DEPENDENT)	.1167
UNCERTAINTY (COLUMN DEPENDENT)	.0503

APPENDIX G

PROGRAM LISTING OF COLOR BY MAGAZINE

TABLE OF   COLOR   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	180	317	497
2	137	184	321
TOTAL	317	501	818

TABLE OF   COLOR   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	22.00	38.75	60.76
2	16.75	22.49	39.24
TOTAL	38.75	61.25	100.00

TABLE OF   COLOR   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	36.22	63.78	100.00
2	42.68	57.32	100.00
TOTAL	38.75	61.25	100.00

TABLE OF   COLOR   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	56.78	63.27	60.76
2	43.22	36.73	39.24
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	13.431	1
LIKELIHOOD RATIO CHI-SQUARE	3.419	1
MCNEMAR SYMMETRY CHI-SQUARE	71.366	1
YATES CORRECTED CHI-SQUARE	3.164	1

COEFFICIENT	VALUE
PHI	-.0648
CONTINGENCY	.0646
GOODMAN-KRUSKAL GAMMA	-.1347
KENDALL TAU-B	-.0648
STUART TAU-C	-.0616
YULE Q	-.1347
YULE Y	-.0676
COHEN KAPPA	-.0588
SPEARMAN RHO	-.0648
SOMERS D (COLUMN DEPENDENT)	-.0646
LAMBDA (COLUMN DEPENDENT)	.0000
UNCERTAINTY (COLUMN DEPENDENT)	.0031

APPENDIX H

PROGRAM LISTING OF COLOR TYPE BY MAGAZINE

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TABLE OF COLORTYP   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	22	19	41
2	158	298	456
TOTAL	180	317	497

TABLE OF COLORTYP   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	4.43	3.82	8.25
2	31.79	59.96	91.75
TOTAL	36.22	63.78	100.00

TABLE OF COLORTYP   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	53.66	46.34	100.00
2	34.65	65.35	100.00
TOTAL	36.22	63.78	100.00

TABLE OF COLORTYP   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	12.22	5.99	8.25
2	87.78	94.01	91.75
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	5.885	1
LIKELIHOOD RATIO CHI-SQUARE	5.646	1
MCNEMAR SYMMETRY CHI-SQUARE	109.158	1
YATES CORRECTED CHI-SQUARE	5.090	1

COEFFICIENT	VALUE
PHI	.1088
CONTINGENCY	.1082
GOODMAN-KRUSKAL GAMMA	.3718
KENDALL TAU-B	.1088
STUART TAU-C	.0576
YULE Q	.3718
YULE Y	.1928
COHEN KAPPA	.0748
SPEARMAN RHO	.1088
SOMERS D (COLUMN DEPENDENT)	.1901
LAMBDA (COLUMN DEPENDENT)	.0167
UNCERTAINTY (COLUMN DEPENDENT)	.0087

APPENDIX I

PROGRAM LISTING OF LOGO BY MAGAZINE

TABLE OF   LOGO   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	101	358	459
2	216	143	359
TOTAL	317	501	918

TABLE OF   LOGO   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	12.35	43.77	56.11
2	26.41	17.48	43.89
TOTAL	38.75	61.25	100.00

TABLE OF   LOGO   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	22.00	78.00	100.00
2	60.17	39.83	100.00
TOTAL	38.75	61.25	100.00

TABLE OF   LOGO   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	31.86	71.46	56.11
2	68.14	28.54	43.89
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	123.607	1
LIKELIHOOD RATIO CHI-SQUARE	125.760	1
MCNEMAR SYMMETRY CHI-SQUARE	35.129	1
YATES CORRECTED CHI-SQUARE	122.004	1

COEFFICIENT	VALUE
PHI	-.3887
CONTINGENCY	.3623
GOODMAN-KRUSKAL GAMMA	-.6852
KENDALL TAU-B	-.3887
STUART TAU-C	-.3759
YULE Q	-.6852
YULE Y	-.3965
COHEN KAPPA	-.3659
SPEARMAN RHO	-.3887
SOMERS D (COLUMN DEPENDENT)	-.3816
LAMBDA (COLUMN DEPENDENT)	.2303
UNCERTAINTY (COLUMN DEPENDENT)	.1151

APPENDIX J

PROGRAM LISTING OF SLOGAN BY MAGAZINE

TABLE OF   SLOGAN   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	106	319	425
2	211	182	393
TOTAL	317	501	818

TABLE OF   SLOGAN   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	12.96	39.00	51.96
2	25.79	22.25	48.04
TOTAL	38.75	61.25	100.00

TABLE OF   SLOGAN   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	24.94	75.06	100.00
2	53.69	46.31	100.00
TOTAL	38.75	61.25	100.00

TABLE OF   SLOGAN   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	33.44	63.67	51.96
2	66.56	36.33	48.04
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	71.099	1
LIKELIHOOD RATIO CHI-SQUARE	72.137	1
MCNEMAR SYMMETRY CHI-SQUARE	22.008	1
YATES CORRECTED CHI-SQUARE	69.893	1

COEFFICIENT	VALUE
PHI	-.2948
CONTINGENCY	.2828
GOODMAN-KRUSKAL GAMMA	-.5545
KENDALL TAU-B	-.2948
STUART TAU-C	-.2870
YULE Q	-.5545
YULE Y	-.3026
COHEN KAPPA	-.2845
SPEARMAN RHO	-.2948
SOMERS D (COLUMN DEPENDENT)	-.2875
LAMBDA (COLUMN DEPENDENT)	.0915
UNCERTAINTY (COLUMN DEPENDENT)	.0660

APPENDIX K

PROGRAM LISTING OF SLOGAN TYPE BY MAGAZINE

TABLE OF STYPE (ROWS) BY MAG (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	85	215	300
2	14	74	88
3	3	14	17
4	4	16	20
TOTAL	106	319	425

TABLE OF STYPE (ROWS) BY MAG (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	20.00	50.59	70.59
2	3.29	17.41	20.71
3	.71	3.29	4.00
4	.94	3.76	4.71
TOTAL	24.94	75.06	100.00

TABLE OF STYPE (ROWS) BY MAG (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	28.33	71.67	100.00
2	15.91	84.09	100.00
3	17.65	82.35	100.00
4	20.00	80.00	100.00
TOTAL	24.94	75.06	100.00

TABLE OF   STYPE   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	80.19	67.40	70.59
2	13.21	23.20	20.71
3	2.83	4.39	4.00
4	3.77	5.02	4.71
TOTAL	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF
PEARSON CHI-SQUARE	16.423	3
LIKELIHOOD RATIO CHI-SQUARE	6.814	3

COEFFICIENT	VALUE
PHI	.1229
CRAMER V	.1229
CONTINGENCY	.1220
GOODMAN-KRUSKAL GAMMA	.2930
KENDALL TAU-B	.1132
STUART TAU-C	.0934
SPEARMAN RHO	.1170
SOMERS D (COLUMN DEPENDENT)	.1027
LAMBDA (COLUMN DEPENDENT)	.0000
UNCERTAINTY (COLUMN DEPENDENT)	.0143

APPENDIX L

PROGRAM LISTING OF PAGE SIZE BY MAGAZINE

TABLE OF PAGESIZE   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	158	341	499
2	27	11	38
3	42	19	61
4	35	34	69
5	5	29	34
6	3	2	5
7	47	65	112
TOTAL	317	501	818

TABLE OF PAGESIZE   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	19.32	41.69	61.00
2	3.30	1.34	4.65
3	5.13	2.32	7.46
4	4.28	4.16	8.44
5	.61	3.55	4.16
6	.37	.24	.61
7	5.75	7.95	13.69
TOTAL	38.75	61.25	100.00

TABLE OF PAGESIZE   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	31.66	68.34	100.00
2	71.05	28.95	100.00
3	68.85	31.15	100.00
4	50.72	49.28	100.00
5	14.71	85.29	100.00
6	60.00	40.00	100.00
7	41.96	58.04	100.00
TOTAL	38.75	61.25	100.00

TABLE OF PAGESIZE   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	49.84	68.06	61.00
2	8.52	2.20	4.65
3	13.25	3.79	7.46
4	11.04	6.79	8.44
5	1.58	5.79	4.16
6	.95	.40	.61
7	14.83	12.97	13.69
TOTAL	100.00	100.00	100.00

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TEST STATISTIC                               VALUE              DF
   PEARSON CHI-SQUARE                        64.442              6
   LIKELIHOOD RATIO CHI-SQUARE               64.661              6

COEFFICIENT                                  VALUE
   PHI                                        .2807
   CRAMER V                                   .2807
   CONTINGENCY                                .2702
   GOODMAN-KRUSKAL GAMMA                     -.2226
   KENDALL TAU-B                             -.1248
   STUART TAU-C                              -.1324
   SPEARMAN RHO                              -.1341
   SOMERS D      (COLUMN DEPENDENT)          -.1117
   LAMBDA        (COLUMN DEPENDENT)           .1293
   UNCERTAINTY (COLUMN DEPENDENT)             .0592
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APPENDIX M

PROGRAM LISTING OF LOCUS BY MAGAZINE

TABLE OF   LOCUS   (ROWS) BY   MAG   (COLUMNS)

FREQUENCIES

	1	2	TOTAL
1	12	12	24
2	4	12	16
3	5	12	17
4	3	5	8
5	153	280	433
6	140	180	320
TOTAL	317	501	818

TABLE OF   LOCUS   (ROWS) BY   MAG   (COLUMNS)

PERCENTS OF TOTAL OF THIS (SUB)TABLE

	1	2	TOTAL
1	1.47	1.47	2.93
2	.49	1.47	1.96
3	.61	1.47	2.08
4	.37	.61	.98
5	18.70	34.23	52.93
6	17.11	22.00	39.12
TOTAL	38.75	61.25	100.00

TABLE OF   LOCUS   (ROWS) BY   MAG   (COLUMNS)

ROW PERCENTS

	1	2	TOTAL
1	50.00	50.00	100.00
2	25.00	75.00	100.00
3	29.41	70.59	100.00
4	37.50	62.50	100.00
5	35.33	64.67	100.00
6	43.75	56.25	100.00
TOTAL	38.75	61.25	100.00

TABLE OF   LOCUS   (ROWS) BY   MAG   (COLUMNS)

COLUMN PERCENTS

	1	2	TOTAL
1	3.79	2.40	2.93
2	1.26	2.40	1.96
3	1.58	2.40	2.08
4	.95	1.00	.98
5	48.26	55.89	52.93
6	44.16	35.93	39.12
TOTAL	100.00	100.00	100.00

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TEST STATISTIC                              VALUE        DF
   PEARSON CHI-SQUARE                       8.682         5
   LIKELIHOOD RATIO CHI-SQUARE              8.732         5

COEFFICIENT                                 VALUE
   PHI                                      .1030
   CRAMER V                                 .1030
   CONTINGENCY                              .1025
   GOODMAN-KRUSKAL GAMMA                   -.1378
   KENDALL TAU-B                           -.0720
   STUART TAU-C                            -.0745
   SPEARMAN RHO                            -.0744
   SOMERS D      (COLUMN DEPENDENT)        -.0660
   LAMBDA        (COLUMN DEPENDENT)         .0000
   UNCERTAINTY (COLUMN DEPENDENT)           .0080
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