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## A content analysis of print advertising from the United States and Hong Kong

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A CONTENT ANALYSIS OF PRINT ADVERTISING FROM  
THE UNITED STATES AND HONG KONG

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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  
Ka Man Carman Chu

December 2007

A CONTENT ANALYSIS OF PRINT ADVERTISING FROM  
THE UNITED STATES AND HONG KONG

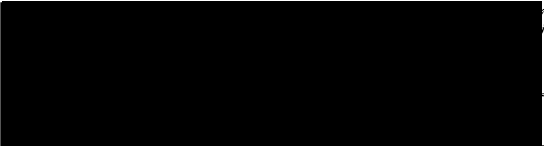
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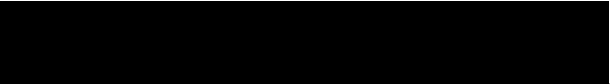
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by  
Ka Man Carman Chu  
December 2007

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## ABSTRACT

This study uses content analysis to determine the degree of standardization between the United States and Hong Kong cosmetics and fragrances advertising industries. Advertising theories such as standardization, adaptation and glocalization are also reviewed.

The findings suggest that there is a high level of standardization for perfumes because Hong Kong belonged to British for a long time and individuals' needs and desires such as love and acceptance are the same, while there is a moderate form of standardization for cosmetics because different beauty concepts are held among different regions. This study would benefit marketers by helping them create better messages that will appeal to their target markets in the skincare, cosmetics and fragrance industries.

## ACKNOWLEDGMENTS

I would like to thank those who helped me during the whole process for completing this project.

First, I would like to thank my committee chair, Professor Victoria Seitz, Professor Nabil Razzouk and Professor Vic Johar for their thoughtful reviews.

I would like to dedicate this project to my parents, Mr. Raymond Chu and Mrs. Joanna Chu who show their unconditional love to support me throughout my college years. Finally, I would like to thank my friends for their encouragement and advices.

DEDICATION

To my family.

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## CHAPTER ONE

### INTRODUCTION

With aging baby boomers not willing to accept aging gracefully; it is no wonder why the U.S. is the largest market in the world for cosmetics and France is the biggest exporter (Kumar, 2005). However, the growth of the market has shifted from the Western hemisphere to developing regions in South America, Eastern Europe, and Asia (Kumar, 2005). For example, China had 10.4 percent growth in consumption in this market during past five years (Kumar, 2005). The cosmetic and fragrance industry performed well with average growth of almost five percent across the industry even in the midst of economic crisis around the world in the past few years (Kumar, 2005).

As mentioned previously, one of the trends fueling this growth is an aging world population not just in the U.S. but worldwide. Batini, Callen, and Mckibbin (2006) states that the world's population will continue to age and that there will be an increased number of elderly people around the world. Although the pace and timing of aging varies widely between countries, the median age of the world is expected to increase by over 10 years during 2000 to 2050

to 37 years (Batini, Callen, & Mckibbin, 2006). According to U.S. Census Bureau (2004), the aging population is a universal phenomenon where the global population in 2002 for age group of 45 to 49, 50 to 54, 55 to 59 and 60 to 64 were 360 million, 280 million, 230 million and 200 million respectively. While the global population in 2050 for these same age groups are expected to be 560 million, 540 million, 510 million and 495 million respectively (U.S. Census Bureau, 2004).

Sherwood (2007) states older individuals are in their peak earning years and have the money to pay for antiaging products. Compare to the current world sales \$11.3 billion for antiaging creams and nourishers, the 2010 forecast sales is expected to be \$15.8 billion (Jeffries, 2007). Therefore, anti-aging products are one of the highest-growth subcategories in the beauty industry (Thau, 2006). Because of the tremendous growth for anti-aging products, the cosmetics industry is introducing numerous line extensions of well known brands to meet the needs of this growing market ("Growing potential in over 65 niche," 2007).

Further, marketers are using a new strategy to capture this market (Jeffries, 2007). Celebrities in their 40's such as Sharon Stone, 50's-Christine Brinkley and 60's-Janes

Fonda and Diana Keaton are being used as spokespersons for various cosmetic campaigns such as Christian Dior's Capture Totale, CoverGirl's Advanced Radiance line and Loreal's Age Re-Perfect line (O'Loughlin, 2006; Tannen, 2006; Jeffries, 2007; "Growing potential in over 65 niche," 2007).

However, in fragrances, this type of strategy doesn't work rather Busch (2003) states that in advertising fragrances, there is a powerful link between image and product that is leveraged to drive sales heavily, thus achieving a holistic or cohesive multi-sensorial experience for consumers. So much so, Busch (2003) introduced a Multisensual Interaction Model that examines emotions and thoughts to improve marketing efforts in this product category.

In the Far East, specifically Hong Kong, the cosmetic and toiletries market sales increased four percent and reached \$1,107 million in 2006 (Euromonitor International, 2007). Further, color cosmetics sales increased five percent reaching \$112 million; and skincare sales increased four percent to \$509 million in the same year (Euromonitor International, 2007). Finally, fragrance sales increased three percent in 2006 reaching \$83 million with continued growth expected in years to come (Euromonitor

International, 2007). Moreover, given the growing population and increased tourist industry, cosmetic sales will continue to grow (Australian Government, 2006).

But, unlike their Chinese neighbors, those living in Hong Kong are far more cosmopolitan and are willing to try new products (Australian Government, 2006). Hui (2006) stated that after the transfer of power, the improvement in the economy and the job market had led to high confidence among consumers and a reason to continue to buy. Moreover, like many countries around the world, females in their 40's, that are established in their professional careers, desire to buy branded cosmetics and fragrances that will continue to drive sales in this industry ("The World Fact Book: Hong Kong," 2007).

Yet, individuals in the U.S. with sufficient discretionary incomes are the ones that are spending the most money on cosmetics (Feedback Research Services, 2004). According to Euromonitor International (2007), the sales of cosmetics and toiletries in the United States increased three percent reaching \$50,446 million in 2006; color cosmetics had total sales of \$8,601 million in 2006, a two percent increase. As well, fragrance sales reached \$6,126

million in 2006, an increase of two percent (Euromonitor International, 2007).

Yet even given this, the area with the largest growth has been skincare, given the aging population and their needs to stay young, this has spur skincare companies to use technology to slow down the aging process while charging more for products ("Technology, youth lift skin care sales," 2005). The skincare industry increased three percent with revenues reaching almost eight million dollars in 2006 in U.S. (Euromonitor International, 2007).

Another trend in the cosmetic and skincare industries are organic products such as Aveeno by Johnson and Johnson and Origins cosmetics ("Technology, youth lift skin care sales," 2005). A segment of consumers believe organics are the solution to looking beautiful and driving sales by 7.4% annually totaling \$409 million in 2006 (Kumar, 2005). This trend has also spread to the food industry with the growth of organic offerings in mainstream grocery stores. Whether it is natural or not, aging baby boomers are not treating aging lightly and are seeking solution to smooth wrinkles and reduce age spots (Kumar, 2005).

An instrumental part of driving sales in the fragrance, skincare and cosmetic industries is advertising.

The very recent trend in the U.S. is to use real women or older looking models in ads (Rao, 2005). Baby boomer women have complained that they cannot relate to young 20' models shown in ads (Rao, 2005). Hence, ads lack believability. Following the glut of reality shows, real people that have been deemed more credible (Champagne, 2007).

In fact, the use of everyday women was used last year by Dove in promoting their line of skincare products and most recently, older women in introducing their Proage line (Westphal, 2005). This was a result of a study that found women tended to agree that the media and advertising were driving unrealistic beauty standards (Westphal, 2005). Advertisements from drug manufacturers have been using older models but only lately has the cosmetic industry.

Like Dove, CoverGirl will employ a real woman to introduce their Queen Collection designed for women of color (Bittar, 2007). As well, Markwins Corporation, makers of Wet N Wild launched a search through Seventeen and MySpace.com for a young woman to be their spokesperson for their Fresh Face skincare line ("Wet n Wild asks are you the next fresh face," 2006).

Advertising plays a significant role in educating consumers regarding products. Norton (1994) states that



advertising serves to communicate benefits of a brand, an integral part of why consumers buy.

However, the Hong Kong advertising industry was affected by the takeover (Ha, 1998). Yet unlike other industries, they did not change their practices and kept them the same prior to the takeover (Ha, 1998). In fact, since the takeover, advertising practices have become more westernized supporting ideals and manners that are incongruent with the Chinese way of life (Ha, 1998).

Hence, given the above, the purpose of the study was to extend the research in cross-cultural advertising by investigating the differences in cosmetic and fragrance advertising in Hong Kong and the United States.

Specifically, the objectives were to:

- (1) Determine the brands of cosmetics and fragrances most prevalently advertised in Hong Kong and the United States, and,
- (2) Determine the extent of standardization or adaptation in cosmetic and fragrance advertising in Hong Kong and U.S. magazines.

The study would benefit marketers by helping them create better messages that will appeal to their target audiences and drive sales in the skincare, cosmetics and

fragrance industries. Furthermore, findings will assist marketers in advertising their brand locally while still maintaining a global image.

#### Organization of the Project

Chapter one presented the overview, the purpose and objectives. Chapter two reviewed the literature regarding multinational advertising practices. Chapter three explained the methodology of the study and data collection. Chapter four explained the results of the study and focus on the findings as they related to the objectives. Chapter five discussed the findings and implications of them and laid out plans for future research.

## CHAPTER TWO

### REVIEW OF LITERATURE

Advertising helps a company to communicate its products' features and benefits to markets through mass media (Belch, 2004). Different advertising appeals build a solid brand image of a company, so that audiences can differentiate a company's product from other competitors and generate sales (Belch, 2004). When multinational companies expand its products to foreign countries, they have to consider which kind of advertising methods they should use to best approach target markets (Madhu, 1995). There are three different approaches: 1) standardization, 2) adaptation, and 3) glocalization to communicate messages in foreign markets (Madhu, 1995). These three approaches are presented in the following literature review.

#### Standardization

Wei & Jiang (2005) stated that standardized advertising messages have the same themes, positioning and illustrations for different countries regardless of local beliefs, social, legal, and religious factors except translations for the copy.

Factors that affect whether a company would standardize their advertising messages or not depend on product related factors (Melewar & Vemmervik, 2004), customer similarity (Okazaki, Taylor, & Zou, 2006), market similarity (Duncan & Ramaprasad, 1995), global orientation (Zou & Cavusgil, 2002), the ability to implement a global advertising campaign across markets (Kitchen & Schultz, 1999; Okazaki, Taylor, & Zou, 2006), level of control (Laroche, Kirpalani, Pons, & Zhou, 2001; Okazaki, Taylor & Zou, 2006) and size of the firm (Samiee, Jeong, Pae, & Tai, 2003).

Standardization depends on product related factors (Melewar & Vemmervik, 2004). Industrial and commercial goods had the highest level of standardization possibilities because the buying process is similar in organizations (Boddewyn, Soehl, & Picard, 1986; Melewar & Vemmervik, 2004). However, consumer goods had the lowest level of standardization where buying is individual; purchases are affected more by culture and emotional factors, therefore, adaptation seems a better strategy (Cavusgil, Zou, & Naidu, 1993; Melewar & Vemmervik, 2004).

Customer similarity means consumers in different markets have similar perspectives, values, buying habits,

socializing styles and hobbies (Okazaki, Taylor, & Zou, 2006). When customers have similar lifestyles in different countries, it infers that they may accept similar advertising messages and therefore, standardized advertising is favored (Okazaki, Taylor, & Zou, 2006).

Market similarity means countries served by the multinational corporation have similar economic development, per capita income, market infrastructure as well as media infrastructure (Duncan & Ramaprasad, 1995). Standardized advertising is best under this condition (Duncan & Ramaprasad, 1995).

A global orientation is where a company emphasizes its operations to be applied globally instead of different countries having different systems (Zou & Cavusgil, 2002). When firms focus on global orientation, they would like their subsidiaries to use a single advertising message around the globe, and hence, standardized or prototype advertising is preferred (Okazaki, Taylor, & Zou, 2006).

A firm's ability to implement a global advertising campaign across markets means the ability to convey its company and products information through different channels (Okazaki, Taylor, & Zou, 2006). Internet, video conferencing, international distribution of television

shows and movies are the most commonly used channels to send a message to large markets (Kitchen & Schultz, 1999). When companies such as Proctor and Gamble sell its products around the world, it is likely that the company will engage in a form of standardized messages, which is patterned advertising (Gould, Lerman, & Grein, 1999). Standardization is the more likely course (Gould, Lerman, & Grein, 1999).

Level of control refers to when parent firms have high level of control over its subsidiaries, they promote prototype advertising strategy as opposed to other methods of delivering an advertising campaign (Laroche, Kirpalani, Pons, & Zhou, 2001). It is because when advertising is standardized, parent firms can be assured that advertising goals are attained and there is control over good ideas (Okazaki, Taylor, & Zou, 2006). However, if subsidiaries can create their own sets of advertising, subsidiaries may not accept corporate suggestions, which could lead to friction between them and hinder future collaboration (Okazaki, Taylor, & Zou, 2006).

Samiee, Jeong, Pae, and Tai (2003) note size of the firm can affect the use of standardized advertisement by a company. Multinational firms are those most likely to have sales over \$500 million are often preferred to have wholly

owned subsidiaries and centralized decision making when developing an advertising campaign on a global scale (Kwon & Konopa, 1993; Okazaki, Taylor, & Zou, 2006). Therefore, large size firm is a factor that can affect the choice of advertising that large firms desire standardization (Okazaki, Taylor, & Zou, 2006).

There are several advantages of standardization include economies of scale due to the ad being shared by multiple countries, a uniform image of a brand (Melewar & Vemmervik, 2004), control over positioning (Shoham, 1995), budget conservation (Tai, 1997), consistent message and minimal effort by subsidiaries (Kirpalani, Laroche, & Darmon, 1988).

### Adaptation

Adaptation refers to when company alters an advertisement to suit various markets that allows for adjustments to the creative strategy, positioning, and execution (Wei & Jiang, 2005). As opposed to standardization, adaptation is an individualized strategy for each country (Mueller, 1996).

Adaptation is preferred because different countries have different beliefs, lifestyles, economic situations,

language, consumption patterns and preferences from food to clothing (Wang, 1996; Cutler & Javalgi, 1992; Tai, 1997; Kanso & Nelson, 2002; Samiee, Jeong, Pae, & Tai, 2003; Wei & Jiang, 2005). Other factors affecting companies' use of adaptative advertising include whether the product can be used globally, competition the companies experience in that country, company control over subsidiaries, media channels to promote the brand and the legal constraints over advertising (Harvey, 1993). As well, adaptation works when education level and perceptions of the company differ (Hill & James, 1990; Samiee, Jeong, Pae, & Tai, 2003).

Adaptation advocates stress that different cultures exist in different countries, so standardized advertising will not work (Ricks, Arpan, & Fu, 1974). Both the U.S. and many other countries' companies have produced major marketing blunders from not understanding the marketplace, for example, why would people want to buy NOVA in Spanish speaking countries when NOVA means Nogo (Onkvisit & Shaw, 1999).

Since advertising is communication, it is difficult to standardize (Melewar & Vemmervik, 2004). Adaptation may take the form of creative execution, media mix and scheduling (Melewar & Vemmervik, 2004). For example, when



marketing in Asia particularly various Asian countries, what dialect is being used, what benefits of a product are important to the target market and what media is best used to reach them are all culturally different (Boddewyn, Soehl, & Picard, 1986; Hite & Fraser, 1990).

While multinational brands such as Georgia Armani and Chanel need little adaptation, new brands in foreign markets need far more adaptation (Pae, Samiee, & Tai, 2002). Greater understanding of the market will produce far more brand loyalty (Pae, Samiee, & Tai, 2002).

Although the message is different, the positioning of the brand is appropriate for the market and reflective of corporate desires for the brand (Shoham, 1995). As mentioned earlier if the product or service is adaptive as opposed to black or white market, pricing variations can spur the growth of the grey markets (Shoham, 1995).

Understanding the local culture, the language and the use of slang allows marketers not to simply translate an ad but to communicate a message that reflects their lives and the benefits that are associated with what they desire (Melewar & Vemmervik, 2004). This strategy produced brand loyalty by the target market for the efforts made by the company (Hite & Fraser, 1990). Brand loyalty can proud cash

flow at a later point in the campaign as it travels through life cycle (Cavusgil, Zou, & Naidu, 1993).

Although adaptation recognized cultural differences, some of the problems relate to a higher propensity to send the wrong message, higher costs and a lack of control of the brand image (Melewar & Vemmervik, 2004). Adaptation requires a study of the market place and may involve more than just the advertising and creative execution but product packaging, price and other components of the marketing mix.

#### Glocalization

At each end of the continuum, there are globalization and adaptation while somewhere in the middle is glocalization (Onkvisit & Shaw, 1990). It is a matter of degree rather than being literally in the middle (Onkvisit & Shaw, 1990).

Link (1988) states how organizations can be situated on the glocalization continuum. Imagine there are companies that allow its subsidiaries autonomy for its daily operations (Link, 1988). On the right are corporations that control subsidiaries' every move (Link, 1988). Companies situated between the two extremes can market their

advertisement globally with adjustment being made to meet regional differences (Link, 1988).

Coined by Featherstone, Lash, and Robertson (1995), glocalization is a version of standardization and localization working together to communicate advertising messages to their target markets. Glocalization involves a creative theme given by parent firm and market execution and scheduling held by subsidiary firm to suit different target markets (Featherstone, Lash, & Robertson, 1995). Multinational corporations usually apply glocal strategy with several nations at one time (Wei & Jiang, 2005).

The creative strategy is a guide to give subsidiaries directions regarding the advertising message (Frazer, 1983; Wei & Jiang, 2005). The major components of creative strategy are the theme, positioning, and target market (Mueller, 1996). On the other hand, execution is a method used to express the theme and position such as slice of life (Mueller, 1996). Further, execution includes the picture selection, size, color, layout, headline, and use of copy (Whitelock & Chung, 1989; Wei & Jiang, 2005). In general, advertising strategy focuses on "what is said" while execution concentrates on "how it is said" in an advertisement (Mueller, 1996, p.150).

Glocalization can be categorized into two types of standardization including prototype standardization and pattern standardization (Peebles, Ryans, & Vernon, 1977; Kanso & Nelson, 2002). Prototype standardization has the potential for failure since the home office creates theme and the branch office executes the advertisement (Peebles, Ryans, & Vernon, 1977; Kanso & Nelson, 2002). Only minor changes are made such as language (Peebles, Ryans, & Vernon, 1977; Kanso & Nelson, 2002). While pattern standardization is more flexible and is being used by more companies that it gives the home office the ability to decide the target market, positioning of the brand and primary theme (Peebles, Ryans, & Vernon, 1977; Kanso & Nelson, 2002). However, the branch office can decide the creative execution, media mix and scheduling (Peebles, Ryans, & Vernon, 1977; Kanso & Nelson, 2002).

Tai and Wong (1998) mentioned the advantages and disadvantages of glocalization. For example, local execution allows the branch offices to have authority to decide tactics, such as size, color, general layout, etc, rather than receiving home offices' commands, so that it gives subsidiaries a sense of empowerment (Tai & Wong, 1998). However, because local offices can decide the

execution for their countries' advertisements, branch offices may become more detached from the home offices' policies and corporate objectives (Tai & Wong, 1998).

Wei and Jiang (2005) show how multinational company like Nokia uses glocalization in an international campaign. The ads had the same creative components but are executed differently depending on the market (Wei & Jiang, 2005). Both U.S. and China used the same theme "Connecting people" but the Chinese execution contained more graphics while the United States contained more copy to communicate the benefits of the product (Wei & Jiang, 2005, p.849). Due to the Chinese being culturally different from the U.S., these changes were made to communicate effectively with the target markets (Wei & Jiang, 2005).

Mueller (1996) used Esprit, a U.S. brand to explain the use of glocalization. Although Esprit used the same creative strategy "What would you do?" in the United States and Germany, the execution was different (Mueller, 1996, p.141). First, U.S. used English while Germany used German in the ads (Mueller, 1996; Wei & Jiang, 2005). Second, the picture was different (Mueller, 1996; Wei & Jiang, 2005). Not only the female models but male models were

incorporated in the German ads (Mueller, 1996; Wei & Jiang, 2005).

In conclusion, standardization proponents believe that even when people are different, they have the same underlying physiological and psychological needs especially nowadays with the influence of technology leading to a convergence of media activity, living circumstances, social mores and advertising. Adaptation proponents assert that consumers vary in different regions, such as differences in culture, taste, media infrastructure, and economic situation, therefore, advertising differs. Globalization refers to marketing products for a global market but customizing products to suit local cultures and involving a given creative strategy but with each branch office executing the strategy according to its environment.

## CHAPTER THREE

### METHODOLOGY

#### Sample and Data Collection

One women's magazine, Cosmopolitan was selected for content analysis since it is published in the United States and Hong Kong. Further, Cosmopolitan is the largest-selling young women's magazine in the world ("Cosmopolitan," 2007). Circulation figures for Cosmopolitan U.S. edition are 2,900,000 ("Cosmopolitan," 2006). It is an upbeat monthly magazine that focuses on discussions of relationships, fashion trends and beauty care tips ("Cosmopolitan," 2007). Circulation figures for Cosmopolitan's Hong Kong edition is 60,000, that is higher than other magazines including Marie Clarie and COSMO girl with circulation figures of 22,044 and 46,000 respectively ("Media Coverage," 2006).

The sample was collected from May 2006 to October 2006. A total number of 480 cosmetics and fragrances advertisements were collected from these two magazines for a 6 month period. The final sample consisted of 168 American and 312 Hong Kong advertisements (Table 1). Subsequently, the top ten advertised brands and product categories were chosen and analyzed from the selected 480

advertisements. The rank of a brand was determined by the frequency that the advertisements appeared in the two magazines.

Those brand advertisements chosen for inclusion for further analysis were based on the same brands and products that were advertised in the America and Hong Kong editions. As a result, three brands each of perfumes and makeup were chosen for further analysis. For perfumes, the three brands were Lancome, DKNY and Calvin Klein. For makeup, the three brands were Revlon, Chanel and Clinique.

Table 1. Number of Advertisements per Country/City Magazine

Country/City	Magazine	# of advertisement	% of Total
Hong Kong	Cosmo.	168	35%
USA	Cosmo.	312	65%
Total		480	100%

#### Instrument

The instrument used in this study followed Seitz and Johar (1993) guidelines, the modified model developed originally by Whitelock and Chung (1989) for sorting out



differences when comparing advertisements. Mueller (1991) stated content analysis allowed a comparison of two advertisements to determine the degree of similarity/difference between them.

There were six factors for examination including picture, color, size, general layout, slogan, and copy (Whitelock & Chung, 1989). A point was given for differences of each factor (Whitelock & Chung, 1989). For example, when an advertisement was totally adapted whereby the picture was entirely different from the other ad, the maximum points could be 10 (Whitelock & Chung, 1989). For differences in the general layout, color, and size, one point would be given; however, the differences of slogan and copy could score up to three points (Whitelock & Chung, 1989). For example, if the slogan or copy in advertisements had different meanings and were written in the language of the country, three points would be assigned (Whitelock & Chung, 1989). When the score was higher, the slogan or copy were less standardized (Seitz & Handojo, 1997).

Number 10 would be used to subtract the total points for each comparison to determine the degree of standardization (Seitz & Handojo, 1997). A high score like 10 meant the advertisements were completely standardized

while a low score like zero suggested total adaptation  
(Seitz & Handojo, 1997).

## CHAPTER FOUR

### RESULTS

In this study, a total of 480 advertisements were collected from Cosmopolitan magazines for content analysis. Out of the 480 advertisements, 312 were collected from the Hong Kong editions while 168 were collected from their American counterparts. The samples were collected from the magazines published between May 2006 and October 2006. Analyzing the frequency that the advertisements appeared in the magazines, the top ten brands and products were chosen for comparisons. For perfumes, Lancome "Hypnose", DKNY "Be delicious", and Calvin Klein "CK One Summer" were evaluated and for makeup, Revlon's foundation, Chanel's lipstick and Clinique's mascara were analyzed.

#### Brand Analysis

A total of 168 cosmetics advertisements from the American magazines were initially comprised of 45 brand names. These 45 brands were then narrowed down to the ten most advertised brands based on frequency that the advertisements appeared (Table 2). This same procedure was

used for the Hong Kong advertisements that resulted in a final list of the 10 most advertised brands (Table 3).

Table 2. Top Ten Cosmetics Brand Advertised in Cosmopolitan in American Edition

Ranking	Brand		Frequency	Percent
	Headquarters	Brand Name		
1	USA	NEUTROGENA	18	21%
2	USA	OLAY	14	17%
3	USA	NOXZEMA	10	12%
4	FRANCE	LOREAL	7	8%
5	USA	MAYBELLINE	7	8%
6	USA	COVERGIRL	6	7%
7	USA	MAXFACTOR	6	7%
8	USA	RIMMEL	6	7%
9	USA	REVLON	6	7%
10	USA	AVVENO	5	6%
		TOTAL	85	100%

The tables showed that cosmetic brands advertised in the U.S. and Hong Kong were quite different regarding their origin. The brands advertised in the U.S., such as Neutrogena, Olay, and Noxzema, were all western brands, primarily American (90%) and French (10%) (Table 2).

Meanwhile, the brands advertised in Hong Kong were dominated by three countries including Japan, USA and France (Table 3). Japanese brands included Shiseido, Fancl and IPSA; American brands included Dior, Clinique and Estee Lauder; and, French brands included Lancome, Chanel and Guerlain. Laneige, a South Korean brand appeared seven times, far less than Japanese or American brands (Table 3).

Table 3. Top Ten Cosmetics Brand Advertised in Cosmopolitan in Hong Kong Editions

Ranking	Brand		Frequency	Percent
	Headquarters	Brand Name		
1	JAPAN	SHISEIDO	12	13%
2	USA	DIOR	11	13%
3	USA	CLINIQUE	10	11%
4	JAPAN	FANCL	10	11%
5	FRANCE	LANCOME	9	10%
6	JAPAN	IPSA	8	9%
7	USA	ESTEE LAUDER	8	9%
8	FRANCE	CHANEL	8	9%
9	SOUTH KOREA	LANEIGE	7	8%
10	FRANCE	GUERLAIN	6	7%
		TOTAL	89	100%

## Product Type Analysis

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

Ranking	Hong Kong	Freq.	Percent	American	Freq.	Percent
1	FRAGRANCE	49	16%	CLEANSER	42	25%
2	WHITENING	41	13%	FRAGRANCE	28	17%
3	WRINKLE	38	12%	LIPSTICK	21	13%
4	LIPSTICK	30	10%	FOUNDATION	21	13%
5	FOUNDATION	26	8%	MASCURA	14	8%
6	CLEANSER	26	8%	MOISTURIZER	13	8%
7	EYE GEL	18	6%	EYE MAKEUP	12	7%
8	MOISTURIZER	17	5%	SUN BLOCK	11	7%
9	MASK	15	5%	FACE POWDER	3	2%
10	MASCURA	11	4%	LOTION	1	0%
11	SUN BLOCK	11	4%	WRINKLE	1	0%
12	EYE MAKEUP	11	4%	CONCEALER	1	0%
13	LOTION	10	3%			
14	CREAM	9	2%			
	TOTAL	312		TOTAL	168	

Fragrances were advertised most often in Hong Kong editions, occupying 16% of ad space (Table 4). The second most frequently advertised product type in Hong Kong editions was skin whitening products with 13% of the market. On the other hand, cleansers were the most

frequently advertised product type in U.S. editions with 25% of the advertising space. The second most frequently advertised product type in America was fragrances with 17% of the advertising space (Table 4).

#### Standardization versus Adaptation Analysis

From the ten most prevalently advertised brands in Hong Kong and the U.S., the selection was narrowed further to six of the same brands in both U.S. and Hong Kong editions. This allowed the researcher to analyze the extent of advertising standardization and adaptation in the two countries. The six brands examined were Lancome, DKNY, Calvin Klein, Revlon, Chanel and Clinique, and the products examined were perfumes and cosmetics. For perfumes, Lancome "Hypnose", DKNY "Be delicious" and Calvin Klein "CK One Summer" were evaluated and for makeup, Revlon foundation, Chanel lipstick and Clinique mascara were analyzed. Six advertisements from each country were analyzed. The coding sheet is shown in the Appendix A.

#### Perfumes

Lancome. Lancome Hypnose had a score of 8. Differences were found in advertisement picture and layout. The Hong Kong's advertisement (Appendix B) showed the model's body

more than the American's advertisement (Appendix C), for example the right arm could be seen in the Hong Kong's edition while it could not be seen in the American editions. In addition, the layout of slogan was slightly different. In the Hong Kong edition, the slogan "the new hypnotizing fragrance" was displayed on the right side of the page while in the American edition, the slogan was displayed at the bottom and on top of the fragrance of the advertisement. Also, both countries were 2 page advertisements. In the Hong Kong edition, the advertisement was a 2 page spread while it was front and back with a scent strip in the American edition.

DKNY. DKNY's Be Delicious had a score of 10, which is indicative of high standardization, with no differences in the advertisements. The Hong Kong and American advertisements are shown in the Appendix D and E respectively.

Calvin Klein. Calvin Klein's "CK One Summer" had a score of 6. The Hong Kong advertisement (Appendix F) was one page while the American advertisement (Appendix G) was 2 pages front and back. The content in the first page of the American advertisement was the same as the one page Hong Kong advertisement. However, the Hong Kong



advertisement didn't have the content of the second page of American advertisement, which showed skin moisturizer and body wash. Another minor difference was in the American edition, the advertisement had a scent strip that the Hong Kong edition did not include.

### Cosmetics

Revlon. The Revlon foundation received a score of 5 because there were differences in pictures and copy. In the American edition (Appendix H), a list of foundation colors were shown on the right side of the advertisement, however, the Hong Kong advertisement (Appendix I) didn't show any of them. Moreover, the headline was written in English in the U.S. edition and in Chinese in the Hong Kong edition, as well, the descriptions varied slightly. In the American edition, the headlines were "Now so comfortable, you'll forget you're wearing it". While the headline in the Hong Kong edition was "Foundation that can last for a long time, it is so soft that you'll forget you're wearing it". Finally, the copy was slightly different in both advertisements. In the American edition, there were descriptions that did not appear in the Hong Kong advertisement that included "formulated for your skin type" and "20 luxurious, love-to-wear shades". However, in the

Hong Kong edition, there were also descriptions that did not appear in the U.S. ads such as "The product includes herbal essence which moisturizes the skin to get a perfect result".

Chanel. Advertisements for Chanel lipstick scored 4. Differences in the advertisements were apparent in the layout, color, size and copy. When comparing the American and Hong Kong editions, the layout of the advertisements varied slightly. In the American edition (Appendix J), the product image was placed in the middle of the page while the product image in the Hong Kong edition (Appendix K) was on the right side of the page. Also, the headline "Seduction in just one click" in the American edition was expressed at the top of the advertisement while the headline in the Hong Kong edition was on the left side of the advertisement. Moreover, the color of the lipstick in the American edition was red while the color of the lipstick in Hong Kong advertisement was pink. In addition, the U.S. advertisement was one page as opposed to a two page spread in the Hong Kong edition. Finally, besides having the English headline "Seduction in just one click" appeared in both advertisements, Hong Kong advertisement contained a subheadline in Chinese "Shiny and sparkling

lipstick". Also, in the Hong Kong edition, the copy written in Chinese mentioned that there were 22 colors available at HK\$185 that the U.S. edition did not include.

Clinique. For Clinique mascara, advertisements that appeared in both countries' editions had a score of 3. Differences in the advertisements were apparent in the picture, slogan and copy. Apparently, the mascara wand that was used for each country's product differed. In the Hong Kong edition (Appendix L), the shape of the comb was like a S shape while the comb in the American advertisement (Appendix M) was like a V shape. Moreover, the slogan "New defining lengths" in both editions were the same, however, it was translated into Chinese in the Hong Kong edition. In addition, there were words that appeared in the Hong Kong advertisement that were not present in the U.S. advertisement. For example, "This mascara is specifically designed for Asians" and "Warm water can remove the makeup". Also, different wording was used in both editions. For example, in the Hong Kong edition, "defining power mascara" was written on the mascara wand while "high definition lashes" was printed in the U.S. edition.

## CHAPTER FIVE

### DISCUSSION AND IMPLICATIONS

#### Discussion

In determining the cosmetic and fragrance brands most prevalently advertised in editions of Cosmopolitan, results indicated that the top five advertised brands in the United States editions were Neutrogena, Olay, Noxema, Loreal and Maybelline. Their origin was the United States except for Loreal, which was French. Meanwhile, the top five brands advertised in Hong Kong editions were Shiseido, Dior, Clinique, Fancl and Lancome. Those brands' origins were Japan, the United States and France, which were different from the origin of the top five brands in the U.S. According to Sims (1999) and Koh et al. (1999), people have a tendency to want products from countries they perceive as better and that country is Japan for Hong Kong people. Since Japan and Hong Kong share cultural similarities, they share similar needs for cosmetics such as using skin whitening products (Koh et al., 1999; Bray, 2002). The idea of light skin comes from "one white cover up three ugliness" along history with China and Japan (Bray, 2002, p.1). Further, due to cultural similarities, Hong Kong

consumers prefer Japanese packaging and consider them appropriate for their needs (Cheong, 2007). Given the U.S. high standards that manufacturers have to follow and innovative products selling at competitive prices, Hong Kong and America consumers value American products (Cheong, 2004). However, when it comes to cosmetics, fragrances, and most importantly, skincare, France has a lot of influence with Americans (Cheong, 2007). French cosmetics are well-known for its outstanding quality, so that Hong Kong consumers as well as America consumers admire French cosmetics (Cheong, 2007).

The findings also indicated that fragrances and whitening products were the most frequently advertised product types in Hong Kong while cleansers and fragrances were the most frequently advertised product types in America. Meanwhile, the next most advertised product types in Hong Kong were wrinkle products and lipsticks, on the other hand, the next most advertised product types in America were lipstick and foundation.

Wrinkle products advertisements showed a big difference in advertisement frequency in the Hong Kong magazines versus the American magazines. The reason why wrinkle products are popular in Hong Kong is that Hong Kong

has an aging population that the 42-46 baby boomers who born between 1958 and 1962, compose a large percentage of Hong Kong's population ("Business thinking on golden pond," 2005). Euromonitor International's research (2006) shows that the buoyant economy allows Hong Kong upscale working women to purchase premium products to reduce wrinkles. Therefore, anti-aging products sales had a growth rate of 9.5% in 2005 (Euromonitor International, 2006).

The results from the analyses suggested that Hong Kong advertisements tended to focus more on skincare while American advertisements tended to focus more on makeup products. The findings suggested that some products that were advertised in Hong Kong were not advertised in the U.S. and vice versa. These products included whitening products, eye gel, masks and cream that were advertised only in Hong Kong magazines. On the contrary, face powder products and concealer that were advertised in the American magazines weren't present in the Hong Kong magazines during the period of study.

The results from the analyses suggested that American advertisements tended to focus more on image while Hong Kong ones tended to focus more on providing information. The findings were concurrent with Sin, So, Yau, and Kwong

(2001) study that Hong Kong females rated instrumental value rather than aesthetic value as the most important product attribute in purchase decisions. It implied performance, product quality and value for money are the key factors to be shown in an advertising message rather than just focusing on image and brand name for selling cosmetic products (Sin, So, Yau, & Kwong, 2001). In the U.S., the magazine is a national medium that covers all 50 states and Puerto Rico (Ha, 1998). There are too many locations and different prices for different states to be listed in the ad (Ha, 1998). Therefore, U.S. advertisers might emphasize more on quality that can be applicable to different locations across the country (Ha, 1998).

There are scent strips in the American magazines' fragrance advertisements while Hong Kong doesn't provide such sample. It is because American firms believe advertising can create customers' awareness of their products and build brand images to distinguish themselves from competitors. As a result, samples can increase their companies' sales.

In determining the extent of standardization of cosmetic advertising in Hong Kong and American magazines, findings showed that perfume advertisements were highly

standardized with a mean score of 8 while cosmetics were in the middle of standardization and localization with a continuum mean score of 4. These findings were consistent with those found by Seitz and Johar (1993) regarding advertising standardization practices for perfumes and cosmetics. Their findings showed a score of 7 for perfumes implying a high degree of standardization while cosmetics had a score of 6.25 implying a moderate degree of standardization.

The moderate to high standardization of Hong Kong advertisements can also be explained by its Westernized culture (Neelankavil, Mummalaneni, & Sessions, 1995). Hong Kong for many years belonged to the British and thus industries grew from a procapitalistic environment (Neelankavil, Mummalaneni & Sessions, 1995). Hence, ads would mostly reflect Western ideals (Neelankavil, Mummalaneni, & Sessions, 1995). Further, given its history as a British colony for years, Hong Kong resident accept Western ideals and products readily (Pae, Samiee, & Tai, 2002).

As pointed out by Domzal and Unger (1987), and shown by Seitz and Johar (1993), standardization is most likely where little copy is necessary as in fragrance that are



primarily image ads. Moreover, other types of products and services that touch all individuals' needs and desires such as love and acceptance lead themselves to standardized advertising (Seitz & Johar, 1993).

Some say that as a result of the Internet, peoples' needs and desires are homogenized yet that is furthest from the truth (Kanso & Kitchen, 2004). Localization is necessary for products such as cosmetics as studied here. Although costs would be higher, a glocalized approach would be better suited to communicate messages since people are not the same around the world (Kanso & Kitchen, 2004). As a result, the findings showed cosmetics fell somewhat in the middle of the advertising continuum that advertisements were localized to meet regional customers' taste. According to So (2004), peoples' needs and desires are different around the world. For example, flawless white skin is admired in many Asian countries where having tanned skin makes American women look especially beautiful in the summer ("Amway makes moves in China," 2004). Skin color is an reflection of social status in Asia that light skin implies rich people who don't need to work while darker skin means hard labor often work under the sun (Iy, 2005). Therefore, light skin is favored in Asian countries (Iy,

2005). As a result, Chinese women use whitening creams to avoid dark skin and prevent sun freckles (Foster & Yeh, 2006). Therefore, more advertisements for whitening products are presented in the Hong Kong magazines as opposed to other products. On the whole, differences in culture and beauty concept do have an effect on the nature of brands and products advertised in the printed media in both Hong Kong and the U.S.

#### Implications

Findings from the study suggested several implications. First, findings suggested that cosmetic needs of women in the U.S. and Hong Kong are not homogeneous. Whitening products are frequently advertised in Hong Kong editions while cleaners predominate the U.S. market. Marketers need to understand the needs and desires of their markets and promote the appropriate products. Although Hong Kong residents are aging such as women baby boomers in the U.S., few adaptations would be needed to advertise anti-wrinkle products in the market.

Findings showed that standardization of advertisements is mostly found in perfume ads. In the case of perfumes, advertisers might best create and maintain a unified image

through a standardized advertising campaign that Caucasian models are accepted in Hong Kong, as well as Asian women in the U.S. Besides maintaining a single image for the brand, standardized advertisements can take advantage of economies of scale. Given those advantages, standardized advertising for perfume is the recommended strategy for this product category.

Findings also showed that glocalization is the prevalent strategy in cosmetic advertising. In the case of cosmetics, advertisers would do best to take pattern standardization approach since the brand may be the same but the consumers' needs and preferences are different. Factors that should be considered include different concepts of beauty in different countries that affect consumers' choice of cosmetic purchases. Therefore, when the home and host cultures are different, a more adaptive strategy is feasible. Findings in the present study indicated that the nature of the brands and products in these two countries had differences as a result of cultural differences. The Hong Kong people tended to support Japanese and American brands while Americans mostly favored their own brands. Understanding the nature of the brands and products in these two countries can assist marketers

and advertisers in developing strategies and programs to attract these markets.

When advertisers have to decide whether to adapt or standardize advertising, they should be concerned regarding consumers' preferences and culture. Marketers might consider a glocalized strategy that takes all these factors into consideration.

As China's economy is growing stronger, more multinational companies are interested to sell and advertise their products to that market, this study could act as guidelines for advertisers. According to Seitz, Razzouk, Lee, Yang, and Koh (2004), "Hong Kong, China and Taiwan advertising industries were at different levels of the advertising life cycle that Hong Kong was in the maturity stage, Taiwan was in the growth stage, and China was in the introductory stage" (p.240-247). "As China, Hong Kong and Taiwan cultures were similar, U.S. advertisers could use Hong Kong and Taiwanese advertising trends analysis to forecast future China's advertising trend in order to develop appropriate marketing strategies to reach target customers" (Seitz, Razzouk, Lee, Yang, & Koh, 2004, p.240-247).

## Limitations and Future Research

Given that this study was exploratory in nature, it had several limitations. First, the study compared only two countries that may not reflect multinational advertising trends. If the study examined more countries, the findings would be able to support previous studies regarding specific product categories. Further, this analysis had a sample size of 480 advertisements from Hong Kong and the United States over a six month period. Future research should use larger sample over a longer period, so that results would not be affected by seasonal influences. Moreover, more countries over a longer period should be used in a longitudinal study, so that it would greatly benefit marketers and expand the knowledge base for multinational advertising.

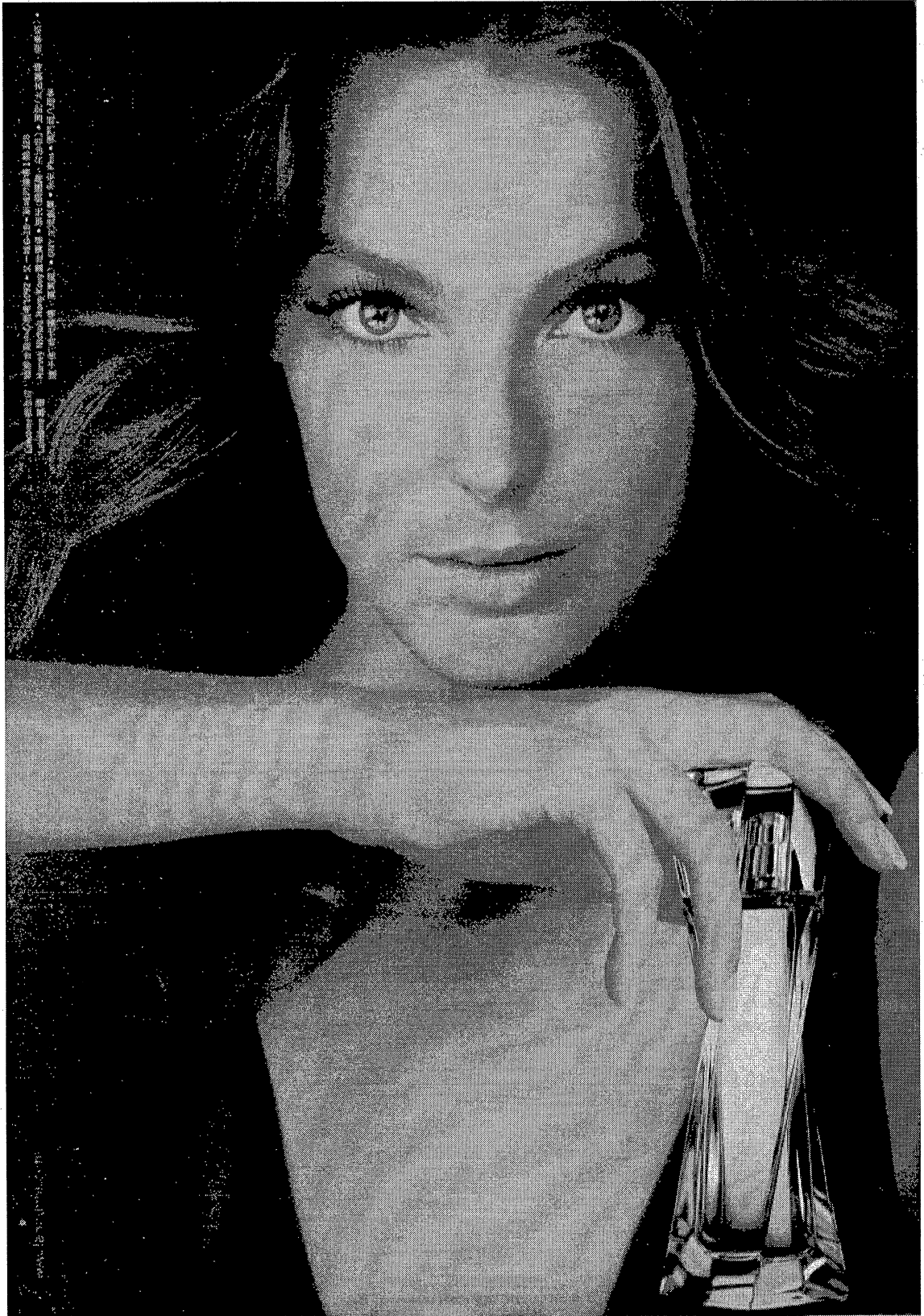
APPENDIX A  
THE CODING SHEET

Sample	Lancome	DKNY	Calvin Klein	Revlon	Chanel	Clinique
Picture	1		3	2		2
General layout	1				1	
Color					1	
Size			1		1	
Slogan					3	2
Copy				3		3

APPENDIX B

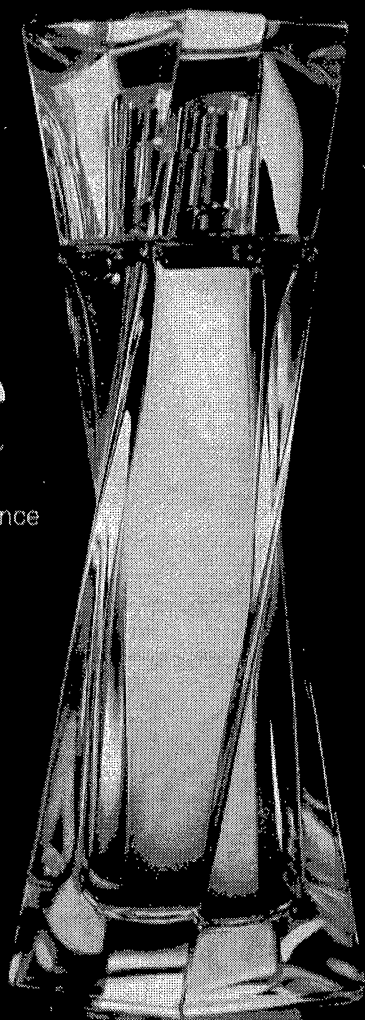
LANCOME ADVERTISEMENT (HONG KONG VERSION)





# hypnôse

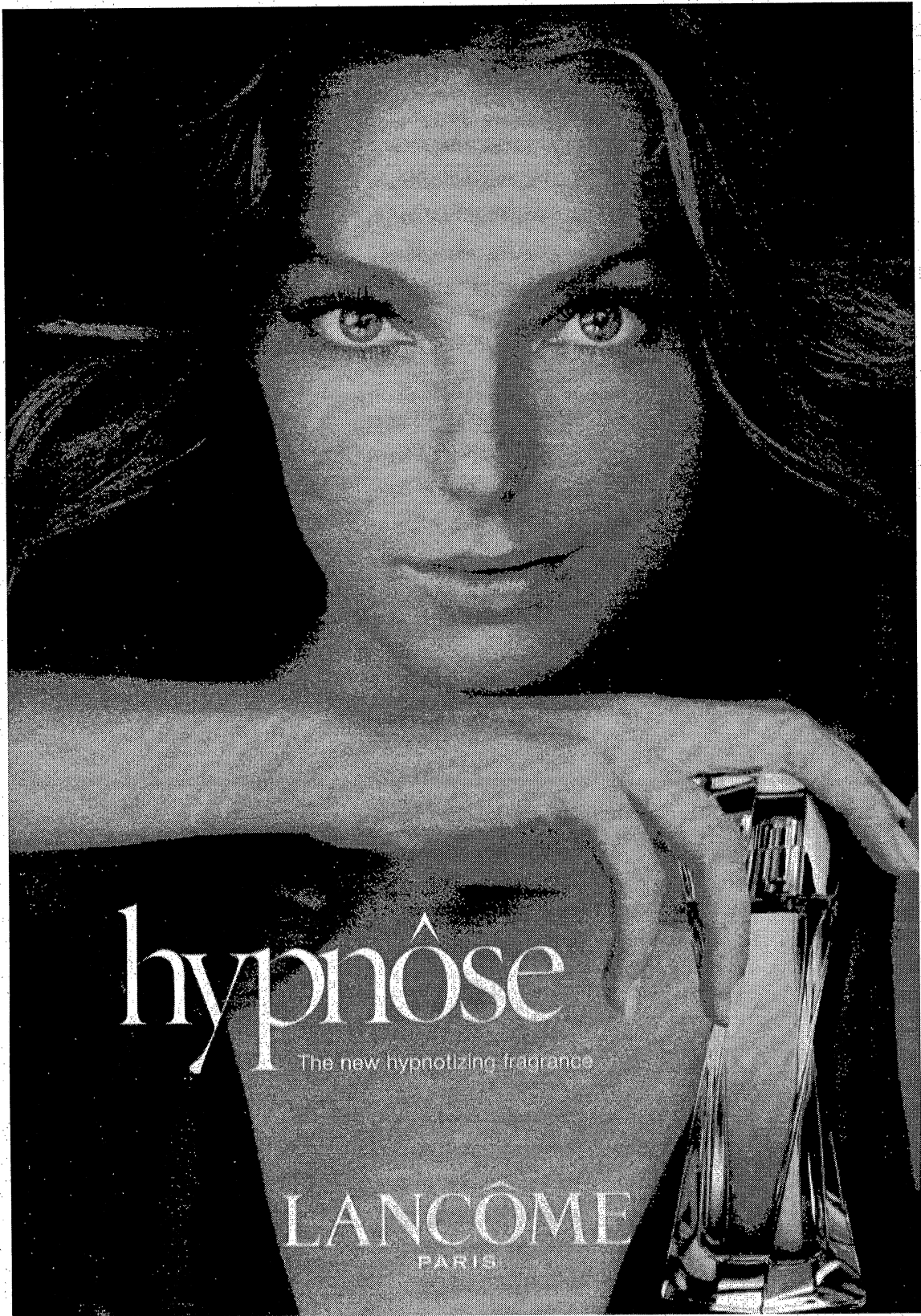
The new hypnotizing fragrance



LANCÔME  
PARIS

APPENDIX C

LANCOME ADVERTISEMENT (AMERICAN VERSION)



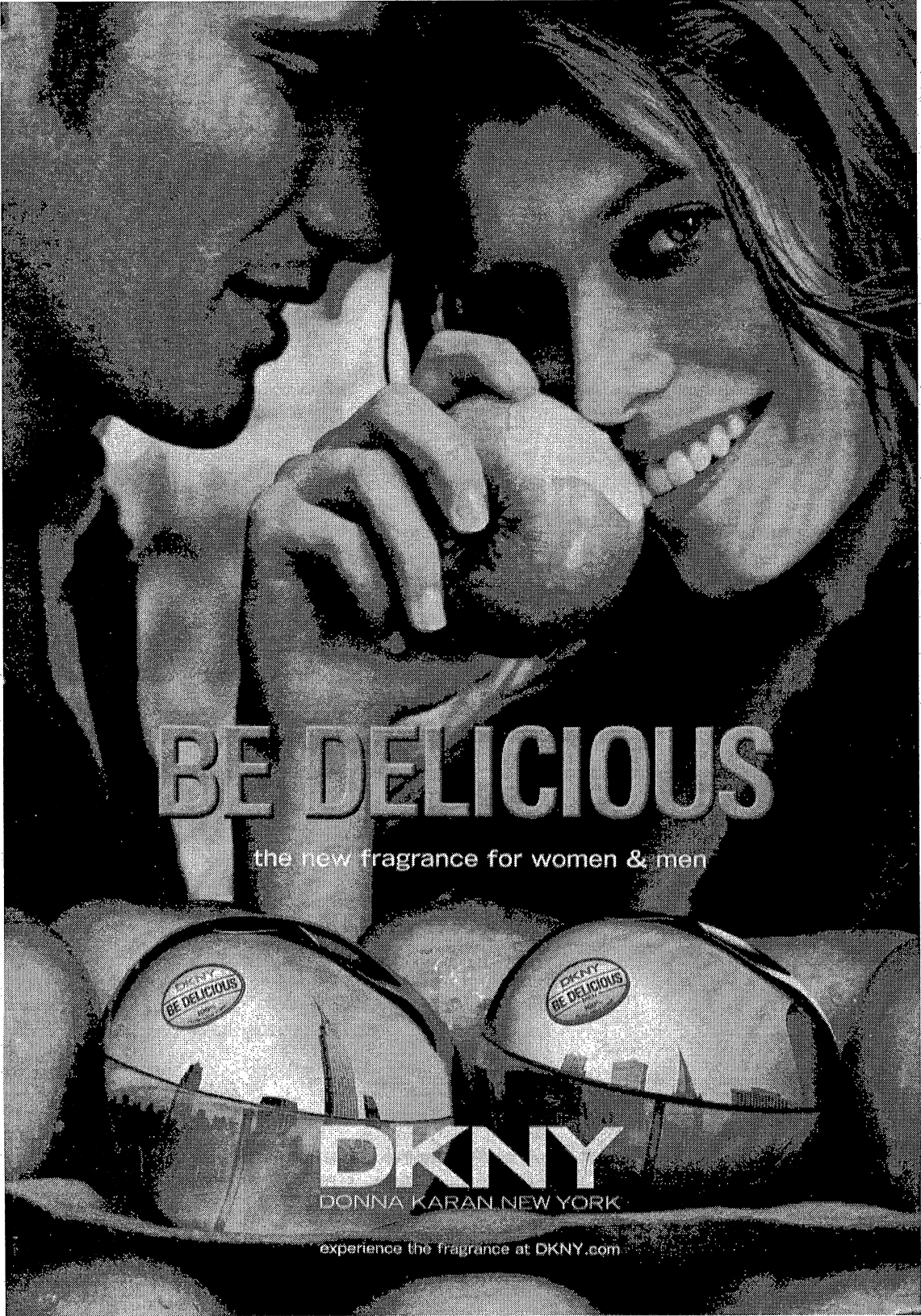
hypnôse  
The new hypnotizing fragrance

LANCÔME  
PARIS



APPENDIX D

DKNY ADVERTISEMENT (HONG KONG VERSION)



# BE DELICIOUS

the new fragrance for women & men

DKNY  
BE DELICIOUS

DKNY  
BE DELICIOUS

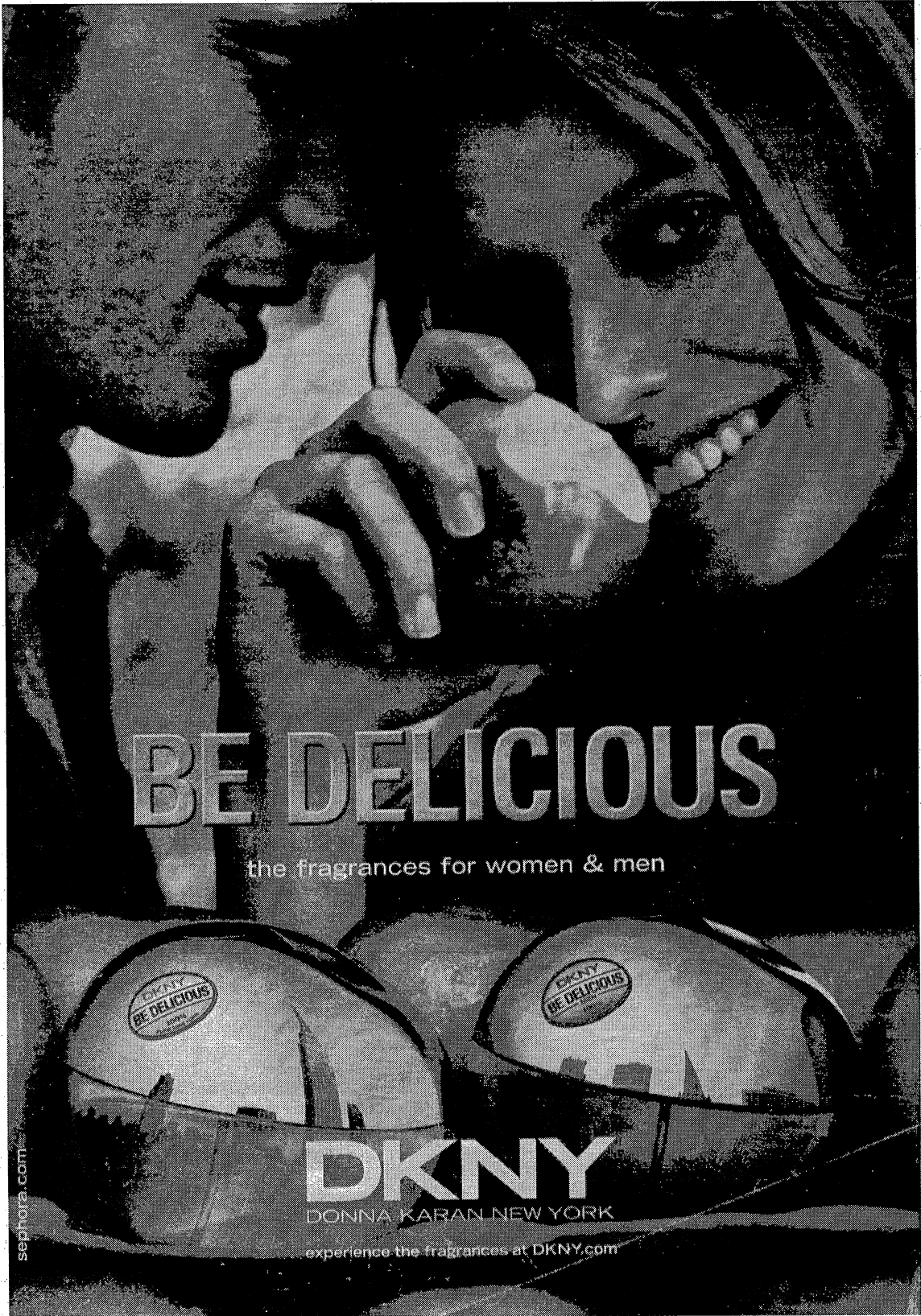
**DKNY**  
DONNA KARAN NEW YORK

experience the fragrance at [DKNY.com](http://DKNY.com)

APPENDIX E

DKNY ADVERTISEMENT (AMERICAN VERSION)





# BE DELICIOUS

the fragrances for women & men

DKNY  
BE DELICIOUS

DKNY  
BE DELICIOUS

## DKNY

DONNA KARAN NEW YORK

experience the fragrances at [DKNY.com](http://DKNY.com)

sephora.com

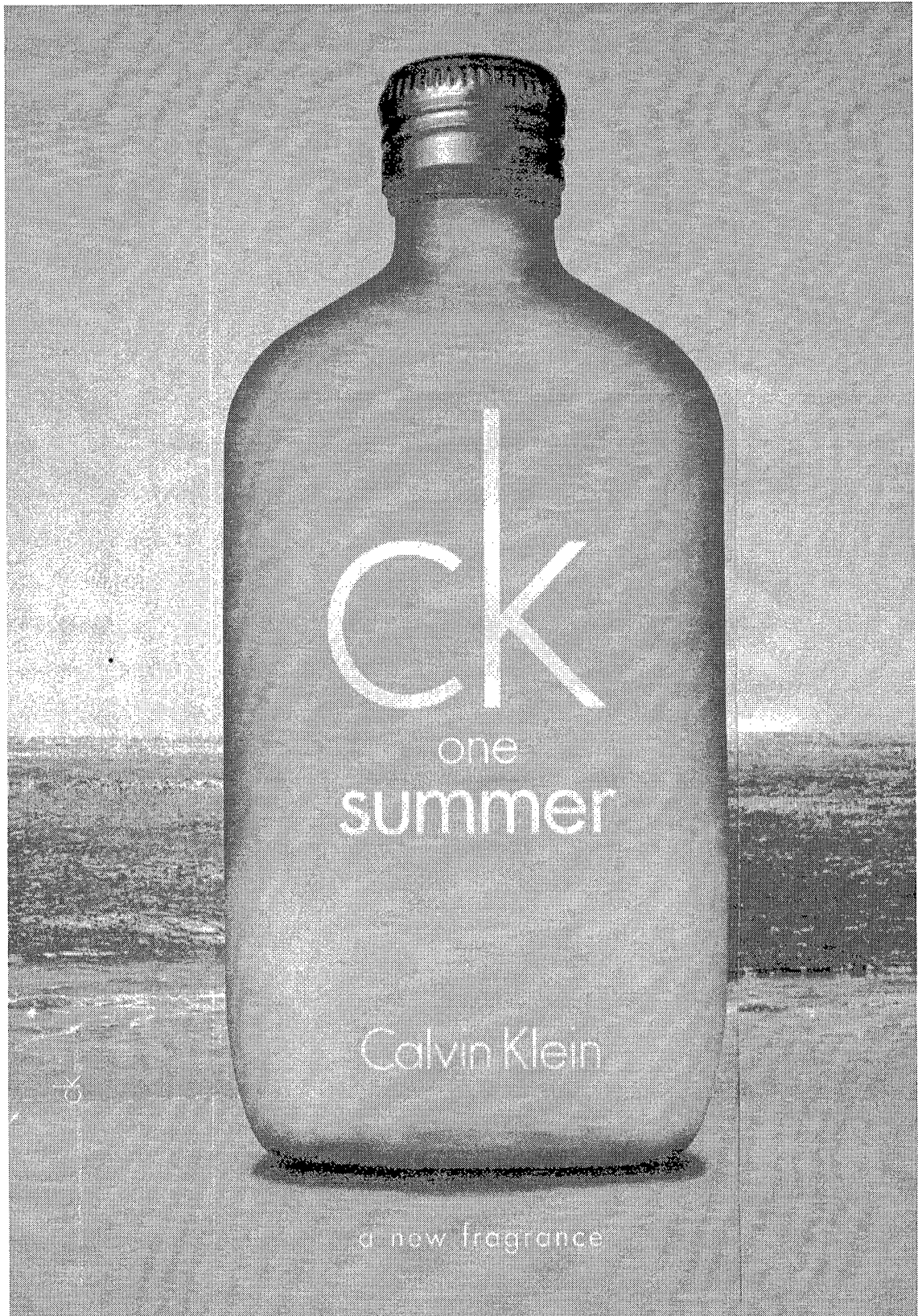
APPENDIX F

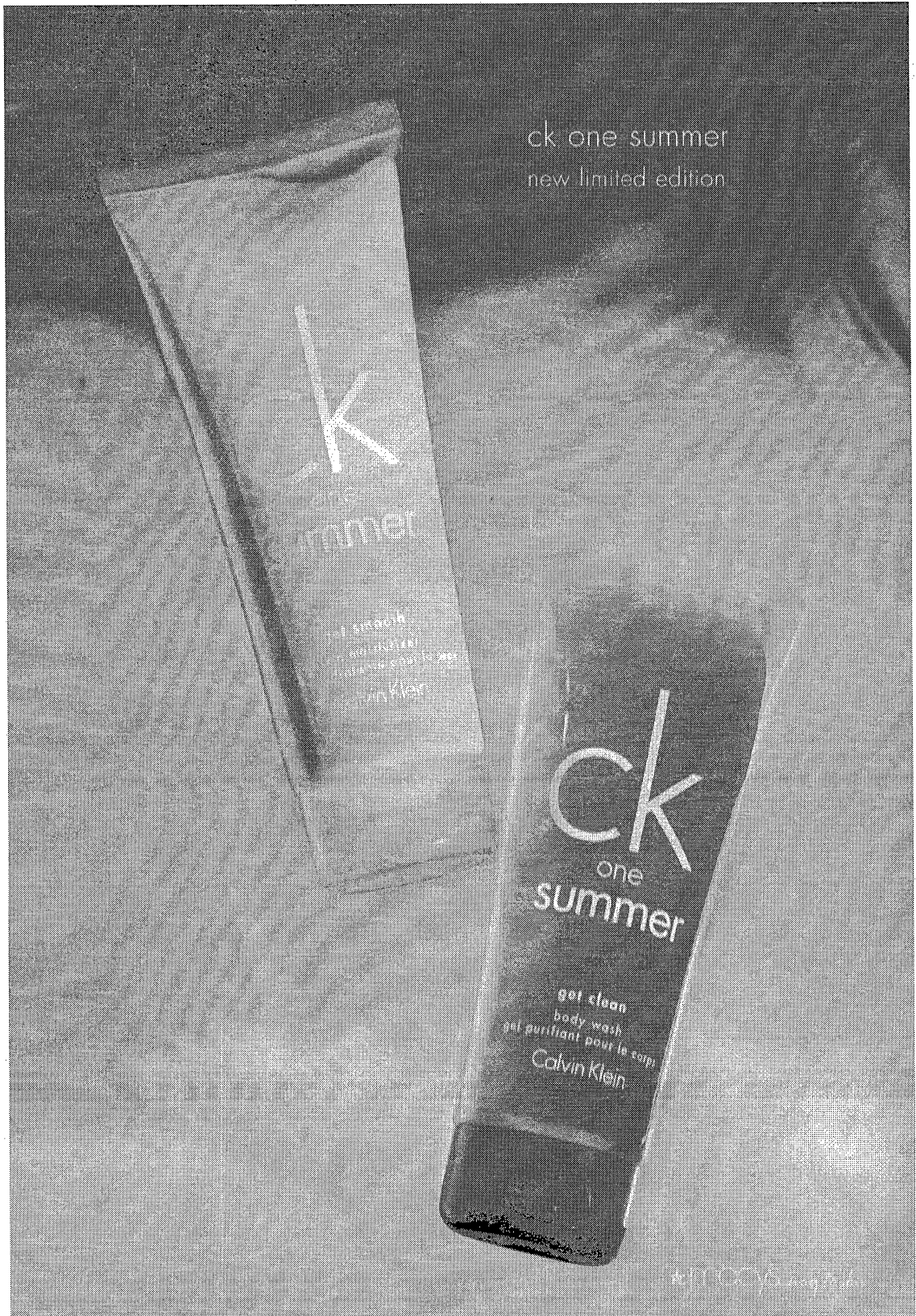
CALVIN KLEIN ADVERTISEMENT (HONG KONG VERSION)



APPENDIX G

CALVIN KLEIN ADVERTISEMENT (AMERICAN VERSION)





ck one summer  
new limited edition

ck  
one  
summer

get clean  
body wash  
gel purifiant pour le corps  
Calvin Klein

ck  
one  
summer

get clean  
body wash  
gel purifiant pour le corps  
Calvin Klein

\*TPOCYUJGK

APPENDIX H

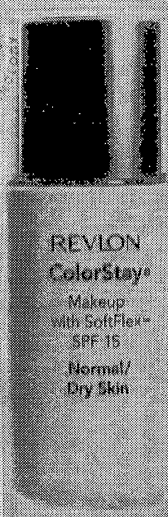
REVLON ADVERTISEMENT (AMERICAN VERSION)

**NEW**

Now so comfortable,  
you'll forget you're wearing it  
**ColorStay Makeup**

- Patented SoftFlex assures total comfort
- Looks and feels freshly applied up to 16 hours
- Formulated for your skin type
- 20 luxurious, love-to-wear shades

- ivory
- buff
- sand beige
- nude
- natural beige
- medium beige
- fresh beige
- true beige
- natural tan
- toast
- caramel
- cappuccino



**ColorStayConfident**

**REVLON**

Halle Berry is wearing ColorStay Makeup for Combination/Oily Skin in Caramel  
Featured shades: Combination/Oily in Natural Tan and Normal/Dry in Buff

[www.revlon.com](http://www.revlon.com)

© 2006 Revlon Consumer Products Corporation



APPENDIX I

REVLON ADVERTISEMENT (HONG KONG VERSION)



NEW

妝容持久柔滑  
感覺輕盈無物

ColorStay Makeup

REVLON 不脫色粉底液

16小時持久不脫色，妝容全日自然透亮。  
創新 SoftFlex™ 柔滑舒適科技，給予肌膚  
輕盈舒爽的貼面感。  
蘊含植物精華，滋潤美肌，打造完美妝容。

NEW  
SOFT FLEX™  
REVLON

REVLON  
ColorStay®  
Makeup  
with SoftFlex™  
Combination/  
Oily Skin  
30 mL

REVLON  
ColorStay®  
Makeup  
with SoftFlex™  
Normal/  
Dry Skin  
30 mL

特選色蜜滋 Apple Berry

ColorStay Confident

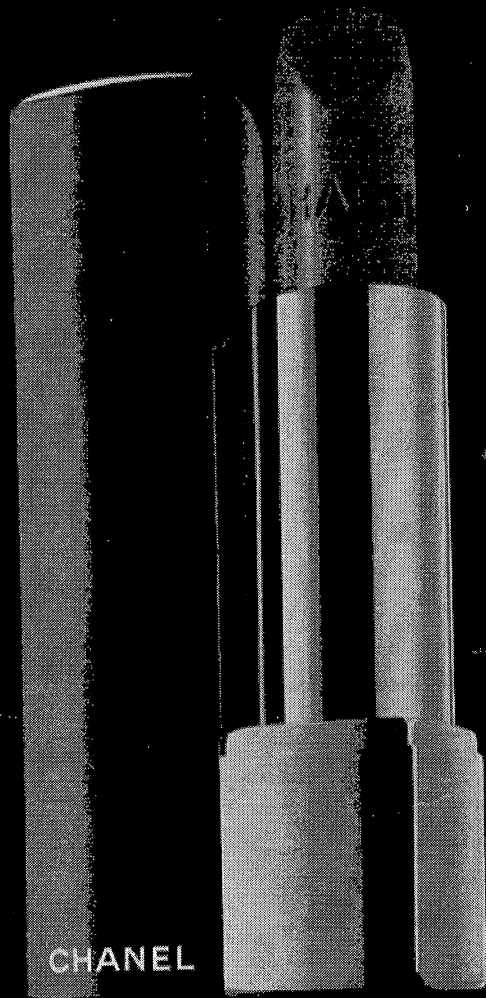
REVLON

全球 REVLON「全自在」購物櫃有售 顧客服務熱線：2690 0880

APPENDIX J

CHANEL ADVERTISEMENT (AMERICAN VERSION)

ROUGE ALLURE  
SEDUCTION IN JUST ONE CLICK



CHANEL

MACY'S

APPENDIX K

CHANEL ADVERTISEMENT (HONG KONG VERSION)

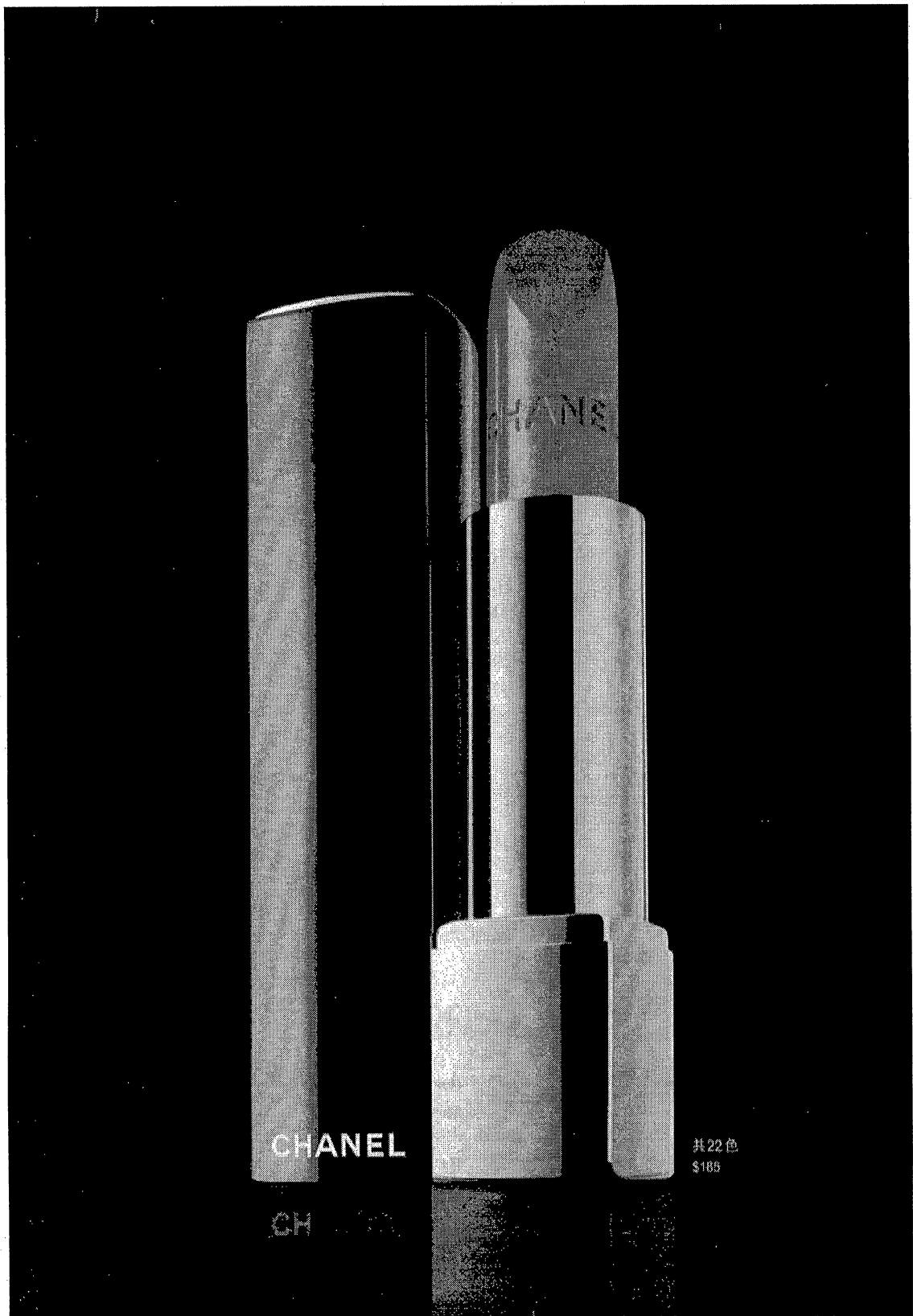
ROUGE ALLURE  
SEDUCTION IN JUST ONE CLICK

閃漾亮澤唇膏

CHANEL

[www.chanel.com](http://www.chanel.com)

置地廣場(BB-7) · 太子文匯(M3B) · 又一城(LC2-53) · 海匯大廈(QT2B1) · Harvey Nichols(置地廣場) · 西武(太古廣場·層樓45) · 樂家閣樓閣 · 樂光尖沙咀  
UNY生活廣場 · 永史百貨(上環排坊·彌敦道店) · 先施(維多利亞廣場) · 龍昆長(灣仔道) · DFS太陽廣場 · DFS卓悅廣場 · 澳門葡八佰伴



CHANEL

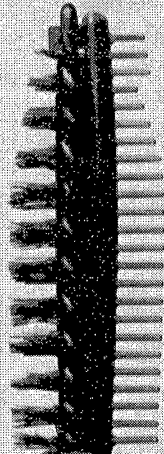
共22色  
\$185

APPENDIX L

CLINIQUE ADVERTISEMENT (HONG KONG VERSION)



© Clinique Laboratories, LLC



defining power mascara

New

## 挑戰 翹長極限

Defining Power<sup>™</sup>  
Mascara

豐盈捲曲睫毛液

描繪濃密美睫

一邊是覆蓋持久色彩  
悅目的睫毛掃，另一  
邊則是將睫毛梳理至  
根根完美分明的睫毛梳。

精心構思的迷你睫毛梳，  
專為亞洲明眸貼身設計，  
即使最短小纖幼睫毛，  
都可拉長至立體分明。

卻又可以被暖水輕易  
徹底卸除。

一掃、一梳，美睫誕生。

Clinique 倩碧產品  
均通過過敏性測試，  
百分之百不含香料。  
專為亞洲肌膚研製。  
[clinique.com.hk](http://clinique.com.hk)



CLINIQUE

APPENDIX M

CLINIQUE ADVERTISEMENT (AMERICAN VERSION)

© Clinique Laboratories, LLC

high-definition lashes

New  
defining  
lengths.

Brush, comb.  
Create. With  
new High  
Definition Lashes  
Brush Then  
Comb Mascara.

Brush-side coats  
with dramatic,  
long-wearing colour.  
Comb-side separates  
to perfection.  
Transforms each  
and every lash with  
extreme length  
and definition.  
Allergy Tested.  
100% Fragrance Free.  
Now at [clinique.com](http://clinique.com)



CLINIQUE

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