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**CONSUMER PERSPECTIVE OF STANDARDIZED VERSUS LOCALIZED
INTERNATIONAL ADVERTISEMENTS:
A CROSS CULTURAL COMPARISON BETWEEN FINLAND AND KENYA**

**Master's Thesis in Marketing
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ABSTRACT:

The main aim of the study is to explore the consumer perspective of standardized versus localized international advertisements using a cross cultural comparison between Finland and Kenya. In order to achieve the purpose for this study, sub objectives were set which included the following:1) to explore why culture has an influence on consumer perspective of standardized versus localized advertisements;2) to explore why consumer behavior has an influence on the consumer perspective of standardized versus localized advertisements;3) to empirically analyze consumer preference for standardized versus customized advertisements; and 4) to empirically study the consumer perspective of standardized versus localized advertisements using a cross cultural comparison between Finland and Kenya.

The empirical research constituted 10 Finnish and 10 Kenyan consumers. A total of six advertisements were analyzed by each consumer three standardized international advertisements and three localized international advertisements from both Finland and Kenya. A total of 140 advertisements were analyzed both qualitatively and quantitatively using the SPSS software. The results indicated that culture, personality, country of origin, brand familiarity and price all have an influence on the consumer perspective of international advertisements. The results also showed that consumers had a preference for localized international advertisements in comparison to standardized international advertisements. A cross cultural comparison between Finland and Kenya revealed that Kenyan consumers preferred both standardized and localized international advertisements whereas the Finnish consumers held neutral views.

KEYWORDS: Consumer perspective, Standardization, localization, Advertisements, Culture, Consumer behavior,

1. INTRODUCTION

This chapter constitutes background of the study, purpose and objectives, delimitations of the study and lastly the structure of the study.

1.1 Background

Consumers over the last few decades have been confronted with various changes some of which are as a result of the convergence and divergence of consumer tastes and preferences all over the world. According to Backhaus et al. (2001) consumers have been increasingly confronted with advertising from sources other than their own home country. The advertisements from other countries or cultures have been portrayed in two forms in order to convey the intended message; standardization versus adaptation. Over the past few decades scholars have presented their views on these two broad areas. Proponents of the standardization theory have argued that the convergence of consumer tastes, economies of scale (Vemmerick & Melewar 2004:863) and cost advantage as cited by Samiee et al. (2003) have been key attractions prompting the use of standardization. Standardization therefore assumes the world is the same meaning that people behave similarly in various countries or cultures all over the world.

However, proponents of the adaptation theory identify local market differences that exist (Ryan et al. 2008:281). Language barriers also prompt the use of adaptation (Vemmerick & Melewar 2004:868). Adaptation according to literature therefore argues that different cultures behave differently and this aspect cannot be ignored. In this study customization and localization will be used as substitute words which will represent the same meaning as adaptation.

There is a need to look at the consumer perspective of international advertising. Most of the research regarding standardization and adaptation has focused on the organizational perspective. In addition scholars have provided the managerial view point by concentrating on issues relating to international advertising which influence the decision whether to standardize or adopt (Nikolas & Stathakopoulos 1997:523).

Onkvisit and Shaw (1987:44) also support the idea that consumer reaction to international advertising needs to be taken into account. The authors further explain that if the consumers view point is discriminated against other viewpoints such as the marketer or advertisers view point this can result in consumer's misinterpretation of the intended messages. Furthermore consumers could even resent international advertising that attempts to bring together the differing tastes and cultures.

Backhaus et al. (2001:53) explains that there is ongoing discussion about which elements of an advertisements should be the same in order for an advertisement to be perceived as standardized or alternatively which elements distinguish a standardized versus customized advertisement in international advertising. In addition the authors explain the significance of consumer's as the important target group of any advertisement. Nonetheless the degree or impact of the advertisement influences consumer reactions to advertisements. Therefore it is in this regard that the consumer perspective needs to be taken into account in the assessment of advertisements.

“No effort has been expended to explore the influence of advertising standardization from the perspective of consumers. That is the effectiveness of alternative advertising programs (standardization vs. customized) should be assessed in terms of consumer recall, attention, preference and behavior” (Samiee et al. 2003:623). The research to date focuses on the marketer or organization perspective meaning the consumer perspective regarding the decision whether to standardize, adopt or have a moderate approach has not been keenly taken into consideration. The research is based on the marketer side determining which marketing strategy will be deployed within the target market as well as how the execution will be carried out (Ryans et al. 2003:598). Backhaus and Doorn (2007:37) state that most literature has been one-sided focusing just on the advertiser/ marketer perspective. It is therefore important to also measure the degree of advertising standardization versus adaptation which incorporates the consumer perspective of international advertising.

The issues highlighted by various scholars regarding the marketer/advertiser point of view versus the consumer view clearly indicate a research gap. Most authors have

focused on the marketer or organizational perspective of standardization versus adaptation in international advertising. However the emphasis of consumer perspective has not been keenly taken into account. In this regard, consumer perspective or view point needs to be integrated in international advertising. This involves the consumer attitudes and opinions towards standardized versus customized advertisements. This research will seek to find out some of the perspectives that consumer's hold with regard to standardized versus localized advertisements in international advertising.

1.2 Purpose and Objectives

The aim of this study is to gain an insight of the consumer perspective on international advertising standardization versus adaptation. It aims to identify how consumers perceive standardized international advertisements versus localized international advertisements. In addition the study seeks to gain an insight on consumer preference and behavior in international advertising.

The main research question of the study is:

What is the consumer perspective of standardized versus localized international advertisements?

The research question will be answered based on the following objectives:

1. To explore why culture influences consumer perspective of standardized versus localized international advertisements.
2. To explore why consumer behavior influences consumer perspective of standardized versus localized international advertisements.
3. To empirically analyze consumer preference for standardized versus customized advertisements.
4. To empirically study the consumer perspective of standardized versus localized advertisements using a cross cultural comparison between Finland and Kenya.

The first objective seeks to find out why culture has an influence on the consumer perspective. The way people behave and perceive things is influenced by their values,

norms and attitudes which they acquire from their culture. There are so many cultures across the globe which differ, some of the differences could be minimal whereas others differences could be huge. This study aims to show how culture influences the perspectives of people.

The second objective is to find out why consumers behave the way they do and how this influences their perspective as consumers. This means finding out the personality traits that a person may acquire which ultimately leads or results to their behavioral patterns.

The third objective aims at finding out if consumers have a preference with regard to standardized versus localized international advertisements. International advertising comprises of both standardization and adaptation and various scholars have presented their views on these two approaches some are in favor of standardization whereas others are in favor of localization. This study seeks to find out whether or not consumers have a preference for one approach in comparison to the other and if yes why.

The final objective aims at gaining a cross cultural perspective of standardization versus adaptation of advertisements using two different cultures. Samples advertisements for the study will be used from Finland and Kenya which will help gain an insight on the differences or similarities between these two countries and how this influences each countries perspective of standardized versus localized advertisements.

This study will contribute in determining the consumer perspective of standardized versus localized international advertisements which has been sidelined by various scholars who have mostly presented the advertiser/ marketer perspective. This study also seeks to find out the consumer preference and perspective for standardized versus localized international advertisements from two countries Finland and Kenya which has previously not been studied before. Therefore the study explores international advertising and incorporates different and interesting aspects in the process.

To help achieve these objectives, the empirical part will analyze consumer perspective of standardized versus localized advertisements from the cosmetics sector. This means

that the advertisements used to analyze the consumer perspectives will be cosmetic advertisements. However the cosmetics industry will only be explained briefly as this will not be the focus of this study. In addition since this study does not incorporate the views of advertisements from other sectors besides the cosmetics industry, the study will highlight this as a limitation.

1.3 Delimitations of the study

This study has its limitations. Firstly in the advertising section only print media will be discussed. Other forms of media have just been mentioned. This is because print media is the form of media that has been selected for this study based on its benefits and applicability.

Secondly, the research will be limited to Hofstede's framework which is sighted by marketers as being the most influential framework. There are a number of frameworks which have been developed to help explain culture such as Halls framework and Schwartz 's framework. However for this particular study these two frameworks will only be mentioned briefly but will not be applied to this study.

Thirdly, the scope of the study is limited to two countries Finland and Kenya. This means that this research only takes into account the consumer perspectives of two cultures.

Fourthly, this research will be limited to the products category .This means the aspect of international advertising will solely be based on the products sector alone meaning the service sector will not be taken into account in the study.

Lastly, the research will only focus on the cosmetics industry meaning the advertisements selected for this study will only be cosmetics. In addition due to the nature of these products, the sample population selected will only be young women.

1.4 Structure of the Study

The structure of this study is based on seven chapters as illustrated in figure 1 which shows all the chapters that will be covered in the study and how they are all linked to each other. The first chapter focuses on the introduction which comprises of the background study, purpose and objectives, and lastly the delimitations of the study.

The second chapter is on advertising. A general overview of advertising is given. Print media has been selected and discussed in this chapter and will also be used in the empirical part of this study. The reasons for choice of media have been presented. The cosmetics industry is also discussed briefly because all the advertisements that will be used in this study will be beauty products. The chapter also covers advertising effectiveness with an aim of understanding how an advert can influence the consumer. Lastly theoretical perspectives on standardization versus adaptation have been presented to help understand these two approaches and the factors that prompt the use of each approach and the elements that determine whether an advert is standardized / customized have been presented.

The third chapter focuses on culture. Various definitions of culture are given and different cultural frameworks have also been explained. The study focuses on Hofstede's dimensions due to its wide variety of use in international marketing and ease of comprehension. Therefore other cultural frameworks are excluded from the study. A cross cultural comparison between Finland and Kenya using Hofstede's dimensions has also been presented in this chapter.

The fourth chapter is centered on culture and consumer behavior. It seeks to explain the interaction between culture and consumer behavior. A model has also been used in an attempt to understand consumer behavior. Different consumer perceptions that may influence consumer perspective have been explained as well as consumer attributes which influence consumer behavior.

The fifth chapter is research methodology. It includes the research methods that will be used for the study and reasons why the methods have been selected. In addition data collection, data analysis, reliability and validity are also explained

Chapter six presents the empirically findings of the study. The perspectives of standardized versus localized international advertisements are presented from two sample populations (Finland & Kenya).

Chapter seven presents a summary of the study and discussion based on the findings. Managerial implications and suggestions for future research are also presented.

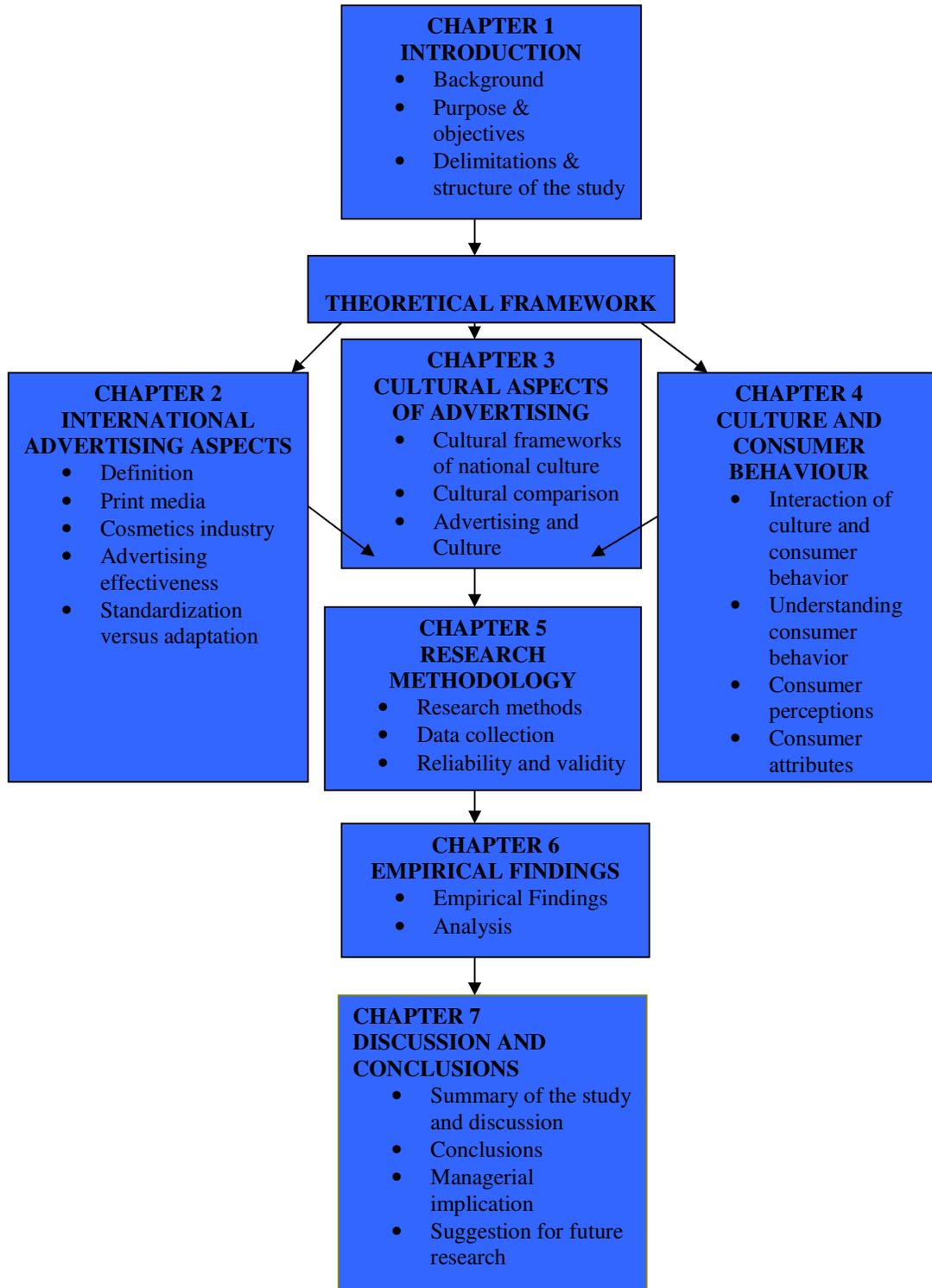


Figure 1. Structure of the study.

2. ASPECTS OF ADVERTISING

This chapter provides a brief definition of advertising in general to give an overview of the subject area. Print media is discussed in detail and reasons supporting the choice of media will also be presented. A brief background of the cosmetics industry which will be used in analyses of the empirical part will be presented. The cosmetics industry is mentioned in the study because all the sample advertisements will be from the cosmetics industry. Advertising effectiveness will also be discussed briefly to help in determining how effective an advert is to the consumer. Standardization, adaptation and contingency approach and the factors determining which approach to use will be presented. The chapter will also discuss the degree of standardization versus adaptation in international advertising and the elements of an advertisement determining which aspects should be standardized versus which elements should be localized.

2.1. Print Media

According to the American Marketing Association dictionary (2010) advertising is defined as “the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas”. Britannica Encyclopedia (2010) defines advertising as “the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale”. De Mooij (2005:139) defines advertising as “a symbolic artifact constructed from the conventions of a particular culture. The sender crafts the message in anticipation of the audience probable response, using shared knowledge of various conventions. Receivers of the message then use the same body of cultural knowledge to read the message understand the sender’s intention and eventually formulating a response”. According to Hollensen (2001) communication is normally the final decision made in regard to a global marketing programme. The role of communication is to provide information that the

buyer needs to make purchasing decisions in this regard advertising is known to be one of the most visible forms of communication. Various definitions by different scholars have defined advertising. In a nut shell advertising refers to communication from the advertiser / marketer to the consumer about a product its attributes and potential benefits. This information is conveyed in an attempt to influence the buyer or consumer's purchase intention of a particular product.

De Mooij (2005:154) explains the major types of advertising media which include newspapers, magazines, internet, television and radio. The types of media vary both in content and usage by consumers. Choice of advertising media plays an important role in international advertising. The right type of media should be used to for the target market in order to influence consumer perspective of a particular product or service. Print media will be used in the empirical part of this study to help evaluate the consumer perspective of standardized versus customized advertisements. It will therefore be the focus of this sub chapter.

According to printing world (2009), print is said to be effective and still continues to be an attractive advertising media for marketers. Print media can be categorized in various categories such as newspapers and magazines. The authors explain that a study done on three forms of advertising namely print, TV and internet revealed that print was perceived to be sensual and stimulating as compared to the other advertising media. The advantages of print are non intrusiveness which means unlike TV advertisements which can be annoying print advertisements give customers the choice of whether or not they want to view an advert. It also gives the consumer a choice of when they want to view the advert. In addition print builds long term brand images. Print has also been known to be a dependable source of information as compared to other advertising media. Choice of advertising media to be used during this research was based on the benefits outlined above. It is also a visual form of communication which the customer can always refer to during purchase decisions. Analysis of print media is also easier than TV and online advertisements which keep changing very often.

Newspapers are found in most urban areas in the world. In addition most countries have more than one newspaper which may include local language as well as English. Newspapers are a source for advertisers to make their products known to the general public (Hollensen 2001: 526). According to De Mooij (2005:156) a nation's wealth as well as power distance can explain the newspaper readership capacity worldwide. In addition cultures of high power distance and high uncertainty avoidance people are less likely to read newspapers.

According to Jyrkiäinen (2008) Finland has a wide newspaper readership. It ranks first in EU and third in the world after Japan and Norway. In 2006, 515 copies were sold per 1,000 inhabitants. In addition 87% of the population over 12 years old read newspapers everyday. In 2007 a total of 200 newspaper titles were published with a total circulation of 3.1 million copies of these, 53 copies appear four to seven times a week while 32 copies are published daily, these copies are more than what is published in any other Nordic country. This shows newspapers are one of the most frequently used form of media to reach out to Finnish readers across the country. Newspapers as a form of print media therefore reaches a high population in Finland meaning advertisers / marketers are more likely to use this form of media to reach out to its readers

According to press reference Kenya (2009) Print media in Kenya can be categorized into four categories, daily newspapers, magazines, regional newspapers and printed sheets that pass for newspapers in the urban centers. Kenya has four daily national newspapers in English and one in Kiswahili which is also the national language. 400,000 newspapers are circulated daily. The circulation of daily newspapers per 1,000 people is 13 whereas the circulation of non daily newspapers per 1,000 people is 6.

Magazines have narrower leadership as compared to newspapers. Magazines are targeted to particular segments within a market. Magazines can be quiet effective for technical as well as industrial products. Nonetheless international marketers can use international magazines to advertise their products such as Newsweek, time and business week (Hollensen 2001:526). According to Morello (2009:27) there are a number of benefits resulting from using print media and especially magazines. Some of the benefits include engagement. Most consumers are more likely to enjoy magazines as

compared to other advertising media. In addition magazine advertisements make readers take action for example visiting the sales point of products. Magazines are also said to improve marketing and advertising across various product categories. Magazine advertising sells and it delivers results consistent. This form of media also targets a particular segment therefore consumers tend to perceive magazines as a relevant source of information for their needs as compared to other advertising media. The magazines are said to reach the most desirable customers and audiences accumulate fast. This form of media is also influential and credible meaning more consumers trust magazine advertisements as compared to other forms of advertising media.

According to Jyrkiäinen (2008) magazines in Finland represent the second largest group after newspapers by sales volume. In 2007 newspapers accounted for 18% of the mass media. There are about 3,500 magazines and periodicals distributed nationwide, about 60 of them appear once a week. The annual volume of periodicals which was the total circulation multiplied by the issues per year came to 385 million in 2006. In addition 87 percent of the consumer magazine sales are based on subscription, which is one of the highest percentages in Europe. Sales account for 21 million copies of Finnish magazines and 3 million copies of foreign magazines. Therefore the magazine readership in Finland is quite high as well meaning advertisers/marketers using this form of media are also likely to benefit from wide coverage.

In Kenya the magazine industry has not been as vibrant as the newspaper industry. However in recent years the frequency of magazines has become a common phenomenon. Nevertheless many magazines have come up and gone under (Press reference Kenya 2009).

In conclusion in both Finland and Kenya consumers are exposed to newspapers and magazines daily. Finland has high readership in both newspapers and magazines whereas Kenya has higher readership of newspapers in comparison to magazines. Print media is easier to analyze in comparison to other forms of media therefore it will be the focus of this study in the empirical section. Print media has its pros and cons however the advantages out way the disadvantages. It comprises of both newspapers and

magazines but for this study the focus will be on magazines. According to previous literature magazines are known to engage the consumers more and consumers are likely to enjoy magazines. Fashion magazines focusing on beauty products will be used to analyze the consumer perspective of standardized versus customized advertisements. It is therefore important to have background knowledge of the cosmetic industry which will be explained in the following sub section.

2.2 The cosmetics industry

To help achieve the objectives of this study, cosmetic advertisements will be used in the analysis of standardized versus localized international advertisements in the empirical part of this study. Therefore this section gives a brief overview of what the cosmetics industry entails. Vesselina et al. (2009) explains that according to the Euromonitor data released in 2008 the world cosmetics and toiletries industries has grown from 170 billion Euros in 2001 to more than 220 billion Euros in 2007 increasing at an average of 5.5 per cent per year. The authors explain that this market is expected to grow at an average of 3 per cent per year and in 2011 the market is expected to generate 250 billion Euros. This information shows how the cosmetics industry has grown in recent years and how it intends to grow even higher. In 2000 Western Europe was leading in the cosmetics industry with a market of 49 billion dollars followed by North America with a market of 39.1 billion dollars. Between 1994 and 2000, Latin America and Eastern Europe grew at the fast rates with 34.4 per cent and 35.5 per cent respectively (Weber & Villebone 2002:400).

According to Weber and de Villebone (2002:400) the cosmetics industry is a very segmented market which includes hair care, make up and color, perfumes and fragrances, oral hygiene, bath and shower, deodorants, men's toiletries, children and baby care, and sun care products. Hair care segment is the largest with a market share of 22 per cent as shown in figure 2. This segment has grown in innovativeness and technology. Skin care and make up and color follow closely with 16 percent and 13 percent market share respectively. This shows that consumers are more interested about their appearances. Consumers want healthier and younger looking skin with make up

and this perception cuts across the globe. Fragrances and oral hygiene follow closely at 12 per cent, bath and shower 10 percent, and deodorants 5 percent. Men toiletries and baby care products are also considered to be in the cosmetics industry with a small percentage of 4. The least market segment as shown from figure 2 is sun care with a percentage of 2.

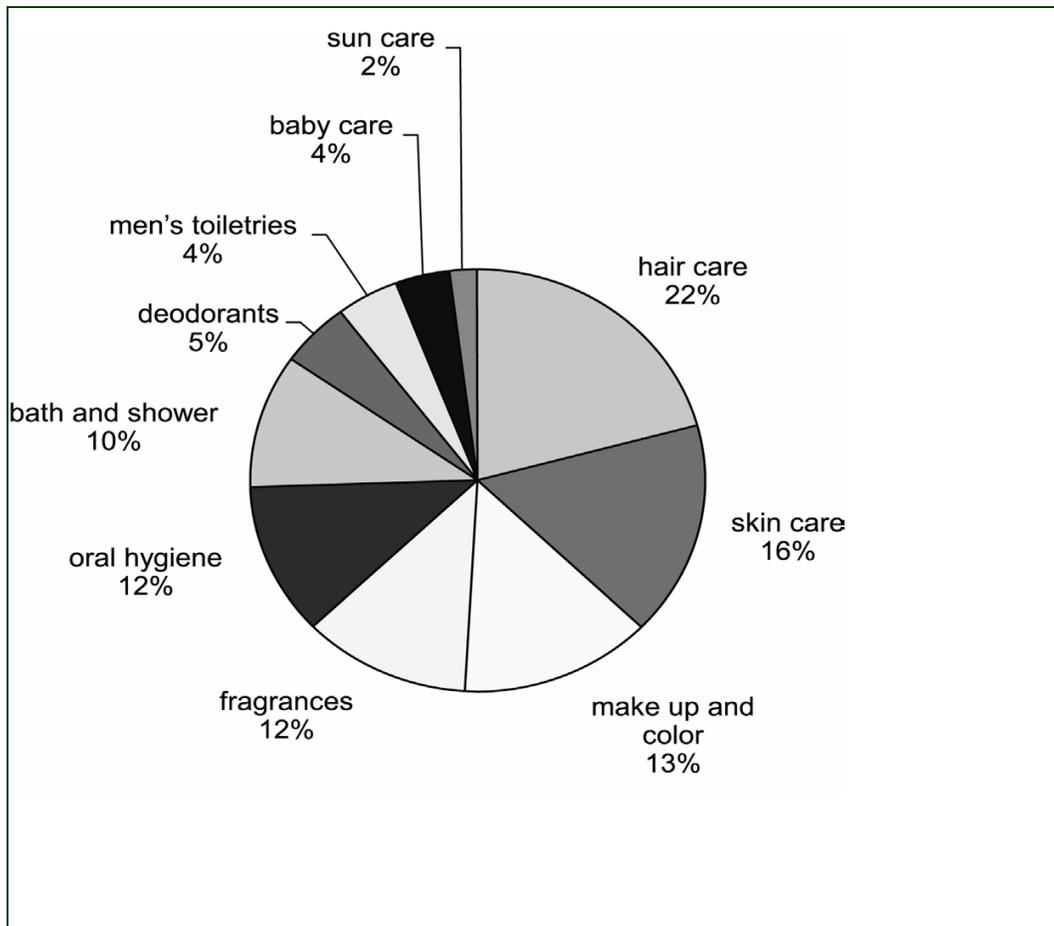


Figure 2. Segments of the cosmetics industry (Weber & Villebone 2002:401).

In conclusion the cosmetics industry has grown tremendously over the past few years. The highest segments include hair care, skin care, make up and color. According to Seitz (1998) most of these fashion products are commonly advertised in magazines. Therefore the cosmetic advertisements used in this study will be selected from magazines and will most likely constitute the three segments highlighted above. The

advertisements of fashion products such as apparel, cosmetics and perfumes have focused on image advertising. In relation to the standardization or adaptation of these fashion products scholars have found that apparel products tend to be localized because they are more culture bound whereas perfumes are more standardized this is because the underlying theme of these products tends to be universal in nature. Cosmetic brands on the other hand are in between the standardization and adaptation approaches (Seitz 1998:269) and (Seitz & Handojo 1997:176-177).

2.3 Advertising effectiveness

Advertising effectiveness depicts how a consumer perceives an advertisement. The perception consumers have about advertisements could either be positive or negative. Gaining an insight on the effectiveness of advertisements will ultimately help in determining the effectiveness of international advertisements as well which constitutes the standardization versus adaptation approaches discussed in the following sub chapter.

Advertising effectiveness involves the influence that it has on a consumer. Analysis of advertisements can help weigh how effective an advertisement is and whether it accomplishes the intended message to the target market. Advertising needs to be evaluated to gauge the effectiveness and applicability. According to De Mooij (2005:149) advertising effectiveness can be well explained by how significant an advert is to the consumer. In addition consumers interpret advertisements from their own opinion or world view. The approach to view how consumers respond to advertisements can help gain a detailed account on the effectiveness of advertising. Therefore it is from this approach that the perspective of consumers with regard to international advertising needs to be further explored.

According to Aitken et al. (2008) communication effectiveness research is moving away from investigating advertising form, content, degree and type of consumer involvement to the process of reception and social and cultural roles that advertising plays in an individual's life. This means that more emphasis has been given to how consumers process advertisements. In addition the social and cultural context within which an

individual has been incorporated to influences the consumer's perception of an advertisement.

Advertising effectiveness refers to how markets respond to a company's product or service (Tellis 2009:240). According to Bendixen (1993:19) and Aitken et al. (2008:280) there are three stages involved in measuring advertising effectiveness; the cognitive stage which involves awareness or knowledge of an advertisement, affective stage which has to do with likeability and preference as compared to other products and conative stage this is all about conviction to buy or purchase a product. In addition consumer normally process advertisements that coincide with their needs and respond to brand, product or service information according to the cognitive and affective appeals of advertisements.

Advertising from the organizational perspective serves the purpose of communication between a company and its customers. Bendixen (1993:19) sights the following objectives of an advertising campaign within firms; to create the need for a new product or service, to inform customers about a products benefits and feature, to create the desired perception the company is willing to portray, to create preference for the product in relation to other brands and to lead to the purchase of the product or brand. These objectives aim at creating a long lasting impression to consumers. If consumers respond in a positive way to a product or brand then the chances of repetitive buying along with creating brand loyalty can be enhanced. Whether or not these objectives have been achieved depends on advertising effectiveness.

There are certain variables used in marketing research to measure advertising effects and effectiveness. These variables include three stages awareness which constitutes impact and recall, comprehension stage which involves the interpretation of the message and lastly conviction which entails credibility, alienation and familiarity (Bendixen 1993:20). Aiken et al. (2008:281) explore the reader response theory which takes into account the negotiations between the consumer and the producer. These responses are conditioned by culture, context and experience. This is the act of reading and responding to an advertisement which ultimately affects advertising effectiveness.

In summary for an advertisement to be termed as effective it needs to show meaning to the consumer. Measuring the effectiveness of an advertisement entails three stages. First the awareness of the product, likeability of the product compared to other products and lastly whether or not the advertisement would convince the consumer to purchase the product. Awareness of the product has to do with how familiar the consumer is about the product being advertised. Therefore for an advert to be effective it must have the intention of familiarizing the consumer with the product. The second step that the advert needs to achieve is making the consumer have the ability to differentiate the product being advertised from other products and have a preference for the advertised product. The last step in achieving advertising effectiveness is portraying an advertisement in a manner that convinces the consumer to purchase the product. This can be done by including the products benefits or attributes in the advertisement.

2.4 Standardization versus adaptation

Literature on standardization and adaptation dates back to the 1920's. Initially Brown in 1923 came up with a concept regarding standardization. This concept is mainly characterized by two features, standardized decision making process and standardization of marketing programmes as well as marketing mix which involves unifying the four elements of marketing product, price, place and promotion (Hollensen 2001:392). The idea was humans were the same all over the world therefore standardization was bound to work (Ryan et al. 2008:281).

Proponents of the standardization theory also argue that global markets are emerging and advertising should be standardized across markets to benefit from economies of scale and consistent brand image (Vemmervick & Melewar 2004:863). According to Samiee et al. (2003) a key attraction for standardization has been its significant cost advantage for the multinational companies. Papavassiliou and Stathakopoulos (1997:504) state that a single advertising message with only minor modification or even similar advertising translations can be used in all countries to reach the intended customers. There are four main benefits; firstly it allows multinational firms to maintain

a consistent brand image throughout the world; secondly it minimizes confusion for consumers who frequently travel to various countries; thirdly it allows multinational firms to develop a single coordinated advertising campaign across all the intended consumers within the globe and lastly this approach reduces costs for multinational firms.

However, proponents of adaptation theory have argued that local market differences call for advertising adaptation (Ryan et al. 2008:281). It involves decentralized advertising the advantages of this approach is that it allows responsiveness to culture, infrastructure and competition. Visual and verbal parts of an advertisement are centered on adaptation. In addition the use of local language increases the adaptation of an advert and makes it more effective (Vemmerick & Melewar 2004:868). Differences between cultures are so vast such that standardization is not possible. Scholars also argue that the results of standardization lead to loss of competitive edge as well as a reduction in costs (Vemmerick & Melewar 2004:863).

According to Samiee et al. (2003) international advertisers have also recognized the existence of variation in firm characteristic as well as major differences in host country environments. Papavassiliou and Stathakopoulos (1997:504) also mention the arguments of the adaptation theory stating that different messages should be used for different countries to be able to convey the intended messages across all cultures. According to this approach differences exist ranging from economic, legal, media as well as product dissimilarities between countries and even within a particular country or culture.

Theodosiou & Leonidou (2002:142) a third group of researchers have come up with the contingency approach. It states that standardization and adaptation should not be seen as two different approaches but should complement each other depending on the situation. Therefore the underlying question is which specific strategy or elements are desirable for adaptation or standardization, under what conditions and to what degree.

There are various arguments as outlined above which give a clear picture on how scholars have intensely researched on standardization and adaptation concept. However the decision as to whether to standardize or adapt is an on going debate within the research field. International advertising entails both standardization and adaptation whether or not one is superior to the other needs further research. Nonetheless it is interesting to see how both approaches have been used in international advertising. It is the work of the advertiser/ marketer to determine which approach best works for them within a particular market segment. The consumer's perspective of standardized versus customized advertisements cannot be ignored and needs to be taken into account when designing advertisements for different markets around the world. The key thing that needs to be considered in respect to either the advertiser or consumer is the variables that affect the degree of standardization or adaptation in international advertising.

There are six variables adopted from Havard (1993) that affect the degree of standardization or adaptation in relation to advertising as illustrated in figure 3. Product variables show to what degree a product is universal and this affects the degree of standardization or adaptation of the product. Competitive variables have to do with how competitive the environment is for example if there is intense competition within the market then a product needs to be differentiated from similar products within the market in order to gain a competitive edge within the market which ultimately leads to the adaptation of the product. Organizational and control variables constitute the level of experience that an organization is equipped with. Therefore the organization determines the degree of standardization or adaptation depending on how the organization has previously dealt with various markets.

Infrastructure variables entail the degree of similarity of media, advertising agencies and production facilities. Therefore if the similarity is high the standardization can be applicable and if there is dissimilarity then adaptation could be more applicable. Government variables show the degree of restrictions that government place on mass communication. Such restrictions affect the degree of standardization or adaptation because an organization has to comply with the rules put in place governing the advertising industry. Cultural and societal variables show the cultural differences

existing within local and foreign markets. Therefore the more the differences between local and foreign markets the higher the degree of adaptation and the lesser the differences between local and foreign markets the higher the standardization.

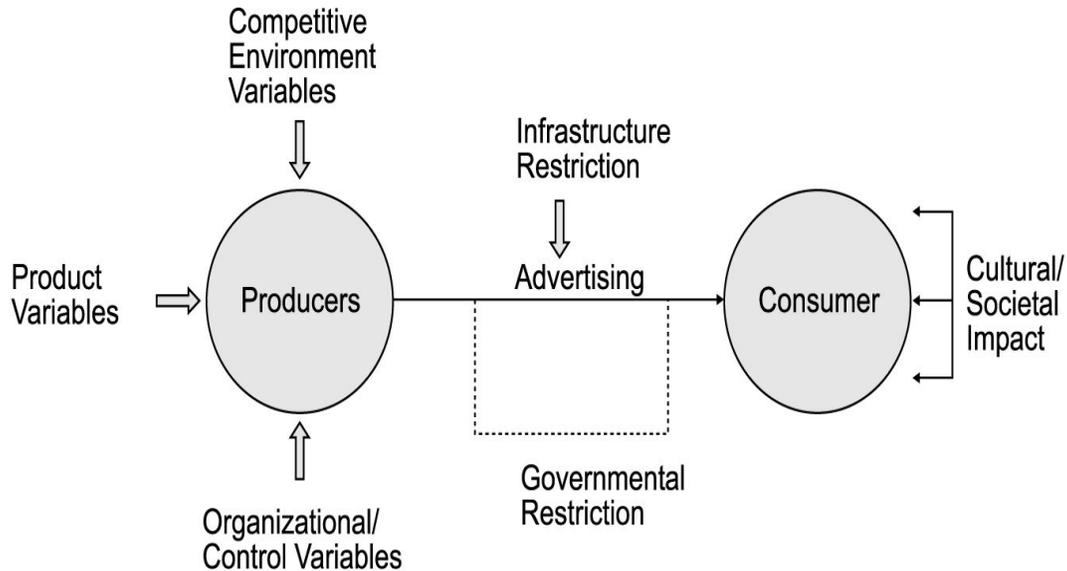


Figure 3. Six variables affecting the degree of standardization or adaptation (Havard, 1993).

Theodosiou and Leonidou (2002:143) have focused on antecedent factors also known as contingency variables which affect the decision whether to standardize or adapt, they include; environmental factors, markets characteristics, customer issues, competition, product and industry, organizational as well as managerial factors. In addition strategy variables have been used to explain the elements of a marketing program that determine the degree of standardization or adaptation. Lastly the authors sight the performance outcomes which show the impact of the international marketing strategy standardization/adaptation and how the company performs within foreign markets. According to Hollensen (2001:393) the main factors favoring standardization versus adaptation are summarized in table 1.

Table 1.Factors favoring standardization versus adaptation (Hollensen 2001:393)

Factors favoring standardization	Factors favoring adaptation
Economies of scale in R&D, production and marketing	Local environment induced adaptation which comprises of government and regulatory influences.
Global competition	Local competition
Convergence of consumer tastes and consumer needs	Differences in consumer needs
Centralized management of the international organization	Decentralized management in regard to independence of an international firm's subsidiaries
Standardized concept is used by competitors	An adapted concept is used by competitors

The studies done by Theodosiou and Leonidou (2003) have shown the degree of standardization or adaptation of the four elements of international marketing strategy namely product, price, place and promotion. The aim of this study is to find out the consumer perspective of standardized versus customized advertisements. Out of all the four elements the promotion element is most relevant to this research. Promotion according to Theodosiou and Leonidou (2003) is the most investigated element of the marketing strategy and is exhibited slightly above average levels of adaptation in foreign markets. The most likely reasons for adaptation are language differences, media availability, government regulations, economic differences and competitors actions within the foreign markets. All these factors are responsible for the adjustments in the

advertising message, its execution style, and media mix. According to the findings sales promotion was subject to more adaptations due to variations in legal restrictions, cultural characteristics, and competitive practices and retailers capabilities in foreign markets. Moderate adjustments were observed in publicity/ public relations mainly caused by the degree of company involvement, nature and importance of public, and availability of public relations agencies within foreign markets. Finally personal selling has undergone some mild adaptation in international markets particularly in recruitment, training, motivation and control of the sales force (Theodosiou & Leonidou 2003:162).

Mueller (1990) describes the elements of an advertisement which are most likely to be standardized as product name and product packaging. Nonetheless elements most likely to be adapted in an advertisement include product attributes and the theme employed. To determine the degree of standardization versus adaptation Mueller (1990) focused on the “advertising theme, slogan, headlines, subheads, body copy, models/spokespersons, visual/background scenes, product attributes highlighted, product packaging, product name and versions of the product(s) portrayed”. Nelson and Paek (2007) did a content analysis of local editions of the cosmopolitan magazine. In regard to standardization and adaptation, the findings revealed that the brand product class name were more likely to be standardized whereas headline, body copy and slogan more like localized. They have also cited other elements such as spokesperson or model and language which depict the degree of standardization or adaptation of international advertising. The authors explain that in cross cultural environments, models are easily standardized. The models have been standardized for various reasons which include reducing costs for international advertising or achieving global brand image. In addition language in global advertising is also said to vary according to the extent to which it may be localized or customized. The author state that in most instances even if the language is localized it is normally translated word for word from the copy.

De Mooij (2005) explains the importance of language this means that language is key in international advertising because it conveys the message to the intended target market. In addition English is sighted to be the second language of most cultures however in some countries or cultures where English is not the first language then caution needs to

be taken while doing advertisements. De Mooij (2005) also explains that advertisements in such cultures are rarely done in English. According to Nelson and Paek (2007) research has shown that headlines, subheads and slogans are likely to be standardized meaning they are written in English whereas other elements such as body copy are localized.

In conclusion standardization and adaptation are common approaches used in international advertising. Various scholars have either been in favor of the standardization or adaptation approach and views regarding the benefits of either approach have been extensively researched on. The standardization approach has provided benefits such as lower costs attributed by lower economies of scale and brand image which increases brand familiarity. However these views are from an organizational point of view. Adaptation benefits include satisfying different consumer needs which differ from country to country due to cultural dissimilarities. However in order for this approach to be successful in any foreign market the consumer perspectives need to be taken into account to determine which elements need to be adapted. Cultural dissimilarities are some of the main factors that cause the need to adapt therefore understanding culture and how it influences consumer behavior will be explored.

3. CULTURAL ASPECTS OF ADVERTISING

The main focus of this chapter is culture. Culture is a way of life. It affects the values norms and attitudes of a society. Consumers are integrated into various cultures which affects their behavioral patterns in regard to international advertising. It is therefore important to exclusively define culture and its impact on advertising. Hofstede's framework of national culture will be used to explain why different cultures behave differently using four dimensions. In addition culture and advertising will be linked using a cross cultural comparison of Hofstede's dimensions to show how Finland and Kenya differ. Advertising forms will also be presented some of which are culture bound meaning the form of advertising used has to incorporate some aspects of culture in order to convey the intended message to different target markets.

3.1 Cultural frameworks of national culture

According to Aiken et al. (2008:290) there is great focus on the cultural roles that advertising plays in the society and an individual's life. It is in this context that the cultural aspect of advertising needs to be further explored." Culture is the glue that binds groups together. Without cultural patterns organized systems of significant symbols, people would have difficulty living together. Culture is what defines a human community, its individuals and social organizations" (De Mooij 2005: 35).

According to Hofstede (1991) there are two cultures; culture one acts as a mental software. It means refinement of the mind or civilization. However social anthropologists view culture as the science of human societies. Culture two is the "collective programming of the mind which distinguishes the members of one group or category of people from another" (Hofstede 1991: 5). Having defined culture, the different frameworks of national culture will be explored further and the arguments behind the chosen framework will be given. Steenkamp (2001) explains that national culture has been identified as key environmental characteristic underlying systematic differences in behavior. In addition the author states that Hofstede (1991) developed the

most influential framework of national culture. Five dimensions of culture were developed from Hofstede's empirical research and are explained below.

Individualism versus collectivism: Individualism refers to societies in which people are generally concerned with themselves and their immediate family. Such cultures expect everyone to look after their own welfare meaning people are more independent and are concerned about their own personal needs. Collectivism refers to societies in which people from birth are integrated into strong cohesive groups. Everyone is expected to protect the groups and be loyal through out their lifetime. In these societies there is togetherness and a sense of belonging which is established (Hofstede 1991:51).

Power distance: This is the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally. In cultures with high power distance people have high respect for authority unlike cultures with low power distance where everyone is regarded as being equal (Hofstede 1991:28).

Masculinity versus femininity: Masculinity is defined as a society in which gender roles are clear and distinct. This means that men are assertive, tough and focused on material success whereas women are modest tender and concerned with the quality of life. Femininity refers to societies in which the gender roles overlap each other meaning both men and women are supposed to be modest, tender as well as concerned with the quality of life (Hofstede 1991:82).

Uncertainty avoidance: This is the extent to which the members of a culture feel threatened by uncertain or unknown situations. A culture with high uncertainty avoidance does not readily accept risks unlike a culture with low uncertainty avoidance (Hofstede 1991:113).

The dimensions mentioned were based on four fundamental problems that the society is confronted with which vary from one country to another. The four problems were as follows; 1) Social inequality, including the relationship with authority 2) the

relationship between the individual and the group 3) social implications as a result of gender and 4) dealing with uncertainty avoidance (Hofstede 1991:13-14).

Long term versus short term orientation: This dimension of national culture was also identified later (Hofstede 1991: 14). Long term orientation refers to perseverance, ordering relationships by status and observing order, thrift and having a sense of shame. These values are more oriented towards the future. Short term orientation refers to personal steadiness and stability, protecting one's face, respect for tradition, and reciprocation of greetings, favors, and gifts. These values are more oriented towards the past and present and are more static (Hofstede 1991: 165-166).

Schwartz 's framework

This framework defines seven national-cultural domains. The domains are explained as follows; 1) conservatism which describes culture in which a person is looked upon as an entity embedded collectively; 2) intellectual autonomy it refers to the right of individuals to use their own intellectual decisions; 3) affective autonomy which refers to feelings and emotions, its comprise the right of individuals to use their own affectively positive experiences; 4) egalitarianism which involves socialization of people to internalize a commitment to voluntary cooperation with others as well as feeling concern for everyone's affairs; 5) harmony which means accepting the world as it is by trying to preserve rather than change it; 6) mastery which seeks to master and change the world according to our will and gaining control; 7) hierarchy assures social responsibility through a hierarchical system (Schwartz 1999: 23-47).

Yeganeh et al. (2009:13-14) explains that values can be summarized into three categories conservatism/autonomy, hierarchy/ egalitarianism and mastery/harmony. Conservatism is characterized by persons being embedded in a group and status quo is normally maintained whereas autonomy is characterized by an individual's interdependence. Hierarchical societies on the other hand emphasis on unequal distribution of power, roles, resources authority and power whereas egalitarianism is characterized by equality, social justice, freedom and honesty. Mastery is characterized

by active self-assertion, ambition, success, daring and competence on the other hand harmony involves acceptance of the world as it is, and cultural emphasis is on unity with nature, protecting the environment and a world of beauty. Schwartz framework represents a different way of analyzing cultural traits, however this model was not developed for cross cultural management research. In addition this framework does not indicate which value types apply to each culture (Yeganeh et al. 2009:14). Schwartz framework provides a number of cultural values, however the framework does not indicate which values can be applied to different cultures around the world. Therefore this reduces the applicability of this framework in international marketing.

Hall's framework

According to De Mooij (2005:56-57) Hall framework (1976) distinguishes cultures according to the degree of context in their communication systems. There are two contexts high context cultures which can be defined as inaccessible and are economical, fast as well as efficient. Low context cultures are characterized by explicit verbal messages. Hall also provides an important aspect of time by distinguishing different types of time for example Logical Time (light-dark, day-night, hot-cold, winter-summer) personal time meaning how time is experienced and sync time explaining how each culture has its own beat. The findings revealed how different aspects in time can affect the behavioral patterns of individuals or a culture.

Some of the aspects De Mooij (2005) describes that are relevant to consumer behavior include past. Present and future orientation, linear versus circular time; monochromic versus polychromic time; and cause and effect. Hall also explained the element of closure which means accomplishing or completing a task which differs from culture to culture. According to Yeganeh et al. (2009:6) the main concern with Hall's framework is that the high/low context and the monochromic/polychromic overlap in most instances. In addition halls framework does not rank its elements therefore this framework does not provide room for cross cultural comparison.

The three frameworks mentioned have different theories on national culture. According to De Mooij (2005:55) Schwartz's framework is complicated meaning it is not easy to

follow and comprehend. In addition the Schwartz dimensions are not useful in marketing because the study was conducted on just a few countries from a total of 41 cultural groupings in 38 countries meaning his findings cannot be generalized. Hall's framework did not develop country scores unlike Schwartz's and Hofstede's Framework. Nonetheless Hofstede's framework has its own limitations. The country score were based on a sample of employees which do not necessarily represent countries. In addition data was collected in the 1960's meaning if the same data was collected today it could yield different results. In addition Hofstede has focused more on work related values (Steenkamp 2001:32).

However Hofstede's framework as sighted earlier is the most influential framework. His framework has been used in marketing research such as use of humor in advertisements. In addition the framework has helped to identify consumer responsiveness to marketing signals that depict quality. It has also helped in innovation of new products. (Steenkamp 2001:32). De Mooij (2005:56) explains that Hofstede's framework has been widely spread and adopted due to its simplicity, straight forwardness and appeal to both academic researchers and business readers across all disciplines. Hofstede's framework will therefore be used to make a comparison between Finland and Kenya. These two countries will help to gain an insight on the cultural similarities and differences between the two countries.

3.2 A cross cultural comparison between Finland and Kenya

Hofstede conducted a study on 50 countries in three regions using IBM employees a table was composed of means and percentages of each question on all the countries (Hofstede 1991:24). The scores of Finland are compared to those of Kenya and are illustrated in table 2 and 3 respectively. However Kenya was grouped among the East African countries therefore the scores of Kenya will be based on the Hofstede's findings in East Africa (Hofstede 1991:55).

Individualism versus collectivism: Finland is ranked high on individualism with a score of 63 as highlighted above meaning individuals are concerned about their own welfare.

They look after their own needs and wants. Individualistic cultures some common attributes such as speaking one's mind, telling the truth as well as being honest with each other. In addition individuals are known to easily confront each other concerning various issues (Hofstede 1991:53-58 & Hofstede 2009). Individualistic cultures also tend to see brands as unique human personalities for example in countries that are highly individualistic children may be named after big brands (De Mooij 2005:64).

Kenya unlike Finland is a collectivist culture with a low individualism score of 27. This means collectivism tends to be more dominant in East Africa. In Collectivist cultures children from childhood are integrated into the group. Direct confrontation is regarded as rude and undesirable. In addition personal views don't exist because they are left for the group. Loyalty is highly valued in individualist cultures. Resources are shared among each other meaning people are expected to care for their group unlike individualist cultures where one is expected to look after oneself (Hofstede 1991:58-59). Collectivist cultures also favor corporate brands more than product brands. This means it is easier to build a relationship between a company and its consumers rather than between a product and its customers (De Mooij 2005:64).

Power distance: Finland as shown from the table has a low score of 33 meaning there is less hierarchy for example between bosses and employees. In countries which have low power distance employees are not afraid to of their bosses. They have an open mind and give their opinion without fear. Decision making is more consultative between the bosses and employees and a boss is likely to confront his or her subordinates before making a decision (Hofstede 1991:27). In low power distance cultures it is not easy for companies to maintain the number one position in the market for a long period because such cultures advocate for change and more often than not prefer new brands entering the markets. In addition powerful members of societies try to look less powerful whereas older people tend to look younger (De Mooij 2005:60).

Kenya has a high score of 64 on power distance. In countries with high power distance such as Kenya, employees are normally afraid of their bosses. In addition they are not open to confronting their bosses directly or even disagreeing with them because this

may be regarded as disrespectful. The bosses are more authoritative leaving less room for consultative decision making (Hofstede 1991:27). In large power distance countries, one's social status must be clearly distinct so that others may show respect. In addition being the number one brand is important and a company that enters a market can easily maintain its number one position as the main brand. Powerful people want to be recognized and older people want to be recognized and given preferential treatment because they are older (De Mooij 2005:60).

Masculinity versus femininity: Finland is a feministic culture with a low score of 26 on masculinity meaning social gender roles overlap. Men and women are supposed to be modest, tender as well as being concerned with the quality of Life. In addition the roles tend to be similar and there is no major distinction between what a man can do and a woman can do. Therefore everyone is treated equally (Hofstede 1991:82-87). Modesty is a core value of feminine societies and people don't show off. Moreover quality of life tends to be more important than winning. Men also do female jobs and other household jobs as well as share responsibilities in raising children (De Mooij 2005:65).

Kenya unlike Finland has a higher score on masculinity of 41 which entails being assertive, tough and focused on material possessions. The gender role portrayals between men and women are unequal. Men deal with facts while women deal with their feelings (Hofstede 1991:82& 87). In masculine societies performance and achievement portray one's success. In addition children learn to admire strong people within the society (De Mooij 2005:67).

Uncertainty Avoidance: Finland has a score of 59 on Uncertainty avoidance. Uncertainty avoidance cultures have formal laws and regulations that govern their way of living. The culture is structural in nature to avoid any uncertainty. High ambiguity exists in situations as well as unfamiliarity to risks unlike weak uncertainty avoidance cultures which regard uncertainty as normal and with less stress (Hofstede 1991:113-125). Kenya like Finland has an average score of 52 on uncertainty avoidance these were the findings of Hofstede in East Africa. The scores between Finland and Kenya have a difference of 7 points which makes them almost similar in the way the cultures

deal with uncertainty avoidance. According to De Mooij (2005:68) high uncertainty avoidance culture have a sense of purity that they want incorporated into their products. This culture also portrays emotions unlike weak uncertainty avoidance cultures which do not portray emotions.

Long term versus short term orientation: This fifth dimension was conducted on students from 22 countries. This dimension is taken from the teachings of Confucianism. Values of one side are attributed to perseverance and thrift and are more dynamic whereas values on the opposite end represent the past and the present therefore they are more static (Hofstede 1991:166). However the study conducted did not include Finland and Kenya which is part of East Africa. Therefore this dimension will not be taken into account in this study.

Table 2. Finland scores on Hofstede's dimensions (Hofstede 2009).

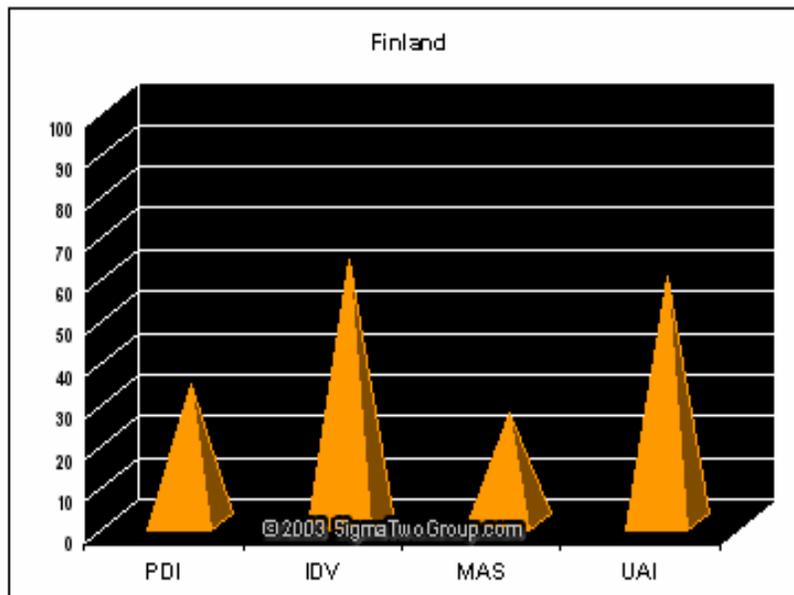


Table 3. East Africa scores on Hofstede's dimensions (Hofstede 2009)

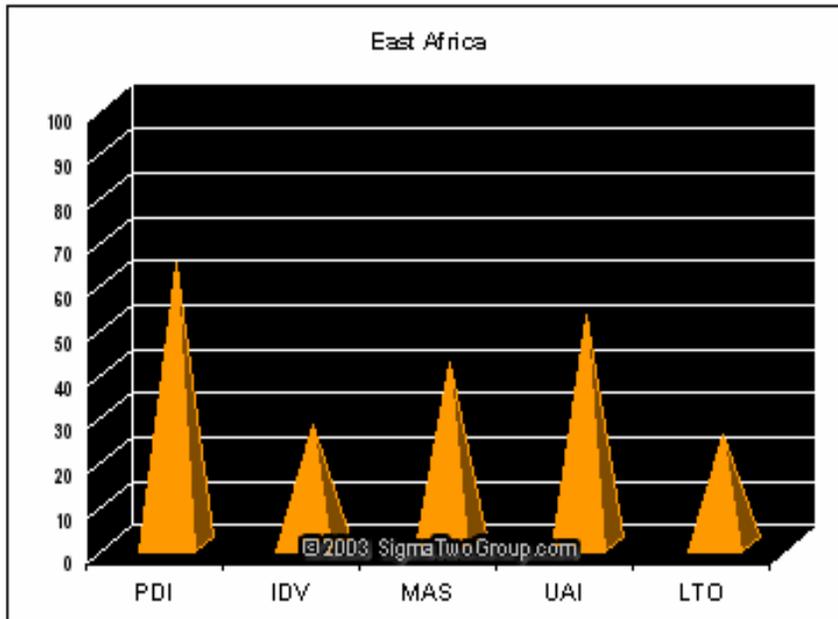


Table 4.Summary of the dimension scores between Finland and Kenya (East Africa).

Dimension	Finland	Kenya
Individualism versus collectivism	63	27
Power distance	33	64
Masculinity versus Femininity	26	41
Uncertainty avoidance	59	52

Table 4 shows distinct differences and similarities between Finland and Kenya. In the individualism versus collectivism and power distance dimensions the two countries are in opposite ends of each other. Whereas the masculinity versus femininity and uncertainty avoidance dimensions scores between the two countries are not far from each other. These clearly show the cultural differences and similarities between these two cultures which ultimately affects how international advertisements are portrayed in each country.

3.3 Advertising forms and culture

Advertising is linked to culture. The forms of advertising are used to portray the culture of a particular community in order to convey the intended message. This research comprises of cultures from two different countries (Finland & Kenya). For the purposes of comparing advertising in these two different cultures it is important to take into consideration the various advertising forms. De Mooij (2005:192-193) explains seven basic advertising forms that are applicable worldwide: 1) announcement, 2) association transfer, 3) lesson, 4) drama, 5) entertainment, 6) imagination and 7) special effects. Each form is discussed below.

Announcements are presentations of facts and people are not used in this form of advertising. The facts are therefore assumed to speak for themselves and convey the intended message. They include pure display based on a products appearance, this form is not culture bound, product message based on a products attributes and corporate presentation which could be inform of a documentary and it includes information about the company's products and services verbally and visually (De Mooij 2005:193-194).

Association transfer involves a product combined with an object, person, situation or environment. The sub forms include lifestyle which is culture bound and is meant to transfer youthfulness or success. Masculine cultures prefer to associate themselves with success unlike feminine cultures which associate themselves with nice and friendly people. In high power distance countries people are more likely to associate themselves with people of high ranking social status unlike low power distance countries(De Mooij 2005:196-197).

Metaphor can be used to transfer characteristics of an object or an animal (concrete) or an idea (abstract) to the brand. They can be visual or verbal. Visual metaphors are used in high context cultures whereas verbal metaphors are used in low context cultures. (De Mooij 2005:196-197). Metonymy transfers the meaning of the original object to the brand. It is an indirect and visual way of explaining therefore it is more appealing to high context cultures than low context cultures. Celebrity transfer involves use of a

celebrity. The objective of using a celebrity is to help the target group to associate the product with the celebrity (De Mooij 2005:196-197). Collectivists and masculine cultures have the people they portray as stars. However individualistic or low context cultures need more facts and endorsement other than association transfers (De Mooij 2005:196-197).

Lessons are a direct form of communication. Here facts and arguments are presented. They include presenters however the role of the presenter and the way he or she behaves varies from one culture to another. High power distance cultures use presenters who are older unlike individualistic cultures. In addition masculine societies use persuasion unlike feminine societies which may perceive this as irritable. High uncertainty avoidance cultures require the presenter to be competent in relation to the product or service unlike low uncertainty avoidance cultures. Endorsement and testimonial involves a presenter or spokesperson who states that he or she uses the product. The spokesperson gives an opinion of how the product has worked for them therefore endorsing the product. This form of advertising works in low context cultures (De Mooij 2005:198-205).

Demonstration is used to show how well the product works by emphasizing on product attributes and benefits. In strong uncertainty avoidance cultures more detailed information about a product is required as compared to weak uncertainty avoidance cultures. Comparison advertising is culture bound and fits well with cultures of high individualism and weak to medium uncertainty avoidance cultures. How to use the product is also another form of advertising used especially for technical products. This form of advertising is applicable in international advertising (De Mooij 2005:198-205).

Drama constitutes of play between two or more people. It is portrayed in form of an act to convey the intended message. This form of advertising is more indirect as compared to lesson and is applicable in high context cultures. It includes slice of life which portrays everyday events or situations, however this is culture bound and may be adapted from one culture to another. Problem solution deals with the cause of something and also provides remedies to the problem. Vignettes involve a series of independent

sketches with no continuity of action. These are normally characterized by the interaction of people. Theatre is a sub form of drama that is not true in real life (De Mooij 2005:208-209).

Entertainment is an indirect form of communication. It includes Humor which is anything that can make a person laugh. It is normally applicable in cultures of weak uncertainty avoidance. Play or act around the product entails commercials which are not humorous (De Mooij 2005:208-209).

Imagination entails cartoon, film or video techniques. This form is often used to advertise to children's products. This form of advertising can be used across various cultures or countries (De Mooij 2005:210).

Special effects cover artistic elements such as animation, cartoons, camera effects, recording and video techniques, music and tunes. This form of advertising is common form for advertising in channels especially targeted at the young people (De Mooij 2005:210).

Culture has an influence on international advertising. It determines whether an advertisement should be standardized for efficiency reasons such as economies of scale or customized to cater for local market differences and be effective within the global markets. In order to understand how standardization versus adaptation influences the consumer perception culture needs to be taken into account. Consumers are part of culture and their perceptions can be influenced by culture. The values and norms instilled in an individual influence a consumer's behavior. This is because an individual wants to identify with an advertisement that depicts one's culture. There are many cultural frameworks that try to explain culture such as Halls framework, Schwartz framework and Hofstede's framework. According to De Mooij and Hofstede (2010) none of the cultural frameworks was developed for analyzing consumer behavior. Therefore when using these cultural frameworks the manifestations of culture that are related to consumer behavior have to be selected and interpreted.

The study adapts Hofstede's framework and helps explain how Finland and Kenya differ using four dimensions which include individualism versus collectivism, masculinity versus femininity, high power distance versus low power distance and high uncertainty avoidance versus low uncertainty avoidance. These dimensions sighted above ultimately affect the consumer perception of standardization versus adaptation which varies from one culture to another. In large power distance cultures everyone has his or her rightful place in social hierarchy. The right full place is important in understanding the role of global brands for example in large power distance countries one's social status must be clear so that other can pay respect. This is mostly common in luxury articles, alcoholic beverages and fashion items which normally appeal to social status (De Mooij & Hofstede 2010:89).

According to De Mooij and Hofstede (2010:89), Individualistic cultures assume their values are valid for the whole world. They depict low context communication which refers to explicit verbal communications. On the other hand collectivist cultures have high context communication with an indirect form of communication. In collectivist cultures people normally operate as a group. In advertising the difference between these two dimensions is persuasion and trust. Persuasion applies to individualistic cultures with an aim of getting to the point quickly whereas trust is a virtue that needs to be developed within collectivist cultures.

De Mooij and Hofstede (2010:89) state the dominant values in a masculine society are achievement and success whereas the dominant values in feminine culture are caring for others and quality of life. An important aspect of this dimension is the role of differentiation which is normally small in feminine societies and huge in masculine societies. Odekerken-Schröder et al. (2002) explains that the way in which sexes are portrayed in advertising affects people's perceptions of gender roles in real life in addition the author explains that gender stereotyping is concerned with the beliefs of why men and women differ. According to De Mooij and Hofstede (2010:90) high uncertainty avoidance cultures are less open to change and innovation unlike low uncertainty avoidance cultures. Therefore in strong uncertainty avoidance cultures

advertising demands a high level of trust and beliefs to be depicted in the advertisements.

De Mooij and Hofstede (2010:90) explain various concepts that have been used to define a consumer such as self, personality, identity and image which relate to branding strategy. The concept of self and personality as developed in an individualistic western world view a person as an autonomous entity with a distinctive set of attributes, qualities or processes. The configuration of these three processes is what causes behavior. On the contrary in collectivist cultures the self cannot be separated from others and the surrounding context therefore the self is known as an interdependent entity meaning an individual cannot be separated from the group. In feminine societies self concept is portrayed by modesty and relations which are important whereas in masculine societies self-enhancement leads to self esteem (De Mooij & Hofstede 2010:90-91).

In conclusion this chapter focuses on the cultural aspects of advertising. In order to determine which approach in international advertising best works in any culture it is important for international advertisers to understand different cultures. Hofstede's framework of national culture has been used to illustrate the differences between Finland and Kenya using four dimensions. Advertisers/marketers can use Hofstede's dimensions to distinguish one culture from another. In addition these dimensions can be used in the planning and execution of advertisements in order to convey the intended message to the target market. Finland is an individualistic culture with low power distance and it is a feminine culture meaning international marketers/advertisers should try to use advertisements that focus on oneself, high level of equality and quality of life.

Kenya on the other hand is a collectivist culture with high power distance and it is more masculine than Finland meaning international marketers/advertisers should use advertisements that demonstrate togetherness and caring for others, high respect for authority which is highly valued in collectivist cultures and success. Finland and Kenya are almost similar in the way they handle uncertainty avoidance. Their scores are slightly above average meaning they have a higher level of uncertainty avoidance and

are not open to taking risks unlike cultures with low uncertainty avoidance international advertisements should also take this aspects into consideration while designing there advertisements. However it may not be possible for international advertisers to integrate all the dimensions of a culture into international advertisements. International advertisers should understand cultures of different markets in order to determine the cultural aspects of advertising that need to be incorporated in international advertising. In addition learning about these cultural aspects also makes it easier for international advertisers to choose the appropriate approach in each target market.

4. CULTURE AND CONSUMER BEHAVIOR

This chapter covers culture and its influence on consumer behavior. The interaction between culture and consumer behavior will be explained in form of a model. Consumer perceptions will be presented which will help identify why consumers perceive things the way they do. Consumer attributes will also be explained which will help in understanding consumer behavior. Lastly a framework of the study will be presented to remind the reader of key elements mentioned in the study.

4.1 Interaction of culture on consumer behavior

Consumer behavior can be defined as “the study of the processes involved when people select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (De Mooij 2005:105). According to Raju (1995:38) consumer behavior is likely to be different between developed and developing countries since developing countries are largely influenced by social, political and economic conditions. This means that consumers are generally influenced by their surrounding environments. The social, political and economic environments vary from one country to another. Developed countries are more politically stable, hold certain societal values and are more economically stable unlike developing countries. Therefore how consumers behave in developed countries may be somewhat different from how consumers behave in developing countries. This study aims at establishing a cross cultural comparison of consumer behavior between Finland and Kenya. These two countries can be grouped as developed and developing country respectively. Therefore understanding the external influences such as social status, political views and economic conditions of these countries will help in understanding consumer behavior.

Marketing communications as shown in figure 4 can have an influence on consumer behavior independent of the cultural value system. In addition marketing communications may have an influence on cultural manifestations through advertising (Luna & Gupta 2001:48). Consumer behavior as shown in figure 4 constitutes three

processes cognition, affect and behavior. Luna and Gupta (2001:51) describe cognition as any process that refers to memory structures or self-construal whereas affect refers to attitude or intention formation process and its outcomes. Behavior on the other hand includes individual choices and behavioral patterns.

Having explained what marketing communication and consumer behavior entails in the figure 4 it is now easier to explain the cultural value system as illustrated. It is important to put more emphasis on this area because an individual's behavior is as a result of the cultural value systems. Societal culture, regional subculture and familial values all have an influence on an individual's value system (Luna & Gupta 2001:47). According to De Mooij (2005:107) people's individual behavior varies. In addition people's attributes and processes should be expressed in a consistent behavior through out.

Cultural differences manifest themselves in various ways symbols, heroes, rituals and values (Hofstede 1991:7). Luna and Gupta (2001:47) explain these are forms in which culturally determined knowledge is stored and expressed. Therefore each cultural group possesses different cultural manifestations. This study seeks to establish the influence of cultural value systems on consumer behavior. The value systems as shown in figure 4 include symbols, values, heroes and rituals. Symbols represent the most superficial and values represent the deepest manifestations of culture with heroes and rituals falling somewhere in the middle (De Mooij 2005:37).

Hofstede (1991:7) explains symbols as words, gestures or pictures that carry a particular meaning which is only recognized by those who share the culture. In addition symbols from one cultural group are regularly copied by others and this is the reason why symbols are put in the outer most superficial layer. Luna and Gupta (2001:57) explain about the effects of symbols on consumer behavior. The authors state that there are two distinct methodologies encompassing the behavior of consumers across cultures psychology and anthropology. The first one tends to focus on the role of language on consumer behavior whereas the later focuses on other symbols besides language. Symbols such as language when used in advertising can help in processing of advertisements depending on the form of communication used. Consumers are more

likely to relate to advertisements done in their own language as compared to a second language.

Heroes are persons who are alive or dead, real or imaginary who possess some characteristics which are highly valued by a particular culture. These heroes serve as role models to the rest of the community (Hofstede 1991:8). According to Luna and Gupta (2001:59) the more consumers are aware about their own culture the more effective the spokesperson/ hero. Therefore consumers can easily process advertisements which are based on heroic people due to familiarity of their culture. Hofstede (1991:8) explains rituals as collective activities considered to be socially essential within a culture. Some examples include ways of greeting people, paying respect to others, social and religious ceremonies. Rituals may not necessarily represent the values of a culture where the culture originates. However rituals serve as an outward sign used to secure a person's identity (Luna & Gupta, 2001:59).

Hofstede (1991) describes values as the core of culture. They are defined as broad tendencies to prefer certain states of affairs to others. Values can either be positive or negative and this influences the consumer behavior. Advertisements that depict norms or roles consistent with the local cultural values are more likely to be effective than advertisements which do not depict a culture's norms or values (Luna & Gupta 2001:56). To sum it up culture has a direct influence on consumer behavior. This is because an individual is part of culture and the value systems are instilled in a person from when they are integrated into that particular culture. This may also have an influence on how they relate to international advertising which ultimately influences their perspective of standardized versus customized advertisements.

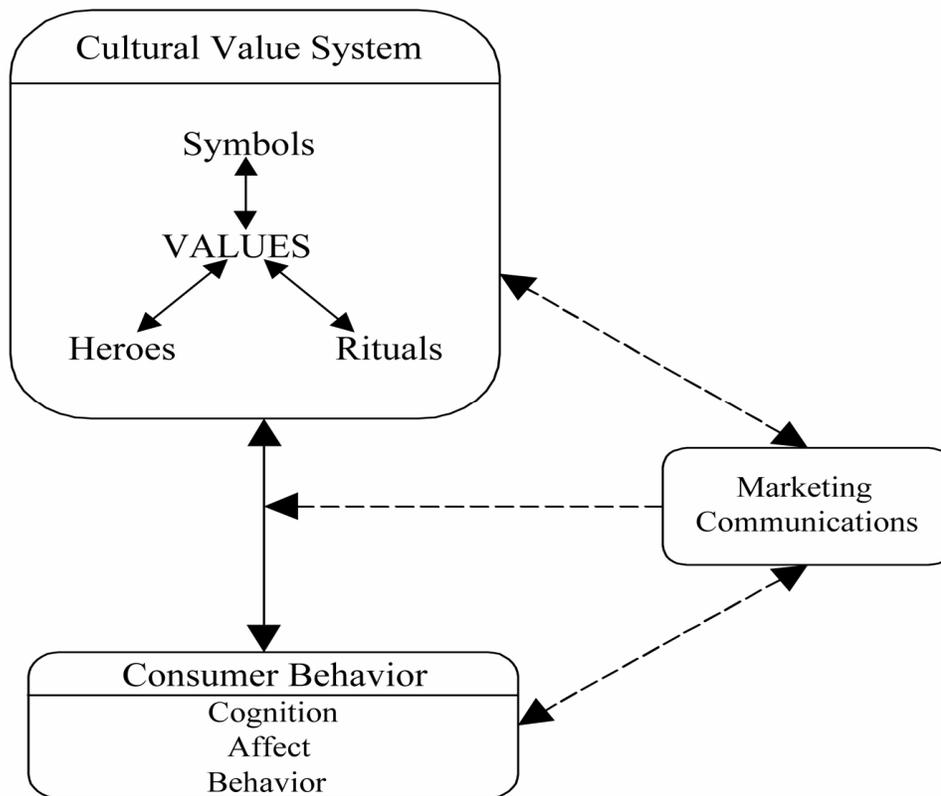


Figure 4. A model of the interaction of culture and consumer behavior (Luna & Gupta 2001:47).

4.2 Understanding consumer behavior

Culture has an influence on consumer behavior as shown in the previous sub chapter. However understanding consumer behavior will help explain why consumers behave/ perceive things the way they do. Raju (1995) has provided a framework that helps to understand consumer behavior in global markets. The author sights that there is no simple framework that can be used to explain consumer behavior. In addition problems exist within the existing frameworks leading to the structuring of a new framework to explain consumer behavior within the global markets. Raju's (1995) framework is divided in to an A-B-C-D paradigm as illustrated in figure 5.

Access as illustrated in the figure 5 refers to whether or not consumers are able to gain access of products or services. It can be divided into two physical access and economic access. Physical access refers to how the products get to the consumers this can be influenced by varying distribution channels, international trade barriers as well as infrastructure. Economic access refers to the capability of the consumers to purchase the products. Therefore to understand consumer behavior it is important to have knowledge of how physically accessible and affordable the products because this can help in understanding their consumption patterns (Raju 1995:44).

Buying behavior on the other hand includes all the factors that impact on decision making and choice which are both influenced by culture. This means that the buying behavior of consumers is influenced to some extent by culture in terms of perceptions such as country of origin, brand equity and price equity. Other factors include brand loyalty/ price loyalty, general attitudes towards marketing and consumerism and deeper analysis of consumer psychology. According to Raju (1995:44) buying behavior constitutes factors which impact on decision making within a culture. Examples of such factors include consumer perceptions, attitudes and consumer responses such as brand loyalty. De Mooij (2005:115) explains that understanding the variations in regard to what motivates people is important for brand positioning within different markets. There are three dimensions as sighted above used by Raju (1995:44) to explain buying behavior consumer perceptions, consumer loyalty and attitudes towards consumerism. Consumer perceptions differ from one country to another as a result of different cultural backgrounds.

Consumption characteristics are evidenced during the purchase of a product or service. This can be influenced by cultural orientation which is categorized in traditional versus modern, social class or reference groups to which the consumer belongs to and lastly urban versus rural sector consumption patterns. This means that consumers can be categorized into various groups and knowledge of these groups can help in understanding consumer behavior (Raju 1995:44).

Disposal has to do with reuse or recycling of products to avoid wastage and to be environmentally friendly. It is the responsibility of the marketers or producers to enhance societal responsibility within customers during purchase and disposal of the products (Raju 1995:44).

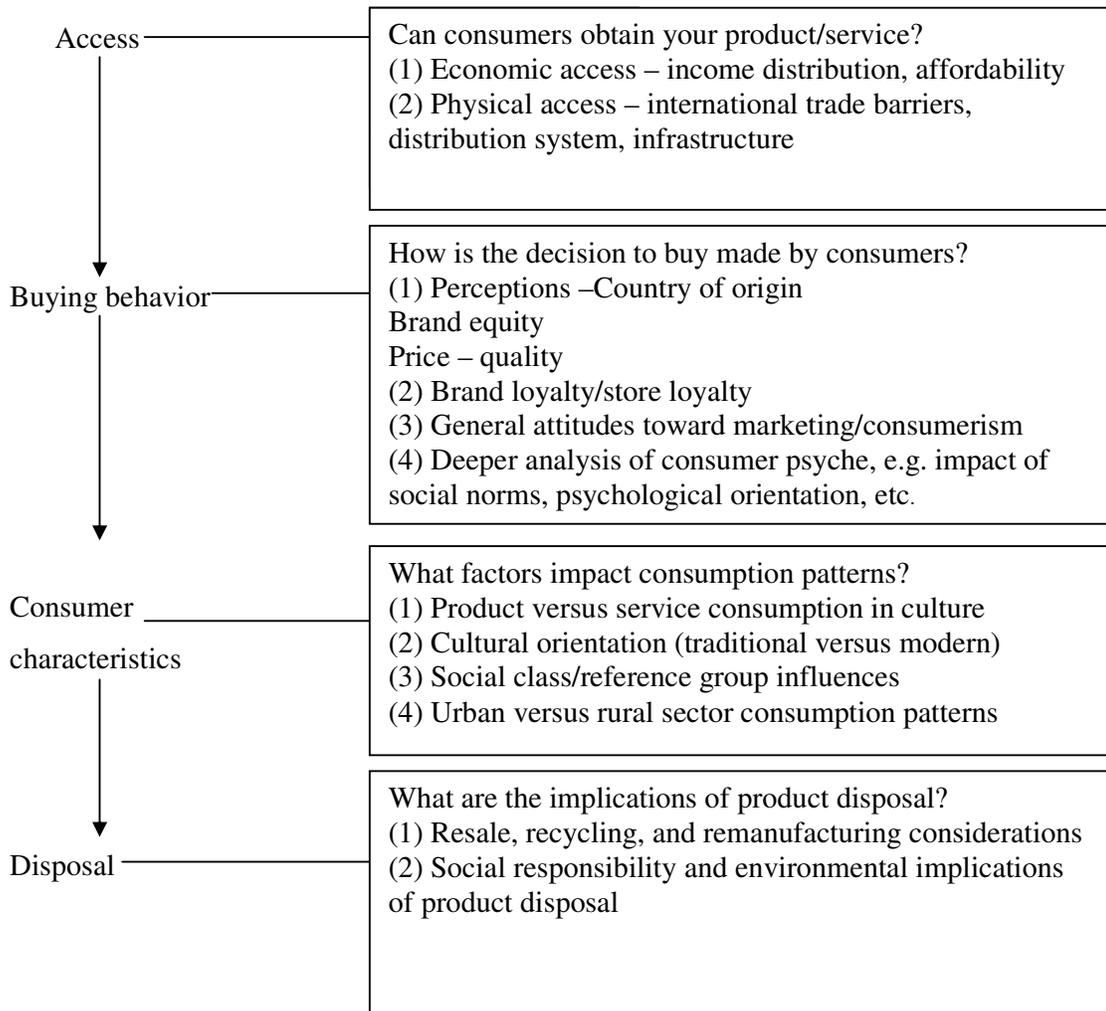


Figure 5. ABCD paradigm (Raju 1995).

Access to products, buying behavior, consumption characteristics and disposal of products all help in understanding consumer behavior. This is important in international advertising because it helps advertisers/marketers target their products appropriately because they are able to understand the needs as well as the behavioral patterns of their target markets.

4.3 Consumer perceptions

As stated earlier by Raju (1995:44) there are three types of consumer perceptions: 1) country of origin; 2) brand equity and; 3) price relationships. These perceptions are explained in detail in this section.

Country of origin: The study of country of origin is important because it constitutes the beliefs that consumers have towards the products of a particular country which in turn influences their purchase decisions. The consumer's product evaluation generally depends on the consumer's familiarity with the product. Normally the consumer's familiarity with the product is high for established brands. If the consumer is familiar with the product or brand then country of origin may not influence the consumer. However if the consumer is not familiar with the brand then country of origin plays a major role consumer perceptions of the product. The country images created also influence the consumer's perception about the quality of the product. This means that consumers may evaluate the quality of a product based on the country of manufacture (Zain & Yasin 1997:138-140).

Studies have shown that country of origin has an influence on the consumer perception. This means that consumers use country of origin information to evaluate products (Moon & Jain 2002). The products may be categorized into two, domestic products and foreign products. Knight (1999:152) presents studies done by scholars on consumer perceptions of these two categories. The perceptions include attitudes towards products made from home country versus foreign country. The studies conclude that positive attitudes are held regarding home made products, however consumers can be swayed to

choose foreign products if they have more quality and are favorable in terms of price. Therefore the attitudes towards foreign versus domestic products may vary depending on how the consumer perceives the product. According to Knight (1999:158) understanding consumer preferences for foreign versus domestic products and the linkage of price and quality attributes can help in product positioning, more efficient strategy development and overall knowledge of the dynamics of international marketing. Therefore the greater the knowledge of marketers on how consumers perceive foreign versus domestic products the more they are able to target their products according to the needs of the specific target markets. This also reflects on how consumers perceive standardized versus localized advertisements in international advertising.

According to Raju (1995:44) country of origin is important in creating a consumers first impression about a product. Zhang (1997:267) describes country of origin as information pertaining where the product is made. Knight (1999:151) also explains the definition of country of origin from different scholars. First country of origin is defined as the picture, reputation and stereotype that businessmen as well as consumers have attached to products from specific countries. However this image is created by certain variables which include representative products, national characteristics, economic and political background, history as well as traditions depending on the country.

Nevertheless other scholars have viewed country of origin as general consumer perceptions about quality of products made in a particular country and the nature of people in that country (Knight 1999:152). In addition it is the overall impression consumers have about products from a particular country. Country of origin is integrated as one of the product attributes in a product. The importance attached to country of origin varies from one culture to another. Therefore marketer's need to take into account these perceptions in international advertising.

Brand equity: Erdem and Swait (1998) explain that brands as market signals improve the consumer perceptions about the brand attribute levels and increase the confidence in brands. Brand equity involves perceptions of consumers regarding the brand (Raju

1995:44). Koubaa (2008) explains brand image as the reasoned or emotional perceptions that consumer attach to a product. According to Erdem and Swait (1998) various scholars have tried to define brand equity, the most common definition explained defines brand equity as the added value a brand gives to a product. In addition the authors present views by scholars on consumer brand associations which include brand associations, brand familiarity, perceived quality and loyalty and other proprietary brands assets which include patents. This view is derived from cognitive psychology and focuses on consumer cognitive processes.

Brand familiarity plays an important role in international advertising. Proponents of standardization theory argue that standardization helps in establishing brand familiarity within different markets. Well established brands are more likely to be identified by consumers which enhances their memory and helps them to recall or remember the brand (Pae et al. 2001:178). According to Raju (1995:44) there are instances in which international brands are viewed by consumers as brands of high quality as compared to local brands.

Consumer loyalty can be grouped into two; brand loyalty and store loyalty (Raju 1995:45). According to De Mooij (2005:128-129) conformance and harmony needs make collectivist countries more brand loyal unlike individualistic countries. Therefore purchasing products/ brands well known to the group decreases uncertainty avoidance. In addition choosing another brand other than the brand a group identifies with distinguishes one from the other group members. Raju (1995:45) states that store loyalty occurs when consumers tend to favor specific local outlets because of prior contact or satisfaction with the outlet.

Apart from the cognitive psychology view, there is another view known as information economics perspective (Erdem & Swait 1998:132) which takes into account the imperfect and asymmetrical information within the market. This view stresses the role of credibility as the main determinant of consumer based brand equity. The authors suggest that content, clarity and credibility of a products position may increase the perceived quality of the brand and decrease information costs and perceived risks by

consumers. This in turn increases the consumer expected utility, the increased consumer utility is therefore referred to as the added value the brand gives to a product or in other words brand equity (Erdem & Swait 1998:132).

Price quality relationship: The price of a product is normally associated with its quality. Sjolander (1992:32) explains that price and perceived quality of goods and services normally have a high positive correlation. This means that highly priced products tend to be perceived as products of high quality. In addition the use of price as an indicator of quality is based on the theory that quality is a measure of utility also known as the satisfaction of a product. Therefore the more quality product possesses the more utility it has or the more the product satisfies the consumer.

Price quality relationship has to do with depicting quality of a product based on its price. High price quality relationship is likely to exist in most cultures however this may not be applicable to developing countries due to high inflation rates which forces consumers to evaluate the quality of a product based on other aspects besides the price of the product (Raju 1995:44). Therefore even though consumers may use the price of a product to depict whether it is of high and low quality, this aspect generally applies to developed countries. Developing countries on the other hand are more likely to assess quality using other aspects apart from the price.

Rosa-Diaz (2004:407) explains that studies on price knowledge have often shown the importance of price in the purchase decisions of customers. In addition the author presents views by different scholars relating to price knowledge. Most studies have stated that consumers who perceive price more are those that place high importance to price related issues. In addition when consumers are presented with price decisions they behave as information processors. This means that they select the information they want to give attention, interpret and translate which ultimately influences their actions.

Consumer perceptions include country of origin, brand equity and price relationship. These perceptions can either impact the consumer in a positive or negative way. Therefore advertisers/marketers need to identify the consumer perceptions of their target

markets in international advertising. Learning about the perceptions of different target markets can also assist advertisers in designing effective international advertisements.

4.4 Consumer attributes

De Mooij (2005:106) describes consumer attributes into personality, self concept, identity image attitude and lifestyle. There is a need to take into account the consumer attributes in this study because they generally help in understanding the consumer behavior.

Personality can be defined as a total qualities and characteristics of a person. In individualistic cultures a person is defined as being “ independent self contained, autonomous entity comprising of unique configuration of internal attributes (traits, abilities, motives and values) and who behaves primarily as a result of these internal attributes”(De Mooij 2005:109. Understanding the individual person in his or her role as a consumer should be the key issue in the study of consumer behavior (Baumgartner 2002:286).

In order to understand the individual Moon (2002:314) explains that theoretically the personality of any individual can be explained by the big five factors the first factor is self extraversion or dominance and submissiveness. Dominance refers to trying to make decisions for others whereas submissiveness refers to the opposite of dominance which means they are more passive and are less likely to command other individuals. The second factor is agreeableness which generally refers to getting along with others, the third factor which is conscientiousness refers to acts of self discipline involves planned as opposed to spontaneous behavior, the fourth factor emotional stability also known as neuroticism refers to the tendency to experience negative emotions and lastly culture also experience intellect or openness which refers to how open minded or closed people are (Baumgartner 2002 & Moon 2002). Albanese (1993:28) sights that according to the paradox of personality in marketing, we all have a personality, but we do not know how it is systematically related to our consumer behavior.

Self concept in consumer psychology is based on theory of self and personality which is rooted in individualism. A person is said to have an autonomous entity with a distinctive set of attributes, qualities or processes. The configuration of these internal attributes is what is known to constitute behavior. The situation varies between the individualistic and collectivist cultures. Whereas individualistic cultures function independently, collectivistic cultures are fundamentally interdependent on each other (De Mooij 2005:107).

Self concept has helped in understanding consumer behavior. Self congruity is divided into two components product image and self image. These two components according to various consumer researchers interact with each other which in turn affects consumer's preference and purchase intention. There are two types of concepts defining self concept this include the real self and the ideal self. The real self has to do with how an individual perceives of himself or herself whereas ideal self refers to how an individual would like to be (Quester et al. 2000:525-527). Self image is also important because the image that individuals associate with generally influences their consumption patterns. For example consumers make their decisions on whether or not to purchase a product based on whether the product enhances their own self image or not (Heath & Scott 1998:1110).

Identity and attitude refers to how one perceives himself or herself. It involves ideas one has about oneself, characteristic properties, own body and values that one considers as important whereas image is how others perceive a person. In individualistic societies identity is based on own perception or experience whereas in collectivist societies identity is defined by the relationships and group membership (De Mooij 2005:110). Attitude can be defined as a lasting, general evaluation of people including oneself, objects, advertisements or issues (De Mooij 2005:112). According to Moon and Jain (2002:121) country attitudes affect consumer's response to international advertising. This affects their attitudes towards a foreign countries artifacts, models, settings, words, and creative presentation of foreign advertising. Country attitudes may influence a consumer in either a positive or a negative way. Understanding how consumers perceive products from different countries can help in explaining their behavior in international advertising.

Life style can be described in terms of shared values or tastes reflected in consumption patterns. Personal characteristics develop unique life style. Consumer behavior goes beyond life style and differentiates value variation by product category (De Mooij 2005:113). Kucukemiroglu (1999) describes life style as “how a person lives”. However in marketing life style describes the behavior of individuals in small or large groups for example market segments. It generally represents the economic level of consumers. The economic level influences how people live, how much money they are capable of spending as well as how they allocate their time.

Life style ultimately influences the way consumers behave therefore this aspect should also be taken into account to help in understanding consumer behavior. De Mooij and Hofstede (2010:91) explain personality as unique and cross situational consistent usually described in terms of traits such as autonomy and sociability. In terms of personality individualistic cultures are known to attach personality to brands unlike collectivist cultures. In addition consumers across various cultures attribute different personalities to the same brand. Meaning how a consumer views a brand in one culture is different from how a consumer from another culture would view the same brand.

Consumer attributes constitutes the behavioral traits of consumers such as personality, self concept, identity and attitude and lastly life style. Different consumers can display different consumer attributes. This may be as a result of culture which influences consumer perceptions and characteristics/traits of consumers. Advertisers need to identify consumer attributes in international advertising in order to position their products appropriately by appealing to their target markets.

There are social and mental processes which influence consumer behavior as illustrated in figure 6. According to De Mooij and Hofstede (2010:94), social processes constitute motivation and emotion which are culture bound. These two issues influence the standardization / adaptation decision in international advertising. Understanding what motivates people is important in brand positioning and developing advertising appeals for different markets. Emotion psychologists argue that emotions are universal. In

addition the display of emotions, recognition of facial expressions, intensity and meaning is culture bound (De Mooij & Hofstede 2010:94).

Mental or cognitive processes include “How people see, their world view, how language structures their thinking, how they learn and how people communicate”. There are three processes involved abstract versus concrete thinking, categorization and information processing (De Mooij & Hofstede 2010:95). In individualistic cultures brands are created by adding values or abstract personality traits to products whereas in collectivist cultures people are interested in concrete product features rather than abstract brands because they are not used to conceptual thinking. This means that individualistic cultures are more likely to discuss the brand and pay more attention to it unlike collectivist cultures. Categorization on the other hand constitutes how people categorize other people and objects which vary from one culture to another.

Lastly how people process information varies with individualism- collectivism and power distance for example in collectivist cultures with high power distance consumers are likely to base their purchase decisions on interpersonal communications based on feelings and trust. On the other hand individualistic cultures of low power distance are likely to obtain information from the media and friends before making purchase decisions (De Mooij & Hofstede 2010:95-96).

In order to understand how advertising works across various cultures, it is important to learn how communication works. There are two types of communication; high-context communication and low-context communication. In individualistic cultures communication is portrayed inform of information however there are no long lasting ties unlike collectivist cultures where there are close connections between people. These different interpersonal communication styles reflect on how an advertisement is portrayed to the consumers. In individualistic cultures advertising is meant to persuade whereas in collectivist cultures advertising should emphasis on building relationships and trust between the seller and the consumer (De Mooij & Hofstede 2010:97).

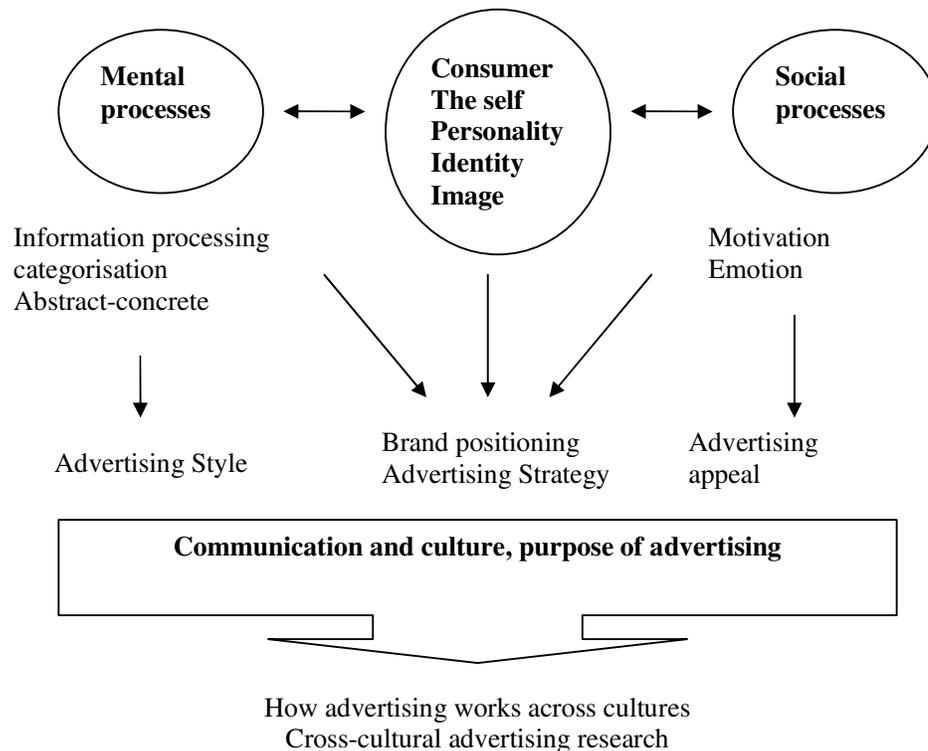


Figure 6. Global advertising research – understanding cultural values of consumers (De Mooij & Hofstede 2010:86).

In conclusion the interaction between culture and consumer behavior shows how culture influences consumer behavior. Culture according to Hofstede has cultural manifestations which affect consumer behavior these include symbols, heroes, rituals and values. An example of symbols is language. The language used by international advertisers to market products in international markets influences consumer behavior. Depending on the target market international advertisers can either opt for a standardized or localized language. Heroes are people who are highly valued in the community it therefore of important to know whether or not a culture values its heroes. Examples of rituals include ways of greeting people paying respect to others, and social and religious ceremonies these aspects may be important in some cultures in comparison to others therefore during execution of the international advertisements keen measures need to be taken into account to ensure the kind of heroes used in

advertisements are readily acceptable in the community. Values represent the deepest manifestations of culture. Values displayed in advertisements need to show the values of any particular culture otherwise the displayed values may be misinterpreted by the target market.

Consumer behavior needs to be understood by international advertisers this involves access of consumers to products, their buying behavior, characteristics and disposal. Firstly, how consumers are able to access products physically and economically influence their behavior. The more accessible products are and the more economically accessible the products are the more positive influence the products have on the consumer and vice versa. Buying behavior may be influenced by consumer perceptions such as country of origin, brand familiarity and price relationship. These perceptions may either be positive or negative therefore understanding consumer behavior may help international advertisers learn how to create more positive experiences for consumers as well as avoid negative perceptions. Consumer attributes constitute the characteristics that consumers may pose such as personality, self concept, identity image attitude and lifestyle. These attributes have an influence on consumer behavior and determine how consumers respond to international advertisements. Consumers attributes may differ from one culture to another which may affect the way consumers respond to international advertisements. Therefore it is important to take into account the characteristics of different target markets

4.5 Summary of framework

International advertising consists of Standardization versus adaptation which according to (Ryan et al. 2008) dates back to the early 1920's. These two concepts are used in international advertising for different reasons. Proponents of the standardization theory argue that factors such as economies of scale, global competition, convergence of consumer tastes and centralized management favor standardization. However proponents of the adaptation theory argue that factors such as local environment, local competition, different consumer needs and preferences as well as decentralized management favor adaptation concept (Hollensen 2001:393). The standardization versus adaptation approach has been widely used in international advertising. The aim of this

research is to use these two approaches to find out their influence on consumer perspective of standardized versus customized advertisements. These perspectives are influenced by culture as well as consumer behavior. This means that the cultural aspect and consumer behavior determine how an individual responds or perceives an advertisement.

In conclusion culture and consumer behavior are closely linked together and have an effect on the consumer perspective. Hofstede's dimensions as illustrated in the figure 7 have been used to show the influence of culture on consumer perspective of standardized versus localized advertisements. According to (Luna & Gupta 2001:47) the interaction between culture and consumer behavior is depicted in Hofstede's (1991) manifestations of culture as illustrated in figure 7 which include symbols, heroes, rituals and values. These manifestations ultimately influence the consumer perspective. Symbols may be portrayed in advertisements inform of language, heroes inform of role models highly valued by the community or culture, rituals for example greeting people, paying respect to others, social and religious ceremonies and lastly values which are deeply rooted within a culture and may either be positive or negative.

Consumer behavior is influenced by various aspects which influence their perspective of standardization versus adaptation in international advertising. These aspects include consumer perceptions as well as consumer attributes. According to Raju (1995) consumer perceptions can be influenced by country of origin which deals with the perceptions a consumer has about the country where a product is made from, brand equity which takes into account the customer's familiarity with the product and price relationship which depicts quality of a product based on price. Another aspect is consumer loyalty which can be grouped into brand loyalty and store loyalty. Consumer attributes include personality, self concept, identity, image attitude and lifestyle (De Mooij 2005). These attributes constitute the behavioral traits of different consumers which ultimately influence their perspective of standardized versus customized advertisements.

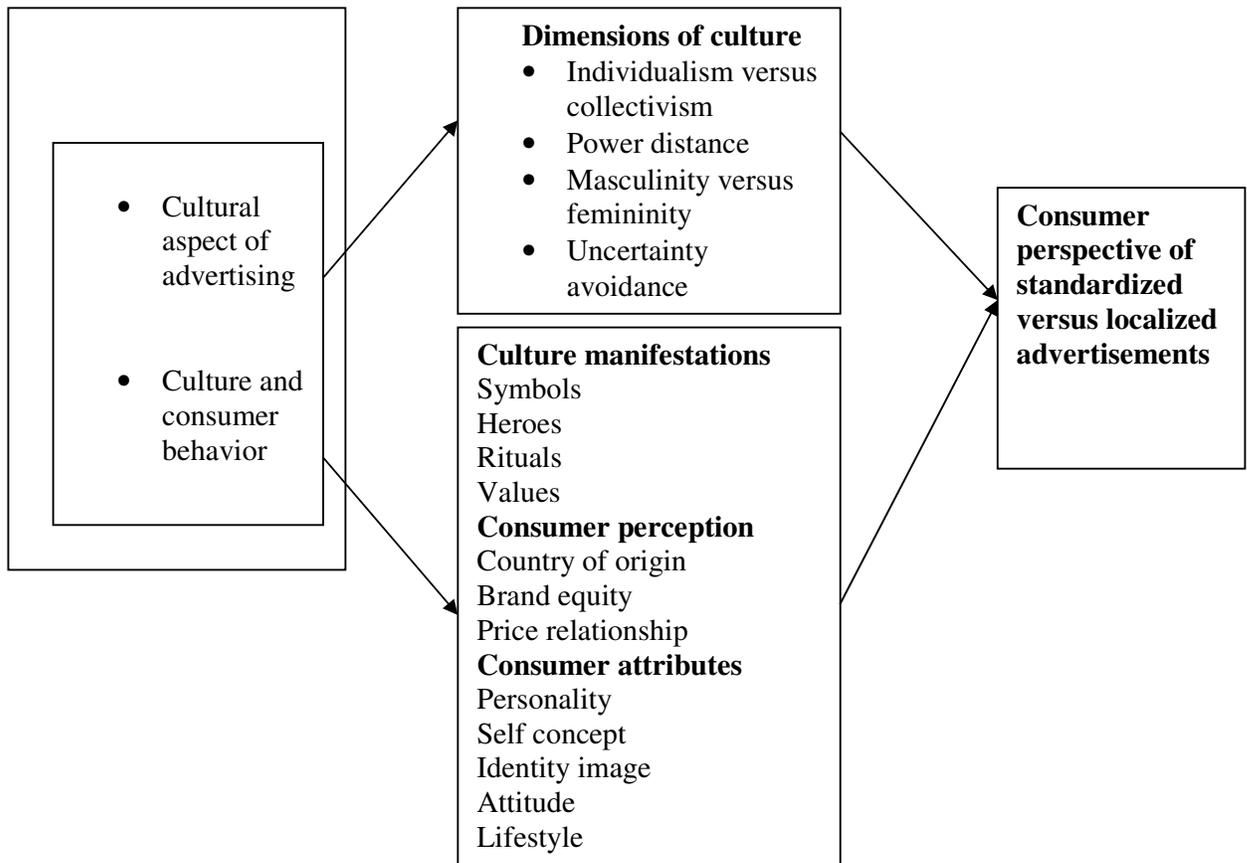


Figure 7. Summary of framework.

5. RESEARCH METHODOLOGY

Research methodology gives details about how the research will be executed. Different types of research approaches will be presented which consist of qualitative and quantitative research methods. Data collection and data analysis will also be presented. This involves a plan about how the research strategy will be carried out. It entails the methods used to collect data as well as how the data will be analyzed. Research methodology defines different approaches that can be adopted while conducting research.

5.1 Research methods

There are two kinds of methods quantitative research and qualitative research. The main difference between quantitative and qualitative approach is not in quality but procedure. In addition the difference between quantitative and qualitative methods does not only include issues of quantification but also the reflection of different perspectives on knowledge and objectives (Ghauri et al. 1995:83-84). This means that the two approaches differ because of the forms of methods used to collect data, objectives for the research and how the findings are analyzed.

Quantitative research is specified ahead of time and is based on theoretical concepts. Variables are collected and analysis is done on level of variables and the relationships among them (Maylor & Blackmon 2005:250). According to Saunders et al. (2009:151) quantitative research is predominantly used as a synonym for any data collection technique such as a questionnaire or data analysis procedure that uses numerical data. Therefore it is more scientific and findings are arrived from statistical methods (Ghauri et al. 1995:83). According to (Saunders et al. 2009:480) qualitative data refers to data that has not been quantified. In addition qualitative data allows one to develop theory from data. In qualitative research the research questions focus on understanding a particular issue this includes questions such as 'why' and 'how'. Qualitative methods are more personal. This means there is leeway to give own views of the world and

interpret this views. However such interpretation is not appropriate for quantitative research designs where the researcher is deemed to be objective and uninvolved (Maylor & Blackmon 2005:220).

The research will follow a qualitative and quantitative approach. Qualitative approach will be particularly helpful in understanding the views, opinions and attitudes of the sample population during data collection. This will lead to in-depth information that will be gathered through open-ended questions which will not limit the sample populations. Quantitative approach on the other hand will help in analysis of the structured questionnaires. The reason why some of the questions will be structured is to provide guidance to the interviewees. The structured questionnaires will be analyzed using SPSS software to help in coding of the data. Therefore the use of numeric values to analyze the data prompts the study to follow a quantitative approach in some instances as well.

5.2 Data collection

There are two types of data collection methods secondary data and primary data. Ghauri et al. (1995:54) explains the difference between these two methods. First secondary data refers to information collected by others for purposes which may be different from the researcher whereas primary data refers to the original data collected by the researcher for the research problem at hand. The advantages of secondary data include enormous saving in time and money, it also provides suitable methods or data to handle a particular problem and it acts as a comparison tool while using secondary and primary data. However the disadvantages of secondary data cannot be ignored. One of the main problems with secondary data is that it is collected for purposes which may be different from ours in addition there may be inaccuracies in secondary data. The advantage of primary data is that it may be used when secondary data is not available in addition the data is collected by the researcher and therefore it is more likely to be relevant to the research problem. However the reliability and efficiency of this method may be questioned (Ghauri et al. 1995:55-57). The study will use primary data. Primary data will help to gain an insight on the consumers view or opinions using some structured

and semi structured questionnaires. The use of structured questionnaires will help the interviewees understand the questions and act as a guide for the semi structured questionnaires which will then allow the interviewee to speak freely without being limited.

The material for this study will be gathered from 20 consumers, 10 from Finland and 10 from Kenya. The aim of this research is to find out the consumer perspective of standardized versus customized advertisements in international advertisements. The study also seeks to gain a cross cultural comparison of the consumer perspectives between the two different cultures. The data gathering will begin by identifying a random sample population from both countries. The sample selected will target young women. This is because the advertisements used in this study are targeted to women. The advertisements have been collected from cosmopolitan magazine, and parents magazine. The cosmopolitan international and cosmopolitan Finland have been selected for this study for purposes of analyzing the consumer perspectives of standardized versus customized advertisements. However since there is currently no edition of cosmopolitan Kenya, international advertisements localized to suite Kenyan consumers have been selected from different issues of parents magazine which is a leading magazine in Kenya.

Cosmopolitan is an international women's magazine. It was first published as a family magazine in 1886, but in 1960's it was turned into a women's magazine. It has 58 international editions, it is printed in over 38 languages and is distributed in more than 100 countries worldwide (Absolute astronomy 2010). It publishes articles on sex, dating, health, careers, self improvement, fashion and beauty (Cosmopolitan 2010 & Absolute astronomy 2010). Cosmopolitan magazine Finland is the largest magazine for young adult women. It has an estimated readership of 256,000 and a circulation of 78,419 (Sanoma magazine 2010).

Parents magazine first published in 1986 is Kenya's oldest and leading family magazine. It publishes articles on relationships, marriage, sex, family nutrition, health education, beauty and grooming among others. The magazine targets both female and

male readers however 57% of the magazine's readership is women. The magazine reaches around 6.4 million people monthly and has a circulation of 40,000 copies per month (Parents magazine 2010).

Authors such as Mueller (1990), Nelson and Paek (2007) and De Mooij (2005) as mentioned earlier in the theoretical framework have helped to identify elements of an advertisements that are most likely to be standardized which include product name, packaging headlines, subheads and slogans whereas elements which are most likely to be localized include product attributes, theme employed, body copy and any other language besides English. Therefore these elements have been used to identify the sample advertisements for this study.

The advertisements comprise of international advertisements which are categorized in two standardized versus localized and consumers will give their responses based on the sample advertisements chosen for this study. Nine full page advertisements have been chosen for the study and they are divided into three categories. Each category contains three advertisements. Three advertisements have been collected from the international cosmopolitan, three from different issues of the cosmopolitan Finland and the lastly three advertisements from parents magazines. The interviewees selected from the sample population will be asked to respond to these selected advertisements as they would if they had seen them in a magazine. Each interviewee will give her opinion and view regarding six advertisements three standardized and three customized advertisements from both Finland and Kenya. Each interviewee will answer a set of general questions regarding international advertisements and respond to a set of other six similar questionnaires but with different advertisements which will either be standardized or localized international advertisements. Therefore each interviewee will respond to a total of 7 questionnaires meaning data will be collected from 140 questionnaires. The three standardized international advertisements which will be used in both sample populations will be Nivea lotion, Mascara and Loreal see appendix. The customized international advertisements from Finland will be Nivea deodorant, Mascara and Crème gloss whereas the customized international advertisements from Kenya will be Nivea lotion, Dettol and venus see appendix. Afterwards the data will be collected,

organized and analyzed concisely making sure that information gathered will not be lost in the process and reliable conclusions will be drawn from the sample population.

Data analysis will be done for both the structured and semi structured questionnaires. The structured questionnaires will be analyzed using SPSS which is a statistical method. The reason why the data will be analyzed statistically using SPSS is because some of the questions will be structured. In addition the total number of questionnaires to be analyzed by both sample populations will be many. The general set of questionnaires which will include background information and general feelings and attitudes of international advertisements will be analyzed by comparing percentages of both the Finnish and the Kenyan samples. The six other similar sets of questionnaires where the sample populations will respond to views and opinions regarding different advertisements will be analyzed by getting the means of all the advertisements. The means between the standardized and localized international advertisements of both the Finnish and Kenyan sample will be analyzed and a cross cultural comparison between the two sample populations will be done by comparing means. The semi structured questionnaires on the other hand will be analyzed qualitatively by picking out relevant information from the sample populations.

5.3 Reliability and Validity

Reliability is described as the process of getting the same findings if the same study is repeated. It is also described as repeatability. To ensure reliability of the research each interviewee will respond to three standardized and three customized advertisements (Maylor and Blackmon 2005:159). Saunders et al. (2000:101) explains the threats to the reliability of the research. They include subject error, subject bias, observer error and observer bias. In relation to subject error and subject bias it is most likely to occur within an organizational setting therefore these two errors are not likely to affect the reliability of this research. Observer error mostly occurs while conducting interviews where there is more than one person conducting the interviews. However in this case the research will be conducted using structured and semi structured questionnaires.

Observer bias occurs when there is more than one person interpreting the data. To avoid observer bias the results will be interpreted by just the author of this thesis.

Validity is described as accuracy conducted during the research (Maylor & Blackmon 2005:159). According to Saunders et al. (2002:101) validity is concerned with whether the findings are really about what they appear to be about. Ghauri et al. (1995:33) explains two types of validity internal and external validity. Internal validity this refers to whether the results obtained from the study are true whereas external validity refers to whether or not the results can be generalized. To ensure validity of this research different advertisements have been used. This ensures that the study obtains various views of the consumer perspectives of standardized versus customized advertisements. To ensure internal validity sample will also respond to various advertisements ensuring true findings are generated from the questionnaires. To ensure external validity women will be selected randomly this will ensure the findings can be generalized to reflect the opinions and views of different women.

There are certain threats that may affect the validity of research such as history, maturation, test effect and selection bias (Ghauri et al. 1995:33-34). To start with history does not pose a threat to the validity of this research because questions are asked based on the selected advertisements and not previous advertisements that the interviewee may have seen. Maturation refers processes operating within the test units in the study as a function of the passage of time (Ghauri et al. 1995:34) in this case maturation does not apply. In relation to the test effect refers to the test itself affecting the observed response (Ghauri et. al 1995:34). For example in the case where the respondents may feel that the results may somehow disadvantage them (Saunders et al. 2000:102). This scenario may apply mostly to organizations. However to ensure the consumers respond freely without fear of victimization their results will be treated with confidentiality. To avoid selection bias the sample population will be selected randomly.

6. EMPIRICAL FINDINGS

This chapter presents the results of the empirical findings. The questions included both structured and semi structured questionnaires. The structured questionnaires are analyzed quantitatively using SPSS whereas the semi structured questionnaires are analyzed qualitatively. Each consumer responded to a set of questionnaires which incorporated their background information, feelings/ attitudes and also responded to six similar sets of questions with different advertisements where they presented their consumer perspective on standardized versus localized international advertisements. The findings of background information, general feelings/attitudes and findings from three standardized advertisements and three localized advertisements for both the Finnish and Kenyan sample population will be presented. In addition a cross cultural comparison of these findings will be presented.

6.1 Finland findings

Regarding background information, the target sample indicated that half of the population was less than 25 years old and the rest of the sample population ranged between 25-35 years old and only a small fraction of the population was more than 35 years old. The highest level of education for was university/college students and only a small percentage of the population was primary, high school and postgraduate students. Half of the population was married whereas the remaining half of the population comprised of single people.

The feelings and attitudes towards international advertisements were analyzed as illustrated in figure 8. The population that had neutral views towards international advertisements was 70%, whereas 20 % had negative views and only 10% had positive views towards international advertisements. Therefore most of the Finnish consumers were in between positive and negative views regarding international advertisements meaning they were uncertain about how they regard international advertisements.

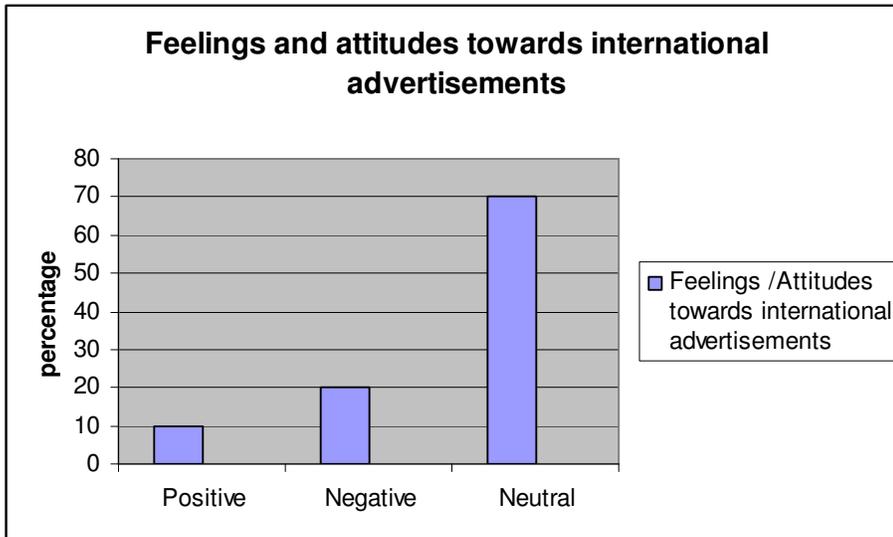


Figure 8. Feelings /Attitudes of international advertisements (Finnish sample).

Findings illustrated in figure 9 show 50% of the population was neutral about their thoughts regarding standardized advertisements as indicated whereas 20% thought standardized advertisements were favorable and the other 20% thought standardized advertisements were unfavorable. On the other hand 60 % had neutral views towards localized international advertisements, 20% said localized advertisements were favorable whereas only 10% said localized advertisements were unfavorable.

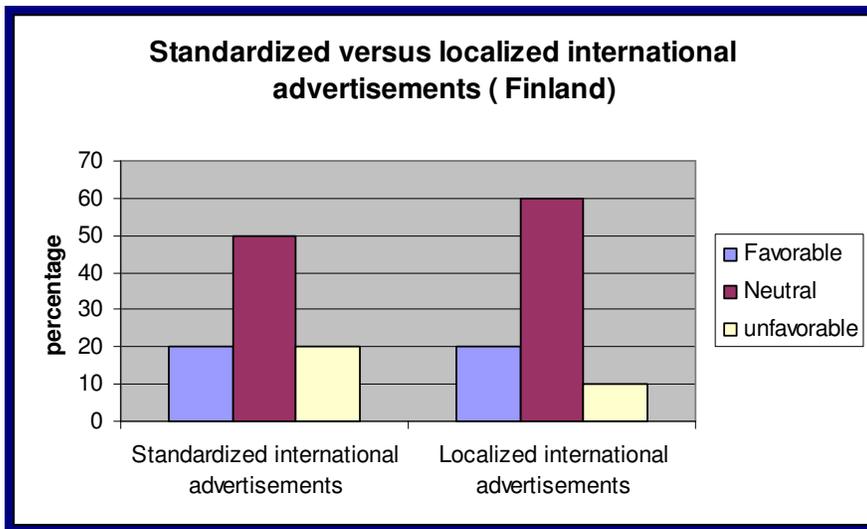


Figure 9. Standardized versus localized advertisements (Finnish sample).

Findings illustrated in figure 10 show 10 % of the population strongly disagreed they preferred standardized international advertisements 30% disagreed they preferred standardized international advertisements whereas 10% had neutral views and 30% agreed that they preferred standardized advertisements whereas only 10 % strongly agreed that they preferred standardized international advertisements. On the other hand 30% of the population disagreed that they preferred localized international advertisements, 30% had neutral views whereas 30 % agreed they preferred localized international advertisements and only 10% strongly agreed that they prefer localized international advertisements.

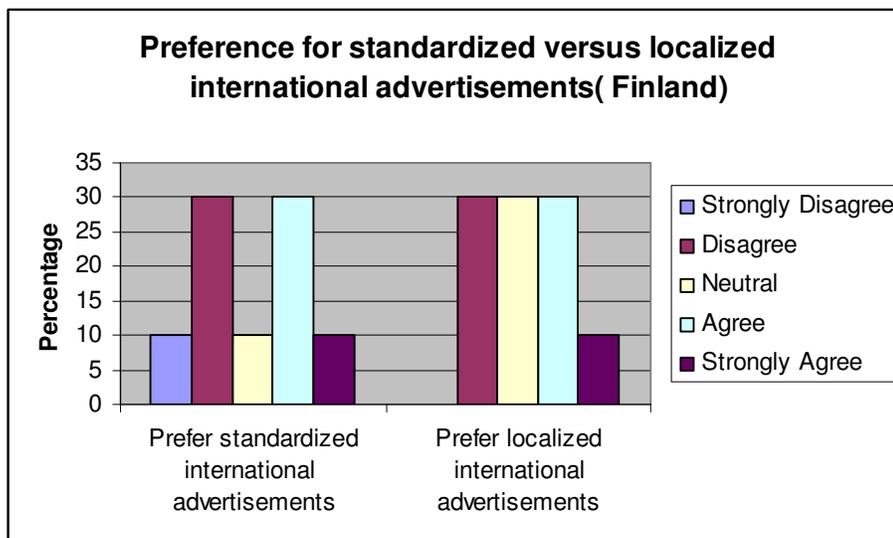


Figure 10. Preference for standardized versus localized advertisements (Finnish sample).

Findings illustrated in figure 11 show 40% disagreed that culture has an influence on their attitude towards international advertisements 20% had neutral views whereas 20 % agreed and 20% strongly agreed that culture indeed has an influence on how they perceive international advertisements. On personality 10 % disagreed that personality has an influence on their attitude towards international advertisements, 20% had neutral views 30% agreed and 40% strongly agreed that personality influences how they perceive international advertisements. On country of origin 20 % disagreed that country of origin has an influence on their opinion towards international advertisements, 30%

had neutral views 40% agreed and 10% strongly agreed. On brand familiarity 10% disagreed that familiarity with international brands influences their attitude towards international brands whereas 20% had neutral views, 50% agreed and 20% strongly agreed. On price 10 % disagreed that price on international products influence how they view international advertisements, 40% held neutral views and 50% agreed.

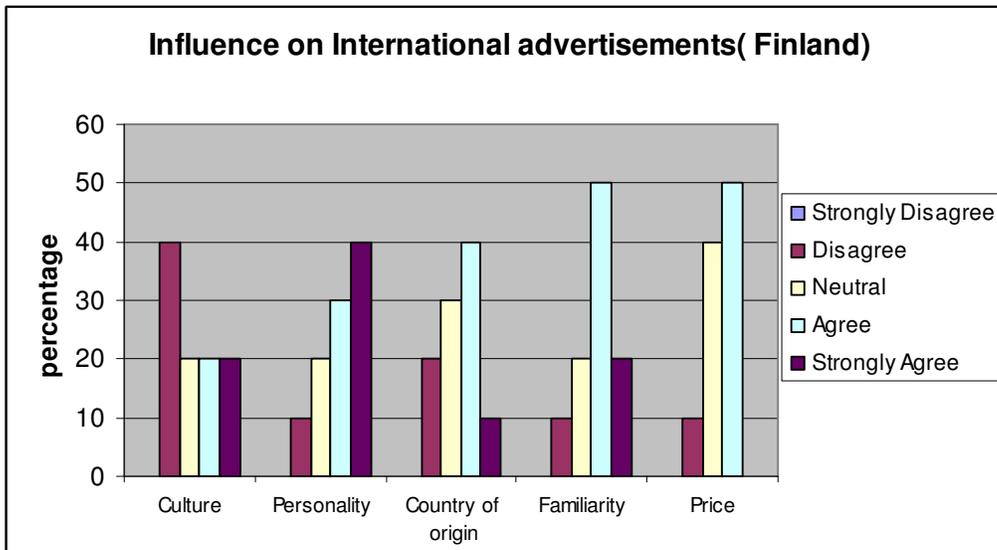


Figure 11. Influence on international advertisements (Finnish sample).

Six advertisements were analyzed by the Finnish sample population and the findings are presented. The first section presents all the findings of the three localized international advertisements (Nivea deodorant, Mascara and crème gloss) as illustrated in figure 12. Each advert has been analyzed individually. Nivea deodorant was analyzed and the mean for the language used was 4.10. Most people agreed that the use of their own language was favorable because it was clear and they could understand it well. The mean for use of models was 3.7 whereas the mean for values was 4.10. The sample population said that the model was also favorable and presented well whereas the values/ benefits were highlighted. The uses of the product had a mean of 4.10 whereas the language used to portray the benefits had a mean of 4.40. The sample stated that the uses of the product were clear and it was easy to tell what the product was used for. They also agreed that the language portraying the benefits was also clear. The wording and pictures each had a mean of 4.0. They said that they liked the language used for the

wording because it was clear and they also liked the pictures which reflected the uses of the product. From a cultural perspective the model acceptability had a mean of 4.3 whereas the wording acceptability had a mean of 4.5. The sample stated that their culture can put up with such advertisements and the model portrayed the idea of beauty, which is appreciated in Finnish culture. They also said that the description is detailed enough for the Finnish consumer sports and healthy living is appreciated which is reflected in the advertisement. Generally they said Finnish culture is quite open and non conservative, therefore the Nivea deodorant should not offend anyone.

Mascara was analyzed and the mean for language used, models and values was 3.44, 3.00 and 3.44 respectively. The sample thought that the language used was favorable because it was in Finnish however they said that the models face was not that favorable and the product attributes were presented, however they said they wouldn't pay attention to this advertisement because the content was quiet similar with other cosmetic advertisements. The uses of the product and language portraying benefits each had a mean of 4.22 and 3.67 respectively. They said that the uses of the product were very clear and were well portrayed and language was clear since the advertisement was in Finnish.

Wording had a mean of 3.11 whereas the pictures/images had a mean of 2.56. The sample stated that the phrases were okay and the presentation was clear however they didn't like how the model had been portrayed in the advertisement. In terms of cultural acceptability the model acceptability had a mean of 3.56 whereas the wording of product uses and benefits had a cultural acceptability of 4.00. The sample stated that the advertisement is acceptable in the Finnish culture and the wording was suitable because product use was stated clearly.

Lastly crème gloss was analyzed and the mean for language used, models and values is 3.60, 3.90 and 3.20 respectively. The sample population explained that the language was easy to understand since the advertisement was in Finnish. They also stated that the model was appropriate. There were a lot of uses for the product however the advertisement was boring and product attributes were written using a small font which was not easy to read. The uses of the product and the language used to portray the

benefits had a mean of 3.60 and 3.30 respectively. They explained that the uses of the product were unclear however they stated that the reader would recognize the brand even without reading. The wording and pictures each had a mean of 3.40 and 3.80 respectively. The sample population felt that the wording and pictures/ images were not that appealing and the advertisement was not attractive. The model acceptability within the cultural context had a mean of 5 and the wording acceptability had a mean of 3.88. The sample thought that the advertisement was a typical Finnish ad and was acceptable within the Finnish culture.

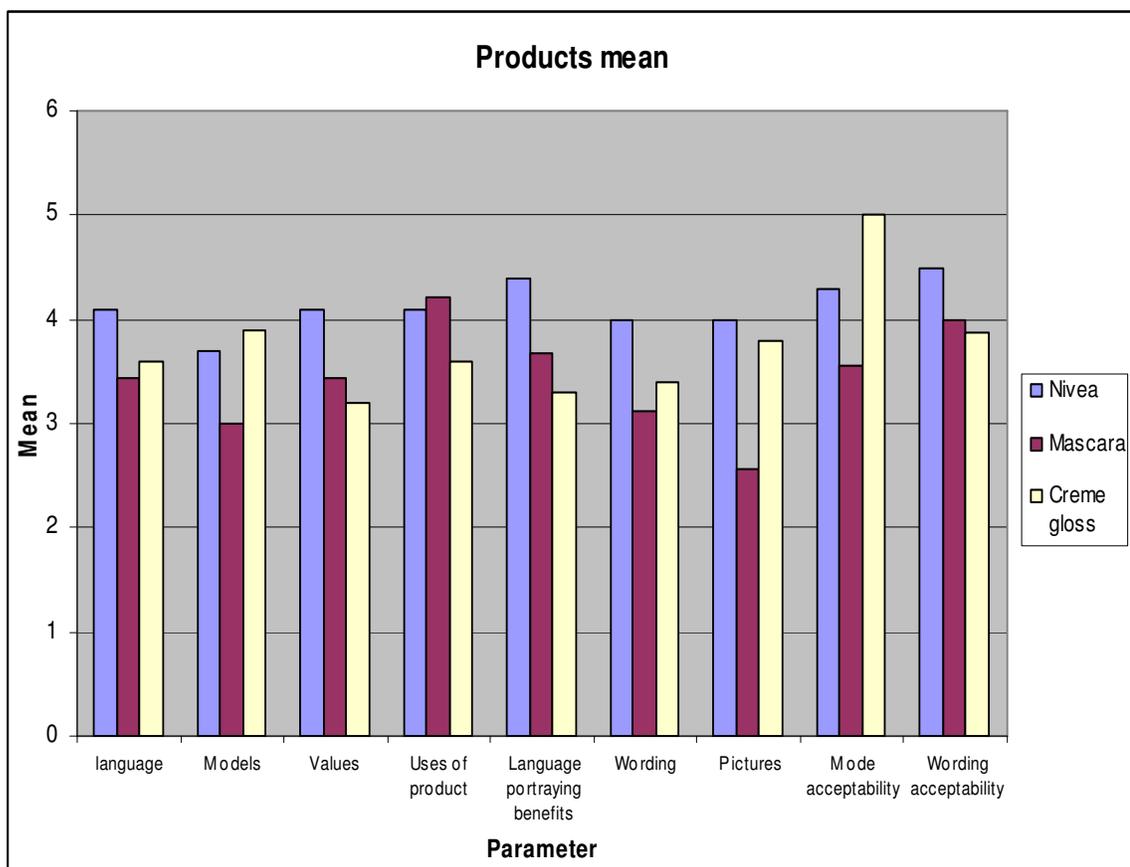


Figure 12. Localized international advertisements mean (Finnish sample).

The findings of all the localized international advertisements combined were analyzed by finding the mean for the three advertisements (Nivea deodorant, mascara and crème gloss) as illustrated in the figure 13. This will help to gain a general overview on the Finnish consumer perspective of localized international advertisements.

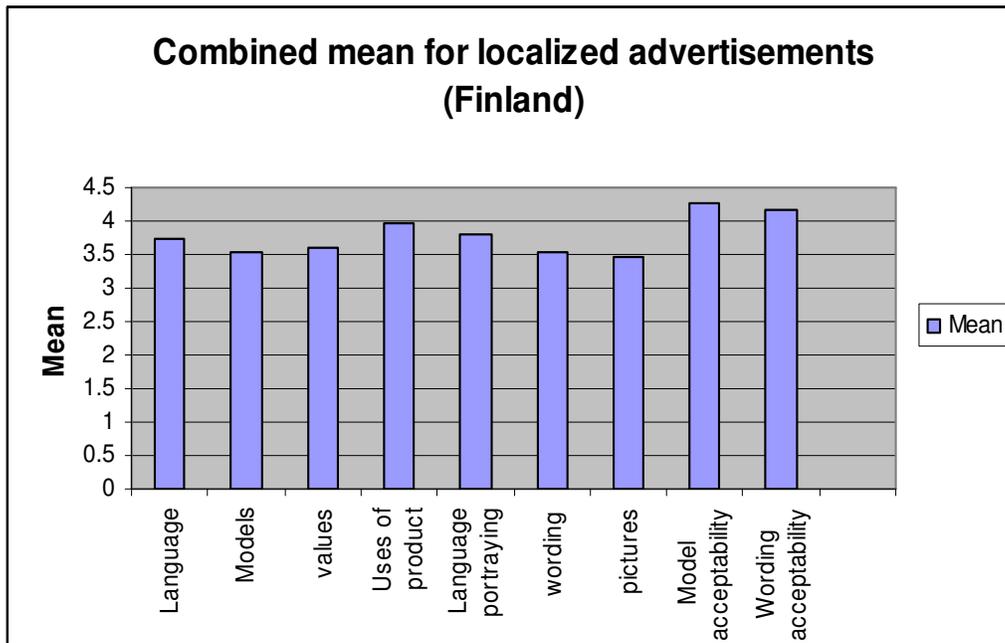


Figure 13. All Localized international Finnish advertisements (Finnish sample).

Three standardized international advertisements (Nivea lotion, L'oreal and Mascra) were analyzed by the Finnish consumers and the results are presented in figure 14. Nivea lotion was analyzed and the mean for the language used, models and values was 3.80, 3.20 and 3.30 respectively. The sample stated that they could understand the language even if the advertisement was in English, however they said the models portrayed sensual image and that the product attributes were overshadowed by the sensual advertisement. The uses of the product and language portraying benefits had a mean of 2.20 and 3.60 respectively. The sample thought that the uses of the product were not clear however they understood the language portraying the benefits. Wording and pictures had a mean of 3.00 and 3.10 respectively. Most of the people mentioned that the wording and pictures were too sensual. Cultural acceptability of the model had a mean 3.67 and cultural acceptability of the wording had a mean of 4.13. They also explained that in some cultures this advertisement would be very sensual and even erotic which could be considered inappropriate, however Finnish is a non conservative culture therefore this advert is acceptable in the Finnish culture.

L'oreal was analyzed and the mean for language used, models and values was 2.80, 3.50 and 3.20 respectively. Some of the sample population explained that the language used was not easy to understand, they also didn't like the model so much and explained that the model looked too serious and the values were not very favorable and explained that the advertisement used a masculine language which is not very suitable for cosmetic advertisements. Uses of the product and language portraying benefits had a mean of 3.00 and 3.30 respectively. The sample population held neutral views regarding how clear the product uses were; some said the uses were clear whereas others said the uses were not clear. They also explained that the language used to portray the benefits was typical for this kind of an advertisement.

The wording and pictures had a mean of 3.40 and 3.42 respectively. In addition they liked the wording however they explained that product uses could have been stated in a better way. The pictures/ images views of this advertisement were neutral. The cultural acceptability of the model and the wording of the product uses or benefits had a mean of 4.50 and 3.70 respectively. The sample population explained that the advertisement was acceptable, and both the model and benefits fit into the Finnish concept of beauty. However they also stated that the English language could be a problem for the people that don't understand the language well.

Mascara was analyzed and the language used, model and values had a mean of 3.44, 3.44 and 3.33. Most people said that they held neutral views about the language models and values. The uses of the product and language portraying benefits had a mean of 3.40 and 3.20 respectively. They also mentioned that the uses of the product and language uses were clear. The wording and pictures had a mean of 2.44 and 3.33 respectively. They said that the advert had too much text included in the advertisement and it looked messy and there were too many pictures within the advert. Lastly the model acceptability and wording acceptability of the model had a mean of 4.13 and 3.63 respectively. The consumers mentioned that the advertisement would be acceptable in Finnish culture however some of the technical terms used in the wording might not be the best approach to use while targeting Finnish women.

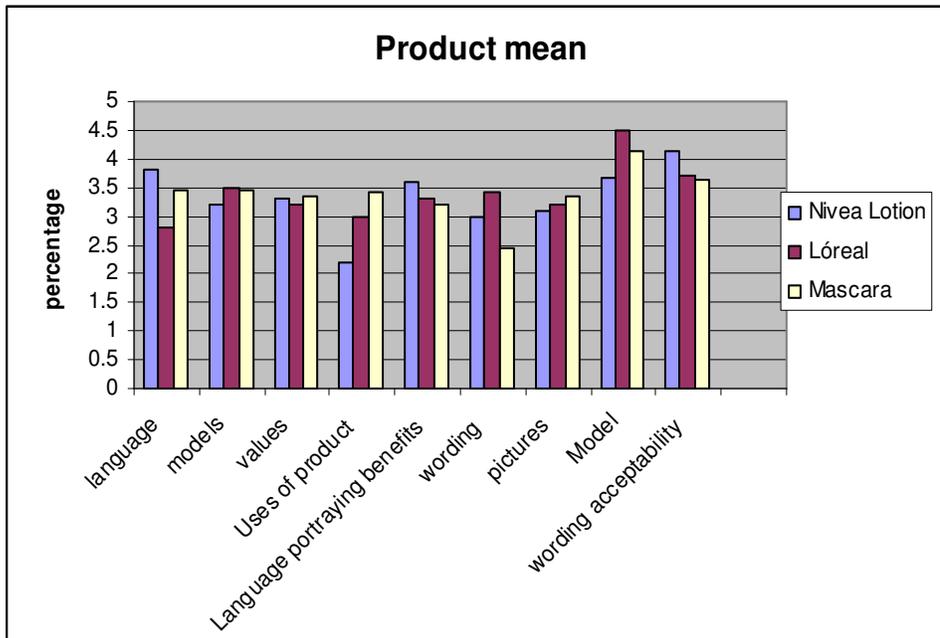


Figure 14. Standardized international advertisements mean (Finnish sample).

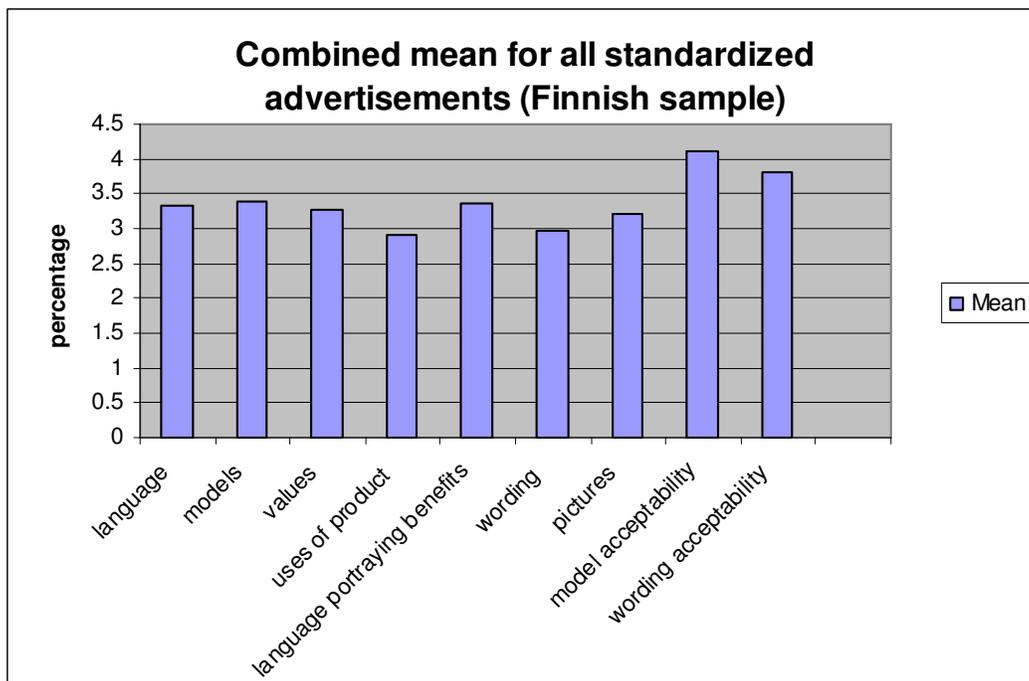


Figure 15. All standardized international advertisements (Finnish sample).

The findings of all the three standardized international advertisements combined which were analyzed by the Finnish sample are illustrated in the figure 15. The summary has been done by getting the mean for the three advertisements. This will help to gain a general overview on the Finnish consumer perspective of standardized international advertisements.

6.2 Kenya findings

Regarding background information, most of the Kenyan sample population ranged between 25-35 years old whereas only a small population was 25 years old and below. On educational background most of the sample populations were university/college students whereas a small fraction of the population comprised of post graduate students. On marital status, the sample population selected comprised of single women.

Findings from figure 16 show that 60% of the population had positive feelings/ attitudes towards international advertisements whereas 40 % held neutral views. This shows that more Kenyan consumers had positive views regarding international advertisements.

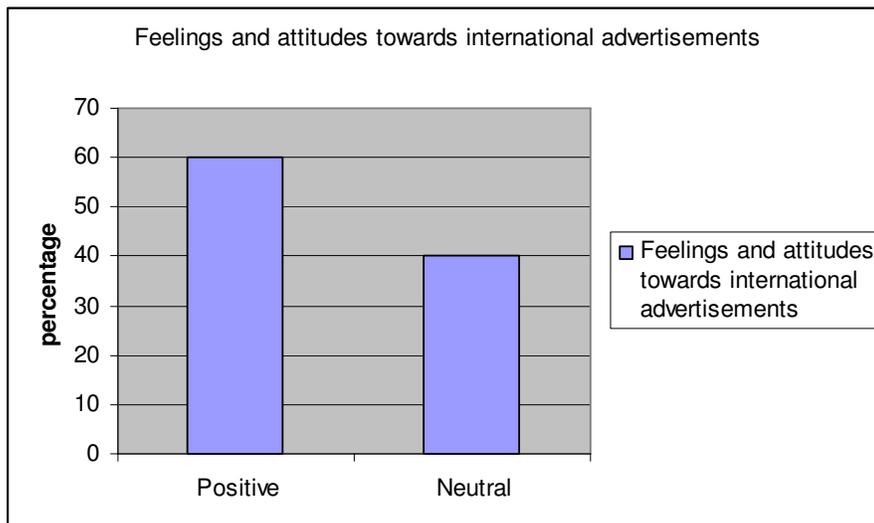


Figure 16. Feelings and attitudes towards international advertisements (Kenyan sample).

Findings from figure 17 illustrate that 20 % of the sample population agreed that standardized advertisements were very favorable, 60% said they were favorable only 10% had neutral views on standardized advertisements whereas the other 10% said that standardized advertisements were unfavorable. On the other hand 30% agreed that localized international advertisements were very favorable, 60% agreed they were favorable and only 10% said they were unfavorable.

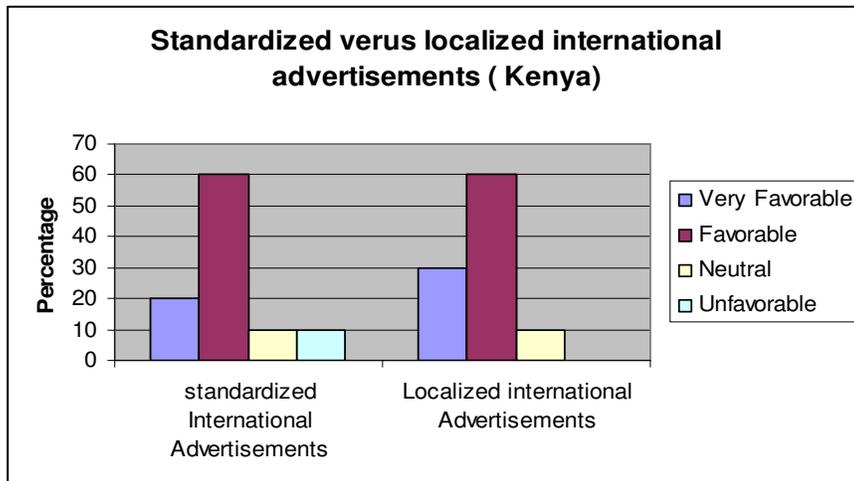


Figure 17. Standardized versus localized international advertisements (Kenyan sample).

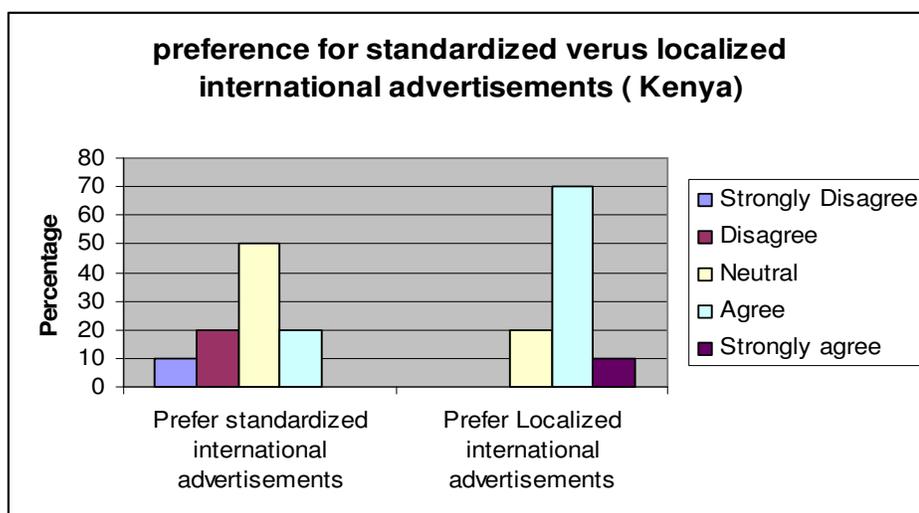


Figure 18. Preference for standardized versus localized advertisements (Kenyan sample).

The findings in figure 18 show that 10% strongly disagreed they prefer standardized international advertisements, 20% disagreed, 50% had neutral views whereas 20% agreed. On the other hand 70% agreed they preferred localized international advertisements 10% strongly agreed and 20% had neutral views. Findings from figure 19 show that 20% strongly disagreed that culture has an influence on their attitude towards international advertisements, 20% disagreed 10% were neutral, 40% agreed and 10% strongly agreed. On the other hand, 20% strongly disagreed that personality influences their attitude towards international advertisements, 30% were neutral, 10% agreed and 40% strongly agreed. On country of origin 10% strongly disagreed that country of origin influences their opinion on international advertisements, 40% were neutral, 30% agreed and 20% strongly agreed. On brand familiarity 20% strongly disagreed that familiarity with international brands influences their attitudes towards international advertisements, 20% were neutral, 50% agreed and 10% strongly agreed. Lastly on price 10% strongly disagreed that the price of international products influences how they view international advertisements, 10% disagreed, 40% agreed and 40% strongly agreed.

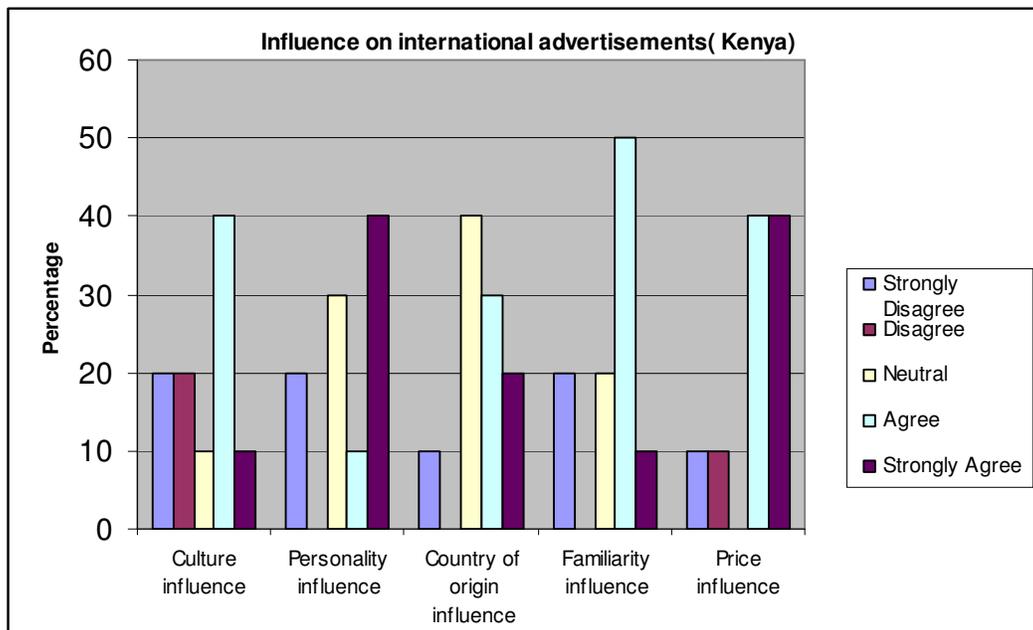


Figure 19. Influence on international advertisements (Kenyan sample).

Six advertisements were analyzed by the Kenyan sample population and the findings have been illustrated in figure 20. The first section presents all the findings of the three localized (Nivea Lotion, dettol and Venus) international advertisements analyzed by the Kenyan consumers and each advertisement has been analyzed individually. Nivea lotion was analyzed and the mean for the language used, models and values was 4.56, 4.00 and 3.89 respectively. The language was favorable and most people said they were conversant with it. They also thought that the model was favorable because of the skin color therefore they were able to relate with the advertisement. The values or benefits for the product were clear and specific. The mean of the product uses and language portraying benefits were both 4.33. The sample population said that the product benefits were clear and the language used was understandable and clear. The wording and pictures also had a similar mean of 3.44.

The wording was clear for most people however some consumers explained that the font size was too small. They also explained that the picture was appealing however others expressed concerns that the models had dressed a bit provocatively. Cultural acceptability of the model was 3.11 and cultural acceptability of wording was 3.67. The sample population explained that wording of product uses or benefits would be received favorably in their culture, however portrayal of the model might alienate some people with conservative views because of how the model has dressed.

Dettol was analyzed and the mean for language used, models and values was 4.50, 4.30 and 4.00 respectively. The sample population said that the language used was simple and encouraging while the model portrayed the outcome of using the product and product attributes were clear. The uses of the product and the language portraying the benefits had a mean of 4.10 and 4.50 respectively. They also said that the uses of the product were very clear, and the English language makes it easy to understand. Wording and pictures had a mean of 4.00 and 4.20 respectively. In addition they also explained that the wording's clear and the picture of the model showed the benefits clearly. Lastly the cultural acceptability of the model and wording had a mean of 4.00 and 4.30 respectively. The model used was portrayed in a descent way and wording is simple. Therefore they explained that this advertisement would be acceptable in society.

Venus was analyzed and the language used, models and values had mean of 4.20, 4.40 and 4.20 respectively. The sample population explained that language was direct and easy to understand, models were appropriate and the product attributes were clearly displayed in the advertisement. The uses of the product and language portraying benefits had a mean of 4.33 and 4.60 respectively. The uses of the product were clear to most people and the language used to portray the benefits was also clear, simple and convincing. The wording and pictures had a mean of 4.10 and 4.50 respectively. Most people explained that they liked the wording because the uses of the product were clear. In addition they also said the pictures were appealing and they made the message clearer. Cultural acceptability of the model and wording had a mean of 4.40 and 4.20. They also explained that the advertisement is acceptable since there is nothing that was likely to alienate or offend some people.

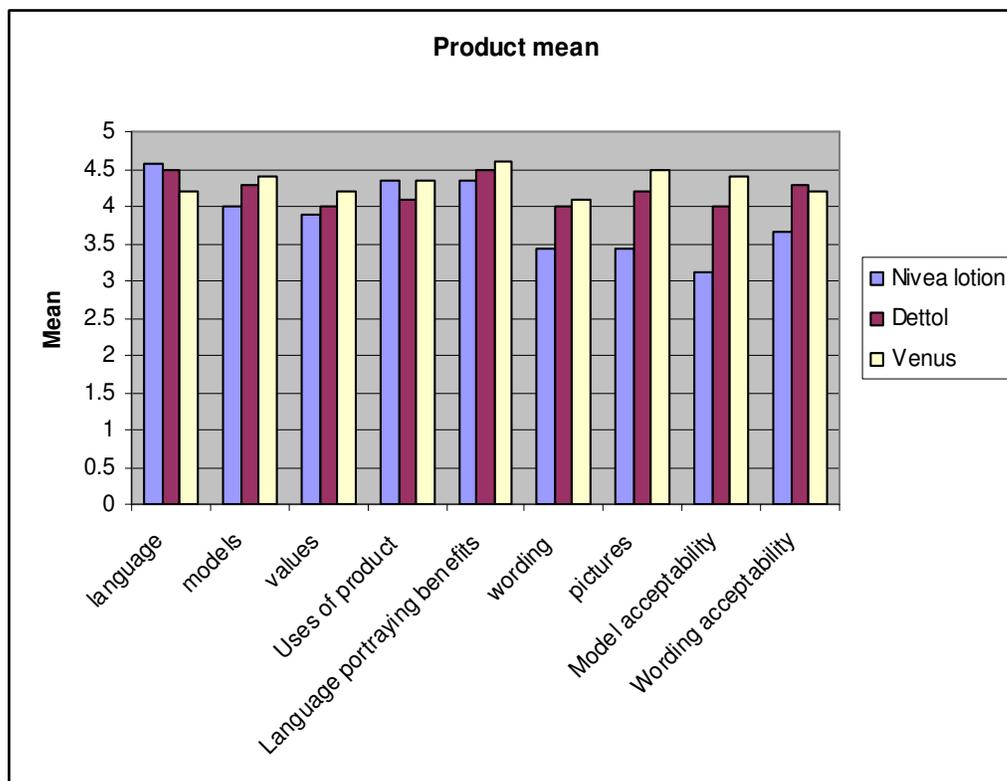


Figure 20. Localized international advertisements mean (Kenyan sample).

The findings of all the three localized international advertisements combined are illustrated in the figure 21. The summary has been done by getting the mean for the three advertisements (Nivea lotion, dettol and Venus). This will help to gain a general overview about the Kenyan consumer perspective of localized international advertisements.

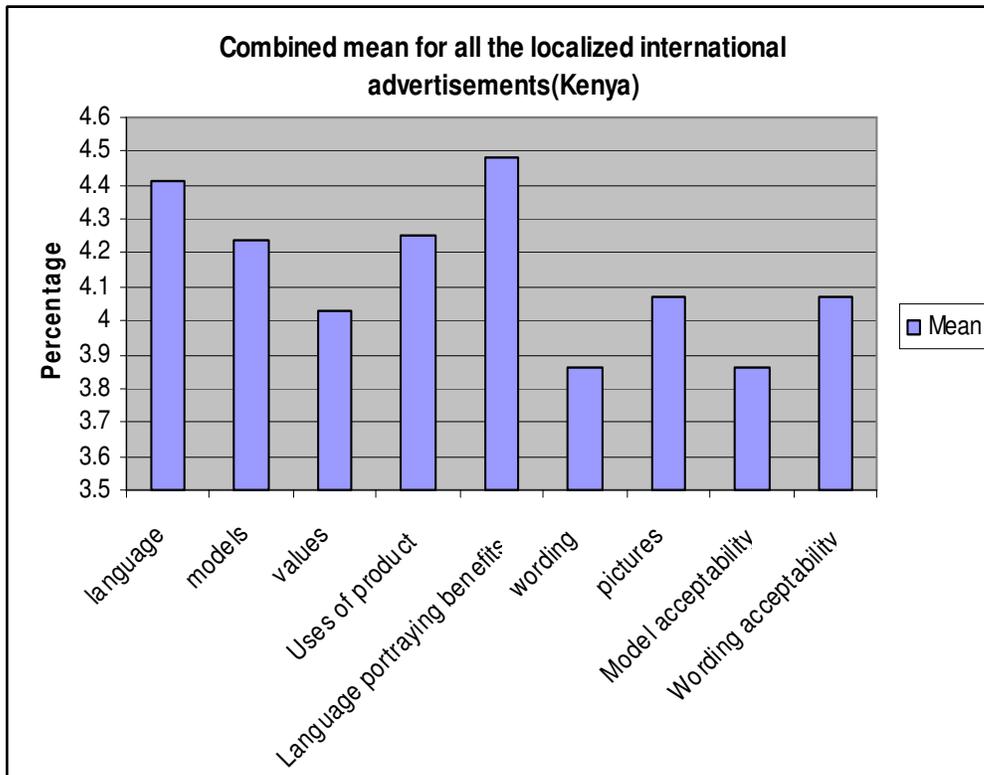


Figure 21. All localized international advertisements (Kenyan sample).

The three standardized international advertisements (Nivea Lotion, lóreal and mascara) were analyzed by the Kenyan consumers and the results are presented in figure 22. Nivea lotion was analyzed and the mean for language used, models and values was 4.30, 3.44 and 3.60 respectively. The sample population explained that the language was okay and the values of the product were clear, however they said that the models used displayed sensual picture which would be offensive to some people. The uses of the product and the language portraying the benefits had a mean of 3.80 and 4.20 respectively. The consumers stated that language used to portray the benefits and the

uses of the product were clear. The wording and pictures had a mean of 3.00 and 3.20 respectively. They also explained that the images and wordings might be deemed provocative by an older and more conservative audience because they were too sensual. Lastly the cultural acceptability of the model and wording had a mean of 2.50 and 3.10 respectively. Most people thought that the models and wording used would be totally unacceptable in African culture because they are too sensual and may be deemed to be provocative in such a conservative culture.

L'oreal was analyzed and the language used, models and values had a mean of 4.60, 4.30 and 4.40 respectively. The sample population said that the language was fine, the model suitable and the values of product were favorable. The uses of the product and language portraying benefits each had a mean of 4.70. They explained that the uses were well represented and the language used explained the benefits well. The wording and the pictures had a mean of 4.20 and 4.10 respectively. They also explained that the wording was clear and the picture was displayed well. Lastly the cultural acceptability of the model and the wording had a mean of 4.20 and 3.80 respectively. Most people agreed that the advertisement would be acceptable their culture however, few people were likely to identify with it because of the ethnicity of the model.

Mascara was analyzed and the language used, models and values had a mean of 4.70, 4.30 and 4.30 respectively. The sample population explained that the use of English language and model were all favorable and the message was clear. The uses of the product and the language portraying the benefits had a mean of 4.22 and 4.33 respectively. Most people said that the language was good considering this is was a worldwide advertisement. They also mentioned that the uses of the product were clear. The wording and pictures had a mean of 3.90 and 4.30 respectively. Most people said the wording and pictures compliment each other however they mentioned that some words could not be read. Lastly the cultural acceptability of the model and wording had a mean of 3.80 and 3.78 respectively. They mentioned that the advert would be acceptable in society because it does not offend anyone. However they mentioned that the words were too many and were all over the advertisement.

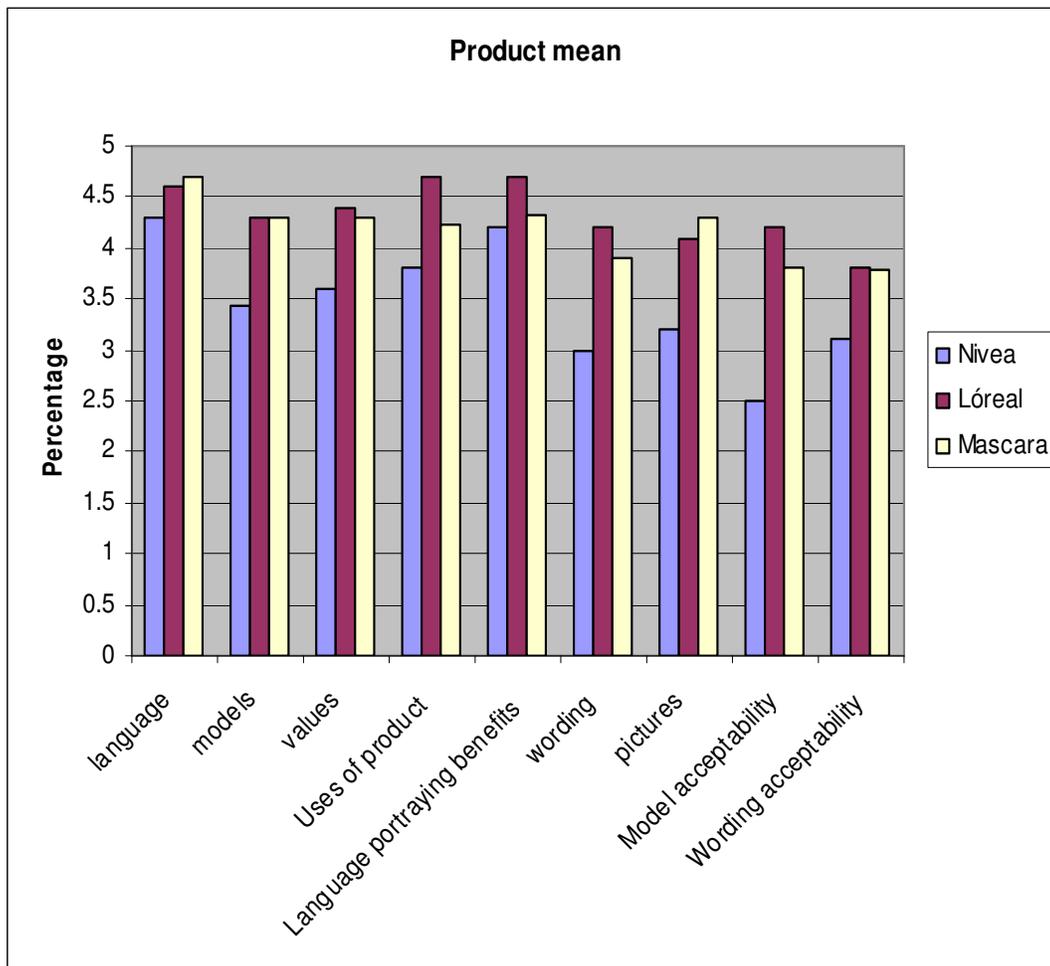


Figure 22. Standardized international advertisements mean (Kenyan sample).

The findings of all the three standardized international advertisements combined which were analyzed by the Kenyan sample are illustrated in figure 23. The summary has been done by getting the mean for the three advertisements (Nivea lotion, lóreal and mascara). This will help to gain a general overview on the Kenyan consumer perspective of standardized international advertisements.

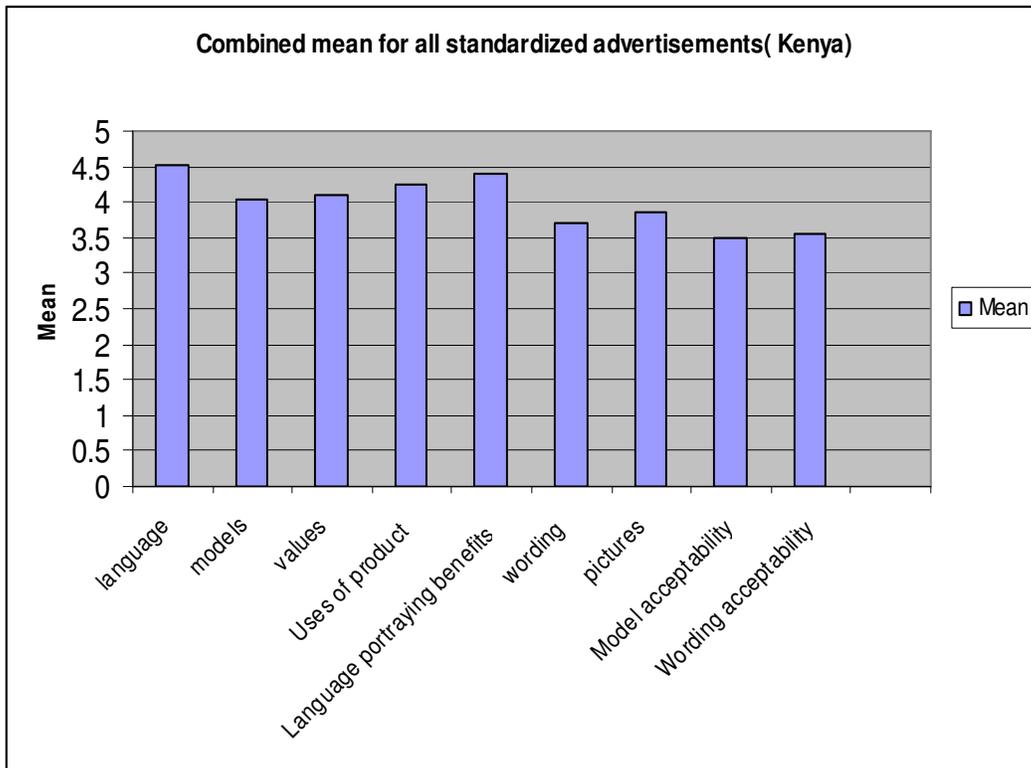


Figure 23. All standardized international advertisements (Kenyan sample).

6.3 A cross cultural analysis of empirical findings

A cross cultural analysis of background information has been presented here. To begin with the empirical study was targeting young Finnish and Kenyan women. From the empirical findings both the Finnish and Kenyan sample population selected mostly ranged between 25 or less and between the ages of 25-35 years. On education most of the women in both sample population had undergone university/college education. On marital status most of the Finnish women were married whereas most of the Kenyan women were single.

A cross cultural analysis of feelings/ attitudes towards international advertisements has been presented here. The highest percentages for both Finnish and Kenyan sample population have been selected to help in analysis. To begin with 70% of the Finnish consumers held neutral views towards international advertisements whereas 60% of the

Kenyan consumers held positive views. This shows that more Kenyan consumers unlike Finnish consumers held more positive views in regard to international advertisements. In addition 50% of the Finnish consumers held neutral views in regard to standardized advertisements whereas 60% of the Kenyan consumers thought standardized advertisements were favorable. From these percentages more Kenyan consumers held favorable thoughts towards standardized advertisements whereas Finnish consumers choose to stay neutral.

The Finnish consumers that held neutral views towards localized international advertisements were 60% whereas 60% of the Kenyan consumers thought localized advertisements were favorable to them. On the other hand 30% of Finnish consumers disagreed that they preferred standardized international advertisements, 10% disagreed whereas the other 30% agreed that they preferred standardized international advertisements and the other 10% strongly agreed therefore their opinions were divided. On the other hand 50% of the Kenyan consumers held neutral views about preference for standardized international advertisements. Therefore in this case the Finnish had divided view points whereas the Kenyan consumers held neutral views towards international advertisements.

The Finnish consumers that disagreed they preferred localized international advertisements were 30%, 30% remained neutral, 30% agreed and 10% strongly agreed therefore we can conclude that 40% of Finnish consumers agreed or strongly agreed they preferred localized international advertisements. On the other hand 70% of the Kenyan consumers agreed that they preferred localized international advertisements. Therefore from this analysis Kenyan consumers preferred localized advertisements more in comparison to Finnish consumers. On culture 20% of the Finnish consumers strongly agreed that culture has an influence on their attitude towards international advertisements whereas 20% strongly agreed, 20% were neutral and 40% disagreed as well. On the other hand 40% of Kenyan consumers agreed and 10% strongly agreed that culture has an influence on the attitude towards international advertisements whereas 20% disagreed, 10% were neutral and 20% strongly disagreed that culture does not have an influence on their attitude towards international advertisements. Therefore from this

analysis Kenyan consumers agreed by 10% more than the Finnish consumers that culture has an influence on their attitude towards international advertisements.

The Finnish consumers that strongly agreed personality had an influence on their attitude towards international advertisements were 40% whereas 40% of the Kenyan consumers strongly agreed as well that personality has an influence on their attitude towards international advertisements. Therefore both cultures shared common views and agreed that personality indeed influenced their consumer perspective of international advertisements. On country of origin 40% of the Finnish consumers agreed that country of origin of a product influences their opinion of international advertisements whereas 40 % of the Kenyan consumers held neutral views regarding this issue. Therefore from the findings Finnish consumers were more likely to be influence by country of origin of products unlike Kenyan consumers who were more neutral to this aspect.

The Finnish consumers that agreed familiarity with international brands influences their attitude towards international advertisements were 50% whereas 50% of the Kenyan consumers agreed as well that familiarity with international brands influences their attitude towards international advertisements. Therefore both cultures shared common views and agreed that familiarity with international brands influences their consumer perspective of international advertisements. Lastly 50% of the Finnish consumers agreed that the price on international products influences how they view international advertisements whereas 40% of Kenyans agreed and 40% strongly agreed that the price on international products influences how they view advertisements. Therefore Kenyan consumers were more likely to be influenced by the price of international products in comparison to Finnish consumers.

A cross cultural analysis of the findings from advertisements analyzed by both the Finnish and Kenyan sample has been presented here. To begin with a comparison of both the localized and standardized international advertisements of each sample has been presented followed by a cross cultural comparison of standardized international advertisements between Finnish and Kenyan consumers.

Nivea deodorant, Mascara and crème gloss advertisements were all localized international advertisements to some extent suitable for the Finnish consumers whereas Nivea Lotion, L'oreal and Mascara were more standardized international advertisements suitable for global markets. On language used localized international advertisements had a mean of 3.72 whereas standardized international advertisements had a mean of 3.34. From this analysis the Finnish language used has a preference over the English language despite the fact that the Finnish sample used could understand the language used in both the standardized and localized international advertisements.

The models used in localized international advertisements had a mean of 3.55 whereas models used in standardized international advertisements had a mean of 3.38 meaning the Finnish consumers could relate more to models targeting the Finnish market more than models targeting the global markets. Values used in localized international advertisements had a mean of 3.59 whereas values used in standardized international advertisements had a mean of 3.28 meaning Finnish consumers had a preference for values used in localized international advertisements unlike standardized international advertisements. On uses of the product localized international advertisements scored more with a mean of 3.97 as compared to standardized international advertisements with a mean of 2.90.

Language used to portray benefits in the localized international advertisements had a mean of 3.79 whereas language used to portray the standardized international advertisements had a mean of 3.35. Therefore consumers had a preference for their own local language which is Finnish as compared to English which is an international language. Wording of localized international advertisements had a mean of 3.52 and wording of standardized international advertisements had a lower mean of 2.97. This means that the Finnish consumer preferred the words used by localized international advertisements to communicate the intended message to the customers. Pictures/ images used in localized international advertisements had a mean of 3.48 whereas pictures/ images used in standardized international advertisements had a mean of 3.21. Therefore the Finnish consumers seemed to have a preference for pictures/ images used in localized international advertisements.

On cultural acceptability of the model localized international advertisements had a mean of 4.26 whereas standardized international advertisements had a mean of 4.11. This means models used in localized international advertisements would appeal more to the Finnish culture unlike standardized international advertisements. Lastly on cultural acceptability of the wording of product uses localized international advertisements had a mean of 4.15 and standardized international advertisements had a mean of 3.81 meaning wording of product uses or benefits used in localized advertisements was more cultural acceptable unlike wording of product uses or benefits in standardized international advertisements.

To sum it up based on the observation of means from both the localized and standardized international advertisements, the Finnish consumers had a preference for localized international advertisements since they were more tailored to their specific needs. The Finnish consumers were also asked to indicate the two advertisements they liked best and to state why they liked those advertisements. Most consumers like Nivea deodorant and Crème gloss which were both localized advertisements. The consumers mentioned that these two products were very clear and they were able to relate easily with the models used. Therefore Based on the findings localized international advertisements were favorable in comparison to standardized international advertisements.

Nivea Lotion, Dettol and Venus advertisements were all localized international advertisements to some extent suitable for the Kenyan consumers whereas Nivea Lotion, L'oreal and Mascara were more standardized international advertisements suitable for global markets. On language used localized international advertisements had a mean of 4.41 whereas standardized international advertisements had a mean of 4.53. The language used for both localized and standardized advertisements was English. Most people understood the language used very well because English is a national language in Kenya as well as an international language within global markets. The models used in localized international advertisements had a mean of 4.24 whereas the models used in standardized international advertisements had a mean of 4.03. This

means that the consumers had a preference for localized international advertisements and were able to relate with the models more as compared to standardized international advertisements. On values the mean for localized international advertisements was 4.03 whereas the mean for standardized international advertisements had a mean of 4.10 this shows that consumers had a preference of values used in standardized international advertisements as compared to localized advertisements.

Uses of the product in localized international advertisements had a mean of 4.25 as compared to standardized international advertisements which had a mean of 4.24. In this case the difference between the uses of product between standardized and localized international advertisements was minimal. The language portraying benefits in localized international advertisements had a mean of 4.48 whereas standardized international advertisements had a mean of 4.41. Earlier on in language used section standardized advertisements had a higher mean in comparison to localized advertisements which is contrary to the findings of language portraying benefits however all advertisements were in English therefore the differences in mean is not so significant in this section.

Wording of localized international advertisements had a mean of 3.86 whereas wording of standardized international advertisements had a mean of 3.70 therefore consumers had a preference for words used in localized international advertisements in comparison standardized international advertisements. Pictures/ images used in localized international advertisements had a mean of 4.07 as compared to standardized international advertisements which had a mean of 3.87 therefore the Kenyan consumers related more to pictures / images in localized international advertisements as compared to standardized international advertisements. On cultural acceptability of the model localized international advertisements had a mean of 3.86 whereas standardized international advertisements had a mean of 3.50. The Kenyan consumers preferred localized international advertisements because they were more culturally acceptable and non offensive in comparison to standardized international advertisements. Lastly the cultural acceptability of wording of product uses in localized international advertisements had a mean of 4.07 whereas standardized international advertisements had a mean of 3.55. Therefore most Kenyan consumers had a preference for the

localized wording of product uses or benefits in comparison to standardized international advertisements.

To sum it up based on the observation of means from both the localized and standardized international advertisements, the Kenyan consumers had a preference for localized international advertisements since they were more tailored to their specific needs. Language used and value scores for standardized international advertisements were higher than localized international advertisements. However language used was not an issue because it was similar for all the advertisements analyzed by the Kenyan sample. The Kenyan consumers were also asked to indicate the two advertisements they liked best and to state why they liked those advertisements. Most consumers liked Venus and Dettol which were both localized international advertisements. The consumers mentioned that these two products were very clear, benefits were well presented and the models were appealing and not offensive. Based on the empirical findings localized international advertisements had higher means in most sections therefore generally they were more favorable in comparison to standardized international advertisements.

A cross cultural comparison of standardized international advertisements between Finland and Kenya is presented in figure 24. Nivea Lotion, L'oreal and Mascara were used as standardized international advertisements. Both the Finnish consumers and the Kenyan consumers analyzed the adverts and the findings of both samples were used to analyze the adverts. The analysis was done by finding the average mean of the three advertisements both in the Finnish and Kenyan sample. On language used the Finnish consumers had a mean of 3.34 whereas the Kenyan consumers had a mean of 4.53. The language used in the standardized advertisements was English which is an international language. Based on the findings the Kenyan consumers thought the language was favorable in comparison to the Finnish consumers. The models mean for the Finnish sample was 3.38 whereas that of the Kenyan sample was 4.03. Therefore the Kenyan consumers had a higher preference for the models unlike the Finnish consumers. The mean of Values from the Finnish sample was 3.28 in comparison to the Kenyan which had a mean of 4.10. This means that the Kenyan consumers thought that the values for

the three products were more favorable in comparison to the Finnish consumers. Uses of the product from the Finnish sample had a mean of 2.90 whereas the Kenyan sample had a mean of 4.24. Therefore the uses of the product used in the standardized international advertisements were more clearer to the Kenyan consumers in comparison with the Finnish consumers. The mean for language portraying the benefits from the Finnish sample had a mean of 3.35 whereas that of the Kenyan sample was 4.41 therefore the language portraying the benefits was more clearer to the Kenyan consumers in comparison with the Finnish consumers.

The wording and pictures from the Finnish sample had a mean of 2.97 and 3.21 respectively whereas the wording and pictures from the Kenyan sample had a mean of 3.70 and 3.87 respectively. This shows that the Kenyan consumers liked the wording and pictures more in comparison with the Finnish sample. The cultural acceptability of the model from the Finnish sample had a mean of 4.11 whereas that of Kenya had a mean of 3.50. In this case the Finnish had a higher mean meaning the advertisements would be more acceptable in Finland which is a non conservative culture unlike Kenya which is a more conservative culture. Lastly the wording acceptability of the product uses or benefits from the Finnish sample had a mean of 3.81 in comparison to Kenya which had a mean of 3.55. Finland had a higher mean in this section as well meaning the of wording of the product uses or benefits was more likely to be favorable and acceptable in the Finnish culture in comparison to the Kenya culture.

In conclusion the Kenyan consumers had a higher preference for standardized international advertisements in comparison to the Finnish consumers. In most of the sections such as language used, models, values, uses of the product, language portraying the benefits wording and pictures, the mean scores for Kenya were higher in comparison to the mean scores for Finland. However on cultural acceptability of the model and wording the Finnish consumers had higher scores in comparison to the Kenyan consumers meaning that the standardized international advertisements were more culturally acceptable in Finland than in Kenya.

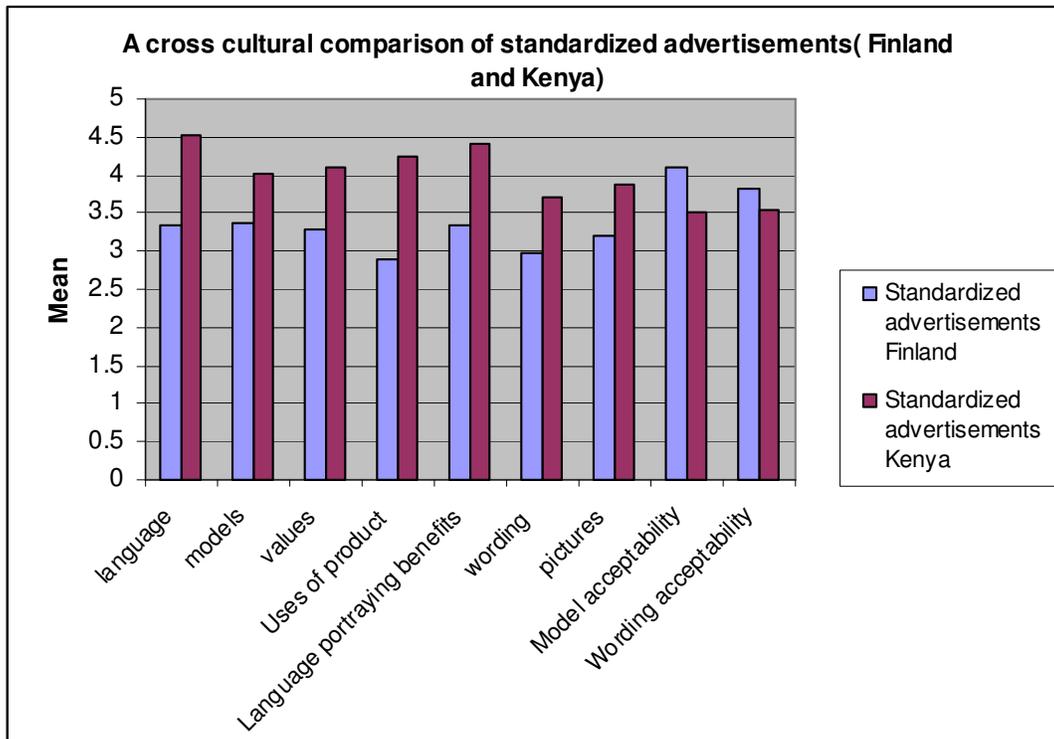


Figure 24. A cross cultural comparison of standardized advertisements (Finland and Kenya)

7. DISCUSSION AND CONCLUSIONS

The final chapter of this study presents a summary of the study. The four sub objectives are reviewed and discussions and conclusions are made based on these sub objectives to fulfill the main purpose of the study. Afterwards the managerial conclusions and suggestions for future research will be presented.

7.1 Summary of the study and discussion

The main aim of this study was to gain an insight on the consumer perspective of standardized versus localized international advertisements. Standardization and adaptation are two approaches commonly used in international marketing. Proponents of the standardization theory argue that human beings are the same everywhere in the world therefore standardization was bound to work (Ryan et al. 2008:281). They have also argued that using standardization has helped companies benefit from cost and brand advantages as a result of lower costs and consistent brand image (Vemmerick & Melewar 2004:863 & Samiee et al. 2003). However proponents of the adaptation theory argue that local market differences exist. They also explain that most of the differences are as a result of vast differences that exist between cultures therefore standardization may not work (Ryan et al. 2008:281& Vemmerick & Melewar 2004:863). There are also differences that exist as a result of economic, legal, media as well as product dissimilarities between countries and even within a particular country or culture (Papavassiliou & Stathakopoulos1997:504).

There is also a third approach known as the contingency approach. This approach states that standardization and adaptation should not be seen as two different approaches. This approach compliments both the standardization and adaptation approach depending on the situation therefore the strategies employed by this approach are totally dependent on the conditions that exist within a particular market (Theodosiou & Leonidou 2002: 142).

Marketers and advertisers have been faced with challenges in determining which approach is best suited for a particular market. Standardized and localized international advertisements have been used to target different market segments around the world. Different scholars in favor of different approaches have argued why a certain approach is best suited for a particular market. However the ultimate person who the approach is designed for is the target audience who in this case is the customer. In light of this the study seeks to gain an insight on the consumer perspective of standardized versus localized international advertisements.

The first theoretical objective of the study was to explore why culture has an influence on the consumer perspective of standardized versus localized international advertisements. Culture is defined in various ways by different scholars. Culture is a way of life, it is the collective programming of the mind (Hofstede 1991). As mentioned earlier on in this study, Hofstede's framework of national culture has been used in marketing and advertising for example global branding, advertising and consumer behavior theories. In addition the model has been used in processing of information which includes perceptions and categorization which have an influence on interpersonal and mass communication as well as how advertising works (De Mooij & Hofstede 2010:85).

The study adapts Hofstede's framework and helps to explain why Finland and Kenya differ using the following dimensions; individualism versus collectivism, masculinity versus femininity, high power distance versus low power distance and high uncertainty avoidance versus low uncertainty avoidance. The findings of Hofstede conclude that in most cases these two countries differ as illustrated in Table 4. To begin with whereas Finland is an individualistic culture, Kenya is a collectivist culture and whereas Finland is a femininity culture Kenya is a more masculine culture. In addition Finland has low power distance whereas Kenya has high power distance. However on uncertainty avoidance the difference between the two cultures is minimal meaning uncertainty avoidance in both countries is somewhat similar.

The advertising forms influenced by culture are presented here. De Mooij (2005:192-193) explains that association transfer, Lesson, drama and entertainment in most cases culture are culture bound meaning the culture of a particular country has to be taken into account while executing these forms of advertising. According to De Mooij (2005), Association transfers involve a product combined with an object, person, situation or environment. Masculine cultures prefer to associate themselves with success unlike feminine cultures which associate themselves with nice and friendly people. In high power distance countries people are more likely to associate themselves with people of high ranking social status unlike low power distance countries. Lessons are a direct form of communication. Here facts and arguments are presented. They include presenters however the role of the presenter and the way he or she behaves varies from one culture to another.

High power distance cultures use presenters who are older unlike individualistic cultures. In addition masculine societies use persuasion unlike feminine societies which may perceive this as irritable. High uncertainty avoidance cultures require the presenter to be competent in relation to the product or service unlike low uncertainty avoidance cultures (De Mooij 2005:198-205). Drama constitutes of a play between two or more people. It is portrayed in form of an act to convey the intended message. This form of advertising is more indirect as compared to lesson and is applicable in high context cultures. It includes slice of life which portrays everyday events or situations, however this form of advertising is culture bound and may be adapted from one culture to another. Lastly Entertainment is an indirect form of communication. It includes Humor which is anything that can make a person laugh. It is normally applicable in cultures of weak uncertainty avoidance (De Mooij 2005:208-209).

Cultural aspects have been compared to the results of this study. De Mooij and Hofstede (2010:91) explain that individualistic cultures are more likely to attach more personality to brands unlike collectivist cultures. In addition they also state that individualistic cultures are more likely to discuss brands in comparison to collectivist cultures. The results however indicated that both Finland and Kenya which are individualistic and collectivist cultures respectively agreed that personality influences their consumer

perspective of international advertisements and the findings also showed that both Finland and Kenya agreed that brand familiarity influenced their consumer perspective of international advertisements.

Hofstede (1991) explains that low power distance cultures are more likely to treat each other as equals in comparison to high power distance cultures. High power distance cultures are therefore likely to use models that show a high level of respect for the people in authority unlike low uncertainty avoidance cultures. The Finnish consumers liked how most of the models had been portrayed in the advertisements and they explained this was a result of their non conservativeness. However the Kenyan consumers stated that some of the international advertisements would not be acceptable in the Kenyan culture because of how the models were portrayed and they also said some of the advertisements would not fit in well with the elderly people within the community. Therefore the empirical findings support the theory.

Masculine societies value achievement and success whereas feminine societies value caring for others and quality of life (De Mooij & Hofstede: 89). In comparison to the empirical findings the Finnish consumers who are a feminine culture liked the advertisements that demonstrated sports and healthy which contributes to quality of life. The Kenyans on the other hand liked advertisements that portrayed great results as a result of using the product showing a high level of achievement and success. Therefore the empirical findings support the theory. High uncertainty avoidance cultures are less open to change and innovation unlike low uncertainty avoidance cultures (De Mooij & Hofstede 2010:90). Both Finland and Kenya according to Hofstede (1991) are slightly above average on uncertainty avoidance. In both instances the Finnish and Kenyan consumers liked the advertisements that were clear and easy to understand. However some of the advertisements were not as clear creating uncertainty in the minds of the consumers. Therefore in this case as well the theory was supported by the empirical findings.

The second theoretical objective of the study was to explore why consumer behavior influences consumer perspective of standardized versus localized international advertisements. Consumer behavior can be defined as “the study of the processes involved when people select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (De Mooij 2005:105). Culture and consumer behavior are closely linked together and both influence the consumer perspective of standardized versus localized international advertisements. In this study cultural manifestations, consumer perceptions and consumer attributes are all linked to culture and consumer behavior. Cultural manifestations include symbols heroes, rituals and values. Symbols may be portrayed in advertisements inform of language, heroes inform of role models highly valued in society, rituals for example greeting people, paying respect to others, social and religious ceremonies and values which are deeply rooted within a culture may be portrayed as either positive or negative.

Consumer perceptions are likely to influence the consumer perspective of international advertisements. These perceptions include country of origin, brand equity and price relationship. Country of origin entails the attitudes that a consumer may have regarding products from a particular country. Zhang (1997:267) describes Country of origin as information pertaining where the product is made. According to (1999:151) country of origin is defined as the picture, reputation and stereotype businessmen as well as consumers have attached to products from a specific country. Brand equity on the other hand entails the perceptions that consumers have regarding a particular brand (Raju 1995:44). In addition it is also the reasoned or emotional perception that a consumer attaches to a product (Koubaa 2008). Brand familiarity plays an important role in international advertising.

Proponents of the standardization theory argue that this approach helps in establishing brand familiarity within different markets. This means that consumers within different markets are more likely to identify well established international brands. Lastly price relationship includes the perceptions that consumers have regarding price of a product. Sjolander (1992:32) explains that price and perceived quality of goods and services normally have a high positive correlation. This means the higher the price of a product

the more quality it is perceived to have. Rosa-Diaz (2004:407) explains that studies on price knowledge have often shown the importance of price in the purchase decisions of customers. This means that price may influence the perception a consumer has regarding that particular product. There is a difference on how consumers perceive price of a product between developed and developing countries. Raju (1995:44) explains that whereas developed countries are likely to access the quality of a product based on its price, this is not the case in developing countries due to high inflation rates within developing countries consumers are forced to access the quality of product based on other aspects besides the price of the product.

Consumer attributes are also likely to influence the consumer perspective of international advertisements. Consumer attributes include personality, self concept, identity image attitude and lifestyle. Personality is defined as a total qualities and characteristics of a person. (De Mooij 2005:106). Self concept constitutes real self which has to do with how an individual perceives himself or herself or ideal self which refers to how an individual would like to be (Quester et al. 2000:525-527). Identity refers to how one perceives himself or herself whereas lifestyle can be described in terms of shared values or tastes reflected in consumption patterns(De Mooij 2005:110&113).

Culture and consumer behavioral aspects have also been compared with the empirical results. Symbols represent the most superficial cultural manifestations (De Mooij 2005:37). The symbol used in this study was language. De Mooij (2005) explains the importance of language in international advertising. In addition the author states that in countries where English is not the first language caution needs to be taken. In relation to the empirical findings the importance of language was identified. The Finnish preferred localized international advertisements that were written in Finnish as compared to the standardized international advertisements that were written in English. On the other hand the Kenyan consumers liked the language used in both the localized and standardized international advertisements because English is a national language in Kenya therefore in both instances the importance of language can be identified. According to Luna and Gupta (2001:56) advertisements that depict norms or values of a

culture are more likely to be effective in comparison to advertisements that don't. The empirical results for both the Finnish and Kenyan consumers support the theory. The localized international advertisements that showed cultural values for both samples populations were effective in comparison to the rest of the standardized international advertisements.

Moon and Jain (2002) explain that studies have shown country of origin has an influence on the consumer perception which they use to evaluate products. Both the Finnish and Kenyan consumers agreed that country of origin influences their consumer perceptions however the Findings revealed that the Finnish consumers were more likely to be influenced by country of origin in comparison to the Kenyan consumers. According to Raju (1995:44) brand familiarity plays an important role in international advertising. Both the Finnish and Kenyan consumers agreed that brand familiarity influences their perceptions towards international advertisements. Therefore the empirical results support the theory.

Rosa-Diaz (2004:407) explains that studies on price have often shown the importance of price in purchasing decisions of customers. Raju (1995:44) on the other hand explains that developing countries are likely to evaluate products on other aspects besides price due to the high inflation rates in developing countries. Both the Finnish and the Kenyan consumers explained that price influences their perception of international advertisements. However the studies revealed that the Kenyan consumers were more likely to be influenced by price in comparison with the Finnish consumers. Consumer attributes entail personality, self concept, identity image /attitude and lifestyle (De Mooij 2005:109). Consumer attributes help in understanding the behavior of consumers in international advertising. The most important and relevant attribute was personality. The findings showed that both the Finnish and Kenyan consumers agreed that personality has an influence on their perspective in regard to international advertisements.

The third objective of the study was to empirically analyze the consumer preference of standardized versus customized international advertisements. The consumer preference

was analyzed based on language used, models used, values, Clarity of product uses and language portraying the benefits, wording and pictures. Lastly, cultural acceptability of how the models were portrayed and wording of product uses was analyzed. Two sample populations were analyzed; Finland and Kenya. To begin with the Finnish consumers had a preference for localized international advertisements in comparison to standardized international advertisements. They thought that their own language was favorable because it was clear and they could understand it more in comparison to English. In most instances they thought the models used were favorable and values were well highlighted. They also explained that the uses of the product were clear and it was easy to tell what the product was used for in addition language portraying the benefit was clear. They also liked the wording and pictures. Lastly on cultural acceptability of the models and wording of product attributes the Finnish consumers thought that the localized international advertisements would be more acceptable in comparison to the standardized international advertisements.

The Kenyan consumers also had a preference for localized international advertisements in comparison to standardized international advertisements. On language all the advertisements analyzed by the Kenyan sample were in English and the consumers were well conversant with it because it is one of the national languages in Kenya therefore they thought that the language used was favorable and most people were conversant with it. In regard to the models used they thought that the models used in localized international advertisements were more favorable because of skin color and they could relate more to these models. They also thought the values were clear. They also said the uses of the product were clear as well as the language portraying the benefits. In most instances they liked the wording and pictures. Lastly on cultural acceptability of the models and wording of product attributes the Kenyan consumers also thought that the localized international advertisements would be more culturally acceptable in comparison to the standardized international advertisements.

The last objective of the study was to empirically study the consumer perspective of standardized versus localized advertisements using a cross cultural comparison between Finland and Kenya. The findings revealed the general view that both the Finnish and the

Kenyan consumers held in regard to the international advertising. Finnish consumers held neutral views towards international advertisements whereas Kenyan consumers thought international advertisements were favorable. Regarding standardization, versus localization of international advertisements, the Finnish consumers held neutral views towards standardized international advertisements whereas the Kenyan consumers thought standardized advertisements were favorable. On the other hand the Finnish consumers held neutral views regarding localization of international advertisements whereas the Kenyan consumers held more favorable views towards localized international advertisements.

The adjusted framework of the study has been presented in figure 25. This framework integrates the summary and empirical findings of the study. The consumer perspectives of standardized versus localized international advertisements have been summarized. To begin with culture influence, personality influence, country of origin of influence, familiarity with international brands influence and price of international products influence were among the aspects analyzed by both the Finnish and the Kenyan consumers. The Kenyan consumers agreed more in comparison to the Finnish consumers that culture had an influence on their attitude towards international advertisements. On personality, both cultures shared common views and agreed that personality indeed influenced their consumer perspective of international advertisements. On country of origin, Finnish consumers were more likely to be influenced by country of origin of products unlike Kenyan consumers who were more neutral to this aspect. On familiarity influence, both cultures shared common views and agreed that familiarity with international brands influenced their consumer perspective of international advertisements. Lastly on price influence, the Kenyan consumers were more likely to be influenced by the price of international products in comparison to Finnish consumers.

On favorability of international advertisements, the Kenyan consumers thought international advertisements were favorable whereas the Finnish consumers held neutral views. On preference for standardized and localized advertisements, the Finnish consumers held neutral views towards both localized and standardized international

advertisements whereas the Kenyan consumers thought both approaches were favorable for them. A comparison of preference for localized versus standardized international advertisements revealed that both the Finnish and the Kenyan consumers thought localized international advertisements were more favorable in comparison to standardized international advertisements.

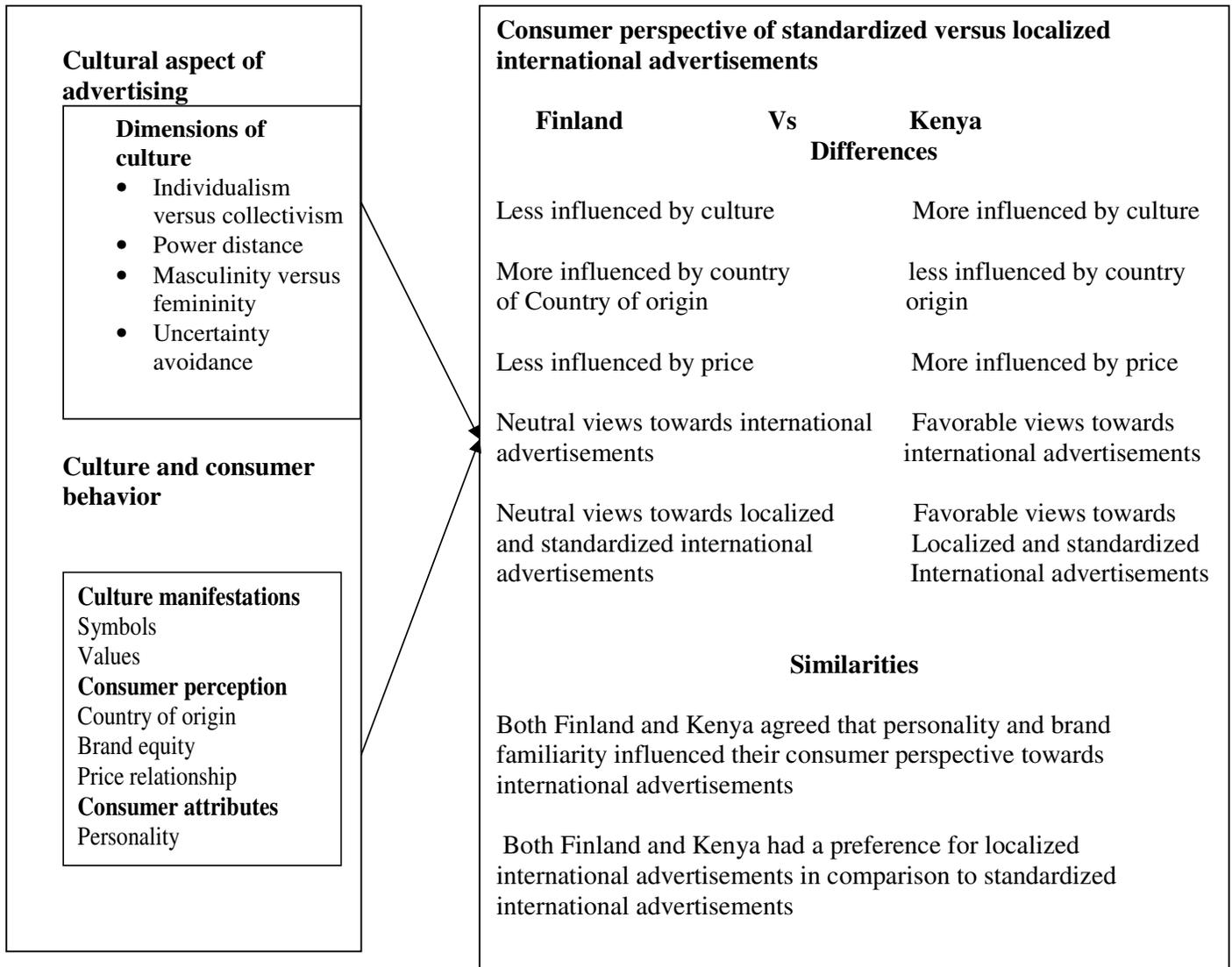


Figure 25. Adjusted summary of the framework.

7.2 Conclusions

The aim of this study was to gain an insight on the consumer perspective of standardized versus localized international advertisements. The purpose of this study was achieved by the sub objectives. The first objective explored why culture has an influence on the consumer perspective of standardized versus localized international advertisements. From the theoretical framework culture was defined as a way of life. It cannot be separated from an individual and it influences the way people behave or act. Hofstede's dimension of national culture was introduced into the study and a cross cultural comparison between Finland and Kenya was analyzed using four dimensions as illustrated in Table 4. In relation to the empirical study consumers agreed that culture influenced how they perceived international advertisements. Both the Hofstede and the empirical findings of Finland and Kenya conclude that huge differences existing between cultures influence their consumer perspectives.

The second objective explored why consumer behavior has an influence on the consumer perspective of standardized versus localized advertisements. From the theoretical framework consumer behavior was linked with culture and some of the aspects which were incorporated in the study were cultural manifestations which included symbols, heroes, rituals and values (De Mooij 2005:105). In relation to the empirical study two manifestations were analyzed symbols inform of language and values which are normally deeply rooted in a culture. Both the Finnish and Kenyan consumers preferred their own language. Finnish consumers preferred the advertisements that were in Finnish more than English whereas Kenya consumers thought the English advertisements were favorable to them because they were in their national language.

Consumer behavior in this study also entailed consumer perceptions which included country of origin, brand equity and price relationships (Raju 1995). In relation to the empirical study all the three aspects had an influence on the consumer perspective of standardized versus localized international advertisements. Comparing Finland and Kenyan consumers, on country of origin, Finnish consumers were more likely to be

influenced by country of origin of products unlike Kenyan consumers who were more neutral to this aspect. On familiarity influence, both cultures shared common views and agreed that familiarity with international brands influenced their consumer perspective of international advertisements. Lastly on price influence, the findings revealed that the Kenyan consumers were more likely to be influenced by the price of international products in comparison to Finnish consumers. Consumer attributes entailed personality, self concept, identity image and lastly lifestyle (De Mooij 2005). In relation to the empirical study personality was analyzed. Both Finland and Kenyan consumers shared common views and agreed that personality indeed influenced their consumer perspective of international advertisements.

The third objective analyzed the consumer preference for standardized versus localized advertisements. To sum it up both the Finnish and Kenyan consumers had a preference for localized international advertisements in comparison to the standardized international advertisements. This was attributed by the fact that in most instances these advertisements were tailored fit their specific needs and were more culturally acceptable.

The fourth and last objective of the study analyzed the consumer perspective of standardized versus localized advertisements using a cross cultural comparison between Finland and Kenya. To sum it up the Kenyan consumers had a more positive view towards international advertisements in comparison to the Finnish consumers. The Kenyan consumers also thought that both the standardized and localized international advertisements were favorable whereas the Finnish consumers generally held more neutral views.

7.3 Managerial implications

Managerial implication can be seen in the planning and executing of international advertisements. International advertisers planning to target global markets need to understand the standardization and adaptation approaches before launching any advertising campaigns into those markets. They should also take into account not only

what would work best for them but also the consumer perspectives. Findings from the study show why culture and consumer behavior have an influence on the consumer perspective of standardized versus localized international advertisements.

Understanding culture can help international advertisers learn more about their consumers. Hofstede's framework according to research has been the most influential framework in international marketing and has been widely spread and adopted due to its simplicity, straightforwardness and appeal by both academic and business readers across all disciplines. The study used Hofstede's framework to compare how Finland and Kenya differed using four dimensions. Likewise this framework can be applied by international advertisers in doing cross cultural comparisons between cultures and learn about the differences or similarities between the two cultures which can eventually help in establishing international advertisements that are best suited for those cultures or countries.

The findings of this study can also help international advertisers understand why culture and consumer behavior have an influence on international advertising. Some of the cultural manifestations that international advertisers need to consider while planning advertising campaigns include symbols in this case the language used by a particular culture and their values. The study shows the importance of using the local language in international advertisements to communicate the intended message as well as integrating values that are favorable to a particular culture or country. Other important aspects that international advertisers need to take into account include consumer perceptions such as country of origin, brand equity and price relationships.

Learning about the country of origin perceptions may help international advertisers position their advertisements appropriately in international markets to avoid negative publicity. Brand equity or brand familiarity of a product also influences whether the firm will opt for standardized or localized international advertisements. In addition international advertisers need to know whether or not the price of international products influences how different cultures perceive international advertisements. Lastly Consumer attributes such as personality may have an influence on consumer perspective

of standardized versus localized advertisements. Therefore international advertisers should also devote themselves to understanding personality of different individuals which could help in the planning of international advertising.

7.4 Suggestion for future research

This study has its limitations which provide room for future studies. First the study is limited to print media therefore it would be valuable to conduct research using other forms of media such as television, radio or web advertising.

The study is also limited to Hofstede's framework, therefore future studies could also incorporate other frameworks of national culture such as Halls framework and Schwartz's framework. In addition the study is also limited to two countries therefore future studies could try to incorporate more countries into their studies while analyzing the consumer perspective of standardized versus localized advertisements.

The study is also limited to the products category meaning the service sector has not been taken into account in this study. Therefore future research on the service sector could be considered. Lastly the study is limited to the cosmetics industry and due to the nature of the products the study only targeted young women. Therefore future research can be done on other sectors or industries as well as incorporate other market segments into their studies.

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APPENDICES

APPENDIX 1

Thank you for taking time to fill in this questionnaire. I am a graduate student at the University of Vaasa studying international business. Part of the requirements of completing my studies is my master's thesis. The Research conducted will help to gain an insight on the consumer perspective of standardized versus localized advertisements in international advertising. In this sheet you will find questions about your perspective on international advertisements, culture and behavior. Feel free to give your honest opinion. All answers will be treated with confidentiality.

Background information

1. Please circle your age group?
Under 25 25-35 Over 35

2. What is the highest level of education you have completed?
Primary High school College/ university
Postgraduate study or more

3. What is your marital status?
Married Single Divorced Separated
Widowed

General feelings and attitudes

4. What are your general feelings or attitudes towards international advertisements?
Positive Negative Neutral

5. Give your opinion on what you think about international advertisements that have been advertised in a similar way both in your country and other countries.

Very Favorable Favorable Neutral Unfavorable
Very Unfavorable

6. Give your opinion on what you think about international advertisements that have been advertised to suit the local consumer in your country.

Very Favorable Favorable Neutral Unfavorable
Very Unfavorable

7. Please read each of the following statements carefully and indicate your agreement or disagreement by circling a number along the scale provided. Note that the scale ranges from 1 (strongly disagree) to 5 (strongly agree)

	Strongly disagree			strongly agree	
a) I prefer similar international Advertisements used in global markets	1	2	3	4	5
b) I prefer international advertisements made specifically for my country	1	2	3	4	5
c) My culture influences my attitude towards international advertisements	1	2	3	4	5
d) My personality influences my attitude towards international advertisements	1	2	3	4	5
c) Country of origin of products influences my opinion of international advertisements	1	2	3	4	5

d) My familiarity with international brands **1** 2 3 4 **5**
influences my attitude towards international
advertisements

e) The price of international products **1** 2 3 4 **5**
Influences how i view advertisements

APPENDIX 2

In these second set of questions you will find several full page print advertisements. I am interested in your reactions towards these advertisements. Each advert will be attached with a set of questions that need to be answered. I would like you to examine these adverts just as you would have examined them if they were in a magazine. Take as much time as you can to study the adverts and then respond to the questions outlined below. Kindly give your honest opinion for validity of this research.

1. a) Please circle the number in each question below that best represents your attitude toward this advertisement. Note that the scale ranges from 1 (Very unfavorable) to 5 (Very favorable).

	Very Unfavorable		Very favorable		
Language used (English)	1	2	3	4	5
Models/persons used	1	2	3	4	5
Values (benefits or product attributes)	1	2	3	4	5

- b) Having circled the number that best represents your attitude towards this advertisement, explain why you made these choices in each section.

2. a) Examine the advertisement and give your opinion about how the product attributes or benefits have been portrayed in this advertisement. Note that the scale ranges from 1 (Not clear) to 5 (Very clear).

	Not clear		Very clear		
Uses of the product	1	2	3	4	5
Language used to portray the benefits (English)	1	2	3	4	5

- b) Having circled the number that gives your opinion about how the product attributes or benefits have been portrayed in this advertisement, explain why you made these choices in each section.

3. a) State your general feelings about how the advertisement has been portrayed in terms of wording and pictures. Note that the scale ranges from 1(dislike) to 5 (Like).

	Dislike			Like	
Wording	1	2	3	4	5
Pictures/ images	1	2	3	4	5

- b) Having circled the number that shows your general feelings about the wording and pictures, explain why you made these choices.

4. a) In your opinion would this advertisement be acceptable in your culture in terms of values systems. Note that the scale ranges from 1 (Not at all) to 5 (Very acceptable)

	Not at all			Very	
How the models are shown/ portrayed	1	2	3	4	5
Wording of product uses or benefits	1	2	3	4	5

- b) Having circled the number that shows whether or not this advertisement would be acceptable in your culture in terms of value systems, explain why you made these choices in each section .

5. In the space provided below write down all the thoughts about the product that went through your mind as you examined the advertisement. Your thoughts could be about your general view of the advertisement, the product benefits, the

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MAYBELLINE
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MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

*Ripsien näkyvyys mitattu vakiolosuhteissa ennen ja jälkeen maskaran taltion 25 naiseilla.

L' O R



Uudet herkulliset
Kiiltävää elinvoimaa

Uusi sävykokoelma

GLOSSY Brownles
CASTING
Crème Gloss



Yhteisvoimaksi säätötilä kokonaisuus
kätönsä ja kätönsäsi kätönsäsi

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415 Borboni sini	530 Sini sini	535 Sini sini	508 Sini sini

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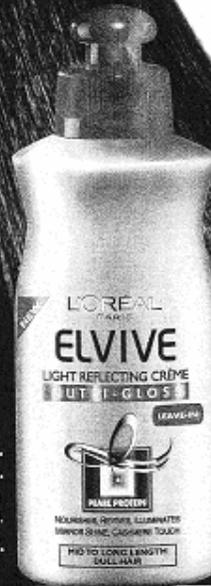
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Emily is wearing New XXL PRO™ 24HR Bold Mascara in Very Black. ©2010 Maybelline & Co.

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EXPERIENCE 3
TIMES THE SENSATION

Smooth Sensation's unique new formula guarantees an extra silky smooth feeling for your skin. Shea butter, Ginkgo extracts and Vitamin E combine to moisturise, soften and protect. That's triple the care for three times the Smooth Sensation in one body lotion.

NEW

NIVEA
body

**Smooth
Sensation**

Moisturises
Softens
Protects

New

Dettol Herbal

Naturally Beautiful,
germ-free skin

New Dettol herbal contains the trusted germ protection of Dettol along with the natural care of Aloe Vera and other botanical extracts that offers nature's care for your skin. Be beautiful naturally.

The advertisement features a black and white photograph of a woman's face on the left side, looking slightly to the right. The background is a light, textured grey. At the top center, there is a circular logo with a cross-like symbol and the word "Dettol" in a bold, sans-serif font, followed by the word "Herbal" in a similar font. To the left of the logo is a small oval containing the word "New". To the right of the logo is a large, detailed illustration of a leaf. In the bottom right corner, there is a small image of a Dettol soap bar and its packaging. The overall aesthetic is clean and natural.

**Whatever my style,
I start with Venus Treatments
for healthy hair**

Venus
SOLUTIONS
Soothing Scalp Treatment
PROFESSIONAL FORMULA

Venus
TREATMENT
KERAFLEX
PROFESSIONAL FORMULA

Venus
Moisture Infusion Treatment
PROFESSIONAL FORMULA

Heals Scalp Strengthens Moisturises

Healthy hair starts with Venus Treatments