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Using rational and emotional advertising appeals in service advertising:
comparison of Finnish and British Instagram brand posts

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ABSTRACT:

Yrityksien kansainvälistyessä yhä useammat markkinoijat etsivät keinoja viestiä oikeilla keinolla kansainvälisille kohdeyleisöille. Samalla sosiaalisen median käyttäjien määrä kasvaa, tarjoten yrityksille tehokkaan keinon tavoittaa kohdeyleisönsä eri puolilta maailmaa. Globalisaation myötä kulttuurillisten erojen huomiointi markkinoinnissa nousee yhä tärkeämmäksi, asettaen markkinoijille tarpeen ottaa huomioon kulttuurien arvot sekä mainonnan tehokeinot eri kulttuureille markkinoidessa. Ottaen huomioon palvelujen osuuden globaalista markkinataloudesta, erityisesti palveluiden markkinoijien tulee ymmärtää, miten kulttuurilliset erot ja mainonnan tehokeinot on otettava huomioon sosiaalisessa mediassa mainostaessa.

Tämän tutkimuksen tavoitteena on selvittää, kuinka emotionaalisia ja rationaalisia mainonnan tehokeinoja käytetään "kohtalaisen, standardoidun" palvelukategorian sosiaalisen median mainoksissa, kahdessa eri kulttuurissa. Tutkimuksen teoria käsittelee kolmea pääkäsitettä: sosiaalisesta mediaa, kulttuurillisia arvoja ja mainonnan tehokeinoja. Teoreettinen viitekehys on luotu aikaisemman tutkimuksen pohjalta, kooten yhteen kulttuurien arvojen ja mainonnan tehokeinojen huomioinnin markkinoinnissa. Tutkimusmenetelmässä yhdistyvät sekä kvantitatiivinen että kvalitatiivinen tutkimusmenetelmä. Laadullinen aineisto kerättiin Instagram-sivuilta ja kerätty aineisto muunnettiin numeroiksi ja analysoitiin tilastollisesti käyttäen määrällistä tutkimusmenetelmää. Laadullista sisällönanalyysia käytettiin kuvailemaan mainonnan tehokeinojen esiintymistä mainoksissa.

Tämän pro gradu -tutkielman tulokset osoittavat, että sekä tuotekategoria että kulttuurin arvot vaikuttavat rationaalisten ja emotionaalisten mainonnan tehokeinojen ilmenemiseen tutkitun palvelukategorian mainoksissa. Tutkimustulokset osoittavat, että emotionaalisten mainonnan tehokeinojen käyttö on määrällisesti suurempaa kuin rationaalisten tehokeinojen käyttö, mutta myös erityisesti itsenäisyyttä korostava rationaalinen mainonnan tehokeino esiintyy mainoksissa usein. Tulokset osoittavat, että myös sosiaalisen median käyttö markkinointikanavana vaikuttaa mainonnan tehokeinojen käyttöön. Erityisesti tehokeinot, jotka kehottavat kuluttajia sitoutumaan ovat eniten käytettyjä. Tämä tutkimus tarjoaa kansainvälisille palveluiden markkinoijille ymmärrystä mainonnan tehokeinojen käyttöön sosiaalisen median markkinoinnissa.

KEYWORDS: Cultural values, advertising appeals, social media, service advertising, international marketing

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1 Introduction

This chapter introduces the background for this master's thesis to increase interest in the topic. Additionally, this chapter gives a foundation for the research problem and introduces the preliminary research question and objectives for this research. Lastly, the structure of this paper is described in the end of this chapter.

1.1 Background of the study

The use of social media is increasing year by year and in the beginning of 2021 4,2 billion people across the globe were using social media, which is 53,6 percent of the global population and 13,2 percent more users than a year before (DataReportal, 2021). Therefore, by including social media as a part of international marketing strategy, companies have a possibility to reach a great number of people in foreign markets across the cultures. Overall, the way consumers use social media, also affects how marketers do their business. Hence, there are multiple options for marketers to use social media: to maintain customer relationships, promote brands, improve customer service, or influence brand attitudes. Additionally, social media marketing enables consumers (i.e., users) to engage and interact with brands and therefore empower consumers. Hence, social media channels give users exceptional way to share, contribute, discuss, and collaborate with other users as well as brands. (Tuten, 2021, pp. 19-20; Moriuchi, 2015, p. 7)

For 27,5 percent of global internet users, the reason for using social media is to research products to buy, whereas the most common reason with 36,5 percent is the reason for staying up to date with news and current events (DataReportal, 2021). Therefore, with social media marketing brands can engage with consumers, increase their brand awareness, or promote their new products and services. One way to use social media for marketing is by being active on Instagram. This social media channel is the 5th most-used social platform in the world, with 1,221 million global users (DataReportal, 2021). Thus,

it is one of the most potential social media channels for companies to reach their audience globally. A survey by Hootsuite (2021) reveals that markets see a great potential in Instagram since more than 60 percent of all businesses included in the survey are planning to increase their marketing spend on Instagram during 2021. This means that more and more brands are entering the platform and the amount of content on the platform is increasing. Hence, there is more competition to gain consumers attention, which means that the importance of creating compelling and engaging content is even greater than before. Therefore, by understanding the cultural differences of the global audience and identifying the right advertising appeals across cultures, companies gain a better understanding of what kind of content they should use in their social media marketing across countries.

According to De Mooij (2019, p. 18) the debate between two dimensions of international marketing, adapting to the local environment and standardizing operations, is ongoing. To understand what the main factors are to influence the choice between adaptation and standardization, the behavior of companies operating across markets have been studied for past decades. Marketers need to adapt their practices and offerings to meet the consumers' needs and to appreciate the differences of markets across the globe. Although, firms can also standardize products or processes among foreign markets to gain cost advantages e.g., in marketing. On the other hand, many firms have noticed that the standardized approach for advertising is not effective. Consumers' motivations, expressions of needs and attitudes differ even though needs might be universal. Therefore, especially companies operating in a global scale should consider adapting their marketing strategy to each target country. (De Mooij, 2019, p. 15.) Hence, understanding the cultural mores of countries is a key for a successful international marketer (Herbig, 1998, p.15).

Service sector has changed national economies and thus services have a major role in the global economy nowadays. Services that were before non-tradable have become tradable and can be now delivered over long distances because of digitalisation and the

internet. (World Trade Report, 2019.) In 2019 services accounted 64 per cent of the worlds GDP. In Finland, services represent 59 per cent of GDP whereas in the United Kingdom the share of services in GDP is even higher, 72 per cent (World Bank, 2021). Thus, international marketers need to understand how cultural differences affect to service advertising, and how cultural values reflect in the service advertisements published in one of the world's most used social media channels, Instagram.

1.2 Research gap

Advertising appeals and cultural values are widely researched and there are multiple studies that address these topics. However, there is a need for further research to generalise the results of previous studies. Thus, the topic requires further research to have more knowledge of the use of appeals in additional cultures, product categories and medias. Multiple previous studies address the use of advertising appeals in television and print advertisements, but social media is still less researched. However, as the use of social media among brands and consumers is increasing globally year by year, social media marketing becomes more and more important media channel for international marketers. One of the studies concentrating on advertising appeals in social media commercials is research by Nguyen (2014), which investigated how culture impacts to the use of advertising appeals in YouTube advertisements in the mobile phone industry. However, this study stated that further research is required for other social media channels as well. Thus, there is a need for further research of the use of advertising appeals in the context of social media.

Additionally, many previous studies examining the use of appeals across cultures have included both service and goods advertisements in their studies. Thus, Mortimer and Grierson (2010) called for further research on international service advertising and advertising appeals used in different service categories. They state that *“one possible area to consider would be the type of service being advertised”*, and *“it would be very worthwhile to discover whether there is a variety of appeals in these different categories of*

services". Albers-Miller and Stafford (1999b) investigated the use of rational and emotional advertising appeals in different cultures and in two different service categories: experiential and utilitarian services; however, they called for further research to determine the use of emotional and rational advertising appeals of *"services that are not easily classified as either experiential or utilitarian"*. Thus, this thesis will investigate advertisements of companies that are operating in the service industry and categorised as services that are in the middle of utilitarian or experiential dimensions.

Also, Albers-Miller and Stafford (1999b) states that the use of rational and emotional appeals in a particular culture should be studied more closely. They raise two questions to be addressed by future research: *"are some rational appeals more important in particular countries, but less important in others?"* and *"are certain emotional appeals more important in some cultures, but less important in others?"* Thus, there is a need for further research that considers the use of individual rational and emotional appeals and investigates how the use differs across countries.

Moreover, by the knowledge of the researcher, many studies considering cultural values and advertising appeals examine geographically diverse countries. Thus, there is a need for research that address the use of advertising appeals in cultures that are geographically close to each other but culturally diverse. Also, Stafford (2005) states that especially Europe is an area that lacks empirical research and thus more research in international service advertising should be conducted for European countries. Hence, this thesis investigates the use of appeals in two geographically close but culturally diverse European countries: Finland, and the United Kingdom.

Overall, this thesis provides more knowledge of the topics that have been acknowledged to require further research by previous studies. This thesis will integrate the topics of cultural values, advertising appeals, social media marketing and service advertising and investigate the use of rational and emotional advertising appeals in service advertising in culturally diverse countries.

1.3 Research question and objectives

The primary aim of this research is to describe how rational and emotional advertising appeals are utilised in service advertising across cultures and how these appeals are related to cultural values. Hence, the purpose of this study is to determine how advertising appeals are used in Instagram brand posts of companies operating in the service industry in different countries. Additionally, the aim of this study is to determine how the use of rational and emotional advertising appeals differ across cultures in the service industry, and how culture affects the use of appeals. Moreover, the aim of the study is to reveal how companies categorised as *“moderate contact, standardized services”* (Bowen, 1990) are using rational and emotional appeals and this way generalise the results of previous studies regarding the use of rational and emotional appeals in service industry. Therefore, the research question of this research is:

“How companies categorised as “moderate contact, standardized services” use emotional and rational advertising appeals in social media advertisements in two culturally diverse countries: Finland and the UK?”

To find answers to the research question, objectives of the study need to be defined. These objectives will clarify the theme of this research paper for the reader and explain clearly how the answer to the research question will be found. Therefore, the following objectives are defined for this master’s thesis:

- *To examine how rational and emotional advertising appeals are utilised in different cultures and in service advertising by analyzing Instagram brand posts of service providers operating in Finland and in the United Kingdom*
- *To examine are rational or emotional appeals more dominant in service advertising, and how the use of rational or emotional appeals differs across two cultures: the United Kingdom and Finland*

- *To analyse whether the appeals utilised in social media brand posts are correlated with the cultural dimensions by analysing the data through theoretical framework related to the topic*
- *To examine how advertising appeals are utilised in advertising of companies categorised as “moderate contact, standardized services” providers (e.g., theme amusement parks, movie theaters, and fast-food restaurants) and develop a conceptual framework which presents the rational and emotional appeals used in this service category*

1.4 Structure

The first chapter of this study consists of an introduction to the topic of the thesis. The chapter describes the background of the study and introduces a research gap that explains the need for analysing the topic. Moreover, the research question and objectives are presented to give an understanding of the aim of this study. Lastly, the structure of the thesis is explained.

The second chapter consists of the literature review, covering the theory of this thesis. The theoretical part of this paper will first discuss the topic of *social media marketing* and continue with *culture and cross-cultural marketing*. Lastly, *advertising appeals relationship to culture and services* is discussed. Through the literature, the reader will gain knowledge of each topic and understand the key features of social media marketing, how cultural values are reflected in marketing, and how advertising appeals are used in international service advertising. Moreover, after describing each topic, a theoretical framework is developed by combining different theories described in the literature review. The theoretical framework will be used as a basis for analysing the results and answering the research question.

The third chapter of this research discusses the research design of this thesis. First, the research approach and method are defined. Next, sampling and coding of the data is

introduced. Moreover, this chapter will determine how the gathered data is analysed. Lastly, the third chapter introduces reliability, validity, and limitations of this research.

In the fourth chapter, the empirical findings of the research are presented by analysing the gathered data. The results are presented by analysing the use of advertising appeals presented in the theoretical framework of this thesis and defining how the chosen appeals are used in the brand posts gathered for this study. The fifth section of this thesis cover the discussion, giving an answer to the research question of this thesis. The answer to the research question is discussed by comparing the empirical findings to the previous research and discussing how the results support the statements presented in the theoretical framework of this study. Also, new findings are discussed to generalise the findings of the previous study as well as provide new insights on the topic. The fifth chapter also introduces whether the hypotheses defined in the second section of the thesis are either rejected or supported.

The sixth chapter of the thesis includes the conclusions of this study concluding the results and discussion presented by the author of this thesis. The conclusions also present the practical implications of this study, providing information for international marketers on how the results of this study should be implemented in international service advertising. Additionally, the sixth chapter presents the limitations of this study as well as suggestions for future research.

2 Main theories and concepts

This chapter presents the main theories of the study, which form the theoretical background for the thesis. These theories are utilised to find answers to the research question. Moreover, the most important terms of this thesis are presented. These definitions will give a better understanding for the reader to understand the key concepts of the study to interpret this research.

2.1 Definitions of the key concepts

Social media: Kaplan and Haenlein (2010) define social media as *“a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”*.

Social media marketing: *“Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver and exchange offerings that have value for organization’s stakeholders.”* (Tuten 2021, p. 19.)

Social networking sites: *“Applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other. These personal profiles can include any type of information, including photos, video, audio files and blogs.”* (Kaplan & Haenlein, 2010, p. 63.)

Brand post: Brand post contain videos, photos, messages, information, quizzes, and other material, which companies can place on their brand fan pages on social networking sites. Brand fans can interact with the posts by commenting or liking on them. (De Vries et al., 2012, pp. 83–84)

Advertising appeal: “Advertising appeal sits at the heart of advertising creative to connect the brand to consumer wants and needs. The appeal is the sticky glue that hooks the reader or viewer to the advertising message.” (Dix & Marchegiani, 2013, p. 393.)

Advertising: According to Wharton (2013, p. 14) advertising is *“a specific form of communication that provides information, raises awareness or instigated interest in a particular product or service. As part of marketing the intention is usually, but not always, to increase the use or consumption of the item that the advertisement or advertising campaign is promoting. This is usually in the interest of increasing turnover, sales and profits but wider social benefits may occur.”*

International marketing: *“when firms, corporate organizations, individuals and countries decide to market their products and services beyond the domestic environment it means that they are engaged in foreign or international marketing.”* (Ewah & Osang, 2018, pp. 364–365).

“Moderate contact, standardized services”: The term *“moderate contact, standardized services”* is one of three service groups defined by Bowen (1990, p. 48). For example, fast-food restaurants, budget hotels, budget airlines, movie theaters, cafeterias, and theme amusement parks are placed under this service group.

Culture: Culture is defined in many ways, but one of the most well-known definitions is by Kluckhohn (1951). *“Culture consists in patterned ways of thinking, feeling and reacting, acquires and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values.”* (Kluckhohn, 1951, p. 86 as cited in Hofstede 2001, p. 9.) On the other hand, Hofstede gives culture a shortened definition and determines culture as *“the collective programming of the mind that distinguishes the members of one group or category of people from another.”* (Hofstede, 2001, p. 9.)

Additionally, according to De Mooij, in scholarly literature the term of culture is used in two ways, “1) *as representing the common ideas on which a society or group rests, its ideology, or the collective ways by which a group understands its experience; and 2) as the practices or the entire way of life of a group, i.e., what individuals do materially from day to day.*” (De Mooij, 2019, p. 72.)

2.2 Social media marketing

This chapter introduces the concept of social media and how social media can be utilised in international marketing. Hence, the key features of social media marketing are discussed, including the concepts of owned, paid, and earned media. Overall, this chapter discusses how companies can utilise social media marketing to reach their customers across the globe.

2.2.1 Social media

According to Kaplan and Haenlein (2010, p. 61) The concept of social media is defined as “*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.*” Web 2.0, on the other hand, is described as a new way in which end-users and software developers started to use World Wide Web – a way in which the users are continuously modifying content and applications in a collaborative and participatory way. Furthermore, the concept of User Generated Content (UGC) is used to describe different type of media content, which is created by end-users and is available for all users. (Kaplan & Haenlein, 2010, p. 61). In other words, social media consists of Internet-based applications in which users can create, share, and modify content as well as engage with other users.

Kaplan and Haenlein (2010) also categorize social media into six different groups: *collaborative projects* (e.g., Wikipedia), *blogs and microblogs* (e.g., Twitter), *social networking sites* (e.g., LinkedIn, Facebook, Instagram), *content communities* (e.g., Youtube), *virtual social worlds* (e.g., Second Life), and *virtual online role-playing games* (e.g. World of Warcraft). Even though social interactive platforms are categorized, each of them has their own purpose and strengths (Moriuchi, 2015, pp. 19). For instance, the purpose of social networking site Instagram is to enable users to upload and share photos and videos on the website, which other users can comment (Mattern, 2017).

The popularity of social media is growing across the world rapidly as it allows people to connect from different backgrounds with low costs (Keitzmann et al. 2011). According to Digital 2021 Global Overview Report by DataReportal (2021) at the beginning of 2021 4,2 billion people across the globe are already using social media and this number is increasing year by year. As the number of users in social media is increasing, also the number of social media platforms is growing day by day, giving people opportunity to choose what platforms to use (Kaplan & Haenlein, 2010, p. 248). In the beginning of 2021, the most-used social media platforms with highest number of active users were Facebook with 2,74 million users, YouTube with 2,29 million users, WhatsApp with 2 million users, Facebook Messenger with 1,3 million users and Instagram with 1,2 million users (DataReportal, 2021).

One of these most-used social media platforms, Instagram, was founded for sharing photos and videos in 2010. Already by the end of 2010 this social media application had reached one million users. The number of users grew fast and already less than one year from the release this application had already 10 million Instagram users across the world. (Coles, 2014, p. 163; Mattern, 2017). The popularity and success behind the application was with the possibility to share beautiful pictures for users around the world, followers having an opportunity to comment on them. Companies on the other hand saw this as a new opportunity to connect with their consumers and currently Instagram

is one of the most used platforms in social media marketing. (Mattern, 2017; Gaber et al. 2021, p. 3.) Thus, Instagram is considered as an important social media channel for international marketers, and therefore selected to study in this thesis.

2.2.2 Social media marketing

Since, for example, Instagram was founded in 2010, social media marketing is a rather new marketing tool compared to more traditional marketing channels. However, marketers are continuously adapting new social media channels to reach their customers and planning to increase their investment on social media channels where the number of users is also growing (Hootsuite, 2021). Hence, companies are modifying their marketing strategies to reach their customers through the channels that consumers are using the most. It can be stated that social media has fundamentally changed the way how companies are marketing their products and sharing company information for their customers. Thus, to be competitive in the future, companies need to pay attention to social media marketing tools which are starting to become more powerful than traditional marketing tools. (Zahoor & Qureshi, 2017.) For example, with Instagram marketing, marketers can reach 1,22 billion people around the globe, which is 20% of the total population aged over 13 (DataReportal, 2021).

Tuten (2021, p. 19.) defines social media marketing as *“the utilization of social media technologies, channels, and software to create, communicate, deliver and exchange of offerings that have value for organization’s stakeholders.”* Firms can utilise social media for different marketing activities: customer service, relationship management, lead generation, buyer research, channel for paid advertising, branding, and sales promotion (Ashley & Tuten, 2015). The popularity of social media gives an opportunity for brands to be active on different network sites and utilise social media to participate, collaborate, share, and converse with consumers by adding content. Hence, for marketers’ social media is more about engaging with users instead of right-on selling and advertising. (Tuten & Solomon, 2018, p. 51; Kaplan & Haenlein, 2010, p. 65.).

Customer engagement is one of the most popular objectives of social media marketing. With engaged social media users who are sharing and participating, companies can increase their customer engagement. This on the other hand provoke word-of-mouth communication, which can drive traffic for example to brand websites. Thus, with social media marketing brands can increase their customer engagement and loyalty, brand awareness, as well as increase their market share and return on investment (Ashley & Tuten, 2015; Savar, 2013.) Furthermore, social media marketing allows companies to build long-term relationships with their customers. Therefore, by using the right techniques and tools, and re-establishing brand-building strategies to meet the goals to engage with customers, companies can be noticed on social media and establish meaningful customer relationships. (Savar, 2013.) However, to get consumers attention and to engage with them through social media channels, brands need to provide information that is relevant to the user whatever the goal is (Schmitt, 2012). Hence, with meaningful and engaging content, which is relevant for the target audience, companies can advance dialogue with users and form stronger relationships and online communities with the users. (Schaffer, 2013.)

While more and more marketers are utilising social media marketing, the number of marketing messages is also growing across channels. Hence, making an impression and getting attention from thousands of marketing messages a day is a challenge for marketers. Since users come across with multiple marketing messages on social media every day, it is crucial that marketers create content which give a value for the consumers. One of the most meaningful things which sets publishers apart from each other's is the ability to tell stories. The skill of telling stories is important, as users relate best to stories as they are entertaining. Especially well-told stories that provoke emotions and present information in fascinating way, are remembered as well as believed. For example, entertainment-related companies should use videos, cartoon, jokes and photographs, which are entertaining by nature. (Savar, 2013.)

Since social media is quite new area for marketers, firms are trying to understand how much they should invest to social media platforms as a channel for reaching their target market and communicating with them. To understand how much companies should rely on social media marketing, depends on the participants in social media and the differences between them. By understanding the distinctions and by finding the right strategy to reach the target audience, social media marketing tactics will more likely resonate effectively with the target market. For example, a contest that requires users to create a video, will not result among users who are more likely to consume content instead of creating it. (Tuten & Solomon, 2018, p. 56.) Hence, companies should choose the social media application which attracts their customers and be active on the applications they can reach the target group and communicate their message (Kaplan & Haenlein, 2010, p. 65).

By creating and implementing a marketing strategy companies can examine certain goals and determine ways to reach their target audience in long-term period. Creating a marketing strategy demands research of products market, brand, and audience – for social media marketing strategy this means prioritising the users and messages. To identify and satisfy expectations of the target audience companies should create a social media strategy through a purposeful business model. By combining business strategies with communication theories, companies can develop a successful social media marketing strategy. (Mahoney & Tang Tang, 2016.) Marketers also need to be aware of consumers motives to follow brands on social media, so that consumers expectations are met (Charlesworth, 2017). Thus, implementing a social media strategy will help companies to determine the right tone of voice which help them to reach the target demographic group in global social media channels (Schaffer, 2013, p. 37).

Overall, social media marketing is about receiving consumers attention by being active on the same channels as consumers are spending their time and sharing compelling content that customers find valuable. In other words, by recognizing why and how to target market customers are using social media, brands can use social media marketing to increase their brand awareness, strengthen customer relationships, increase sales, and

bring the expected value for their existing or potential customers. Thus, developing a social media marketing strategy, which is aligned with company's business strategy, will help marketers to determine the right ways to reach their audience on social media.

2.2.3 Owned, paid, and earned media

There are three different approaches for companies to communicate about their brand in media: paid, owned, and earned media. Paid media includes advertising whereas owned media includes seller-generated content such as content owned by the company. Earned media consists of users' activity on online social media and word of mouth (WOM). (Lovett & Staelin, 2016.) WOM can be defined as an exchange of perceptions, information, and ideas through online media (Zahoor & Qureshi, 2017, p. 50). In social media marketing, all approaches have their own strengths, but they all support each other.

One form of owned media is to create brand fan pages on social networking sites. On these pages, members of social networking sites become fans of the pages by following them. On brand fan pages, companies can publish different kind of brand posts such as photos, anecdotes, and videos. Brand pages will foster relationships with consumers, as it gives consumers an opportunity to interact with the brands by commenting or linking on them. As commenting and liking is visible to others, consumers are stating their opinion publicly when interacting on brand fan pages. Thus, commenting and liking are determined similar as WOM. (De Vries et al., 2012, p. 84, 89) Hence, companies are also utilizing earned media when communicating about their brand through brand fan pages.

With the increasing popularity of social media, owned and earned media has expanded their value. However, since earned and owned media is hard to target because of its nature of organic distribution, marketers are using paid media alongside with earned and owned media strategies. With paid media marketers can accelerate social conversation by targeting their social coverage for certain interest verticals, geographies, and

demographics and thus, gain the widest engagement and reach. (Savar, 2013.) In social media, companies can use paid, owned, and earned media in a way that each of these approaches will support each other. For example, creating own content, publishing it on brands own social media fan page and then advertising the content with paid media tools, companies can have the widest reach and ensure that their target audience will see their content. By targeting the content for the right audience, users will most likely engage with the content, and thus earned media is reached.

From consumers point of view, the source of brand information is not meaningful as the most important thing is that the earned, paid, or owned content is valuable and available where and when it is needed. Furthermore, content need to be easy to access, use and understand. However, for companies, there are differences how to undertake these approaches to gain value, depending on the aim of marketing strategy. To make sure that the target audience will notice all the social coverage, companies should adopt integrated strategy with paid and earned media, and thus use targeting options of paid media. (Savar, 2013.)

This paper focuses on the approach of owned media as the data for this thesis is gathered from social media brand posts. The content published on brand fan pages will be analyzed in the empirical part of this paper to find out how culture manifests in social media brand posts in two diverse cultures. Thus, the next chapter will introduce the concept of international marketing and culture.

2.3 Culture and international marketing

This chapter introduces one of the main topics of this paper, cultural values, and Hofstede's cultural dimensions model (1983). Also, international marketing and the global-local dilemma of standardisation and adaptation is discussed. Literature regarding cross-cultural marketing communication is included to provide knowledge of how global

companies should consider cultural differences when advertising across cultures. As the aim of this study is to define how cultural values manifest in Finnish and British advertisements, countries most dominant cultural values are introduced in the end of this chapter.

2.3.1 Considering cultural differences in international marketing

Ewah and Osang (2018, pp. 364–365) describe international marketing as follows: *“when firms, corporate organizations, individuals and countries decide to market their products and services beyond the domestic environment it means that they are engaged in foreign or international marketing.”* However, when marketing internationally, marketers need to understand should they adapt marketing activities to consumers motives and local habits to be more effective or standardise their advertising across cultures to be more efficient. (De Mooij & Hofstede, 2010, p. 85.) These two sides of international marketing: global marketing and local marketing have been a matter of debate in the international environment since the beginning of 1980s. This ongoing debate concentrates whether a differentiated and local marketing approach that considers cultural differences, or a global approach with standardised marketing activities has more advantages. (Hollensen, 2020, pp. 255–256.)

According to De Mooij (2019) values, that people grew up with, are an essential part of advertising, as values influence people’s consumer behavior. Consumer behavior on the other hand is mostly based on culture. Thus, understanding the differences in cultural attitudes and values as well as the needs of the society is one of the most important but still one of the most challenging aspects of doing business in a foreign country. Thus, to be a successful international marketer, it is crucial to understand culture and the culturally based wants and need of the target country. All in all, marketing is about meeting the differing wants and needs of company’s customers. (Herbig, 1998 p. 15.) Several studies have also proved that adaptation strategy that considers cultural differences is

more effective than standardization strategy, which also argues that understanding of cultural differences is important. (De Mooij & Hofstede, 2010, p. 85)

However, as companies' environmental factors and international marketing strategies differ, the preference between standardisation and adaptation can also differ. With cross-cultural diversity on the environmental factors of the company, the adaptation strategy is more convenient whereas if the company favours the same marketing strategy for all countries, the standardization approach is the one preferred. (Hollensen, 2020, pp. 255–256.) Also, according to Cervellon and Dubé (2000) there are no specific methods to give directions for effective marketing decisions between different degrees of standardisation and adaptation. The most important way to effective marketing is to find the approach that works for the cultural market and for a segment that the product is being targeted. For example, finding the right balance for global and local approach in the food industry is more challenging as the consumption of food consists of emotional, social, functional, and symbolic dimension, which all can have similarities and differences across cultures. Also, as expectations of service quality varies across cultures, marketing of services internationally is considered as a challenging task (Stafford, 2005, p. 67)

Thus, for companies with cross-cultural environmental factors, local marketing approach might be the right option. And if adapting local marketing approach, understanding cultural differences and values becomes more important. Cultural differences among countries on the hand increase the importance of cross-cultural marketing (CCM), as using similar marketing across cultures might not guarantee successful marketing beyond domestic environment. (Mower et al. 2013, p. 5). By using CCM companies can develop marketing strategies that concentrate on characteristics that are typical for specific culture (such a language, beliefs, values, and behavior) and which have influence on consumers consumption of services and goods. Marketing strategy adjusted for the cultural characteristics helps marketers to create relevant messages that consider

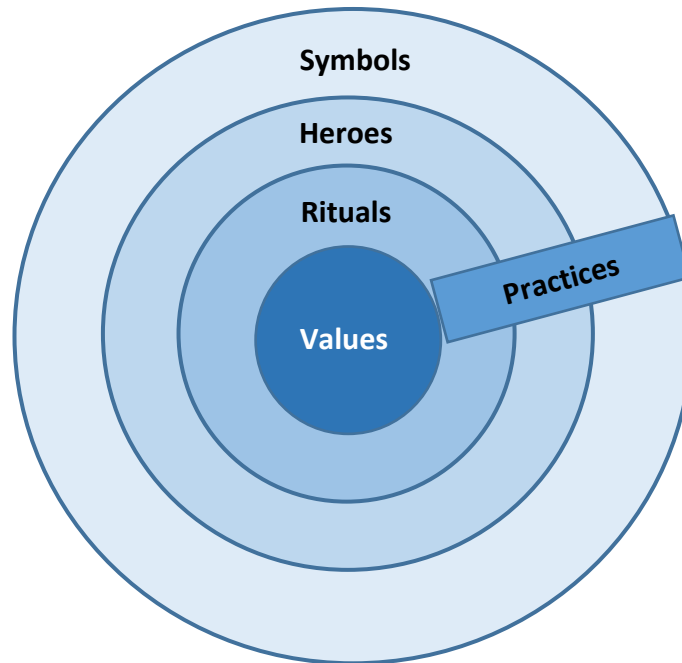
cultural needs of their target market as well as helps marketers to create effective ads. (Mower et al. 2013, p. 6; Herbig, 1998, pp. 11, 43.)

2.3.2 Cultural values

Hofstede (1980, p. 13) defines culture as *“collective programming of the mind that distinguishes the members of one group or category of people from another”*. This is a shorter version of Kluckhohn’s (1951) definition for culture: *“culture consists in patterned ways of thinking, feeling, and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached value.”* Thus, culture is a character of collectivity, like personality to an individual; culture defines the unique features of the human group as personality defines of an individual. Culture is a unity of common typical features that affect how a human collectivity response to its environment. (Hofstede, 2001, pp. 9–10.) According to Herbig (1998, p. 11) culture consist of beliefs, values, language, expected behavior, and living practices divided by members of society. All these together form the way of life.

Most people view culture as an intangible and abstract matter, but culture is also revealed as a visible element (De Mooij, 2019; Hofstede, 2001, p. 10.) Four terms: symbols, rituals, heroes, and values are used to describe the visible manifestation of culture. These terms figuratively form an onion, consisting of three outer layers and a core (see Figure 1). Symbols, heroes, and rituals can be seen as the outer layers, whereas values form the core. In Figure 1 the term “practices” describe the visibility of symbols, heroes, and rituals as they can become visible through behaviour. (Hofstede, 2001, p. 10.)

Figure 1. The “Onion Diagram”: Manifestations of culture at different levels of depth (Hofstede, 2001, p. 11).



Symbols consists of pictures, words, gestures, and objects e.g., words in language or flags. Symbols usually have complex meanings, which can be recognized only by the ones who share the same culture. However, symbols are often copied by others, and old symbols disappear while new ones are developed. Therefore, symbols are seen as the outer layer of the onion diagram (see Figure 1). *Heroes* on the other hand are persons who serve as models for behavior, as they have characteristics that are greatly valued in a culture. These persons can be alive, dead, real, or even imaginary. For example, Asterix in France or Charlie Brown in United States can deliver as heroes of a culture. (Hofstede, 2001, p. 10.)

Rituals, positioning right before the core of values in the “Onion diagram” (see Figure 1), are described as collective activities which are seen socially essential part of a culture, as they keep individuals following the norms of the society. For instance, religious or social ceremonies, paying respect to others, and ways of greeting are examples of

rituals. (Hofstede, 2001, p. 10.) The concept of value can be defined as *“a broad tendency to prefer certain states of affairs over others.”* Thus, values are used to evaluate and to make choices between two options (Hofstede, 2001, p. 65–66.). In the “Onion Diagram” (see Figure 1) values are the core of culture, as they are invisible before coming noticeable in behavior. (Hofstede, 2001, p. 10–11.) *Values* are also categorized into two opposing dimensions of values: desirable and desired values, which causes a value paradox. Desirable values are something that people think need to be desired in the society and is referring to the norms of the country. Thus, desirable values are expressed as what is right or wrong and what should or should not be done. Desired values on the other hand are something what people really desire. These values relate to “you” and “me”, and what people want for themselves. Desired values are related to choices that are preferred and important by individuals. (Hofstede et al. 2010, p. 28–29; De Mooij, 2021, p. 72–73).

In marketing the concept of value has multiple meanings. It can be used to describe brands financial value, customer value i.e., benefit to the buyer, or personal values that might have an impact to customers brand preferences. In marketing and advertising values are used to position brands against their competitors, as values are applied to the positioning and segmentation decisions. Furthermore, values are included in advertising in the advertising appeals. (De Mooij, 2021, p. 67–68.) However, values can be reflected in advertising as desired or desirable values. This value paradox can explain why the use of advertising appeals is incoherent with the cultural values recognised to be dominant for certain cultures (e.g., in Hofstede’s cultural dimensions model). (De Mooij, 2021, p. 73; Nguyen, 2014.) In other words, values of the culture i.e., cultural values reflect in the use of advertising appeals, but value paradox can cause incoherence in the use of appeals, when the relationship between cultural values and advertising appeals is studied.

Values are studied globally to define how values are applied in marketing and advertising across countries and most of these studies examine values in advertising in Western Europe, Asia, and North America (De Mooij, 2021, p. 67). Hence, there are also multiple

studies that address the use of advertising appeals differs across countries (e.g., Albers-Miller & Gelb, 1996; Moon & Chan, 2005; Nguyen, 2014). However, to provide more insights how cultural differences manifest in advertising through advertising appeals, also this study examines how cultural values and advertising appeals, by analysing the use of advertising appeals in Finnish and British social media commercials. Thus, this study provides more understanding about the cultural differences in advertising for international marketers who have cross-cultural target audiences and are using the approach of adaptation for their international marketing.

2.3.3 Hofstede's cultural dimensions

There are several models which have been developed to understand cultural differences but the most used and influential is the Hofstede's cultural dimensions model (1980). Originally the framework was applied to human resources management, but the model is also recognised to be useful for international advertising and marketing research; it is utilised in multiple studies around the topic. (De Mooij & Hofstede, 2010, p. 85; Nguyen, 2014, p. 2415; Soares et al. 2007, p. 281.) Hofstede's model defines differences among national cultures and is developed based on findings of Hofstede's research (1980), which studied cultural values of more than fifty countries across the globe. The research was conducted by investigating cultural values of employees working for a large multinational corporation, International Business Machines (IBM). As a result, four cultural dimensions were revealed: *power distance*, *femininity versus masculinity*, *collectivism versus individualism*, and *uncertainty avoidance*. (Hofstede et al., 2010, pp. 30–31.)

In addition to four original dimensions, two more dimensions were added to the framework later. The fifth dimension "*long-term versus short-term orientation*" was added in the 1980s based on research by Michael Harris Bond, which concentrated studying values in China and other East Asian countries. In the 2000s, Minkov redefined the fourth dimension, and together with the expansion of fourth dimension, the sixth dimension of "*indulgence versus restraint*" was also added to the model. (Hofstede & Bond, 1988; Hofstede et al., 2010; Hofstede 2011.) Thus, Hofstede's cultural framework consists of

six cultural dimensions: power distance, collectivism versus individualism, femininity versus masculinity, long versus short term orientation and indulgence versus restraint. (Hofstede, 2011.) Each dimension i.e., an aspect of culture that can be measured in corresponding to other cultures, consists of different phenomena's which have found to appear together in a society (Hofstede et al., 2010, pp. 30–31). Explanations and key differences between the six cultural dimensions are presented later in this chapter to provide deeper understanding of them.

Each of these dimensions have a high or low value for each country, and thus each dimension can have more value in different countries. The value of each dimension for each country can be defined through value index scale, which positions 76 countries on scale from 0 to 100 for each dimension. Hence, the scale can be used to recognise the most valuable dimensions between countries, as well as opposite or similar cultures. (Hofstede et al., 2010, p. 30; Hofstede, 2011, p. 9; De Mooij & Hofstede, 2010, p. 88). To recognise the most valuable dimensions for two countries this thesis examines, the value index scores (i.e., country scores) of Finland and the UK are presented in the end of this chapter. The dimensions found to be the most valuable for each country will help the researcher to recognise the most used advertising appeals for these two countries. Thus, Hofstede's model is one of the primary references for this thesis and works a base for the theoretical framework of this thesis.

Power distance (PDI) is defined as *“the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.”* Organizations on the other hand are determined as places where people work whereas institutions are defined as the key elements of society e.g., the community, the family, and the school. Hence, the dimension is defined through the value system of the less powerful members. (Hofstede et al., 2010, pp. 61.) One of the key differences between small and large power distance societies is for example the value for inequalities among people. Small power distance countries don't value inequality

among people, and it should be minimized whereas in large power distance countries inequalities among people are desired. (Hofstede et al., 2010, pp. 72.)

For instance, in countries with high PDI score the dependence between bosses and subordinates is considerable whereas in countries with low PDI score the dependence is limited. High PDI values e.g., for most Asian countries, Latin countries in Latin America, and Eastern European countries. In these countries subordinates are unlikely to counter their supervisors directly, and the emotional distance is high. On the other hand, for countries with low PDI score, the emotional distance is comparatively small and therefore subordinates are likely to counter their supervisors. Countries with low value for PDI are for instance German-speaking countries e.g., Germany and Austria, Nordic Countries, the United States, Great Britain, and Australia. On the other hand, countries scoring medium to high are e.g., Italy, Japan, and Spain. Overall, PDI score is about country's dependence relationships (Hofstede et al., 2010, p. 58–61.)

Uncertainty Avoidance (UAI) is described as *“the extent to which the members of a culture feel threatened by ambiguous or unknown situations.”* Unknown situations are unstructured, novel, surprising and different from familiar. (Hofstede et al., 2010, p. 191.) Cultures with strong UAI are setting laws and rules and strict behavioral codes to minimize the possibility of uncertainty. In societies with low UAI, rules are disliked. (Hofstede, 2011, p. 10.) Countries with high UAI are for example Greece, Portugal, Russia, Peru, Japan, and South Korea. All Asian countries except Japan and South Korea scores medium to low. Lowest UAI occurs e.g., for United Kingdom, Denmark, United States, and Sweden. (Hofstede et al., 2010, p. 192–195.)

For societies with weak UAI, uncertainty is a basic feature of life, and therefore each day is accepted as it comes, family life is also relaxed. People are comfortable with unfamiliar risks and in ambiguous situations. However, aggression and emotions should not be shown. As a contrast, for societies with strong UAI, the uncertainty inherent in life is an ongoing threat. Also, familiar risks are accepted, but there is a fear of unfamiliar and

ambiguous situations. Emotions and aggression are expressed at proper places and times. (Hofstede et al., 2010, p. 203.)

Individualism versus collectivism is determined as following: *“Individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after him- or herself and his or her immediate family. Collectivism as its opposite pertains to societies in which people from birth onward are integrated into strong, cohesive in-groups, which throughout people’s lifetime continue to protect them in exchange for unquestioning loyalty.”* (Hofstede et al., 2010, p. 92.) Hence, collectivism is associated with an extended family structure and individualism with a nuclear family structure (Hofstede et al., 2010, p. 106.)

An example to explain the degree of individualism index (IDV) is about work goal items of a society. For example, in a wealthy country such as Sweden or Canada, having a job that also gives you time for your family or personal life is important. Also, the feeling of freedom and hence having the freedom to do your job with your own approach is valued. However, having a challenging job which gives you a feeling of accomplishment is also considered important. As the contrary, in a collectivist country, such as in Saudi Arabia or in Vietnam, having an opportunity for training and a chance to learn or improve working skills is considered important. Additionally, being able to use your skills on the job, and have the good physical environment to work at (e.g., good lighting and ventilation) is highly valued. (Hofstede et al., 2010, pp. 92–93.)

When comparing individualist countries and collective countries, individualist countries tend to be rich and collective countries poor. Hence, for example in individualist countries training and physical conditions at workplace are taken as granted as in poor countries they are factors which differentiate a bad and a good job and are therefore seen as important matters within work goals. (Hofstede et al., 2010, pp. 92–93.) Other values that are important in a collective society are respect for parents and financial support of parents, patriotism, and chastity in women. On the other hand, individualist societies

value non-competitiveness, trustworthiness, a close intimate friend, solidarity with other, tolerance of others, and contentedness with one's position in life. Societies scoring high in IDV think in terms of *"I"* whereas in collective countries with low IDV score people think in terms of *"we"* (Hofstede et al., 2010, p. 100, 113.)

Masculinity versus femininity is defined as follows: *"a society is called masculine when emotional roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success, whereas women are supposed to be more modest, tender, and concerned with the quality of life. A society is called feminine when emotional gender roles overlap: both men and women are supposed to be modest, tender, and concerned with the quality of life."* (Hofstede et al., 2010, p. 140.) Every society recognize roles which are more suitable to each gender, but there is a difference what behavior is seen masculine or feminine, and it differs between societies. (Hofstede et al., 2010, p. 137.)

Countries with the lowest score of masculinity (MAS) and hence determined as most feminine countries are Norway, the Netherlands, Denmark, Latvia, and Sweden – also Finland being low in the rankings. One of the most masculine countries by the score are Italy, Germany, United Kingdom, United States and Slovakia. (Hofstede et al., 2010, pp. 140–143.) In a feminine society, both men and women should be modest, and they can both be tender and focus on relationships. Also, in families, both mothers and fathers deal with feelings and facts, and as parents they share caring and sharing roles. In a masculine society, men should be ambitious, tough, and assertive and women should take care of relationship and be tender. In a family, mothers deal with feelings and fathers with facts, mother is to one who cares, and father is the one who earns. (Hofstede et al., 2010, p. 155.)

Long-term versus short-term orientation is determined as: *"long-term orientation stands for the fostering of virtues oriented toward future rewards – in particular, perseverance and thrift. Its opposite pole, short-term orientation, stands for the fostering of*

virtues related to the past and present – in particular, respect for tradition, preservation of “face”, and fulfilling social obligations.” (Hofstede et al., 2010, p. 239.) Countries ranking highest with long-term orientation (LTO) index are South Korea, Taiwan, Japan, Ukraine, Germany, and Belgium. Also, all countries from Eastern Europe (e.g., Albania, Croatia, Serbia, and Romania) with exception of Georgia and Poland score high as well. Lowest scoring societies are four Anglo countries New Zealand, Canada, Australia and the United States, and all African, Middle Eastern, South American, and Middle American countries (e.g., Argentina, Morocco, Iran, and Puerto Rico). (Hofstede et al., 2010, p. 256–259.)

Some of the key differences of long- and short-term orientation societies can be defined through following matters. In long-term orientation societies learning from other countries is important whereas short-term orientation societies are proud of their own countries. Also, short-term orientation cultures see service to others as an important goal and long-term orientation cultures value that children learn to save things and money. (Hofstede et al., 2010, p. 275.) Overall, for countries scoring high in LTO, the most important happenings in life are in the future, whereas for countries scoring low in LTO the most important events happened in the past or are happening now (Hofstede, 2011, p. 15.)

Indulgence versus restraint (IVR), the sixth and the newest dimension is defined as: *“indulgence stands for a tendency to allow relatively free gratification of basic and natural human desires related to enjoying life and having fun. Its opposite pole, restrain, reflects a conviction that such gratification needs to be curbed and regulated by strict social norms.”* Hence, indulgent countries value that one can spend money, act as one pleases, and indulge in fun-related activities alone or with friends. This concludes as rather high happiness. A key characteristic of the opposite pole of restraint i.e., low indulgence is that different types of indulgence, such as enjoyment of leisurely activities and spending are wrong. In these cultures, actions are controlled by prohibitions and numerous social norms. (Hofstede et al., 2010, p. 281.)

Societies ranking high within IVR score i.e, indulgent countries include northern European countries, southern European countries, Anglo countries, and Latin American countries. These indulgent countries are for example Sweden, New Zealand, Cyprus, Mexico, and Brazil. Restrained countries are on the other hand countries with low IVR score, and these are for example Ukraine, Serbia, Poland, and Russia. (Hofstede et al., 2010, p. 282–286.) In restrained societies there are fewer very happy people whereas in indulgence countries more people declare themselves extremely happy. Also, more people feel themselves as healthy in indulgent countries than in restraint societies. (Hofstede, 2011, p. 16.) Also, people of indulgent societies have generally higher optimism, and positive attitude. In restrained societies people are generally more pessimists, and cynical (Hofstede et al. 2010, p. 291).

2.3.4 Cultural dimensions in Finland and in the United Kingdom

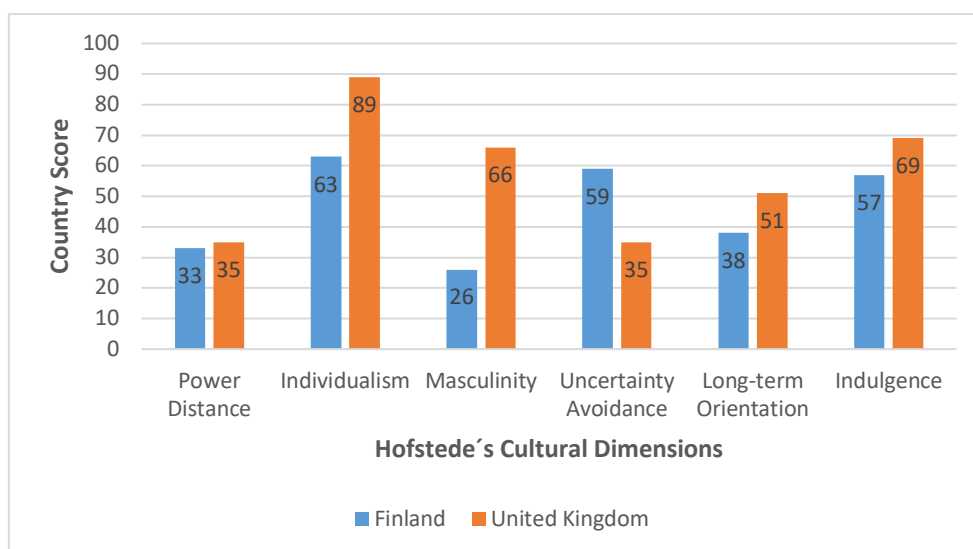
As discussed previously in this chapter previously, Hofstede's cultural dimensions model scores countries by an index and determines value index (i.e., country score) for each country on each cultural dimension. The country scores determine what is country's dominant preference on each dimension and thus gives useful information about the cultural values of each country, as well as cultural differences between countries. This information is also useful for marketers as cultural values are correlated with advertising appeals. Therefore, cultural dimension scores play an important part in this thesis, as the dimensions found to be most valuable for Finland and for the UK define what advertising appeals are most common in these two countries. Relationship of advertising appeals and cultural dimensions is discussed in the next chapter.

Figure 2 describes the country scores of two countries included in this research: Finland and the United Kingdom. As seen in the figure 2 there are similarities and differences on the cultural dimension of these two countries. The greatest difference on the country scores is on the dimension of masculinity; difference between Finland and United Kingdom is 40 points. This is relatively high difference, as the scale is from 0 to 100.

Additionally, on uncertainty avoidance dimension the UK scores low whereas Finland scores high and the difference between countries is 24 points. Therefore, it can be stated that there are cultural differences between Finland and the UK, which are related to the dominant values of masculinity and uncertainty avoidance dimensions.

On the other hand, the difference between country scores on power distance dimension is only two points and thus Finland and the UK share similar cultural values regarding power distance dimension. Also, on individualism dimension both countries score high and are therefore considered as individualistic societies. On long-term orientation dimension, Finland scores low with score of 38 and with the score of 51, the UK has an intermediate score. With an intermediate score, the more dominant preference on long-term orientation score cannot be determined for the UK (Hofstede Insights, 2021). Thus, the cultural difference between countries on LTO dimension cannot be defined. On indulgence dimension both countries score high and the difference between Finland and the UK is relatively small, only 12 points. Thus, both countries are determined as indulgent societies.

Figure 2. Country scores of Finland and United Kingdom (adapted from Hofstede Insights, 2021 & Hofstede et al., 2010).



Overall, both Finland and the UK are societies with low power distance, high individualism, and high indulgence. Finland on the other hand is a feminine country while the UK is considered as a masculine culture. Finland is also a country with high uncertainty avoidance and the UK is a society with a low uncertainty avoidance. (Hofstede Insights, 2021.) As the long-term orientation score is intermediate for the UK, the difference between two countries cannot be determined on this dimension.

This thesis will analyse how the values of these most dominant dimensions will manifest in the advertisements in Finland and the UK. However, this thesis is delimited to analyse the relationship of advertising appeals to Hofstede's four original dimensions of power distance, individualism, masculinity, and uncertainty avoidance. Therefore, only the dominant values of these four original dimensions will be considered when analysing the relationship between advertising appeals and cultural values. Thus, this thesis will examine the use of advertising appeals across countries through the four original dimensions

2.4 Advertising appeals relationship to cultural dimensions and services

This chapter presents the topic of advertising appeals, appeals relationship to culture, and the use of appeals in service advertising. Advertising appeals are presented through a study by Pollay (1983), which is one of the most utilised frameworks in international advertising appeals research. It is also one of the most important references of this thesis, since Pollay's definitions for advertising appeals are utilised in the empirical part of this paper when the manifestation of appeals in advertisements is analysed. In addition to Pollay's framework, a categorisation of rational and emotional advertising appeals is presented in this chapter through a framework by Albers-Miller and Stafford (1999a). Their study is also a crucial part of this thesis, as it provides categorisation of rational and emotional appeals, which is also used later in this thesis to examine how rational and emotional appeals manifest in service advertisements in Finland and in the UK.

Also, to introduce the most common appeals used in different cultures, study by Albers-Miller and Gelb (1996) is introduced. The study revealed a framework that combined Hofstede's cultural dimensions and Pollay's advertising appeals and defined the relationship between cultural dimensions and advertising appeals. Hence, Albers-Miller's and Gelb's work is one of the most important references for this thesis. This chapter will also present the most typical advertising appeals in Finland and in the UK by utilising Albers-Miller's and Gelb's framework and the country scores presented in the previous chapter of this thesis.

Additionally, research by Albers-Miller and Stafford (1999b) is also discussed to provide more knowledge of the use of advertising appeals in service advertising, as this thesis is delimited to examine appeals used in service advertisements in culturally diverse countries. Thus, Albers-Miller's and Stafford's (1999b) work plays an important role for this thesis as well. Also, few other studies examining the use of appeals in service advertising are presented to have a deeper understanding of the topic; for example, the use of rational and emotional appeals in service advertising is discussed. Also, to provide more knowledge of the service categorisation, service categories are presented through studies by Bowen (1990) and Stafford and Day (1995); these theories play an important role in this paper, as they give a definition for the service category and service sub-categories that will be studied in this research.

2.4.1 Emotional and rational advertising appeals

Advertising appeal is defined as follows: *"advertising appeal sits at the heart of advertising creative to connect the brand to consumer wants and needs. The appeal is the sticky glue that hooks the reader or viewer to the advertising message."* (Dix & Marchegiani, 2013, p. 393), thus it is *"something that makes the products particularly attractive or interesting to the consumer."* (Wells et al., 2000, p. 158). According to (De Mooij, 2021 p. 361) advertising appeal consists of motives and values and determine the key

message for the advertisement. Thus, advertising appeals also reflect cultural values as well as motives for buying products.

To understand better how rational and emotional reasons for buying products reflect in marketing and advertising, advertising appeals are categorised into emotional and rational appeals. *“Emotional appeals are grounded in the emotional, experiential side of consumption. They seek to make the consumer feel good about the product, by creating a likable or friendly brand; they rely on feelings for effectiveness.”* (Albers-Miller & Stafford, 1999a, pp. 43–44.) In other words, emotional appeals are used in advertising to attract consumers with characteristics that evoke emotions. In contrast, rational appeals show products benefits, and include rational and logical messages about the advertised brand. These messages can tell e.g., products value, performance, quality, or economy. (Albers-Miller and Stafford, 1999a, p. 44; Kotler & Armstrong, 1994.)

Research by Pollay (1983) studied cultural values manifestation in advertising and revealed 42 advertising appeals occurring in print advertisements across cultures. For the past decades, these appeals have been often used to describe the key messages of commercials as well as to investigate cross-cultural differences in advertisements around the world. Thus, also this paper utilises Pollay’s appeals to describe the key messages of Finnish and British social media advertisements. Pollay’s 42 appeals with the descriptions for each appeal are presented in the Table 1.

Together with Pollay’s definitions, Albers-Miller’s and Stafford’s (1999a) categorisation of rational and emotional appeals is presented in the Table 1 as well. In their study, researchers categorised Pollay’s 42 advertising appeals under rational and emotional appeals by comparing good and service advertisements from four culturally and geographically diverse countries. This study was conducted as a cross-cultural study, as previous international research suggested that there are cultural differences on rational and emotional decision-making and using ads from four different countries allowed more generalizability for the study.

Table 1. 42 rational and emotional advertising appeals (Pollay, 1983; Albers- Miller & Stafford, 1999a).

Appeal	Rational/ Emotional	Description for the appeal
Distinctive	Emotional	Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, handcrafted
Freedom	Emotional	Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate
Independence	Rational	Self-sufficiency, self-reliance, autonomy, unattached, to do-it-yourself, to do your own thing, original, unconventional, singular, nonconformist
Popular	Emotional	Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal, standard, typical, universal, general, everyday
Succorance	Emotional	To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving
Community	Emotional	Relating to community, state, national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations or other than social organization
Family	Emotional	Nurturance within family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married
Affiliation	Emotional	To be accepted, likely by peers, colleagues, and community at large, to associate or gather with, to be social, to join, unite, or otherwise bond in friendship, fellowship, companionship, cooperation, reciprocity, to conform to social customs, have manners, social graces and decorum, tact, and finesse
Ornamental	Emotional	Beautiful, decorative, ornate, adorned, embellished, detailed, designed, style

Dear	Emotional	Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless
Vain	Emotional	Having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well-groomed, tailored, graceful, glamorous
Status	Emotional	Envy, social status or competitiveness, conceit, boasting, prestige, power, dominance, exhibitionism, pride in ownership, wealth (including the sudden wealth of prizes), trendsetting, to seek compliments
Healthy	Rational	Fitness, vim, vigor, vitality, strength, heartiness, to be active, athletic, robust, peppy, free from disease, illness, infection, or addiction
Sexuality	Emotional	Erotic relations: holding hands, kissing, embracing between lovers, dating, romance, intense sensuality, feeling sexual, erotic behavior, lust, earthiness, indecency, attractiveness of clearly sexual nature
Cheap	Rational	Economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value
Humility	Emotional	Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth
Wisdom	Rational	Knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgment, experience
Morality	Emotional	Humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual
Nurturance	Emotional	To give gifts, especially sympathy, help, love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc.

Safety	Rational	Security (from external threat), carefulness, caution, stability, absence of hazards, potential injury, or other risks, guarantees, warranties, manufacturers' reassurances
Tamed	Rational	Docile, civilized, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying
Neat	Rational	Orderly, neat, precise, tidy, clean, spotless, unsoiled, sweet-smelling, bright, free from dirt, refuse, pests, vermin, stains, and smells, sanitary
Casual	Emotional	Unkempt, disheveled, messy, disordered, untidy, rugged, rumpled, sloppy, casual, irregular, non-compulsive, imperfect
Adventure	Emotional	Boldness, daring, bravery, courage, seeking adventure, thrills, or excitement
Untamed	Emotional	Primitive, untamed, fierce, course, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, deceitful, savage
Magic	Emotional	Miracles, magic, mysticism, mystery, witchcraft, wizardry, superstitions, occult sciences, mythic characters, to mesmerize, astonish, bewitch, fill with wonder
Youth	Emotional	Being young or rejuvenated, children, kids, immature, underdeveloped, junior, adolescent
Effective	Rational	Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable
Durable	Rational	Long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough
Convenient	Rational	Handy, timesaving, quick, easy, suitable, accessible, versatile
Security	Emotional	Confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind
Productivity	Rational	References to achievement, accomplishment, ambition, success, careers, self-development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share

Relaxation	Emotional	Rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holiday, to observe
Enjoyment	Emotional	To have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts, and festivities, to participate
Frail	Emotional	Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, gentel
Natural	Rational	References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious
Modesty	Emotional	Being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal
Plain	Emotional	Unaffected, natural, prosaic, homespun, simple, artless, unpretentious
Traditional	Emotional	Classic, historical, antique, legendary, time-honoured, long-standing, venerable, nostalgic
Maturity	Emotional	Being adult, grown-up, middle-aged, senior, elderly, having associated insight, wisdom, mellowness, adjustment, references to aging, death, retirement, or age-related disabilities or compensations
Modern	Rational	Contemporary, modern, new, improved, progressive, advanced introducing, announcing

2.4.2 Cultural values relationship to advertising appeals

Advertising appeals reflect the values of the culture in which advertising is practiced, and by manifesting consumers cultural values in advertisements, advertising will be more effective (De Mooij, 2021, p. 361–362). Thus, utilising advertising appeals which reflect the values of the target markets culture is important for international marketers. To help international marketers to find the most common advertising appeals for each

culture, the manifestation of cultural values in advertising and the relationship between cultural dimensions and advertising appeals have been studied by many researchers (e.g., Albers-Miller & Gelb, 1996; Moon & Chan, 2005; Rakova & Baek, 2013; Nguyen, 2014).

All previous studies to be discussed in this chapter introduced the relationship of Pollay's (1983) advertising appeals to Hofstede's cultural dimensions by analysing advertisements from culturally diverse countries. Rakova and Baek (2013) examined advertising appeals in TV advertising in South Korea and Russia, Moon and Chan (2005) investigated cultural values in TV advertisements in Hong Kong and South Korea, and Nguyen (2014) analysed social media commercials in the UK, Brazil, and India. However, one of the most cited works in research of advertising appeals and cultural values is the research by Albers-Miller and Gelb (1996), which analysed print advertisements from 11 countries. Since Albers-Miller's and Gelb's work introduces a framework that addresses the relationship between appeals and cultural dimensions from 11 countries, their work is considered an important reference for this thesis and is thus used as a theoretical ground for this paper. However, studies by Moon and Chan, Nguyen, and Rakova and Baek are also discussed to provide more knowledge on how the relationship identified by Albers-Miller and Gelb appeared in other medias and cultures and to present how the results of all four studies support each other.

As mentioned, Albers-Miller and Gelb (1996) studied advertisements from 11 culturally diverse countries. These countries were Japan, Taiwan, India, South Africa, Israel, France, Finland, Brazil, Chile, Mexico, and USA. Advertisements targeted to business and professional audience were gathered from business magazines to ensure homogeneity of the audience; thus, the audience was more globally aware as they were wealthier and better educated. Advertisements were collected from four different product categories: financial services, clothing and accessories, office equipment, and travel services.

With their study, Albers-Miller and Gelb (1996) revealed the relationship of 30 advertising appeals to Hofstede's four cultural dimensions – six of the appeals were related to the masculinity dimension, while eight appeals were related to the dimension of uncertainty avoidance, eight to power distance and eight to individualism. 12 of Pollay's 42 appeals were deleted from the framework, as relationship to cultural values were not found. The relationship of Hofstede's four original dimensions and 30 advertising appeals is introduced in the Table 2.

Table 2. Relationships of advertising appeals to Hofstede's cultural dimensions (Albers-Miller & Gelb, 1996).

Hofstede's Dimension	Appeals
Individualism	Independence, distinctive, self-respect (security), ornamental
Collectivism	Popular, affiliation, community, family, succorance
High power distance	Ornamental, vain, dear, status
Low power distance	Cheap, humility, nurturance, plain
High uncertainty avoidance	Safety, tamed, durable
Low uncertainty avoidance	Adventure, untamed, magic, youth, casual
Masculinity	Effective, convenient, productivity
Femininity	Natural, frail, modest

To provide more insights regarding the advertising appeals used in Finland and in the UK, the use of appeals in countries with individualism, low power distance, high and low uncertainty, masculinity, and femininity is discussed further. Only these dimensions and their relationship to advertising appeals are discussed, as they are the most dominant cultural dimensions in Finland and in the UK. Hence, the results of Albers-Miller's and Stafford's study are discussed alongside other literature related to the advertising appeals and the most dominant cultural dimensions of Finland and the UK.

In individualist cultures advertising is to attract customer (De Mooij & Hofstede, 2010, p. 97). According to Pollay (1983) the appeal “*distinctive*” highlight e.g., the uniqueness and rareness of the product while “*ornamental*” appeal determines the key message for the ad through beauty and style. Thus, it can be said that appeals “*distinctive*” and “*ornamental*” describe individualist cultural values accurately, as these appeals give an attractive message of the product or the service. In addition to Albers-Miller and Gelb (1996) (see Table 2), also Nguyen (2014) found that “*distinctive*” appeal is related to individualism whereas Moon and Chan (2005) indicated a link between “*uniqueness*”, and “*beauty*” appeals and individualism. Also, values such as self-interest, self-esteem, and doing it your own way are reflections of individualistic culture in advertising; advertisements address the public directly and words like “*I*” and “*you*” are often used. (De Mooij, 2021, p. 367, 371). This is coherent with Albers-Millers and Gelb’s (1996) framework (see Table 2), which states that “*independence*” and “*self-respect*” i.e., “*security*” relates to the individualism dimension. Also, Moon and Chan (2005) found that individualism dimension is related to “*independence*”.

In a country with a high masculinity score, such as in the UK, being the best and most productive is valued and therefore these societies also value success. In masculine societies, advertisements are expected to highlight the performance and effectiveness of the product, and this can be seen as comparative advertising that mirrors competitiveness. For example, great dreams, aggressive typology, and statements like “*a dream come true*” and “*be the best*” are typical for ads in masculine cultures. (Albers-Miller & Gelb, 1996, p. 64; Hofstede Insights, 2021; De Mooij, 2021, p. 377.) As Albers-Miller and Gelb (1996) stated, appeals of “*effective*”, “*convenient*”, and “*productivity*” describe the values of masculine culture well. Also, Moon and Chan (2005) recognised that appeal “*effective*” is related to the masculinity dimension, while Rakova and Baek (2013) and Nguyen (2014) found the same relationship between cultural dimensions and advertising appeals as Albers-Miller and Gelb.

In a country with low masculinity i.e., in feminine culture (e.g., Finland), the environment, as well as quality of life, is valued. (Albers-Miller & Gelb, 1996.) As the appeal *“natural”* determines the key message of advertisement e.g., through elements of purity of product, organicity, and animals (Pollay, 1983), the value of the environment can be seen to reflect through the appeal of *“nature”* as Albers-Miller and Gelb (1996), as well as Rakova and Baek (2013), stated in their studies. On the other hand, appeals *“modest”* and *“frail”* are correlated to feminine cultures in which being sympathetic toward the unfortunate and caring for others is common (Albers-Miller & Gelb, 1996, p. 64; De Mooij & Hofstede, 2010.) Additionally, feminine cultures tend to characterise softness, and the small in their advertisements as well as use understatements. For example, Carlsberg’s campaign with the tagline *“Probably the best beer in the world”* describes the use of understatement well. (De Mooij, 2021, p. 378.) These characteristics typical for feminine countries are reflected well in the *“modest”* and *“frail”* appeals, as Pollay (1983) defines that *“modest”* appeal gives a key message for the advertisement through being, for example, modest or bashful, while *“frail”* appeal is described to consist of sensitivity, softness, and tenderness. In addition to Albers-Miller and Gelb (1996), also Rakova and Baek (2013) found that appeals *“frail”* and *“natural”* were used in a feminine society.

In a society with low PDI, which both Finland and the UK represent, the use of status symbols is not as common as in societies with high PDI; in high PDI societies e.g., fashion items or luxury items are seen as status symbols. (De Mooij, 2021, p. 367; De Mooij & Hofstede, 2010, p. 89.) Pollay (1983) defines *“cheap”* appeal to be related to a good value or inexpensiveness, which is the opposite of luxury items. Albers-Miller and Gelb (1996) state that the appeal *“cheap”* is used in feminine societies, which is coherent with the characteristic of feminine cultures, as status symbols are not valued in these societies. Also, in low PDI societies, uniformity is valued and avoiding prominent showing of power and wealth is common.

The power distance dimension reflects in advertising e.g., in the way people interrelate or how people are seen – younger or older. For example, in low PDI countries, Sweden and Netherlands, younger were advising older people in commercials. (De Mooij, 2021, p. 367.) This is correlated with the appeal “*nurturance*”, which is defined as appeal, which shows for example care for the weak, young, or elderly (Pollay, 1983).

In high UAI societies (e.g., Finland) people value structured life and rules and therefore it is common to believe in experts as well as search for truth (De Mooij & Hofstede, 2010, p. 90). In high UAI countries advertisements, it is common to show the technical details and instructions to use a product, and brands sometimes call themselves experts of certain products. (De Mooij, 2021, p. 384) This describes well the cultural value of believing in experts and searching for the truth, which is also reflecting in the use of “*durable*” appeal. This connection was found by Albers-Miller and Gelb (see Table 2) as well as by Rakova and Baek (2013). According to Pollay (1983) the appeal “*durable*” describes the key message of the ad through characteristics such as powerfulness and longevity. For a high UAI societies security is also an important value and thus the use of appeal “*safety*” is common, as recognised by Albers-Miller and Gelb (1996), Rakova and Baek (2013) and Moon and Chan (2005).

In contrast with high UAI countries, in low UAI societies (e.g., the UK) people are more willing to take risks and thus the use of appeal “*adventure*”, “*untamed*”, and “*magic*” is common. Also, as in low UAI society rules are not valued, the appeal “*casual*”, which can be defined e.g., as non-compulsive characteristic in advertisement, is related well to low UAI societies (Albers-Miller and Gelb, 1996, p. 63–64; Pollay, 1983). Also, Nguyen (2014) found a connection between low UAI and “*adventure*” appeal.

As discussed in the previous chapter, Finland and the UK are cultures with low power distance and individualism, and thus it can be assumed that appeals related to these dimensions are also used in Finnish and British advertisements. Also, as the UK is a masculine culture with low uncertainty avoidance it can be assumed that appeals related to

masculinity and low uncertainty avoidance dimensions are used in the UK commercials. In contrast, Finland being a feminine country with high uncertainty avoidance, appeals related to femininity and high uncertainty are assumed to manifest in Finnish advertisements.

Overall, according to Albers-Miller and Gelb (1996) 22 advertising appeals are related to cultural dimensions of individualism, low power distance, high and low uncertainty, masculinity, and femininity and are therefore common in Finnish and British advertisements. Hence, these 22 appeals are selected to be studied in the empirical part of this thesis. Selected 22 appeals are presented in the Table 3; 14 of these appeals are previously used in Finnish advertisements and 16 of these appeals are previously used in British commercials. Hence, 8 of these 22 appeals are previously used in both countries.

Table 3. Advertising appeals in Finland and the UK.

Appeals in Finland	Appeals in the UK
Independence, distinctive, self-respect (security), ornamental, cheap, humility, nurturance, plain, safety, tamed, durable, natural, frail, modest	Independence, distinctive, self-respect (security), ornamental, cheap, humility, nurturance, plain, adventure, untamed, magic, youth, casual, effective, convenient, productivity

2.4.3 Advertising appeals in service advertising

There are several studies (e.g., Albers-Miller & Stafford, 1999a; Rakova & Baek, 2013; Moon & Chan, 2005) that have examined the use of advertising appeals in both, service advertising and goods advertisements across cultures. These studies state that in addition to the cultural values, also the product category affects to the use of advertising appeals. Since services accounted 64 percent of the world GDP in 2019 (World Bank, 2021), in addition to understanding how cultural values affect the use of appeals, international marketers should understand how appeals are used in the marketing of

services. Thus, this part of the paper describes the concept of service categories and after that presents how advertising appeals are used in service advertisements and across service categories.

2.4.3.1 Service categories

There are various taxonomies for service types e.g., Lovelock's (1983) classification which categorises services as intangible versus tangible services, and Mortimer's (2002) classification which divides services based on level of emotion and terms of involvement (Stafford & Day, 1995, p. 59; Mortimer & Grierson, 2010, p. 159). However, a classification by Bowen (1990) introduces three service groups, that Stafford and Day (1995, p. 59), distinguished into more utilitarian and more experiential services based on characteristics of Bowens three service categories.

Bowen (1990) categorised services into three groups, by analysing how seven characteristics typical for services occurred across different services. The taxonomy of service types provides insights for service marketing and helps marketers to relate their firm with companies that share the same characteristics as they do. These seven characters are: importance of employees, customization, ability to switch firms, employee or customer contact, services directed at people or thing, and continuous benefits.

Bowen (1990 p. 47) named the Group 1 as "high-contact, customized, personal services" and categorised for example restaurants, hospitals, and hotels under this group. Stafford and Day (1995, p. 59) on the other hand recognise these services more experiential, as they contain high people orientation, high employee contact, considerable customization, and direction toward people not things. Group 2 on the other hand is considered as utilitarian as they represent with moderate customization, direction toward things, an equipment-orientation, and low employee contact (Stafford & Day, 1995, p. 59). Bowen (1990, p. 47) describes this group as "moderate contact, semi-customized, non-personal services", including photofinishing services, and laundry and shoe repair services.

The group 3, which according to Stafford and Day (1995, p 59) is in the middle of the dimensions of utilitarian and experiential, is named *“moderate contact, standardized services”* by Bowen (1990, p. 48). For example, fast-food restaurants, budget hotels, budget airlines, movie theaters, cafeterias, and theme amusement parks are placed under this group. In these services employees are expected to be efficient and well trained even though employee skills can be replaced with automatic equipment and production systems. As an example, in fast-food restaurants french fries are raised automatically when they are done whereas products are standardized. (Bowen, 1990, p. 48.) The aim of this thesis is to examine how advertising appeals are utilised in advertising of companies, which according to Stafford and Day (1995) are in the middle of experiential and utilitarian dimensions, and according to Bowen (1990) called as *“moderate contact, standardized services”*. Thus, advertisements of the following sub-categories determined as *“moderate contact, standardized services”* are selected to examine in this thesis:

- Theme amusement parks
- Fast-food restaurants
- Movie theaters

2.4.3.2 Advertising appeals in service advertising across cultures

The use of emotional and rational appeals in service advertising across cultures have been introduced in multiple studies (e.g., Albers-Miller and Stafford, 1999b; Albers-Miller and Stafford, 1999a; Mortimer and Grierson, 2010). Thus, this part of the thesis discusses previous studies which give an understanding of the use of appeals in service industry and between rational and emotional advertising appeals. Also, a study by Albers-Miller and Stafford (1999b) is discussed to present the specific appeals used in advertising of utilitarian and experiential services.

A study by Mortimer and Grierson (2010), studied the use of emotional and rational advertising appeals in service advertisements of utilitarian and experiential service categories. In their study, 50 print advertisements were gathered from two culturally diverse countries: the UK and France. As a result, Mortimer and Grierson (2010) indicated that emotional appeals were used more often in both service categories and in both countries, than rational appeals. Thus, they argue that emotions have a great role in purchase decisions of services. However, the study also reveals that cultural differences exist. Even though emotional appeals were used more internationally, rational appeals were used more often in the UK.

A study by Albers-Miller and Stafford (1999a) examined the use of rational and emotional appeals in goods (office equipment, and clothing and accessories) and service advertisements (travel services, financial services). The study investigated print ads from four culturally different countries: USA, Mexico, Brazil, and Taiwan. It was found that internationally, emotional appeals were used more in service advertising than rational appeals, whereas rational appeals appeared more in goods advertisements across countries. Thus, they found that the use of appeals differs across product categories. However, also this study revealed that cultural values affect the use of advertising appeals in product categories. For example, in the USA rational appeals were utilised more in service advertisements and emotional appeals on goods advertisements. This result is contrary to the international results.

Another study by Albers-Miller and Stafford (1999b) examined the use of rational and emotional appeals, but only in the utilitarian and experiential service advertisements. The study examined 950 print advertisements from 11 culturally diverse countries and included 452 travel service advertisements and 498 financial service advertisements targeted to professional and business readers. This study indicates that both rational and emotional appeals are used in both service categories across countries. However, emotional appeals are more used in experiential service advertising and rational appeals are more common in utilitarian service advertising across cultures. The study also states that

each country has a unique combination of rational and emotional advertising appeals in both service categories. Thus, also according to this study the use of appeals differs across countries as well as across service categories. (Albers-Miller & Stafford, 1999b.)

In addition to the use of rational and emotional appeals in different service categories, the study by Albers-Miller and Stafford (1999b) also revealed that from Pollay's (1983) 42 advertising appeals, 28 were used in service advertising and fourteen of the appeals were acknowledged as unimportant to service advertising. Table 4 presents the 28 appeals used in utilitarian and experiential service advertisement, and a categorization of these appeals under rational and emotional appeals as Albers-Miller and Stafford (1999a) introduced in their other study in the same year. This framework in Table 4 is utilised in the theoretical framework of this study and is thus an important part of this thesis.

Table 4. Emotional and rational advertising appeals used in utilitarian and experiential service advertising. (Albers-Miller & Stafford 1999b).

Emotional appeals	Rational appeals
Distinctive, freedom, popular, community, affiliation, ornamental, dear, sexy/vain, status, morality, adventure, security, relaxation, enjoyment, plain, traditional	Independence, healthy, wisdom, safety, tamed, neat, effective, durable, convenient, productivity, natural, modest

Since these 28 appeals in the Table 4 were used in utilitarian and experiential service advertisements, it cannot be assumed that these appeals are also relevant to service advertising of service providers categorised in the middle of utilitarian and experiential dimensions (e.g., theme amusement parks and movie theaters). However, one of the objectives of this study is to find out what advertising appeals are also used in

advertisements of service providers belonging in the middle of the utilitarian and experiential dimensions – services, that Albers-Miller and Stafford didn't research in their study. Thus, 14 appeals from Albers-Millers and Stafford's framework are selected to be examined in this thesis. These 14 appeals are: distinctive, ornamental, adventure, security, plain, independence, safety, tamed, effective, durable, convenient, productivity, natural, and modest. These appeals were selected because they are also used in Finland and in the UK (see Table 3) and are therefore relevant for finding the answer to the research question, which addresses the topics of cultural values in advertising as well as the use of appeals in the service industry.

Overall, all previous studies indicate that both rational and emotional appeals are used in the service industry across cultures. However, there are differences on the use of appeals across product categories as well as service types, and thus it can be stated that the use of appeals differs across cultures as well as product categories and service types. Thus, to have more knowledge of the use of advertising appeals in service advertising across cultures and generalise the findings of previous studies, this thesis will research the use of rational and emotional appeals in service advertising in two culturally diverse countries. Hence, this thesis aims to provide more knowledge of the use of appeals in the service industry, and in a service category that haven't by the knowledge of the researcher studied previously.

2.5 Theoretical framework and hypotheses

This chapter introduces the theoretical framework of this paper, which gives an answer for the research question: *“How companies categorised as “moderate contact, standardized services” use emotional and rational advertising appeals in social media advertisements in two culturally diverse countries: Finland and the UK?”* The theoretical framework is built on two main theories of this paper, cultural values, and advertising appeals, and it also includes theoretical propositions for this paper. Propositions on the

other hand are used to develop hypotheses regarding the use of rational and emotional advertising appeals in Finland and in the UK, and to give an answer if the theory holds in the context of social media. According to Saunders et al. (2019, p. 146) hypotheses “*provide hypothetical explanations that can be tested and confirmed, in whole or part, or refuted, leading to the further development of theory which then may be tested by further research.*”

Since this study also examines how advertising appeals are used in advertising of services defined as “*moderate contact, standardized services*” (Bowen, 1990), the theoretical framework also includes propositions for the use of advertising appeals in the service advertising in Finland and in the UK. These propositions for service advertising appeals are developed based on research by Albers-Miller and Stafford (1999b), which studied the use of advertising appeals in utilitarian and experiential service advertising. As this thesis examines appeals used in advertisements of service providers which are in the middle of utilitarian and experiential dimensions, theoretical propositions cannot be used to create hypotheses for the use of specific service appeals in advertisements which this study examines. However, these appeals are included in the framework to generalise the findings of Albers-Miller’s and Stafford’s study and to examine if these advertising appeals proposed in the framework are also used in service advertising of “*moderate contact, standardized services*” i.e., services which are in the middle of utilitarian and experiential dimensions (e.g., theme amusement parks, movie theaters, and fast-food companies).

Overall, these following studies define the theoretical framework for this thesis: Pollay’s advertising appeals (1983), Hofstede’s cultural dimension model (1980), Albers-Miller’s and Gelb’s (1996) study of advertising appeals relationship to cultural dimensions, and Albers-Miller’s and Stafford’s studies about service advertising appeals (1999b) and categorisation of rational and emotional appeals (1999a). Hence, the framework introduces Pollay’s advertising appeals categorized in rational and emotional appeals, and appeals connected with the cultural dimensions of Finland and the UK. Also, appeals that are

used in utilitarian and experiential service advertising in these two countries are presented. From Pollay's 42 advertising appeals, 22 were selected for the framework of this study as they were related to the cultural dimensions of Finland and the UK. The framework is presented in the Table 4.

Table 4. Theoretical framework. "x" in the table indicates that the appeal is used in a country or in service advertising.

Relationship of selected advertising appeals to cultural dimensions	Rational or Emotional	Use of appeal in utilitarian and experiential service advertising	The use of appeal in a country	
			Finland	The UK
Individualism				
Independence	Rational	x	x	x
Distinctive	Emotional	x	x	x
Security	Emotional	x	x	x
Ornamental	Emotional	x	x	x
Low PDI				
Cheap	Rational		x	x
Humility	Emotional		x	x
Nurturance	Emotional		x	x
Plain	Emotional	x	x	x
High UAI				
Safety	Rational	x	x	
Tamed	Rational	x	x	
Durable	Rational	x	x	
Low UAI				
Adventure	Emotional	x		x
Untamed	Emotional			x
Magic	Emotional			x
Youth	Emotional			x
Casual	Emotional			x
Masculinity				
Effective	Rational	x		x
Convenient	Rational	x		x
Productivity	Rational	x		x

Femininity				
Natural	Rational	x	x	
Frail	Emotional		x	
Modest	Emotional	x	x	

Based on the theoretical framework (see Table 4) following hypotheses are defined for this master's thesis:

- **Hypothesis 1:** UK advertisements contain more advertising appeals connected with low UAI and high masculinity than Finnish advertisements.
- **Hypothesis 2:** Finnish advertisements contain more advertising appeals connected with high UAI and femininity than the UK advertisements.
- **Hypothesis 3:** Both, Finnish and British advertisements contain advertising appeals connected with individualism and low PDI dimensions.
- 6 rational appeals are connected to cultural dimension dominant in Finland, whereas 5 rational appeals are connected to cultural dimensions dominant in the UK. **Hypothesis 4:** more rational appeals are used in Finland than in the UK.
- 11 emotional appeals are connected to the cultural dimensions dominant in the UK, whereas 8 emotional appeals are connected to the cultural dimensions dominant in Finland. **Hypothesis 5:** more emotional appeals are used in the UK than in Finland.

3 Research Design

In this chapter, the methodological choices for this research are explained. First, the research approach and research method are discussed. After that sample, data collection and coding are introduced. Lastly, the data analysis of this thesis is presented, as well as the limitations, validity, and reliability of this research.

3.1 Research approach and methodology

This research applies deductive approach. The deductive approach is applied if *“your research starts with theory, often developed from your reading of the academic literature, and you design a research strategy to test the theory”*. On the other hand, inductive research is applied *“if your research starts by collecting data to explore a phenomenon and you generate or build theory (often in the form of a conceptual framework)”* (Saunders et al., 2019, p. 153). In this research, the deductive approach is used to examine how cultural values affect the use of advertising appeals in Finnish and British advertisements. Since there are theoretical frameworks for the use of cultural dimensions and advertising appeals, propositions, and hypotheses for the use of advertising appeals in Finland and in the UK are established based on already existing theories. After that, the theory is tested in the empirical part of this thesis, and hypotheses are either confirmed or rejected.

The research method applied in this study is mixed-model research which *“combines quantitative and qualitative data collection techniques and analysis procedures as well as combining quantitative and qualitative approaches at other phases of the research such as research question generation”*. (Saunders et al. 2019, p. 153). The qualitative research method on the other hand is a data analysis procedure or data collection technique that generates or utilises non-numerical data. Hence, the analysed and collected material can include for example pictures and video clips. (Saunders et al., 2009, pp.

124–151) As this thesis utilises non-numerical data i.e., advertising appeals being used in social media brand posts, data is collected with qualitative method. However, if the qualitative data is “quantitised”, in other words, data is converted into statistically analysed numbers, quantitative research method is applied (Saunders et al. 2019, p. 153). Thus, this thesis uses mixed-model research as the collected data is converted as numbers which can be analysed statistically.

According to Schreier (2012, pp. 1–4) qualitative content analysis (QCA) is “a method to describe the meaning of qualitative material in a systematic way”. It can be used to analyse visual and verbal data, as well as data which is collected by interviews or sampled from other sources e.g., from internet. QCA is usually used to analyse verbal data, but it can as well be applied to visual material. Content analysis is a suitable option when the material requires some level of interpretation, and when the aim of the study is to systematically describe the meaning of the data. QCA can be conducted by classifying consecutive parts of the analysed material into the coding frame with different categories. Since the aim of this research is to describe the advertising appeals utilized in social media brand posts, including visual and verbal data sampled from the internet, this study also utilises qualitative content analysis.

Content analysis is a beneficial method to provide insights of the currently used advertising strategies and it is also utilised to acknowledge culture-specific appeals that can be revealed by cultural dimensions. However, content analysis it is not valuable for examining the effectiveness of advertising as content analysis is based on the expectation that the strategy is effective (Stafford & Day, 1995, p. 59; De Mooij, 2019, p. 354). The aim of this thesis is to provide knowledge of the use of advertising appeals across cultures in the service industry, not study the effectiveness of advertising. Thus, content analysis is a justified method for this thesis.

3.2 Sampling and coding

The sample of this thesis consists of service advertisements published on Instagram brand pages of service providers operating in two culturally diverse countries: Finland and in the UK. These countries were selected because they are culturally diverse but geographically close to each other, and by the knowledge of the author, these countries' social media advertisements have not been compared with each other before. Service providers were selected according to the following criteria: they are all service providers categorised as “*moderate contact, standardized services*”, they all have an active Instagram brand fan page, they provide services in Finland or in the United Kingdom, and they provide Instagram content for the local audience with the local language.

Hence, the sample of this thesis consists of advertisements, which are collected from Instagram brand pages of companies operating in the UK and in Finland, in three different service sub-categories: theme amusement parks, movie theaters, and fast-food companies. To have the same amount of data of each service sub-category and from both countries, two service providers were selected from each service sub-category. Table 5 presents the selected service providers from each country, name of their Instagram brand pages, and the number of Instagram page followers.

Table 5. Selected brands and Instagram brand fan pages for the data collection.

Service sub-category and service provider	Name of Instagram brand page	Number of followers	Target country
Fast-food: McDonald's	@mcdonaldssuomi	23,9k	Finland
Fast-food: McDonald's	@mcdonaldsuk	239k	United Kingdom
Movie theater: Finnkino	@finnkino_fi	30,7k	Finland
Movie theater: ODEON Cinemas	@odeoncinemas	73,6k	United Kingdom

Theme	amusement	@linnanmaki	56k	Finland
park:				
Linnanmäki				
Theme	amusement	@altontowers	182k	United Kingdom
park:				
Alton Towers Resort				

Selected brand posts were collected from companies Instagram fan pages in November 2021. The 10 last posts from each fan page are collected in chronological order. Thus, the sample consists of 30 advertisements from each country, 60 advertisements in total.

Coding of the data was done by utilising Pollay's (1983) advertising appeals framework, and the definitions that the framework provides for the selected advertising appeals. The appearance of advertising appeals was coded by interpreting the use of appeals in Finnish and British advertisements. Similar coding scheme has been utilised in the previous research about the same topic (e.g., by Albers-Miller and Gelb, 1996), and thus similar coding scheme is also used in this thesis.

The author of this thesis, with the knowledge of both Finnish and English, coded all the collected social media brand posts. First, the coder studied all the definitions of the selected advertising appeals to have a deep understanding of each appeal. After that, each brand post was coded as to whether the individual appeal was "used" or "not used" in the post. A coding scheme including each appeal was utilised to mark the use of appeals in each brand post. After coding all 60 brand posts, the frequency of appearance of each advertising appeal in each country was counted. Also, the frequency of appeals used in both countries in total was counted.

3.3 Data analysis

The gathered data was analysed with a quantitative method. The number of rational and emotional advertising appeals used in each country's service advertising were calculated and presented as statistical results. The author utilised excel sheets for the analysis and sorted the data into different sheets to have data on the use of rational and emotional appeals as well as how each individual appeal was connected to cultural dimensions. Also, the most important findings were highlighted to find what advertising appeals were used the most in each country and in total in both countries. The data analysis was also supported by creating a table including the total frequency of appearance of each individual rational and emotional appeal in each country as well as the frequency of emergence of appeals in both countries in total.

After that, the findings of the gathered data were discussed by reflecting the findings on the theoretical background and previous studies. Also, since the aim of this study was to test the theory and either confirm or refute the hypotheses set for this study, the coded material was compared to the theoretical framework developed by the previous research. Also, a framework for rational and emotional appeals used in "*moderate contact, standardized services*" was developed based on the findings, and appeals coded as "used" were included in the framework. Lastly, conclusions were gathered based on the findings and the discussion.

3.4 Delimitations, Reliability and Validity

In general, the topic of international marketing includes multiple dimensions and therefore this thesis is delimited to analyse advertising appeals and cultural values in culturally diverse countries. Since social media is new media compared to traditional media, this study is also delimited to study advertising appeals of social media advertisements; this delimitation provides new insights into the topic. Moreover, due to the language and time-related recourses, the study is delimited to study only two countries: Finland

and the United Kingdom. Since the sample of this research is delimited to two countries, the results of this study cannot be generalized to a global scale.

Reliability and validity are defined as quality standards of this research, determining the credibility of the research findings. Reliability is defined as “the extent to which your data collection techniques or analysis procedures will yield consistent findings” (Saunders et al., 2009, p. 157). There are four threats related to reliability: the participant or subject error, subject or participant bias, observer error, and observer bias. The first threat, participant or subject error can occur for example a situation in which the participants complete questionnaires at different times of the week, as it could generate different results. Subject or participants bias on the other hand refers to a situation in which e.g., interviewees tell what their supervisor wants them to tell. (Robson, 2002 as cited in Saunders et al., 2009, p. 156) This generates results that are telling what you think they should tell and thus won’t generate reliable findings. Observer error can occur if, for example, people are gathering data in a different way and thus asking the interview questions in a different way. The observer bias might occur if e.g., interview answers are interpreted differently by different people. (Robson, 2002 as cited in Saunders et al., 2009, p. 156).

Since the data for this thesis was collected from Instagram, the same data can be gathered again and thus the analysis can be repeated for the same material again. This increases the reliability of this thesis. Also, since the data is analysed by comparing the use of advertising appeals to the theoretical framework developed for this study, the same framework can be utilised in future research if the research is repeated. However, since the data can be interpreted in different ways by different people, the most possible threat to this thesis is observer bias. The use of advertising appeals in visual and textual data can be interpreted in different ways, depending on how the advertising appeals are used by different people.

Validity on the other hand means “whether the findings are really about what they appear to be about” (Saunders et al., 2009, p. 157). It determines whether the research is measuring the concept rigorously, generating results that the study is designed to research (Heale & Twycross, 2015). With a validated measuring instrument, the results generated through the analysis are most probably valid. Especially content validity and construct validity are the two types of validity considered important when determining the validity of the measuring instrument. (Sürücü & Maslakci, 2020, p. 2696) Bollen (1989) as cited in Sürücü and Maslakci (2020) defines content validity as “a qualitative form of validity that evaluates whether the expressions contained in the measuring instrument represent the phenomenon intended to be measured”. Research with content validity defines the content of the concept relevant to the study through a theoretical definition (Sürücü & Maslakci, 2020, p. 2698). In this thesis, the theoretical framework of this study can be determined as a measuring instrument of this study. Since the framework is built on an existing theory explaining the content of the relevant concepts of this study, the probability of validity of this research increases.

The other important type of validity, construct validity, is defined as “the degree to which the instrument measures the concept, behavior, idea or quality- that is, a theoretical construct- that it purports to measure” (Sürücü & Maslakci, 2020, p. 2700). Since the theoretical framework is built to measure the use of advertising appeals in two different cultures, the measuring instrument measures what it is supposed to measure. Overall, when the validity of the research is considered in the research design, the probability of valid results increases, increasing the credibility of the research.

4 Empirical findings

In this chapter of the thesis, the empirical findings of the advertising appeals used in the 60 Instagram brand posts are presented. The results are presented quantitatively in numerical form by explaining the frequency of the appearance of the appeals. Also, qualitative analysis is done to provide a more detailed analysis of the use of individual advertising appeals in the advertising of “moderate, standardized” services. The frequency of the use of 22 appeals in each country is presented in the Appendix 1. Next, the results shown in Appendix 1 are presented in more detail by explaining the results in three different sub-sections.

In the first sub-section, the use of rational and emotional advertising appeals in service advertising are presented. Also, the most used appeals in advertisements of “*moderate contact, standardized services*” are presented and the differences in the use of rational and emotional advertising appeals are defined. The second sub-section presents the findings on the use of rational and emotional advertising appeals in Finland and in the UK. Here, the difference in the use of rational and emotional appeals between two countries are presented. Also, the most used advertising appeals for each country are defined. Lastly, the third sub-section presents the use of advertising appeals compared to the cultural dimensions scores of each country and presents what advertising appeals are connected to Hofstede’s (1980) cultural dimensions.

4.1 Rational and emotional advertising appeals in service advertising

This section of the study presents how emotional and rational advertising appeals are used in “*moderate contact, standardized services*” advertisements. The use of appeals is presented to find are rational or emotional appeals more dominant in the advertisements of the service category and which appeals are the most used ones. Table 6

presents the emotional and rational advertising appeals manifesting in the Instagram brand posts collected for this study.

Table 6. Frequency of the emotional advertising appeals used in “*moderate contact, standardized services*” advertisements.

Emotional advertising appeal	Frequency of the appeal
Distinctive	30
Security	3
Ornamental	18
Humility	9
Nurturance	15
Plain	28
Adventure	22
Untamed	1
Magic	17
Youth	2
Frail	7
Modest	2
Total frequency	154

As the collected data shows (see Table 6 and Table 7), both rational and emotional advertising appeals are used in the collected Instagram brand posts. However, emotional advertising appeals were used 154 times (see Table 6), whereas rational advertising appeals were used 57 times (see Table 7). Thus, the findings show that emotional advertising appeals were more dominant in the advertisements and rational advertising appeals were used less. The emotional appeal used the most was “distinctive” as it was used 30 times in the advertisements. Appeal “plain” was used 28 times, being the second most used emotional appeal and the appeal “adventure” was used 22 times and thus was the third most used emotional appeal. Emotional appeals “ornamental”, “magic”, and “nurturance” were also used more than 15 times whereas the appeals

“security”, “humility”, “untamed”, “youth”, “frail”, and “modest” were used less than 15 times. Emotional appeal “casual” was not used at all.

The appeal “distinctive” was used by all six companies selected to study in this thesis. For example, Alton Towers emphasizes not to miss a chance with the text “With just a week left of Scarefest, don't miss out on your chance to return to the Resort and experience Europe's biggest light and lantern festival..” (see Figure 3) whereas McDonald’s Finland used the appeal “distinctive” appeal in the brand posts text by mentioning that by liking the posts 10 people have a chance to win a gift card to McDonald's. Also, McDonald’s UK used the distinctive appeal in the text to indicate a competition and to win a prize. Odeon Cinemas on the other hand used the “distinctive” appeal with the text “Join us this Tuesday for an unmissable, award-winning documentary”. Overall, all companies are using the appeal to talk about the rare or unique matter which they are advertising in their brand posts.

Figure 3. Instagram brand post by @altontowers and the “distinctive” appeal.

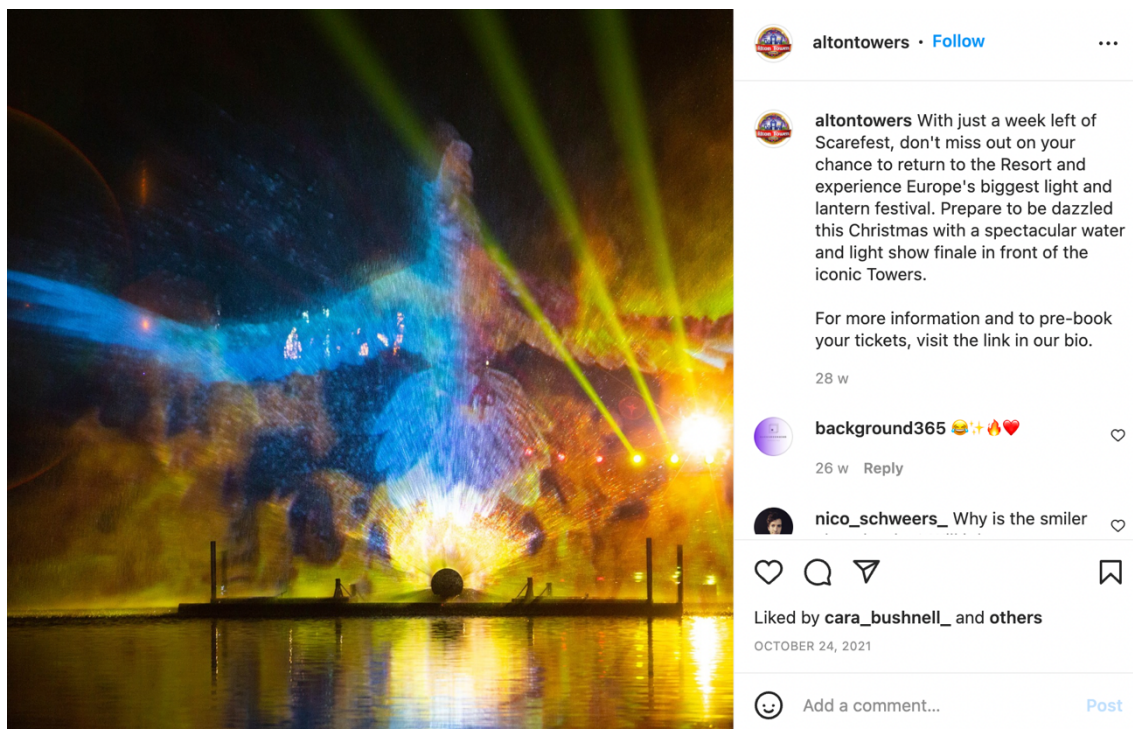


Figure 4. Instagram brand post by @mcdonaldssuomi and the “distinctive” appeal.



The second most used appeal “plain” is also used by all the service providers whose Instagram brand posts are studied in this thesis. This emotional appeal appears in the brand posts with a simple and artless image as well as with simple text (see Figure 5). Appeal adventure on the hand is used to emphasise excitement and e.g., Alton Towers is using the text (see Figure 6) to create excitement by indicating “From 27th November, journey through Lightopia's Seasonal Wonderland with stunning spectacular lanterns, dazzling light installations, a magnificent water show and colour transformations.” Also, Finnkinno is using the “adventure” appeal in the text by asking “do you dare to try something new?”

Figure 5. Instagram brand post by @finnkino_fi and the “plain” appeal.

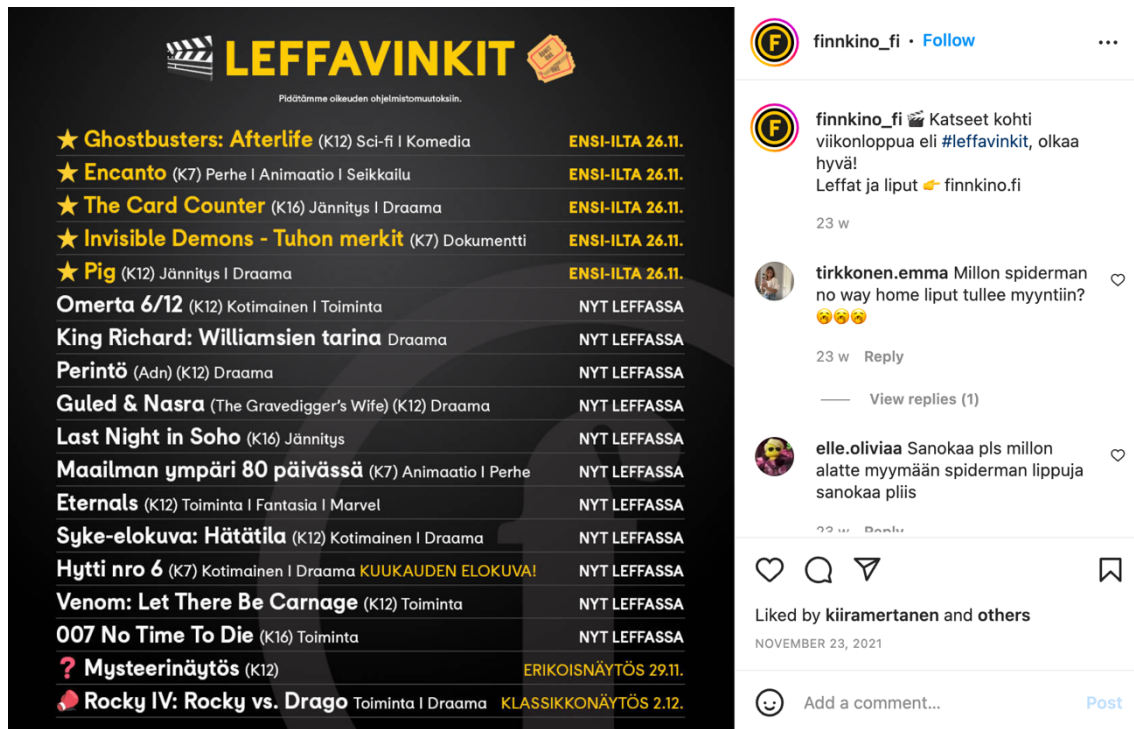


Figure 6. Instagram brand post by @altontowers and the “adventure” appeal.



Figure 7. Instagram brand post by @altontowers and the “adventure” appeal.



Table 7. Frequency of the rational advertising appeals used in “moderate contact, standardized services” advertisements.

Rational advertising appeal	Frequency of the appeal
Effective	8
Convenient	5
Productivity	12
Tamed	3
Cheap	2
Independence	27
Total frequency	57

The most used rational appeals on the other hand were “independence” and “productivity”. The appeal “independence” was used rather more compared to the other rational appeals; it was used 27 times whereas the second most used rational appeal

“productivity” was used 12 times. The third most used rational appeal was “effective” as it was used in 8 advertisements. Appeals “cheap”, “tamed”, and “convenient” were used 2 to 5 times whereas appeals “natural”, “durable”, and “safety” were not used at all.

The rational appeal “independence” was the most frequently used appeal, and all six different companies used the appeal in their Instagram brand posts. The appeal was used to address the followers by using the word “you” in the text. For example, Linnanmäki used the appeal in the text by asking “Do you remember what the name of this ride is?” (see Figure 8) and Finnkinno used the appeal with the text “Who would you take with you to see a movie..?” (see Figure 9). Thus, the “independence” appeal was often used when asking a question. The second most used appeal “productivity” on the other was used to address skills or as a reference to achievement. For instance, McDonald’s Finland used the appeal by asking “Can you guess what number is missing from the Big Mac located in the lower right corner?” (see Figure 10).

Figure 8. Instagram brand post by @linnamaki and the “independence” appeal.



Figure 9. Instagram brand post by @finnkino_fi and the “independence” appeal.



Figure 10. Instagram brand post by @mcdonaldssuomi and the “independence” appeal.



Overall, according to the findings of this study, from the 22 appeals included in this study, four appeals “casual”, “natural”, “durable”, and “safety” are not used in advertisements of “*moderate contact, standardized services*”. Hence, the other 18 appeals are used in the advertisements of the service category this study is examining. Also, the results state that the most used appeals in the advertisements of the service category are “distinctive”, “plain”, and “independence”.

4.2 Rational and emotional advertising appeals in Finland and in the UK

This section of the study presents how the 9 rational advertising appeals and 13 emotional appeals are used in Finnish and British Instagram brand posts. The frequency of appearance of rational and emotional advertising appeals in the collected brand posts is presented in numerical form. Since appeals selected for the study are connected to the cultural dimensions of Finland and the UK, the use of appeals connected to the cultural dimensions of the two countries are also presented in a numerical form. The findings show how rational and emotional appeals connected to the cultural dimensions are used in service advertising in each country and what are the most dominant rational and emotional advertising appeals in each country as well as in the two countries overall.

Table 8. Frequency of the rational advertising appeals used in Finland and the UK.

Rational advertising appeal	Frequency of the appeal in Finland	Frequency of the appeal in the UK
Effective	2	6
Convenient	4	1
Productivity	6	6
Tamed	2	1
Cheap	0	2
Independence	14	13
Total frequency	28	29

The findings indicate that the rational advertising appeals were used 29 times in total in British brand posts and 28 times in total in Finnish brand posts. The most used rational appeal in both countries was the “independence” appeal, which appears in 14 Finnish advertisements and in 13 British advertisements, 27 times in total. The second most used rational appeal in both countries was the “productivity” appeal, which was used 12 times in total, 6 times in both countries. However, appeal “effective” was also used 6 times in the UK. Thus, the appeals “effective” and “productivity” are both the second most used appeals in British advertisements. The third most used rational appeal in Finnish brand posts was “convenient”. Thus, the three most used appeals in the UK were “independence”, “effective”, and “productivity” whereas in Finland the appeals were “independence”, “productivity”, and “convenient”. Appeals “natural”, “safety”, and “durable” were not used at all in either of the countries. Also, the appeal of “cheap”, was not used in Finland but it was used in two British advertisements.

In addition to the findings of the use of all 9 rational appeals included in this study, the appearance of 6 rational appeals connected to Finland’s cultural dimensions (see Table 4) and 5 rational appeals connected to UK’s cultural dimensions (see Table 4) are also presented. The 6 rational appeals connected to Finnish advertisements are “independence”, “cheap”, “safety”, “tamed”, “durable”, and “natural”. The findings state that appeals “independence” and “tamed” were used in the collected data, but the appeals “cheap”, “safety”, and “durable” were not used in the collected brand posts. Thus, rational advertising appeals connected to Finland’s cultural dimensions were used 16 times in total in Finnish brand posts. On the other hand, all 5 rational appeals connected to the UK’s cultural dimensions, “independence”, “cheap”, “effective”, “convenient”, and “productivity”, were used in the British advertisements. Thus, these appeals were used 28 times in total as also mentioned in the overall results earlier in this chapter. In addition, appeal “tamed”, which is not connected to UK’s cultural dimensions was used once in British advertisement.

Table 9. Frequency of the rational advertising appeals used in Finland and the UK.

Emotional advertising appeal	Frequency of the appeal in Finland	Frequency of the appeal in the UK
Distinctive	12	18
Security	2	1
Ornamental	8	10
Humility	2	7
Nurturance	8	7
Plain	17	11
Adventure	9	13
Untamed	1	0
Magic	8	9
Youth	0	2
Frail	2	5
Modest	1	1
Total frequency	70	84

In the use of emotional appeals, the finding indicates that emotional appeals were used 84 times in total in the UK and 70 times in total in Finland (see Table 9). The most used emotional appeal in Finland was the “plain” appeal which appears in 17 Finnish brand posts. The most used emotional appeal in the UK was “distinctive”, which appears in 18 advertisements. Also, the appeal “adventure” was used 22 times in total in both countries, 13 times in the UK and 9 times in Finland. Thus, even though the most used appeal is different in each country, the countries share the three most used appeals, which are “distinctive”, “plain”, and “adventure”. Also, all the other emotional appeals, except “casual”, were used at least once in Finland. In the UK, the appeal “casual” and “untamed” was not used, but other appeals appeared in the brand posts at least once.

Based on the previous research (see Table 4) 11 emotional appeals are connected to the cultural dimensions dominant in the UK, whereas 8 emotional appeals are connected to

the cultural dimensions dominant in Finland. 11 emotional appeals connected to the cultural dimensions of the UK are “adventure”, “untamed”, “magic”, “youth”, “casual”, “humility”, “nurturance”, “plain”, “distinctive”, “security”, and “ornamental”. All the emotional appeals connected to the UK’s cultural dimensions were used in the British brand posts, except the appeals of “casual” and “untamed”. Also, the emotional appeal “frail” was used 5 times, even though this appeal is not connected to the cultural dimension connected to the UK. Overall, emotional appeals connected to UK’s cultural dimensions were used 78 times.

8 emotional appeals connected to Finland’s cultural dimensions are “distinctive”, “security”, “ornamental”, “humility”, “nurturance”, “plain”, “frail”, and “modest”. All these appeals were used in the brand posts, and in total these appeals were used 52 times. In addition to the appeals connected to Finland’s cultural dimensions, emotional appeals “adventure”, “untamed”, and “magic” were also used in the Finnish brand posts even though they are not connected to the cultural dimensions of Finland (see Table 4).

As a result, it can be stated that emotional appeals were used more in the British brand posts than in the Finnish brand posts. On the other hand, also rational appeals were used more in the UK than in Finland. However, both countries use both rational and emotional appeals and the frequency of the use of appeals differ across countries as well as across different appeals.

4.3 Advertising appeals and cultural dimensions

All 22 advertising appeals (see Appendix 1) analysed in this part of the thesis are connected to Hofstede’s (1980) cultural dimensions, and the connections between the dimensions and appeals are presented earlier in the theoretical framework of this study (see Table 4). Thus, it can be expected that appeals connected to cultural dimensions defined by Hofstede are also used in the advertisements collected for this study. Hence,

this sub-section presents how cultural values manifest in the brand posts of service providers from Finland and the UK. The results indicate the number of appeals correlating with different cultural dimensions.

Table 10. Frequency of the advertising appeals connected to individualism.

Appeal connected to individualism	Finland	The UK
Independence	14	13
Distinctive	12	18
Security	2	1
Ornamental	8	10
Total frequency	36	42

Both the UK and Finland score high in individualism and thus it can be expected that advertising appeals “distinctive”, “security”, and “ornamental” connected to individualism are used both in the Finnish as well as British advertisements analysed in this study. The findings show that all four appeals connected to this cultural dimension are used in the brand posts of both countries, however, the frequency of the use of appeals differs. The appeal “independence” is used 14 times in Finland and 13 times in Finland. Thus, the frequency of the use of this appeal is relatively similar in both countries. The appeal “distinctive” is also used 18 times in the UK and 12 times in Finland. Also, the difference in the frequency of the use of this appeal is relatively small. The appeal “ornamental” on the other hand is used 8 times in Finland and 10 times in the UK. However, the appeal “security” is used only once in the UK and twice in Finland. Overall appeals connected to individualism are used 36 times in Finnish advertisements and 42 times in British advertisements.

Table 11. Frequency of the advertising appeals connected to low PDI.

Appeal connected to low PDI	Finland	The UK
Cheap	0	2
Humility	2	7

Nurturance	8	7
Plain	17	11
Total frequency	27	27

Both countries also score low in the cultural dimension of PDI, meaning that advertising appeals dominant in cultures with low PDI score, such as Finland and the UK, are expected to manifest in the advertisements. Three appeals “humility”, “nurturance”, and “plain” correlating with the low PDI dimension is used in both countries. However, the appeal of “cheap” is not used in Finnish advertisements. Also, this appeal is used only twice in the UK. The most used appeal connected to low PDI is “plain” which appears 17 times in Finland and 11 times in the UK. In total, both British and Finnish advertisements use advertising appeals connected to low PDI 27 times.

Table 12. Frequency of the advertising appeals connected to high UAI.

Appeal connected to high UAI	Finland	The UK
Safety	0	0
Tamed	2	1
Durable	0	0
Total frequency	2	1

One of the dimensions which Finland and the UK score differently is the UAI dimension. In this dimension Finland scores high while the UK scores low. Thus, Finnish advertisements can be expected to contain appeals of “safety”, “tamed”, and “durable” which are connected to high UAI. However, the findings state that only the appeal “tamed” is used in Finnish advertisements and only two times. The appeals of “durable” and “safety” are not used in Finnish advertisements. Also, the appeal “tamed” is used once in British advertisement, even though the UK is a culture with low UAI. Thus, advertising appeals connected to high UAI are used once in the UK and twice in Finland.

Table 13. Frequency of the advertising appeals connected to low UAI.

Appeal connected to low UAI	Finland	The UK
Adventure	9	13
Untamed	1	0
Magic	8	9
Youth	0	2
Casual	0	0
Total frequency	18	24

As the UK is a culture with low UAI, appeals “adventure”, “untamed”, “magic”, “youth” and “casual” can be expected to manifest more in British advertisements than in Finnish advertisements. Since the appeal “adventure” is used in the British advertisements 13 times, “magic” 9 times and “youth” two times, the appeals connected to low UAI are used 24 times in the UK. Appeals “adventure”, “untamed”, and “magic” are also used in Finnish advertisements, with a total number of 18 times. Thus, the British advertisements contain more appeals connected to low UAI but also Finnish advertisements are using the appeals.

Table 14. Frequency of the advertising appeals connected to femininity.

Appeal connected to femininity	Finland	The UK
Natural	0	0
Frail	2	5
Modest	1	1
Total frequency	3	6

Finland scores low in the masculinity dimension, meaning that Finland is a feminine culture. Thus, appeals “natural”, “frail”, and “modest” are expected to be used in Finnish advertisements. However, “natural” appeal is not used at all whereas “modest” appears in one advertisement and “frail” in two advertisements. Appeals connected to femininity are also used in the UK; “frail” appeal 5 times and “modest” once. Hence, appeals connected to femininity appear 3 times in Finnish advertisements and 6 times in British advertisements.

Table 15. Frequency of the advertising appeals connected to masculinity.

Appeal connected to masculinity	Finland	The UK
Effective	2	6
Convenient	4	1
Productivity	6	6
Total frequency	12	13

On the other hand, the UK scores high in masculinity dimension, being a masculine culture. Hence, appeals “effective”, “convenient”, and “productivity” which are connected to high masculinity cultures can be expected to manifest in British advertisements. However, the use of these appeals is rather similar since British advertisements are using appeals connected to masculinity 13 times in total while the same appeals are coded as “used” 12 times in Finnish advertisements. The appeal “convenient” is used four times in Finland than once in the UK, even though it’s connected to the UK’s cultural dimension.

5 Discussion

In this section of the study, the findings of the study are discussed by reflecting the findings to the theoretical background of the thesis and the theoretical framework presented in section 2. In addition, the hypotheses presented in the section 2.5 are either rejected or confirmed to find if the theoretical propositions provided hold in the context of social media and advertising of *“moderate contact, standardized services”*. The results of the study are discussed to provide answers the following research question:

“How companies categorised as “moderate contact, standardized services” providers use emotional and rational advertising appeals in social media advertisements in two culturally diverse countries: Finland and the UK?”

This chapter is divided into three sub-sections. The first sub-section discusses the use of rational and emotional appeals in service advertising and how the use of rational and emotional appeals differs across two culturally diverse countries. The use of individual appeals in the *“moderate contact, standardized services”* advertisements are discussed to provide answers on how the use of appeals differ between this service category and other service categories covered in the previous research. Also, since the aim of the study is to present which rational and emotional appeals are used in the service category of *“moderate contact, standardized services”*, the results are discussed to define the appeals which are used in utilitarian and experiential services advertising as well as in *“moderate contact, standardized services”* advertising. Additionally, appeals used only in the advertising of the service category this study examines are discussed.

The second sub-chapter on the other hand discusses the relationship of the advertising appeals and Hofstede’s (1980) cultural dimensions and reflects how the findings are correlated with the previous research and the Hofstede’s theoretical framework. This gives an answer to the research question and defines how culturally diverse countries use the

advertising appeals and how the results support the previous studies. Also, three hypotheses presenting propositions based on the findings of the previous study are either rejected or supported based on the findings of this thesis. Lastly, the third sub-chapter presents the framework for the rational and emotional advertising appeals used in the service category of *“moderate contact, standardized services”* and thus provides new insights for the use of advertising appeals in service advertising. This framework also generalises the results of previous studies researching the use of advertising appeals in service advertising.

5.1 Rational and emotional appeals in Finnish and British service advertisements

One of the objectives of this study was *“to examine are rational or emotional appeals more dominant in service advertising, and how the use of rational or emotional appeals differs across two cultures: the United Kingdom and Finland”*. This objective explains to the reader of this thesis, how the answer to the research question was found. In this chapter, the results that were found by following the objective of this study are discussed by comparing the findings to the previous theory around the topic.

Also, in this sub-chapter the two hypotheses proposing the difference in the use of rational and emotional appeals are either rejected or validated by reflecting the results of this study to the previous research. The hypotheses were created based on the previous research to test if the theory of this study holds in the context of advertising of *“moderate contact, standardized services”* and in the context of social media.

According to the findings, the overall number of emotional appeals was greater than the overall number of rational appeals. This result is in line with previous research by Albers-Miller and Stafford (1999a) and Mortimer and Grierson (2010) who both state that globally, service advertisements contain more emotional appeals than rational appeals, and

thus emotional appeals are more dominant in service advertising than rational appeals. Hence, the results of this study support the previous research as this study also states that emotional appeals are globally more dominant than rational appeals. Since the previous research was conducted to print advertisements, the results of this study generalise the findings of the previous research by stating that emotional advertising appeals are more dominant also in Instagram advertisements of “*moderate contact, standardized services*”. The findings also provide new insight into the use of emotional and rational appeals in service advertising, as in the service category of “*moderate contact, standardized services*” emotional advertising appeals are more dominant compared to rational appeals.

As the findings of this research and previous research by Albers-Miller and Stafford (1999a) shows, the use of emotional appeals is more dominant in service advertising in the international context. However, the findings of Albers-Miller’s and Stafford’s (1999a) study state that even though emotional appeals were used more internationally in service advertising, the use of rational appeals was more dominant in the USA since cultural values also affect the use of appeals. Also, the hypotheses presented at the beginning of this sub-section show that based on the previous research, the use of rational and emotional appeals can be expected to differ across cultures since the appeals are connected to the cultural dimensions dominant in each country.

Since the findings indicate that British advertisements use more emotional advertising appeals than Finnish advertisements, the findings also support the fifth hypothesis: “*more emotional appeals are used in the UK than in Finland.*” On the other hand, the findings show that more rational appeals are used in the UK than in Finland. Thus, the fourth hypothesis “*more rational appeals are used in Finland than in the UK*” is rejected. The findings also show that from six rational appeals connected to Finland’s cultural dimensions, only three were used in the advertisements. Thus, the results indicate that not only the cultural values affect the use of rational and emotional appeals, but also the type of product category.

The theoretical framework (see Table 4) of this thesis presents advertising appeals used in utilitarian and experiential service advertising. To determine if these appeals are also used in the advertisements of the *“moderate contact, standardized services”* this study also analysed how the appeals are used in the collected brand posts. The results indicate that three advertising appeals categorised as typical for utilitarian and experiential services advertisements are not being used in the brand posts analyzed in this study. Hence, the findings show that from the total of 14 appeals typical for utilitarian and experiential service advertising, 11 appeals are also used in the brand posts collected for this study. In addition, the findings show that the appeal “cheap” is used in the brand posts of this study, thus providing new insights on the use of appeals in advertisements of *“moderate contact, standardized services”*.

Based on the results of this study it can be stated that these 11 appeals are not only used in the utilitarian and experiential service advertising but also in advertising of the third service category of *“moderate contact, standardized services”*. Thus, the results of this study generalise the results of the previous study by Albers-Miller and Stafford (1999b) who presented the advertising appeals used in utilitarian and experiential services advertisements, and thus provide more information on the use advertising appeals in service advertising. Since the appeals that are not used are all rational appeals, the findings support each other by stating that emotional appeals are more used in the advertisements this study is examining.

The findings of the study also indicate that the most used emotional appeal “distinctive” appeal is used to emphasise a unique chance, for example, to win a gift card or not to miss a rare chance of an event happening in the amusement park. Also, the appeal is used to advertise a new movie and the premiere that should not be missed. Thus, in the service category of “moderate, standardized” services the appeal “distinctive” is used to advertise unique happenings as well as used to indicate a competition. As mentioned in the section 2.2.2, customer engagement is one of the most popular objectives of social media marketing (Ashley & Tuten, 2015; Savar, 2013.) This can explain the use of

“distinctive” appeal since by addressing a unique and a rare happening companies can create engaging content and get the attention from thousands of marketing messages shared on social media. Also, the results say, that the appeal “independence” is used to address the message to individuals by using the word “you” or by addressing the message to an individual by asking a question. This also gives consumers more reasons to engage with the brand and thus can explain the frequency of the use of “independence” appeal.

Also, the appeal “adventure” was one of the most used emotional appeals and according to the findings, all the selected brands used the appeal in their Instagram brand posts. Also, the frequency was relatively similar between the two countries as the appeal was used 9 times in Finnish advertisements and 13 times in British advertisements. Since the “moderate, standardized” services e.g., amusement parks and movie theatres provide experiences for their customers, the use of adventure appeals was expected. However, the frequency of “plain” appeal was also high even though this appeal emphasizes simple and unaffected messages. Thus, even though the brand posts advertise exciting experiences the images used are relatively simple. Hence, in some of the advertisements, the advertising appeal manifests differently in the text and in the image of the brand posts.

5.2 Cultural differences in the use of advertising appeals in service advertising

The third objective of this study was *“To analyse whether the appeals utilised in social media brand posts are correlated with the cultural dimensions by analysing the data through theoretical framework related to the topic.”* The results in the previous chapter presented what appeals were used in the brand posts and how the appeals correlated to the cultural dimensions defined by Hofstede (1980). In this chapter, the results are

discussed further to see how the findings support previous research. Also, the three hypotheses below are either rejected or approved based on the findings of the study.

“Hypothesis 1: UK advertisements contain more advertising appeals connected with low UAI and high masculinity than Finnish advertisements.”

“Hypothesis 2: Finnish advertisements contain more advertising appeals connected with high UAI and femininity than the UK advertisements.”

“Hypothesis 3: Both, Finnish and British advertisements contain advertising appeals connected with individualism and low PDI dimensions.”

Since the results of the study indicate that advertising appeals connected to the low UAI are used 18 times in the advertisements posted by British service providers, the statement included the hypothesis 1: *“UK advertisements contain more advertising appeals connected with low UAI than Finnish advertisements”* is in line with the previous study by Albers-Millers and Gelbs (1996) who presented Pollay’s (1983) advertising appeals connection to the cultural dimensions created by Hofstede (1980). Also, the other statement included in the hypothesis 1 *“UK advertisements contain more advertising appeals connected with masculinity than Finnish advertisements”* is supported since the findings of this thesis show that British brand posts are using more appeals connected to masculinity dimension.

However, when analysing the use of individual appeal “convenient”, this appeal is used more times in Finnish brand posts than in British post even though this appeal is connected to masculinity. Thus, this finding is contrary to the findings of Albers-Miller and Gelb (1996). Since Albers-Miller’s and Gelb’s study included advertisements of financial services, clothing and accessories, office equipment, and travel services the difference in the results can be explained by the difference in the data collected for the studies. This finding also supports the previous studies by Albers-Miller and Stafford (1999a), Rakova and Baek (2013), and Moon and Chan (2005) who stated that in addition to the

cultural values, also the product category affects the use of advertising appeals. Thus, even though the overall results of this study state that advertising appeals connected to masculinity are used more in the UK, also the product category being promoted affects the use of appeals.

The statement of the second hypothesis *“Finnish advertisements contain more advertising appeals connected with high UAI than the UK advertisements”* is supported by the results of this thesis. Although, advertising appeals connected with high UAI are used only two times in Finnish advertisements and once in the UK. Since these appeals are used in the brand posts only a few times, this result cannot be used to generalise if the selected appeals that are connected to the dimension of high UAI are also used in other high UAI countries advertisements.

The other statement included in the second hypothesis proposed that *“Finnish advertisements contain more advertising appeals connected with femininity than the UK advertisements”*. Since the findings of this research indicate that appeals connected to femininity dimension are used more in the UK, this statement of the second hypothesis is rejected. According to the results, the most used appeal connected to the femininity dimension in the UK advertisements is “frail”. As the theoretical framework of this study defines, this appeal is not typical for the cultural values of the UK. Thus, also this result states that the use of advertising appeals is not only based on cultural values but also on the product category.

The third hypothesis of this study proposes that *“Both, Finnish and British advertisements contain advertising appeals connected with individualism and low PDI dimensions.”* As the results of this study show, both statements of this hypothesis are supported. However, the findings indicate that either Finnish or British advertisements contain the appeal “cheap”, which is connected to the low PDI dimension. Again, this result indicates that the cultural values affect the use of appeals but also the type of product or service being advertised affects the use of appeals.

5.3 Appeals used in the “moderate contact, standardized services” advertising

In this part of the thesis the advertising appeals used in “*moderate contact, standardized services*” advertisements are presented to provide answer to the research question of the thesis. The framework in Table 6 includes the rational and emotional advertising appeals used in the Instagram brand posts of service providers of the service category this study was limited to. The framework introduces new findings that generalise the findings of Albers-Miller’s and Stafford’s (1999b) research, in which they presented advertising appeals manifesting in utilitarian and experiential services advertisements. Thus, the framework by Albers-Miller and Stafford (1999b) and the framework introduced in this study by author of the thesis can be used to define the advertising appeals typical for three different service categories of utilitarian, experiential, and moderate contact, standardized services.

Table 6 18 Advertising appeals used in “moderate contact, standardizes services” advertisements

Advertising appeal	Rational or emotional
Independence	Rational
Distinctive	Emotional
Security	Emotional
Ornamental	Emotional
Cheap	Rational
Humility	Emotional
Nurturance	Emotional
Plain	Emotional
Tamed	Rational
Adventure	Emotional
Untamed	Emotional

Magic	Emotional
Youth	Emotional
Effective	Rational
Convenient	Rational
Productivity	Rational
Frail	Emotional
Modest	Emotional

6 Conclusions, limitations, practical implications and suggestions for further research

In this section of the thesis the conclusion of the findings, limitations of the research, practical implications, and suggestions for further research are presented. The aim of this study was to provide more insights into the use of advertising appeals in social media and in service advertising by comparing the use of advertising appeals in two culturally different countries. Thus, the aim of the research was also to find how cultural values affect the use of advertising appeals in social media brand posts and to generalise the findings of the previous studies on the topic. Cultural values, the type of service, and the marketing channel all affect the use of advertising appeals. Thus, the study provided more knowledge on how the three main concepts of the study affect the use of advertising appeals.

6.1 Conclusions

Since it is important that companies operating on a global scale consider the cultural values of different countries they are marketing in, research on the use of advertising appeals across culturally different countries gives more understanding to international marketers on how to use the advertising appeals across cultures. Thus, the findings of this study give more understanding to international service marketers on how advertising appeals should be used when advertising in Finland or in the UK, or in countries with similar cultural values. Also, since social media channels differ from traditional media, this study provides an understanding of how international service advertisers should use advertising appeals especially when marketing on social media. As the results indicate, by using advertising appeals that generate engagement, such as “independence” and “distinctive”, companies can increase consumer engagement which is one of social media marketing objectives.

According to the findings, the use of advertising appeals differs across countries as well as across service categories. Overall, the research stated that more emotional advertising appeals are used in service advertisements of “moderate, standardized services”, and in the context of social media. However, according to the findings of the study, also rational advertising appeals are used but the number of appeals and the frequency in the use of individual rational appeals is lesser than for emotional appeals. For example, the rational appeal “independence” was the only rational appeal used over 20 times whereas three individual emotional appeals were used more than 20 times in the brand posts. This indicates that even though emotional appeals are used more in the advertisements of the service category of “moderate, standardized services”, there are exceptions on the use of appeals. Thus, it can be concluded that emotional appeals are used more but in the selected service category and in social media the rational appeal “independence” is also relatively common compared to other rational advertising appeals manifesting in the analysed brand posts.

The findings of the study also state that cultural values affect the use of advertising appeals. Thus, the results generalise the results of previous studies and give more answers to how advertising appeals used in the context of social media are connected to Hofstede’s cultural dimensions framework. As the findings say, the results of this study correlate with the previous studies studying how cultural values affect the use of advertising appeals. However, correlations between previous studies and the results of this thesis were found, which states that even though cultural values affect the use of advertising appeals, also product categories affect the use of appeals.

According to the findings, the fourth hypothesis of this study was rejected saying that more rational appeals were used in the UK than in Finland even though the fourth hypothesis states that Finnish advertisements use more rational appeals than British ones. Hence, this study gives more understanding that not only the cultural values are the ones affecting which advertising appeals are used. However, since three out of five

hypotheses were supported according to the findings, it can be concluded that cultural values have a great role in the use of advertising appeals.

Also, according to the findings, some of the appeals are relatively more used than others. This indicates that there are certain appeals typical for the service category selected to study in this thesis. As the results say, from emotional appeals “*distinctive*”, “*plain*”, and “*adventure*” were the most used ones whereas from rational advertising appeals, appeal “*independence*” was the only appeal used as much as the most used emotional appeals. Thus, even though there are 12 emotional appeals and six rational advertising appeals used in the advertisements, there is a great difference in the use of individual appeals. Overall, in this research differences in the use of appeals between service categories are identified giving more understanding of which individual emotional and rational advertising appeals are used in the service category of “moderate, standardized services”.

6.2 Limitations

This thesis was delimited to study Instagram brand posts of companies operating in the same service category but in two culturally different countries. Therefore, one of the limitations of this research was that the study was limited to examining only two countries, Finland, and the UK. Because the study examined only two countries, the results cannot be generalised to other countries with different cultural values or on a global scale. In addition, the theoretical framework included only 22 of Pollay’s (1983) 42 advertising appeals, limiting us to understand how the other 20 advertising appeals are used. Another limitation of this study is that this thesis examined social media posts only from one social media platform, Instagram.

Also, the sample of this thesis included Instagram brand posts of companies operating in three different service sub-categories: movie theaters, amusement parks, and fast-food companies. Thus, the sample did not include posts from other sub-categories

belonging to the “moderate, standardized” service category. The sample was also collected from six different Instagram brand pages, including 10 posts from each brand page. Thus, the number of brand posts can be defined as a limitation as a greater amount of Instagram brand posts would have provided more data of the use of advertising appeals.

6.3 Practical implications and suggestions for future research

There are multiple practical implications for this study. Firstly, as the findings of this study state, emotional advertising appeals are used more in social media brand posts than rational advertising appeals. Thus, companies belonging to the service category of “moderate contact, standardizes services” such as movie theaters, theme amusement parks and fast-food restaurants should utilise more emotional appeals than rational appeals in their social media advertisements. Especially the most used appeals “adventure” and “distinctive” should be used to make the service being advertised attractive to the consumer. Also, since cultural values also affect the use of advertising appeals, advertisers should keep in mind the dimensions defined by Hofstede (1980) when planning the social media marketing content. The framework developed based on the findings of this research (see Table 6) can be utilised by companies belonging to the service category to create advertisements that address the appeals recognized as the most used ones for the service category of “moderate, standardized services”.

To have more understanding of the frequency of the individual advertising appeals used in this service category, further research should be conducted to have more results that support the findings of this thesis. Thus, further research is needed to study how the advertising appeals presented in the framework in Table 6 are used in other countries and other companies' advertisements belonging to the same service category that this study concentrated on. Because this study is delimited to study two cultures, more countries could be included in future research to compare the use of appeals between more

than two countries. Also, since this study concentrates to research the use of Pollay's (1983) 22 advertising appeals, future research could study the use of all 42 advertising appeals. This would give more understanding of how all 42 advertising appeals are used on social media as well as generalise the use of advertising appeals across cultures and provide new insight into how individual appeals are used in service advertising.

Since there are multiple social media channels with different kinds of features and target groups, the use of advertising appeals on other social media platforms should be examined. In future research, other social media channels such as Facebook and TikTok or could be examined. Also, since social media offers a platform for interaction and engagement with the brand, further research could study how each advertising appeal affects consumer engagement by studying what individual advertising appeals generate the most engagement. Additionally, since social media is a relatively new marketing channel compared to traditional media, the use of advertising appeals differs across media channels. Thus, advertising appeals in social media could be examined and a new theoretical framework especially for social media advertising appeals could be created. This framework could be used to examine the use advertising appeals in social media advertisements.

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Appendices

Appendix 1. Frequency of manifestation of 22 advertising appeals.

Appeal	Rational or emotional	Finland	The UK	Total both countries
Individualism				
Independence	Rational	14	13	27
Distinctive	Emotional	12	18	30
Security	Emotional	2	1	3
Ornamental	Emotional	8	10	18
Low PDI				
Cheap	Rational	0	2	2
Humility	Emotional	2	7	9
Nurturance	Emotional	8	7	15
Plain	Emotional	17	11	28
High UAI				
Safety	Rational	0	0	0
Tamed	Rational	2	1	3
Durable	Rational	0	0	0
Low UAI				
Adventure	Emotional	9	13	22
Untamed	Emotional	1	0	1
Magic	Emotional	8	9	17
Youth	Emotional	0	2	2
Casual	Emotional	0	0	0
Masculinity				
Effective	Rational	2	6	8
Convenient	Rational	4	1	5
Productivity	Rational	6	6	12
Femininity				
Natural	Rational	0	0	0
Frail	Emotional	2	5	7
Modest	Emotional	1	1	2