

**UNIVERSITY OF VAASA
FACULTY OF BUSINESS STUDIES**

Tarja Peltoniemi

**CONTENT ANALYSIS OF ADVERTISING APPEALS
IN PRINT ADVERTISING
Case Sweden**

Master's Thesis in
International Business

VAASA 2015

TABLE OF CONTENTS

TABLE OF CONTENTS	1
ABSTRACT	9
1. INTRODUCTION.....	11
1.1. Background.....	11
1.2. The research goals	12
1.3. Limitations	14
1.4. Definition of key terms	14
1.5. Structure of the thesis	15
2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK.....	18
2.1. Print advertising as a media.....	18
2.2. Print advertising market in Sweden.....	22
2.3. Culture and values in advertising.....	25
2.4. Advertising appeals.....	30
2.5. Application of Hofstede´s 5 D Model to Swedish culture and advertising	33
2.6. Soft-sell versus hard-sell advertising appeals	38
2.7. Fear versus benefit advertising appeals	43
3. METHODOLOGY AND SAMPLE.....	50
3.1. Research design and method.....	50
3.2. Sample selection	52
3.3. Data collection and analysing method	56
3.4. Delimitations.....	62
3.5. Quality standards	63
3.5.1. Validity.....	63
3.5.2. Reliability	63

4. DATA PRESENTATION AND DATA ANALYSIS.....	65
4.1. General findings.....	65
4.2. The use of soft-sell and hard-sell appeals between magazines and between product classes	70
4.3. The use of soft-sell and hard-sell appeals between product categories	74
4.4. The use of soft-sell and hard-sell appeals between companies.....	80
4.5. The use of fear and benefit appeals between magazines and between product classes	81
4.6. The use of fear and benefit appeals between product categories and between companies	87
5. CONCLUSIONS	93
5.1. Summary and conclusions	93
5.2. Limitations and implications for future research	98
REFERENCES	100
APPENDIX	106

LIST OF FIGURES	PAGE
Figure 1. The structure of the thesis.	16
Figure 2: Soft-sell advertising appeals	40
Figure 3: Hard-sell advertising appeals	41
Figure 4: A model of consumer reactions to shock appeals	46
Figure 5: Fear appeal is a popular advertising appeal among marketers	47
Figure 6: Examples of the use of fear and benefit appeals	48
Figure 7: Cover pages of magazines Amelia and Svenska Dagbladet	54
Figure 8: Inserts of Svenska Dagbladet Saturday publication	55
Figure 9: Cover pages of Dagens Industri Weekend and Teknikens Värld	55
Figure 10: Shares of soft-sell and hard-sell advertisements in research	67
Figure 11: Soft-sell advertisements in different product classes	72
Figure 12: Findings of food advertisements in Amelia	76
Figure 13: Findings of ads of local companies using soft-sell and hard-sell appeals	82
Figure 14: Findings of the use of fear appeals	83
Figure 15: Findings of the use of fear and of mixture of fear and benefit appeals	85
Figure 16: Findings of the use of benefit appeal	91

LIST OF TABLES

Table 1: Media communication market, Sweden, 2012.	23
Table 2: Hofstede's six dimensions of culture	28
Table 3: The 5 D Model of Geert Hofstede, Sweden	35
Table 4: Checklist for observations and coding	58
Table 5: Measurement instruments for soft-sell advertising appeals	60
Table 6: Measurement instruments for hard-sell advertising appeals	61
Table 7: Distribution of advertisements into product categories by magazines	68
Table 8: Origin of companies	69
Table 9: The use of soft-sell and hard-sell advertising appeals between magazines	71
Table 10: The use of soft-sell and hard-sell advertising appeals between	

product classes	73
Table 11: The use of soft-sell and hard-sell advertising appeals between product classes in different magazines	74
Table 12: The use of soft-sell and hard-sell appeals between product categories	77
Table 13: The use of soft-sell and hard-sell appeals in different product categories by magazine	78
Table 14: The use of soft-sell and hard-sell advertising appeals between companies	82
Table 15: The use of fear and benefit appeals between magazines	84
Table 16: The use of fear and benefit appeals between product classes	86
Table 17: The use of fear and benefit appeals between product classes in different magazines	87
Table 18: The use of fear and benefit appeals between product categories	88
Table 19: The use of fear and benefit appeals in different product categories by magazine	89
Table 20: The use of fear and benefit advertising appeals by origin of company	91
Table 21: Summary of the empirical findings. Number of advertisements with appeal	95

UNIVERSITY OF VAASA**Faculty of Business Studies****Author:**

Tarja Peltoniemi

Topic of the Thesis:Content study of Advertising Appeals
in Print Advertising, Case Sweden**Name of the Supervisor:**

Professor Jorma Larimo

Degree:Master of Science in Economics and
Business Administration**Department**

International Business

Year of Completing the Thesis:

2015

Pages: 106**ABSTRACT**

Marieke de Mooij (2010) finds in her research of advertising appeals based on Hofstede's 5 D Model of national culture that in a feminine country soft-sell appeals would be more common in advertising than hard-sell appeals. De Mooij finds the use of fear appeal not to be effective in low uncertainty avoidance cultures, where people are more responsive to benefits than to threats. Instead benefit would be more effective. Sweden is a low uncertainty avoidance culture and the most feminine country in the world. In this research with a content analysis of 400 advertisements in four high-circulation magazines in Sweden, was the use of soft-sell versus hard-sell and fear versus benefit appeals examined and analysed. The similarities and differences between statements of de Mooij based on Hofstede's 5 D Model and empirical findings were analysed. The use of these appeals between magazines, product classes, product categories and between local, foreign and local multinational companies were examined.

The findings of this study do not support statements of de Mooij concerning the use of soft-sell and hard-sell appeals in Sweden. The results of this research show that 64 per cent of total 400 advertisements were using hard-sell appeal instead of soft-sell appeal. Only 30 per cent of all advertisements used soft-sell appeal and 6 per cent a mix of soft-sell and hard-sell appeals. Between magazines the use of hard-sell appeal was higher in all magazines than the use of soft-sell appeal, except Dagens Industri Weekend. Between product classes only in service product class soft-sell appeal was more common than hard-sell appeal. Hard-sell appeal was most common appeal also in all product categories, except Banking and Travel. The highest per cent of the use of hard-sell appeal was among local companies, but among foreign and local multinational companies hard-sell appeal was also more common than soft-sell appeal. Concerning fear and benefit appeals fear appeal was found only in three advertisements and benefit appeal in 102 advertisements of total 400 advertisements. The use of fear appeals is not common in print advertising in Sweden, which is supporting the statements of de Mooij.

KEY WORDS: Advertising appeals, content analysis, soft/hard sell, print media

1. INTRODUCTION

In this introduction chapter background for this study will be introduced and the research goals will be presented. Limitations for the study and definitions of the key terms will be presented and at the end of the chapter the structure of the thesis will be described.

1.1. Background

The study of culture for understanding global advertising – advertising worldwide – results according to de Mooij and Hofstede (2010: 85) from the global-local dilemma: Should advertising be standardised for efficiency reasons or adapted to local habits and consumer motives? Levitt (1983) finds that globalisation is leading to a “homocultural” market place. According to his view all customers can be persuaded by the same advertising appeals and values in spite of the culture they belong to. De Mooij et al. (2010: 85) point the necessity of understanding culture increasingly important and find adaption strategy more effective than standardisation strategy.

Although there can be seen converging national wealth, substantial variation of consumer behaviour across nations is not disappearing. There is no evidence of converging value systems, even though there is evidence of converging economic and demographic systems in Europe. Differences between countries can be explained by culture. Consumption differences between countries are stable or they increase. A successful advertising approach in one country does not automatically mean similar success in other countries. The reason for that is the persistence of cultural variety of countries worldwide as well as in Europe. (de Mooij 2003: 183 – 198).

De Mooij (2003) indicates that global advertising does not appeal to universal values, because there are no universal values. She mentions that many global advertising campaigns are developed in London or New York generally including Anglo-American values such as masculinity, adventure, status and success. These values are not as appealing to all other cultures. In countries with values that differ from Anglo-American values, standardised advertising campaigns have resulted in decline of sales. There is a waste in countries where consumer values are different from the values in global advertising campaigns. De Mooij refers one of the global marketing myths of past decades, the idea that there are universal values that can be used for global advertising. Another myth of global marketing is the assumed existence of global communities who across countries would have more in common with each other than with people of their own country.

Hofstede's research on national cultures finds Sweden to be a low uncertainty avoidance culture and the most feminine country in the world. According to de Mooij modest soft-sell advertising approach is more successful in advertising in feminine cultures than hard-sell advertising approach. She also finds fear appeals to be less effective than benefit appeals in low uncertainty avoidance cultures. (de Mooij 2010: 82, 234). Are companies using more soft-sell than hard-sell approach and are fear appeals less common in Sweden?

1.2. The research goals

There is a lack of research on fear versus benefit and soft-sell versus hard-sell advertising appeals in print advertising from the view of the feminine culture of Sweden. De Mooij's research of these advertising appeals and application to Hofstede's 5 D Model of Sweden have not been studied before by comparing her statements to empirical findings. To provide a better understanding of the use of soft-sell versus hard-sell and fear versus benefit advertising appeals between local, foreign

and local multinational companies advertising in print media Sweden, a content study of Swedish magazines will be conducted.

The main object of this research is to analyse the content and the use of advertising appeals in print advertising in Sweden. The main object can be divided to sub-objectives:

1. Analyse the characteristics of advertising appeals in print advertising through theoretical framework of Hofstede and de Mooij.
2. Examine the content and the use of soft-sell versus hard-sell and fear versus benefit advertising appeals in print advertising.
3. With a content study of four Swedish magazines examine and analyse the similarities and differences between statements of de Mooij of the use of soft-sell versus hard-sell and fear versus benefit advertising appeals in advertising in a feminine and low uncertainty avoidance culture, and empirical findings.
4. Examine the use of soft-sell versus hard-sell and fear versus benefit advertising appeals in print advertising in Sweden between magazines, product classes and product categories and between local, foreign and local multinational companies.

In order to gain a better understanding of the appeals used in advertising in print media in Sweden, also general information of the advertisements will be collected: the type of the product, price information, number of luxury products, and colouring of the advertisements – white / black or coloured - and number of people in the advertisement. This information will help to analyse the use of soft-sell versus hard-sell and fear versus benefit advertising appeals in print advertising in Sweden and their connection to the theoretical framework used.

Two different types of research approaches can be distinguished, deductive and inductive. Deductive research approach starts from the theory proceeding to data collecting and analysing it. Inductive research starts from collecting the data first and after that building the theory for further research. (Ghuri & Gronhaug 2010:16-17). The research approach for this master thesis is deductive starting from the theory and then collecting the material and analysing the connection between the theoretical framework and the findings.

1.3. Limitations

Hofstede's model of dimensions of national culture is worldwide one of the most used models to study cultural differences. In this study 5 D Model of Hofstede will be examined and used. The sixth dimension will not be elaborated, because it is so new (2010) and testing of it is still needed. In this research Sweden was chosen to a target country, because Hofstede finds in his research Sweden to be the most feminine country in the world and a low uncertainty avoidance culture. De Mooij has used Hofstede's model in her research of advertising appeals. In a feminine and individualistic country like Sweden de Mooij finds the use of soft-sell advertising appeals to be more successful than hard-sell advertising appeals. The use of hard-sell and soft-sell advertising appeals in print advertising in Sweden were chosen to be analysed. De Mooij stated fear appeals to be ineffective in a low uncertainty avoidance culture and use of benefit appeals to be more efficient in advertising, so the use of fear and benefit advertising appeals were chosen to be studied.

1.4. Definition of key terms

Advertising appeals:

The basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service or cause. (Belch & Belch 1998: 711, Glossary of Advertising and Promotion Terms)

Content analysis:

The systematic, objective, quantitative analysis of message characteristics. (Neuendorf 2002:1)

Print media:

Media that deliver the message through a printed page, which can be stored and read at the audience's leisure. (Tellis 1998:448)

Soft-sell versus hard-sell:

“Hard –sell” refers to a more direct approach to selling, with the focus on encouraging a quick sale, whereas “soft-sell” approaches are more subtle and indirect. (Okazaki, Mueller & Taylor 2010: 5)

1.5. Structure of the thesis

This thesis consists of five chapters. In this thesis Neuendorf's (2002) flowchart of content analysis research process has been used as a methodology tool. Figure 1 shows the flowchart connected to different chapters of the thesis. Chapter one provides an introduction to the topic. The background, the research goals and approach of the study, limitations of the study, definition of key terms and structure of the thesis will also be introduced.

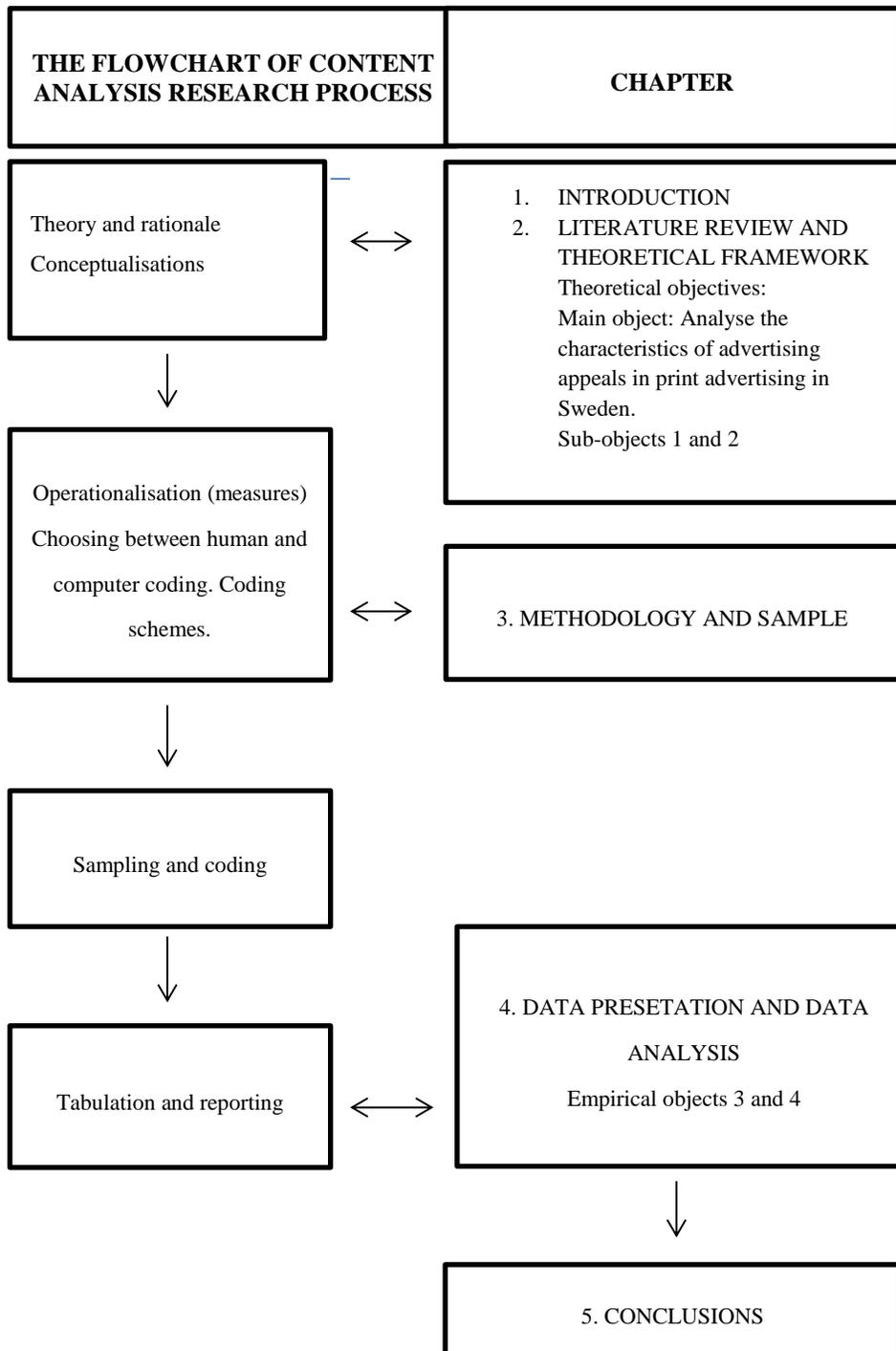


Figure 1. The structure of the thesis. The flowchart adapted from Neuendorf (2002).

Chapter two presents the literature review relevant to the purpose of the thesis and theories connected to the research objects. Print advertising as a media, print advertising market in Sweden, culture and values and advertising appeals in advertising will be discussed. The chosen advertising appeals for this research fear versus benefit and soft-sell versus hard-sell will be examined more deeply. The 6 D model of Hofstede will be introduced and the earlier 5 D Model of Hofstede and its application to Swedish culture, advertising according to the findings of de Mooij (2010) and connection to this study will be presented.

The chapter three, methodology, describes the research method of the study, accordingly how the data was selected, collected and analysed by using the content analysis method of Neuendorf (2002). The flowchart of content analysis research will be discussed more deeply in the methodology chapter. Measurement instruments of Okazaki et al. (2010) to measure soft-sell and hard-sell advertising appeals will be introduced and described how they have been used in this study. Quality standards will be presented. In chapter four collected data of this study will be presented and data analysis will be provided and explored. Finally in chapter five summary and conclusions of the study, limitations and implications for future research will be conducted.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

In this chapter different media types and print advertising as a media, print advertising market in Sweden, culture and values in advertising and advertising appeals will be discussed. Hofstede's model of six dimensions of national culture and Swedish culture through Hofstede's earlier 5 D model will be presented. De Mooij's application of Hofstede's 5 D Model to Swedish culture and advertising will be presented and its connection to this research will be introduced. In the end of the chapter some previous studies of advertising appeals fear versus benefit and soft-sell versus hard-sell advertising appeals will be presented.

2.1. Print advertising as a media

The Four Ps of the marketing mix are product, price, place and promotion. Promotion is one of the tactical marketing tools that the firm blends to produce the response it wants in the target market. Promotion includes tools like personal selling, sales promotion, public relations and advertising. Promotion is a tool to communicate with the customer. Advertising is an effective tool to reach geographically dispersed buyers, to make quick sales and to build a long-term image for a product. Advertising goal is to help in building customer relationship by communicating customers' values. TV advertising is effective but also quite expensive, but newspaper and radio advertising can be done on smaller budgets. Advertising also has some shortcomings. It is impersonal and allows only one-way communication. (Kotler & Armstrong 2010: 76, 440-441).

However, during last ten years internet has given a possibility to two-way communication, too. For example Unilever introduced 2004 the Dove Campaign for Real Beauty. The campaign allowed comments and discussion via internet. In Dove's website the visitors could share their views on society's attitude to beauty and vote on the questions of beauty stereotypes. (<http://www.dove.us/Social-Mission/campaign-for-real-beauty>)

Advertising must make a good combination with other promotion and marketing mix decisions. When developing an advertising program important decisions have to be made. First an advertising objective has to be set. What kind of communication objectives and sales objectives does the company have? Is the aim to inform, persuade or remind the customers of the products of the firm? Second the company has to set the advertising budget. When informing about a new product, building a new market or taking a market share, usually larger advertising budgets are needed. (Kotler et al. 2010: 454-457).

To accomplish the advertising objectives the company has to build an advertising strategy. An advertising strategy consists of two major elements, selecting the media and creating the message. How does the message look like and how it will be executed? Message execution includes selection of approach and style of the message. Also the tone of the advertisement, the words used and the advertising format are important elements of the advertising message. (Kotler et al. 2010: 457 - 462).

As mentioned before while setting advertising budget the selection of advertising media is important. Often not only one media will be chosen. Many companies use a mix of media, not only one. After deciding the frequency, reach and impact of the advertisement campaign, the company has to choose among media types. The goal of media selection is to match the company's target market with the audience profile of the media that is selected. Traditional media includes television, magazines, radio, newspapers, direct mail outdoor/billboards and the Yellow Pages. Also non-traditional media is used, like movies, video games, subway tunnels etc. Every media can play a different role in the campaign and support each other in producing advertising message. Different media types, television, the internet, newspapers, direct mail, magazines, radio and outdoor, have both advantages and disadvantages. TV is a good media to reach large amount of people, sound, sight and motion can be used and it is appealing to the senses, but it is very expensive and audience cannot easily be selected. Radio may have good local acceptance and low cost and also the audience can be demographically and geographically selected, but audience is

fragmented. Radio has only fleeting exposure. Newspapers have among other things high believability, but short life. Internet is low cost and can be interactive, but the audience can control the exposure. Outdoor advertising is flexible and low cost and positional selectivity is good, but there are creative limitations and little audience selectivity. Direct mail has a “junk mail” image and cost is high per exposure, but it allows high audience selectivity. (Kotler et al. 2010: 463 - 465, Clow & Baack 2010: 171 - 172).

Print advertising media, magazines and newspapers, were for a long time the only major media available to advertisers. Nowadays despite the competition from other media types, magazines and newspapers have remained important media vehicles to both advertisers and consumers. Magazines, the media which will be conversed in this study, have long life and good pass-along readership. Pass-along means that many readers read the same magazine. One copy may be read 2-3 times. Print is permanent and can be re-read and clipped out for future needs. Magazines tend to be kept for a longer period than newspapers and can be found in many public places like waiting-rooms and hair-dressing saloons. Geographic and demographic selectivity, credibility and prestige are high. This allows strong segmentation and targeting of advertising. Reproduction is high-quality. One important advantage is also the special services publications can offer to advertisers. Consumers are also receptive to advertising in magazines, because consumers purchase the magazines they are interested in and advertisements provide additional information that helps in the decision making of a purchase. Magazines and newspapers allow the presentation of detailed information. Print advertising offers the opportunity to provide more information to the consumers like telephone number and Web address. (Clow & Baack 2010: 184). Newspapers are still the one of the most trustworthy and believable sources of information (Nyilasy, King, Reid & Mc Donald 2011: 174)

Magazine advertising has also limitations. Magazines have their problems like cost management. Print production and copy distribution are expensive. Internet and other digital-based media are growing fast. (Nyilasy et al. 2011: 175) There is no guarantee of position and the price is high. Ad purchase lead time is long. Magazines also have limited

reach. For a broader reach, magazines are used together with other media. Low frequency is also a limitation. Most magazines are published monthly or once a week. The more successful the magazine becomes and the more advertising pages it attracts, the problem of clutter of advertising is growing. Popular magazines attract many advertisers and the competition is high. Magazines have only visual dimension. (Kotler et al. 2010: 465, Belch & Belch 1998: 378 - 390, Dahlen, Lange & Smith 2010: 368).

Magazine advertising is good choice for advertisers whose target audience is in defined groups. Both business and consumer magazines reach fairly well-defined occupational groups, demographic groups by age, sex, income and psychological groups by lifestyles or interests. (Rossiter & Percy 1998: 440 - 441). Readership, circulation and statistics on sales are usually available and media planning is easier to the company (Blythe 2000: 54 - 55).

After choosing among media types and deciding on frequency, impact and reach of the advertising the media planner has to select the best media vehicle, the specific media within each media type and also schedule the advertising. Within magazines there are different types of publications like sports, news and fashion. Finally an evaluation of advertising campaign has to be conducted. Has the advertising campaign been successful and effective? What is the return on advertising investment? (Kotler et al. 2010: 466 - 468).

How to organise an advertising campaign is also very important decision to be made. Should company use an advertising agency? If the company wants to internationalise, should international print advertising be modified to different cultures and values? What kind of advertising appeals should be used and should they be adapted to the national culture? Next the print advertising market in Sweden will be presented.

2.2. Print advertising market in Sweden

Sweden is a country in Northern Europe. The capital city is Stockholm and the population of Sweden is 9.2 million, which is the largest population of the Nordic countries. Sweden is a member of EU since 1995 and a member of the Schengen area since 1996. Currency of Sweden is krona (kr). Sweden exports cars, engineering products, steel, electronic devices, communications equipment and paper products. (www.europa.eu)

Since 2008, marketing methods in Sweden have been following the rules of Marketing Act, an explicit prohibition of aggressive commercial practices. Marketing Act was adopted, because of “the Unfair Commercial Practices Directive 2005 / 29 / EC”. Traditionally all aggressive marketing methods have been considered inappropriate and prohibited in Sweden, but adopting of Marketing Act all commercial practices involving coercion, physical violence, harassment, threats or other aggressive means, made these advertising methods illegal. However, these illegal methods are difficult to identify in marketing and advertising. (Bengtsson 2012:1). In Sweden advertising is controlled by MER, Marknadsetiska Rådet and television advertising to children is prohibited (<http://www.konsumentverket.se>).

The IRM Institute for Advertising and Media Statistic is an independent institute collecting, analysing and publishing data on advertising and media markets especially in Nordic region but also some international data. IRM’s report “The International Advertising Market” shows that during 2012 all continents showed positive growth except Europe. Total advertising investment increased globally by 9 per cent during 2012, and amounted to Euro 379 million. The largest advertising market in the world is The United States, circa a third of world advertising market.

IRM’s report “The Nordic Advertising Market” Jan-Jun 2013 shows that the Nordic markets have heavy investment in online advertising. Denmark has the largest online where

Table 1. Media communication market, Sweden, 2012. (IRM's annual report 2012).

MARKNADSKOMMUNIKATION (MARKET COMMUNICATION, Swedish crowns) 2012		
<i>Miljoner kronor, löpande priser, netto inklusive reklamskatt, förändring i procent</i>		
	2012	±%
<u>Medieinvesteringar</u>		
Dagspress (DAILY PRESS)	6 881	-12,3
Gratisdistribuerade tidningar	2 507	-3,6
Tidskrifter (MAGAZINER)	1 760	-9,4
Annonsbilagor	465	-7,1
Tryckta kataloger	493	-28,1
Direktreklam	3 840	-3,5
TV	5 925	4,0
Text-TV	10	-23,4
Radio	672	-11,2
Bio	113	-10,3
Internet	7 674	9,9
Mobilmarknadsföring	381	101,2
Utomhusreklam	1 030	-5,7
Butiksmedia	96	-13,3
Summa medieinvesteringar	31 847	-2,1
<u>Övriga investeringar i marknadskommunikation</u>		
Butikspromotion exkl. butiksmedia	3 778	2,4
Eventmarknadsföring	3 761	4,1
Mässor	3 979	13,0
Presentreklam	5 181	-0,8
Sponsring	6 089	4,3
Summa övriga investeringar i marknadskommunikation	22 789	4,1
<u>Produktionskostnader</u>		
Byråproduktion	3 358	-6,2
Produktion webb- & mobilmarknadsföring	707	16,2
Designtjänster	668	5,5
Produktion direktreklam	5 953	-3,5
Produktion reklambilagor	692	-7,1
Produktion kund-/företagstidningar	623	-2,5
Summa produktionskostnader	12 055	-3,0
TOTAL MARKNADSKOMMUNIKATION	66 690	-0,2

market in the world. The Nordic markets also have high per capita investments, Norway has the highest per capita spent in Europe and is the most advertising intensive market in the Nordic region. Sweden comes second followed by Denmark and Finland. The total investments in the Nordic advertising market was Euro 9.8 million 2012. However all the Nordic markets experienced a decline in the total advertising investment during the beginning of 2013.

Even though internet and mobile phone marketing were the only growing media categories in the Swedish advertising market 2012, daily press and magazine were still the most important media. The market share for daily press and magazines was 45 per cent of the whole communication market of 31 847 million Swedish crowns, circa 3500 million Euros. Total size of media communication market in Sweden 2012 was circa 67 billion Swedish crowns. (See table 1.)

According to a research by the University of Gothenburg circa 59 per cent of Swedish people (year 9-79) read at least one magazine during a week in year 2012. (Mediebarometern från Nordicom vid Göteborgs Universitet). Orvesto Konsument is an annual research which is studying among other things also media consumption. The report of Orvesto Konsument "The DNA of the new magazine reader QRS 2013" however insists that even though printed copies of magazines still hold a strong position, the Swedish magazine industry is under extreme pressure. Subscription levels are declining and their digital strategy is weak and fails to compensate the analogue downfall. The first survey of Orvesto Konsument was conducted already 2006. Smartphones, I pads, Netflix or Facebook did not exist 2006, but now internet is the only media having a positive advertising development since 2006. However reading of magazines at home has increased since 2006 and there still exists a connection between magazines and its advertising. (Callius, Morgan & Springmann 2013: 3, 15, 30).

The use of internet and social media is growing fast. However analysis of several years statistic of Sweden, drawn by market research company RAM, shows that even if the

number of daily newspaper readers drops, in contrast to other type of media, ad impact in print advertising continues to be high. Research Company RAM insists that full-page ads in print media are still very effective way to advertise in Sweden. According to RAM “print media goes against the stream”. (<http://www2.rampanel.com/en/news/european-news/104-print-media-goes-against-the-stream>)

2.3. Culture and values in advertising

According to international research on values rational and emotional decision making varies across cultures. Global marketers face problems when crossing cultural boundaries. Each culture has own differences. What is acceptable in one culture is not in another and international advertisers need to understand these differences between cultures and countries. Meanings are culturally specific and certain message strategies may be inappropriate and ineffective in one country, but acceptable and effective in other countries. Service offerings are increasing challenges because services are intangible in nature, cannot be stored and are inseparable from the actual provider of the service. (Albers-Miller & Stafford 1999:42) According to de Mooij (2001: 30) international marketers believe in convergence of consumer behaviour. There are companies succeeding in standardisation of advertising like Coca-Cola. But many companies have also failed: Marks & Spencer in Europe and Levi's in Asia.

Kotler and Armstrong (2010) define cultural environment to be institutions and other forces that affect society's basic values, perceptions, preferences and behaviours. Society shapes the basic beliefs and values of the people. These cultural factors affect how people think and consume and marketers have to pay attention to these factors. Core beliefs and values, like values passed from parents to children, are permanent and difficult for the marketers to change, but so called secondary beliefs and values are more open to be changed. These secondary cultural values reflect how people think about themselves and others and how they view the universe, nature, society and organisations.

In order to understand the consequences on culture for advertising, the paradoxes of global marketing communications have to be understood. Paradoxes are statements that are true but seem contradictory. Paradoxical values can be found between cultures but also within cultures. In USA equality is a core value, but however there is a gap between rich and poor people. Also freedom is a core value in western countries, but in individualistic countries there also is a need to belong. According to the local-global paradigm everyone thinks according to his or her own culturally defined thinking pattern, so there is no global thinking pattern. A paradox in global marketing is “think global, act local”. But thinking and behaviour are influenced by everybody’s own culture. However the opposing values of culture can be an effective advertising instrument, because they relate to the important aspects of people’s lives. (de Mooij 2010: 1-3, 218)

In marketing and advertising marketers use values and beliefs for segmentation and positioning decisions. Hofstede describes the value paradox between what is desirable and what is desired; what people think the world ought to be and what they really desire. Marketers should pay attention to that. Hofstede illustrates culture as an onion. He distinguishes four manifestations of culture: symbols, heroes, rituals and values. Values lie at the core. Symbols, heroes and rituals are visible to an outside observer. Symbols are objects that carry a particular meaning and are recognized only by those who share the culture. Every culture has its own heroes and rituals. Advertising has to develop symbols or advertising properties which are understood by their target audience. (de Mooij 2010: 52 - 53)

Wall Street Journal of May 2008 listed Geert Hofstede among the top 20 most influential business thinkers (de Mooij & Hofstede 2010: 110). Geert Hofstede’s model of dimensions of culture is one of the most used models in pursuit to understand cultural differences. Hofstede’s classification of cultures bases on a large number of countries measured and on simple dimensions, which are Power Distance (PDI), Individualism versus collectivism (INV), Masculinity versus Femininity (MAS), Uncertainty avoidance (UAI) and Long-term

versus short-term orientation (LTO). The dimensional model of national cultures provides scales from 0 to 100 for 76 countries for each dimension. Every country has a position on each scale or index, relative to other countries. De Mooij finds that country ranking in Hofstede's data is still valid although the country scores were originally produced in the early 1970s. (De Mooij & Hofstede, 2010: 87-88). Later more countries were studied and also Hofstede's son Gert joined the research group. 2010 Michael Minkov joined the team and his sixth dimension of culture, Indulgence versus Restraint (IVR) was added to the model. (Hofstede, Hofstede & Minkov, 2010, preface xiii, 280-287.) The sixth dimension will not be considered in this thesis in more detail, because it is so new that there is lack of research on it. Hofstede has also been criticised by many researchers. Dahl (2004) argued that Hofstede's model, and data, are out of date. According to him Hofstede's group survey is not inevitably applicable to a broader audience, because Hofstede's data was collected only among IBM workers.

Hofstede (2010) describes national culture to be the collective programming of the mind acquired by growing up in a particular country. Hofstede's six dimensions of culture and how Geert Hofstede describes them are shown in table 2. (www.geert-hofstede.com, de Mooij 2010: 74-85). Hofstede assumes that all individuals in societies are not equal.

According to Hofstede, Power distance 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. In individualist societies people are supposed to look after themselves and their direct family only, whereas in collectivist societies people belong to 'in groups' that take care of them in exchange for loyalty. The dominant values in a feminine society are caring for others and quality of life. In masculine society achievement and success are dominant values.

Table 2. Hofstede's six dimensions of culture. Hofstede. www.geert-hofstede.com.**Power Distance (PDI)**

This dimension expresses the degree to which the less powerful members of a society accept and expect that power is distributed unequally. The fundamental issue here is how a society handles inequalities among people. People in societies exhibiting a large degree of power distance accept a hierarchical order in which everybody has a place and which needs no further justification. In societies with low power distance, people strive to equalise the distribution of power and demand justification for inequalities of power.

Individualism versus collectivism (IDV)

The high side of this dimension, called Individualism, can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only. Its opposite, Collectivism, represents a preference for a tightly-knit framework in society in which individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty. A society's position on this dimension is reflected in whether people's self-image is defined in terms of "I" or "we."

Masculinity versus femininity (MAS)

The masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness and material reward for success. Society at large is more competitive. Its opposite, femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life. Society at large is more consensus-oriented.

Uncertainty avoidance (UAI)

The uncertainty avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. The fundamental issue here is how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries exhibiting strong UAI maintain rigid codes of belief and behaviour and are intolerant of unorthodox behaviour and ideas. Weak UAI societies maintain a more relaxed attitude in which practice counts more than principles.

Long-term versus short-term orientation (LTO)

The long-term orientation dimension can be interpreted as dealing with society's search for virtue. Societies with a short-term orientation generally have a strong concern with establishing the absolute Truth. They are normative in their thinking. They exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results. In societies with a long-term orientation, people believe that truth depends very much on situation, context and time. They show an ability to adapt traditions to changed conditions, a strong propensity to save and invest, thriftiness, and perseverance in achieving results

Indulgence versus Restraint (IND)

Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

Uncertainty avoidance is the extent to which people feel threatened by uncertainty and try to avoid these situations. Long-term versus short-term orientation is the extent to which a society exhibits a pragmatic future-oriented perspective rather than a conventional historic or short-term point of view. Different cultures have their own orientation to time. The sixth dimension, Indulgence versus Restraint, describes how freely people can satisfy their basic needs and desires. Indulgence stands for a society allowing freely enjoying life and having fun, while Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms. As discussed earlier, the sixth dimension was limited out of this study.

Cultures can be distinguished according to the context in their communication systems. Most Western cultures are low-context cultures, where communication is direct, explicit and written, whereas most Asian cultures are high-context cultures very little information is made explicit. In high-context cultures advertising is characterised by indirect verbal expression or by symbolism. In low-context cultures there are more rhetoric and argumentation. (De Mooij 2010: 71 - 72)

Hoeken, Starren, Nickerson Crijns and Van Den Brant (2007: 23) discuss in their article of adapting advertising appeals in Western Europe of the cultural differences in Europe based on Hofstede's five cultural dimensions. European countries are positioned at the individualism dimension, short-term orientation and medium or low power distance dimension. However, European countries do differ from each other in two dimensions: masculinity and uncertainty avoidance. Portugal and Belgium can be found at the top of the list of uncertainty avoidance as high uncertainty avoidance cultures. Austria and Germany are found in the middle and Denmark and Sweden at the bottom of the list. Denmark and Sweden belong to low uncertainty avoidance cultures. Sweden is found in the femininity pole, e.g. Belgium in the middle and e.g. Italy and Austria are found in the masculinity pole.

2.4. Advertising appeals

Pollay (1983) introduced a methodology for measuring the values manifest in advertising and capable of describing the cultural character of commercialism. In the words of Pollay advertising is a “distorted mirror”. He describes values to be those properties of individuals, communities or objects that make them good, worthy, or respectable. There is a bound between the value carried by an appeal and the product advertised. In order to identify cultural values in advertising Pollay introduced 42 appeals: adventure, affiliation, casual, cheap, community, convenient, dear, distinctive, durable, effective, enjoyment, family, frail, freedom, healthy, humility, independence, magic, maturity, modern, modest, morality, natural, neat, nurturance, ornamental, plain, popular, productivity, relaxation, safety, security, sexuality, status, succorance, tamed, technological, traditional, untamed, vain, wisdom and youth. Later authors tried to adapt the list of appeals in their own analysis. Dahlen et al. (2010) calls the values displayed “appeals” to avoid confusion with personal values held by individuals.

Developing an effective message strategy will begin by identifying customer benefits. Customer benefits can be used as advertising appeals. Advertising appeals should be meaningful, believable and distinctive. Advertising appeal should point out the benefits of the product, consumers have to believe that they will get the promised benefits and appeal should show how the product is better than the competing products. (Kotler et al. 2010: 459). Advertising appeal is used to attract the attention of consumers and/or to influence their feelings toward the product or service (Belch & Belch 1998: 266). The purpose of an advertising appeal is to move the audience toward a goal set by the advertiser. (Williams 2012:63)

Belch and Belch (1998: 266 - 268) divide the advertising appeals into two categories: informational / rational appeals and emotional appeals. Informational / rational appeals concentrate on functional, utilitarian and practical needs for the product or service or reasons or benefits for using or owning a brand. These appeals emphasise facts, logic of

persuasion and learning. Advertisers attempt to persuade the customers of the product to be the best available meeting their needs; the product has particular attributes or provides a specific benefit to the customers. Rational motives can be used as a basis for advertising appeals. They can be sensory benefits like smell, touch, taste or health, economy etc. Also competitive advantages, favourable prices, news and product/service popularities can be used as rational appeals to attract consumers' attention. Informal / rational advertising appeals are often used in marketing of high-involvement and technical products.

Many needs or feelings can serve as the basis for advertising appeals. These emotional advertising appeals relate to these social and / or psychological needs in order to motivate the customers to purchase the products. Bases for emotional appeals can be personal states or feelings like security, safety, love, excitement, comfort and social-based feelings like status, affiliation / belonging and approval. Marketers often combine informal / rational appeals and emotional appeals. There are also additional types of advertising appeals like teaser advertising and reminder advertising. Teaser advertising builds interest and curiosity about a product without showing it and reminder advertising tries to keep the product or brand name in reader's mind. (Belch & Belch 1998: 268 - 271)

Dahlen et al. (2010: 325) introduced an alternative list of the creative options available to achieve attention, processing and conviction. They call these appeals rational / cognitive appeals and emotional appeals. Rational / cognitive appeals are based on the provision of information. Attention tools for rational/cognitive appeals are error, size and contrast, semiotics and natural signals and movement direction. Dahlen et al. call emotional appeals affective appeals, based on emotions and feelings. Attention tools for emotional appeals are colour and intensity, novelty, humour, erotica and motivation. Both appeal groups use attention tools like testimonials or typical person endorsements, expert endorsements and celebrity endorsements.

Choosing the advertising appeals it is not only a question of choosing the right advertising appeals to a certain culture. Ad cues can have different effects on consumer behaviour,

depending on whether the market is new or old. According to the research of Chandy, Tellis, McInnis and Thaivanich (2001) in new markets argument-based appeals, negatively framed messages and expert sources are particularly effective. With the age of the market Chandy et al. (2001), mean the number of months that the product has been marketed in a certain area. In young markets the consumers' knowledge of a product is limited and their motivation to know more is high. In older markets positively framed messages and emotion-based appeals are more effective than in new markets. Consumers have gained knowledge of the product and they are not motivated to engage in extensive ad processing. A behavioural response may be created by using emotion-focused appeals and positively framed messages. Marketing strategies and tactics should be adapted to different stages in the product cycle. This study of Chandy et al. highlights the idea of product life cycle and how marketing tactics and marketing strategies should be adapted to different stages in product life cycle (Kitchen, Pelsmacker, Eagle & Schultz 2005: 42).

The study of Albers-Miller and Stafford (1999:51-53), conducted in the markets of USA, Taiwan, Mexico and Brazil, shows that in international marketing rational appeals seem to be used more readily for goods. Services require a stronger knowledge of the local culture before choosing strong rational or emotional appeals. Product type is also a critical factor in determining effective strategies. According to Albers-Miller et al. the additive effect of appeal and culture and the selection of the proper approach to product position determine a successful and effective promotion strategy.

Dahl (2004: 18-21) summarises studies that have been conducted in cross-cultural and intercultural advertising research during past years. He has found only a few studies that have been done among Nordic countries or especially of Sweden. Humour, sex and status appeals have been the most common studied appeals. Soft-sell and hard-sell appeals were mentioned in Dahl's list in one study of Lin (2001). This cross-cultural study was conducted between USA and China and the outcome of the study was that Chinese commercials are more traditional and collectivistic than advertisements in USA. Dahl mentioned 31 studies from 1985 to 2004, where in 28 of these studies was United States

one of the countries in research. Finland, neighbouring country to Sweden, was taken into one study: Albers-Miller and Gelb (1996) studied 30 appeals based on Pollay's list of 42 values and linked their study to Hofstede theory. Outcome was that 18 of 30 hypothesised relationships were confirmed.

Sweden was one of the studied countries in two studies. First study of Wiles, Wiles and Tjernlund (1996: 57 - 66) concluded that in comparison between USA and Sweden there is relatively little difference in advertising and overall the countries do not differ much from each other. Their research was looking at individualism, the portrayal of life of leisure and body shape, youthfulness and racial distribution. Their aim was to study difference between appeals used in advertising today and 20 years ago. This study examined the similarities and differences between the values portrayed in magazine advertising in these two countries. The study was conducted in various product categories in print advertising and as result they found little difference between advertising in Sweden and USA. In both countries magazine advertisers depict people as youthful. Advertisers portray values which produce positive and desirable end-benefit states and link those with the products advertised. In both countries white races and thin body shapes are portrayed in advertisements. The study supports that in Sweden and USA advertisers identify life with leisure, not with work. Secondly the study of Millner and Collins (2000) studied gender roles in TV commercials in Sweden, Russia, Japan and USA and found out that commercials in feminine cultures depict more relationships. However they found no support for fewer gender differences or emphasis on productivity.

2.5. Application of Hofstede's 5 D Model to Swedish culture and advertising

Since 1990 de Mooij worked in the application of the Hofstede model to consumer behaviour and advertising. De Mooij applies the Hofstede model to culture and describes appeals found in advertising by dimension. Swedish advertising can be explored through Hofstede model by descriptions of de Mooij in her book of Global Marketing and

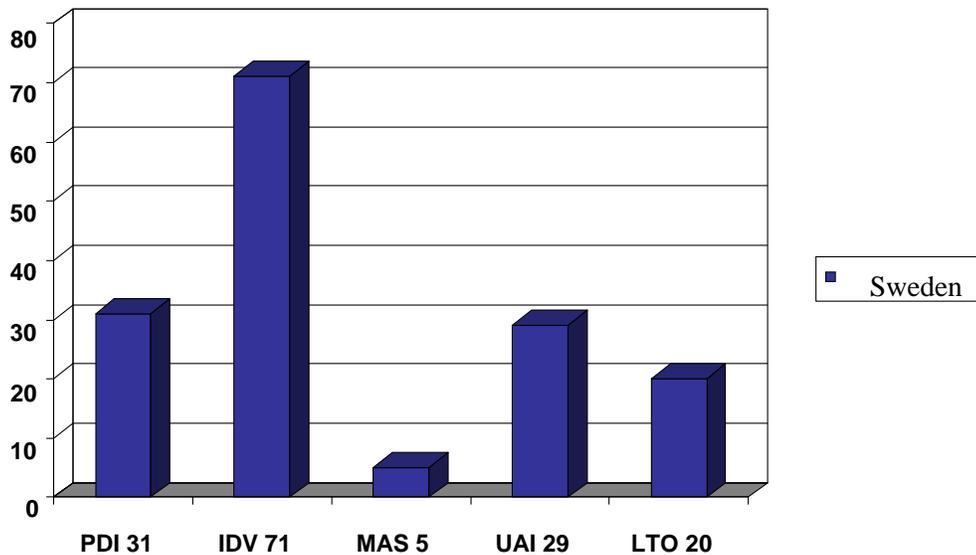
Advertising, *Understanding Cultural Paradoxes* (2010: 221 - 241). De Mooij describes in her study mostly Germany, the Netherlands and other Western countries and Nordic countries are discussed as a group. Sweden is mentioned only a few times. Hofstede connects his statements more to business life, but conclusions can be drawn also to usual consumers. Hofstede's five dimensions of culture in case Sweden are shown in table 3. The sixth dimension will not be elaborated in this study, as mentioned before.

Power distance (PDI)

Sweden has a low score on this dimension (score of 31). According to de Mooij status symbols are less frequently used in low power distance cultures than in high power distance cultures where prestige is an important appeal. Status appeal will not work very well in low power distance cultures, where the younger advises the elder, equality values are strong and independence is an appeal reflecting the desirable. Low power distance is reflected in the elements of parody and humorous advertising. The concept of an "empowered consumer" is typical. "Judge for yourself". Humour in advertising is common particularly in cultures of low PD.

Individualism (IND)

Sweden, with a score of 71 is an Individualistic society. Individuals are expected to take care of themselves and their immediate families only. In individualistic societies offence causes guilt and a loss of self-esteem. According to De Mooij in advertising the public tends to be addressed in a direct and personalised way. Words like you, me and I are frequently used. Also imperatives are used. Low-context communication is more textual. In individualistic cultures advertising that appeals to individual benefits and preferences, personal success and independence is more effective. People keep the nice things to themselves and do not share them. People may cherish their privacy. Ads address people in

Table 3. The 5 D Model of Geert Hofstede, Sweden.

direct way and show people alone. In ads there are seldom multiple generations including grandparents.

Masculinity / Femininity (MAS)

Sweden scores 5 on this dimension and is the most feminine society in the world. In feminine countries it is important to keep the life/work balance and you make sure that both are included. The whole culture is based around 'lagom', which means something like not too much, not too little, not too noticeable, everything in moderation. Lagom ensures that everybody has enough and nobody goes without. Lagom is enforced in society by "Jante Law" which should keep people "in place" at all times. It is a fictional law and a Scandinavian concept which counsels people not to boast or try to lift themselves above others.

According to de Mooij as Sweden is the most feminine culture in the world, safety and protecting the family is important. Feminine cultures are characterised by favouring caring, softness and the small. Showing off is negative. If celebrity endorsement is used in feminine cultures, well known people and presenters tend to downplay the fact that they are well known or they are belittled or even ridiculed. Parody style is used in humour advertising. Men can be shown to be tender. Appeals of feminine cultures will be more affiliation and relationship oriented. In feminine cultures a more affiliation-oriented approach will be more successful, casting the woman in her role of effective mother who has a happy relationship with her children.

Uncertainty avoidance (UAI)

Sweden scores 29 on this dimension. According to de Mooij fear appeals are not effective in low uncertainty avoidance cultures, where people are more responsive to benefits than to threats, particular importance for non-profit, health-related communication (de Mooij 2010: 234). Northern cultures are not as well groomed as the southern European. In small power distance weak uncertainty avoidance cultures a parody of the expert is favoured. In high uncertainty avoidance cultures technical details etc. are favoured. In low uncertainty avoidance cultures result is more important. Relief from tension is more implicit in low UA cultures.

Long-term orientation (LTO)

Sweden is a short-term orientation culture, with score 20. Societies with a short-term orientation generally exhibit great respect for traditions, impatience for achieving quick results. Short-term thinking means “instant pleasure, live now and not thinking about the future”.

One of the sub-objectives of this study is to analyse the characteristics of advertising appeals in advertising through theoretical framework of Hofstede and statements of de Mooij. After exploring the Swedish culture and advertising through the lens of Hofstede's 5 D Model and findings of de Mooij, some characteristics for Swedish advertising have been found for this study:

- Fear appeal is not effective, while benefit appeal is more effective.
- Technical details are not favoured. Result is more important.
- Soft-sell would be more efficient than hard-sell, because Sweden is the most feminine country in the world.
- Humour is common in advertising and parody style is favoured.
- Status appeal will not work very well.
- Communication is direct and textual.

Because of the limitations of time and large sample size, only a few appeals can be selected and observed. The author of this research is Finnish and has lived only some years in Sweden. Humour is strongly culture-bound and difficult to explain and to observe. Status is often related to celebrities and a Finn cannot recognise all the Swedish celebrities. Therefore humour and status appeals will not be selected.

Because Hofstede finds Sweden to be the most feminine country in the world and the findings of de Mooij prefer soft-sell in a feminine culture, soft-sell versus hard-sell advertising appeals were chosen to be studied. Direct and textual communication and the use of technical details are typical to hard-sell. According to de Mooij fear appeal would be inefficient in a low uncertainty avoidance culture, while benefit appeal would be more effective. Therefore the use of fear versus benefit appeals was chosen to be studied. Hoeken et al. (2007: 23) described how European countries do differ from each other in two dimensions of Hofstede: masculinity and uncertainty avoidance. Sweden belongs to low uncertainty avoidance cultures and is found in the femininity pole. Two advertising appeals connected to these cultural factors would be a natural choice for this study.

A content analysis of Swedish print marketing could give a deeper understanding of the use and content of soft-sell versus hard-sell and fear versus benefit advertising appeals in print advertising in Sweden. In order to get a deeper understanding of soft-sell versus hard-sell and fear versus benefit advertising appeals, some previous studies of these advertising appeals are presented in the following chapter.

2.6. Soft-sell versus hard-sell advertising appeals

Mueller (1987: 53) defines soft-sell and hard-sell appeals as follows: In soft-sell appeal “mood and atmosphere are conveyed through a beautiful scene or the development of an emotional story or verse. Human emotional sentiments are emphasised over clear-cut product-related appeals.” In hard-sell appeals “sales orientation is emphasised, specifying brand name and product recommendations. Explicit mention may be made of competitive products, sometimes by name, and the product advantage depends on performance.”

Okazaki, Mueller and Taylor (2010) describes in their research “Measuring soft-sell versus hard-sell advertising appeals” that the concept of soft-sell advertising refers to subtle and indirect sale, whereas hard –sell advertising refers to direct and quick sale. Hard-sell and soft-sell appeals are broader concepts than some other appeals. Related concepts are such as direct versus indirect appeals, rational versus emotional appeals and degree of informativeness. While exploring the Swedish culture and advertising through Hofstede’s 5 D Model and findings of de Mooij, there could be found that in an individualistic country communication is direct and textual. Direct and textual communication refers to hard-sell.

Okazaki et al. (2010) discuss how to measure soft-sell versus hard-sell advertising appeals. They adopted Mueller’s (1987) definitions and developed a method to measure these appeals. They studied three dimensions: The degree to which an advertisement aims to induce feelings or emotions rather than rational thoughts, the level of implicitness and explicitness and the degree to which image versus fact is expressed in the advertisement.

The proposed dimensions for soft-sell appeal are feeling, implicitness and image, whereas the proposed dimensions for hard-sell appeal are thinking, explicitness and fact. The proposed items to measure thinking in hard-sell ads are studied by analysing how rational, logical, analytical, factual and concrete the ads are. Fact dimension can be measured by studying the ads of how educational, descriptive, realistic, informative and evidence-based they are, whereas explicitness estimates how convincing, explanative, persuasive, precise and instructive the ads are. Considering soft-sell appeals the dimension feeling consists of items creative, instinctive, imaginative and abstract. Implicitness dimension was measured by items insinuation, appealing, subjective and expressive. In soft-sell ads the image can be entertaining, interpretive, playful or impression-based.

The study of Okazaki et al. (2010) suggests that hard-sell and soft-sell appeals have to be measured individually, where multidimensional properties determine whether an ad is classified as soft selling or hard selling. At the same time each dimension can vary in the degree to which it is perceived, ranging from high to low level. In the methodology part of this thesis will be explained how the study of Okazaki et al. (2010) was adapted in order to help the author to estimate whether the appeal in the advertisement could be classified soft-sell or hard-sell appeal. Some examples of soft-sell advertisements from Oy Hartwall AB, The Coca-Cola Company and H.J. Heinz are show in figure 1. In figure 2 can be seen examples of advertisements from using hard-sell appeals from companies Toyota Motor Corporation and Wal- Mart Stores, Inc.

Earlier in the introduction chapter the global marketing myths of past decades and the idea that there are universal values that can be used for global advertising were discussed. Another myth of global marketing discussed was the assumed existence of global communities who across countries would have more in common with each other than with



Figure 2. Soft-sell advertising appeals. Oy Hartwall AB, The Coca-Cola Company and H.J. Heinz.



A Walmart advertisement for electronics. The top left features the Walmart logo and slogan "Save money. Live better." Below it, it says "3 events!". There are three event tags: a red one for "Thursday 10 pm Toys and more While Supplies Last", a green one for "FRIDAY 12 a.m. electronics While Supplies Last", and a blue one for "Friday 8". Products are displayed with price tags: a 40" Emerson LCD TV for \$248, a 32" Emerson LCD TV for \$188, a 15.6" HP laptop for \$199, and an Amazon Kindle Fire for \$49. A large \$248 price tag is also shown. At the bottom, it says "See inside for special shopping hours!" and lists page numbers for each event.

Figure 3. Hard-sell advertising appeals. Toyota Motor Corporation and Wal-Mart Stores, Inc.

people of their own country. According to de Mooij such global communities and universal values do not exist. (de Mooij 2003: 197)

However, a new typology of brand-positioning strategies in advertising insists the growth of the global marketplace. According to Okazaki, Mueller and Diehl (2013) former studies show that advertisements utilising a global consumer culture positioning (GCCP) strategy, a strategy where a brand with a widely understood and recognized set of symbols is believed to constitute emerging global consumer cultures, more often adopt soft-sell rather than hard-sell advertising appeals. For their recent study of Okazaki et al. (2013) selected several countries to represent both analytic and holistic thinking countries and their findings indicated that employing a soft-sell advertising appeal would generally be more effective than hard-sell advertising appeal in global markets. Okazaki et al. (2013) examined very different markets representing 60 per cent of world trade. East Asians tend to think holistically paying more attention to context and relationships among the elements in the context, whereas westerns think analytically separating the object from its context and focusing on the attributes of the object. However in most of the countries in their research, both holistic and analytic, soft-sell advertisements evoke less irritation and generated more favourable attitudes than hard-sell advertisements. Their core argument is that image-based content deliver more visual imagery and is more likely to be accepted across borders than messages containing explicit, direct content. Image-based soft-sell advertising appeals require less culturally specific cues.

According to the study by Okazaki et al. (2013: 267) marketers as a result of worldwide economic crisis use a hard-hitting, sales-orientated advertising strategy. Findings of their study clearly show that the use of hard-sell appeals is short-sighted and harmful, because it can face problems associated with content equivalence from country to country. It can harm the advertised brand. Uniform brand image and more favourable attitudes toward the brand can be achieved by using image-based and indirect soft-sell appeals. This can bring also cost savings to the companies.

2.7. Fear versus benefit advertising appeals

According to I-D-U model of benefit emphasis, benefits in an advertising campaign should be selected according to three major considerations: importance, delivery and uniqueness. Importance refers to “the relevance of the benefit to the motivation that prompts the buyer to buy by the brand”. Delivery refers to “the brand’s perceived ability to provide the benefit”. Uniqueness refers to “the brand’s perceived ability to deliver on the benefit relatively better than other brands”. The abbreviation of the name of the model reminds that the benefits select must “*identify (I.D.) you (U)*” among other brands in the category. High-importance benefits can be positioned with the help of I-D-U model. Analysis of the benefits must be conducted for each target audience. First the brand’s unique benefits have to be emphasised. Emphasising means that at least two-thirds of the message content should focus on the unique benefits of the brand. After that the equal benefits of the brand have to be mentioned. Finally you have to trade off or omit the brand’s inferior benefits. Volvo brand as an example of positioning of the benefits could be as follows: The advertisement should emphasise the benefits of safety (problem avoidance) and performance (problem removal), mention prestige (social approval) and downplay its family-car orientation. (Rossiter & Percy 1998: 149 – 150, 159).

Colloquial definition of term benefit can be defined as what the buyer wants, whereas technically benefit can be defined as negative (“relief”) or positive (“reward”) reinforce subjectively experienced by buyer or user. The generic term benefits can be divided into three aspects: attributes, benefits and emotions. In marketing communications also combinations of all these aspects can be used. Attributes refer to the special features the product or brand has. Attribute focus should be used in advertising when the brand is positioned for an expert audience and for intangible service. It could also be used when competing with other brands offering virtually identical benefits. Benefits refer to what the buyer wants and this benefit focus should be used when the brand has hard-to-imitate benefits and for a negatively motivated brand, when a negative emotion of the consumer is

wanted to be changed to benefits of the product. Benefit focus is also used to attack an entrenched emotion-based attitude. Emotion focus refers to what the buyer feels before or after the benefit. For easy-to-imitate benefits and positively motivated brand an emotion focus is recommended. If the buyer's attitude is based on an attribute and this attribute should be changed, an emotional attack can be used. The use of fear appeals is such emotional attack. (Rossiter et al. 1998: 152 – 161)

Fear appeal is built upon fear. Advertisers invoke fear by identifying the negative results of not using the product. The basic message of a fear appeal is “if you don't do this (buy, vote, believe, support, learn etc.), some particular dire consequences will occur” (Glascoff, 2000: 35). A fear appeal posits the risks of using and not using a specific product, service or idea such that if you don't “buy”, some particular dire consequences will occur. Fear appeals are commonly used in advertising. Use of fear appeals is common in healthcare products, but also for many other products like personal safety, insurance, financial security etc. A fear appeal is composed of fear, threat and perceived efficacy. (Williams 2012: 63, 65).

Looking from a narrow perspective the fear appeal is really a threat. Fear is one of several emotional responses to a threat. Other responses can include anger, disgust or combination of both. Fear appeal is a strong emotional appeal, which responses to threat. The four components of a complete threat appeal are the severity of the threat, probability of its occurrence, coping response efficacy and self-efficacy. Fear increases attention to the coping response information and is best expressed when the threat is presented first and the coping information after that. (Tanner 2006:414). La Tour states that different people fear different things and he also finds need for more cross-cultural extension of research on fear arousal. He asks, do different cultures arouse fear differently? How much is a function of cultural conditions and how much is evolutionary? (La Tour 2006: 410 - 412) The response of the customers is not necessarily linear, greater fear does not necessarily mean greater compliance. A moderate-level of fear is more effective than extreme fear, because extreme

fear may prompt a defence reaction. On the other hand also too little fear may be ignored. Mixing warmth, humour or surprise with fear appeal can be quite effective. (Tellis 1998: 178 - 179)

Threatening health messages are widely used in health communication. However experimental evidence argues against the use of threatening health information and alternative methods than fear appeals should be considered. The use of fear appeal may cause defensive responses. Instead by providing instructions to people on how to successfully implement the recommended actions, these defensive responses can be avoided. (Ruiter, Kessels, Peters & Kok 2014: 63 - 68)

Dahl et al. (2003: 268 – 269)) studied reactions to shocking and non-shocking advertising contents of HIV / AIDS prevention among university students and separated fear and shocking appeals apart from each other. They define shock advertising appeal regarded as one that “deliberately, rather than inadvertently, startles and offends its audience”. Dahl et al. list different types of shock appeals which are religious taboos, impropriety, moral offensiveness, vulgarity, profanity / obscenity, disgusting images and sexual references. Advertisers justify the use of shocking appeals for their ability to get people’s attention. Consumers are exposed to thousands of advertisements every day and for marketers to shock is a way to get an advertisement to be noticed “through the clutter”. As said before Tellis (1998) found that a moderate-level of fear is more effective than extreme fear, but the findings of Dahl et al. (2003: 277) showed that in their research the effectiveness of shock appeal against fear appeal was better. Shock appeal was more effective than fear appeal at engaging in message-relevant behaviour and at encouraging remembering the advertising information.

In figure 4 a model of consumer reactions to shock appeals (Dahl et al. 2003: 271) has been illustrated. Exposure to the shocking advertisement serves as the starting point. The unexpectedness of norm violation content surprises the consumer. Surprise attracts

attention to the novel stimulus or event and is a significant part of the process. Surprise awakes attention to the message of the advertisement. Information process leads to comprehension and consumer starts production of product / message-related thoughts. Shock appeal message produces robust effects on memory and there is a better change of elicitation of appropriate behaviour compared to advertisements that do not move people through the stages of this model.

Morales, Wu and Fitzsimons (2012) examined in four studies, how disgust enhances the effectiveness of fear appeals. Their findings show that when disgust will be added to a fear appeal it appreciably enhances the message compared to a message with eliciting only fear. Whereas fear causes consumers to freeze, disgust immediately makes them to take action. Disgust plays a specific role in persuasion. It can provide a positive, persuasion-enhancing effect to fear appeals.

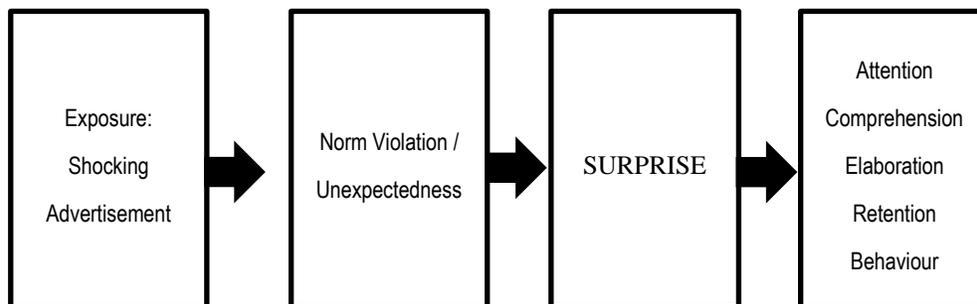


Figure 4. A model of consumer reactions to shock appeals. (Dahl, Frankenberger & Manchanda 2003:271).

Fear appeal is so common that universities teach the students to use fear appeals. In Hofstede's model of dimensions of culture Germany is among the uncertainty avoidant countries, scoring 65. According to de Mooij fear appeal is more effective in uncertainty avoidant countries than in low uncertainty avoidance countries like Sweden. In Germany at the Viadrina University in Frankfurt the use of fear appeal in marketing communication is educated. In Germany the use of fear appeal as a shock effect is taught to be "a better effect on the audience and very strong motivator": Fear appeal as an emotional appeal will cause people to pay attention to a message with persuasive information evoking concern or fear. An advertisement with fear appeal is frightening audience with negative descriptions and painful or negative consequences if not adopting the recommendations in the message. (See figure 5)



Figure 5. Fear appeal is a popular advertising appeal among marketers. Made and presented for the course Marketing Communication at the Viadrina University in Frankfurt an der Oder, Germany, the winter term 2012 / 2013.



Figure 6. Examples of the use of fear and benefit appeals. Benetton and Procter & Gamble Co.

On the left side in figure 6 is an advertisement from global company Benetton using shocking fear appeal. This advertisement showing a battle dress trousers and an undershirt – a part of a uniform of the young, recently killed soldier is one of the shocking advertisements of famous photographer Oliviero Toscani. On the right side in figure 6 is an advertisement from Procter & Gamble Co. advertising the benefits of the Crest toothpaste.

In low uncertainty avoidance cultures people are more responsive to benefits than to threats (de Mooij 2010:234). Sweden is low uncertainty avoidance culture, scoring 29, so according to de Mooij fear appeal is not as effective in Sweden as in high uncertainty avoidance cultures. Hofstede finds Sweden to be the most feminine country in the world. Sweden is an individualistic society. It belongs to small power distance and low uncertainty cultures. According to de Mooij in Sweden soft-sell should be more common than hard-sell. As mentioned before many global advertising campaigns are developed in London or New York including values like masculinity, adventure, status and success supporting more hard-selling appeals. Globally fear is also a popular appeal to advertise products and services, but de Mooij finds it less effective in Sweden than benefit appeal.

De Mooij has also been criticised of her research of how European advertising styles differ from other cultures. Because there is little research evidence to support the theory of de Mooij, more evidence is needed to substantiate these claims. (Dahl 2004: 22)

3. METHODOLOGY AND SAMPLE

In this chapter research design, research method, sample selection and data collection and analysing method will be presented. In the end of the chapter delimitations and quality standards for the study will be determined.

3.1. Research design and method

Three types of research-design categories can be distinguished: exploratory research, descriptive research and causal research. In exploratory research information is collected in an unstructured and informal manner. Descriptive studies are a set of methods and procedures that describes marketing variables by answering who, what, where, when and how, but not answering why. Causal research designs try to answer why and allow isolate causes and effects. Descriptive marketing research studies can be cross-sectional or longitudinal. Longitudinal studies repeatedly measure the same sample units of population over a period of time, whereas cross-sectional studies measure units from a sample of the population at one point in time. (Burns & Bush 2006: 29 – 30, 122 - 123). In this research descriptive research design and cross-sectional study has been used to study the use of advertising appeals.

Various methods have been used when conducting marketing research. Basic methods of marketing research are secondary research, survey research, observation research and experimentation. In secondary research analysis is based on existing data. Secondary data are used to understand and explain the research problem better (Ghauri & Gronhaug 2010: 90). To analyse the characteristics of advertising appeals in Swedish advertising theoretical framework of Hofstede and de Mooij were used. Other secondary data of the advertising appeals soft-sell/hard-sell and fear/benefit were collected from other sources of literature to better understand the feature of these advertising appeals, advertising and the influence of

culture. Survey research uses interviews in order to gain data and experimentation is a causal research examining changes in a variable when other variables are adapted. In observation research the target (people, objects or events) is observed in order to determine their behavioural patterns.

Content analysis studies are classified to observation research. (Holtzenhausen 2010:156-157). Neuendorf (2002: 10) defines content analysis as follows: “Content analysis is a summarising, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-intersubjectivity, a priori design, reliability, validity, generalisability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented.”

To the content analysis of advertising two divergent approaches can be found: the social effects approach and the marketing- advertising professional approach. The social effects approach study the impact of advertising on individuals and societies, whereas the professional approach seeks to understand the content and form of advertising. In the professional approach the aim is to produce more effective ads. (Neuendorf 2002: 203)

Content analysis differentiates from other, more qualitative or interpretive message analyses, in the attempt to meet the standards of the scientific method. The study has to attend objectivity and intersubjectivity. All variables and their measurement and coding rules have to be decided the observations begin. In case of human coding, the codebook and coding form must be constructed in advance. Without acceptable levels of reliability and validity, generalisability and replicability content analysis measures are meaningless. The hypotheses and research questions have to be posed before data are collected. (Neuendorf 2002: 10 - 13). These requirements are discussed in the next sections.

According to Neuendorf (2002: 49 – 51) content analysis should be conducted in line. She presents a flowchart for a process of content-analytic research. The flowchart divides the

content analysis research process to different steps. The following nine steps have been used as a flowchart in this research:

1. Theory and rationale
2. Conceptualisations
3. Operationalisations (measures)
4. Choosing between human and computer coding. Coding schemes
5. Sampling
6. Training and pilot reliability (human coding)
7. Coding
8. Final reliability
9. Tabulation and reporting

In the first step, theory and rationale, literature review will help in deciding which content will be examined and why. Is there any theories or perspectives that indicate that this particular message content is important to study? Theory and conceptualisation of the content analysis refer to which will be analysed and reasons for the analysis. Variables to be used in the study have to be defined. In this study it was assumed that soft-sell advertising could be more common in print advertising in Sweden, because research of de Mooij of advertising in feminine cultures has shown such results. If this is correct, advertisers in Sweden, local, foreign and local multinationals, should prefer soft-sell advertising appeals to hard-sell advertising appeals. De Mooij finds also fear appeals less effective than benefit appeals in Swedish market. According to this fear appeals should be less common in Swedish print advertising. Variables in this study will be soft-sell versus hard-sell appeals and fear versus benefit appeals. Next step in content analysis process is operationalisation, measures. Measures include deciding the units of analysis. Sample selection of this study will be outlined next.

3.2. Sample selection

The sampling units identify the population for the study and provide the basis for the sampling process. In content analysis unit is the basic for identifying the population and drawing a sample on which variables are measured or which serves as the basic for reporting analyses. In content study the units are message units. (Neuendorf 2002: 71, 14). In the case of present study, the sample consists of magazine advertisements, which are advertising message units. The sample population for the magazine sample are the magazines published in Sweden. The magazines to this study were selected across different journals: women's magazines, men's magazines, business and general magazines. This study is a part of a research of University of Vaasa, "Cultural values, advertising appeals and advertising effectiveness" (CULTVAL). The magazines for this thesis were selected among the similar magazines as selected from other countries to CULTVAL-research. Hence the results of this study can be used later for CULTVAL-research.

All magazines studied in this research were published in 2012. Magazines were collected and advertisements scanned during autumn 2013. Magazines were collected from universities and libraries in Sweden and Finland. It was intended to collect also one Cosmopolitan magazine, Cosmopolitan Swedish edition, but 2012 magazines of Cosmopolitan published in Swedish language were not available anymore. In November 2012 the publication of magazine was decided to finish and all magazines of 2012 became collectors' items worth money.

Among women's magazines one local magazine, Amelia, was selected. Amelia is a magazine for women between 25-49 years, founded 1995 with "the goal of creating a magazine which platforms spans a woman's entire life". In 2012 Amelia's circulation was 90000 and it is one of the most popular women's magazines in Sweden. Svenska Dagbladet, the largest morning daily in Sweden, is founded 1884 and the circulation 2012 was 174400. A magazine released on Saturdays full of advertisements was selected to present Svenska Dagbladet as a general magazine in this study (See figure 7). Saturday magazine has many their own inserts put in the publication like Kultur (culture), Näringsliv (business life) full of advertisements (See figure 8). Many companies also publish their



Figure 7. Cover pages of magazines Amelia and Svenska Dagbladet.

own inserts, like ByggOle, a company selling building materials. (<http://www.affinity-primemedia.ch/gb/sweden.html>)

Dagens Industri was founded 1976 and the circulation 2012 was circa 95 000. Dagens Industri is the largest business paper in Scandinavia with 369 000 readers per day (Orvesto Konsument 2012: 3). Dagens Industri Weekend released on Fridays presents a business magazine. The circulation 2012 was circa 95 000. Dagens Industri Weekend is distributed every Friday along with Dagens Industri. The magazine contains articles about trends, theatre, design etc. and interviews with business leaders. In Dagens Industri Weekend have large inserts put from diverse advertisers and also the magazine publish inserts of their own full of advertisements from different companies like inserts Exklusivt Boende (exceptional living), Mode (fashion) and Tennis.



Figure 8. Inserts of Svenska Dagbladet Saturday publication.



Figure 9. Cover pages of Dagens Industri Weekend and Teknikens Värld.

Teknikens Värld, founded 1948 with circulation of 33000 year 2012 was chosen to present a men's magazine. Teknikens Värld is a men's technical magazine full of car journalism, car tests etc. Examples of cover pages of Dagens Industri Weekend and Teknikens Värld are shown in figure 9. Dagens Industri Weekend and Svenska Dagbladet Saturday are weekly publications. Svenska Dagbladet is a daily publication, but into this research was chosen only the Saturday issues. Teknikens Värld and Amelia are published bi-monthly.

3.3. Data collection and analysing method

The fourth step in the content analysis research process (Neuendorf, 2002: 50 - 51, 132) is choosing between human and computer coding and creating coding schemes. When using human coding, coding schemes have to be created: a codebook, where all variable measures are fully explained and a coding form. Codebooks are used in order to eliminate the individual differences among coders. The codebook corresponds to a coding form. The codebook and the coding form stand as a protocol for content analysis. In this study was only one coder, the author, who conducted the human coding and analysed the findings. Training of other coders was not needed, but variable measures, a codebook (See Appendix), and a coding form (here called "checklist for observations and coding", see table 4) had to be done carefully and constructed in advance.

Next step in the content analysis research process is the sampling. The sampling procedure consisted of three steps. In the first step all full-page and double-page advertisements during the study period 2012 were collected and scanned from the selected magazines. In the second step of these advertisements 100 ads of every magazine from beginning of the year 2012 were selected for observations. In each magazine every different kind of advertisement was observed only once. Advertisements that were reruns or duplicates were removed from the study sample. Totally circa 3000 advertisements in four Swedish magazines were scanned of which was found circa 2500 different kinds of advertisements. In probability samples each unit has the same chance to be included in the sample. In this

study simple random sampling method was used. (Ghauri et al. 2010: 41). Randomly sample has to be a subset of the content, by time period, by issue or by channel, and so forth (Neuendorf 2002: 51). In this study randomly sample is a subset of time. The sample size was totally 400 advertisements in four different magazines, 100 advertisements per magazine.

In the third step the remaining 400 advertisements were observed and coded and this was conducted by using a theory-based checklist (See table 4). In content study of the advertising appeals a check-list was used for coding the appeals and collecting general information of the advertisements. First general information of the advertisements was gathered: The number and combination of people in ads, price- information, colour (black-white or coloured) and language (local, English, combination or other language) were observed. Combination of language in this research can be combination of two or more languages. Type of journal: general magazine, business magazine, women's magazine and men's magazine was also noted. Companies were divided to local, local multinational (a Swedish origin multinational company) and foreign companies. The empirical data which was collected by a content study of four Swedish magazines was categorised into different categories. Advertisements were categorised into different product classes: durable, non-durable and service product classes, and ten product categories: Food, Technical, Cosmetics, Clothes, Accessories, Healthcare, Banking, Insurance, Travel and Others. Additional information was collected: number of issue and the page number of the issue, name of the company in advertisement and name of the product in the advertisement. Finally appearance of soft-sell versus hard-sell and fear versus benefit advertising appeals were noted.

At nominal level of measurement number or symbols are used to classify objects or observations. Alike objects are assigned the same number. (Ghauri et al. 2010: 76). The origin of company was assigned by 1 = local company, 2 = foreign company and 3 = local multinational company. In this research origin of the company means origin of the

Table 4. Checklist for observations and coding.

APPEARANCE OF ADVERTISING APPEALS					
APPEAL	NO	YES	MIXTURE		
SOFT-SELL		1	2	3	
HARD-SELL		1	2	3	
FEAR		1	2	3	
BENEFIT		1	2	3	
GENERAL INFORMATION					
TYPE OF JOURNAL	code	ORIGIN OF COMPANY	code	PRODUCT CLASS	code
General magazine	1	LOCAL	1	DURABLE	1
Business magazine	2	FOREIGN	2	NON-DURABLE	2
Women's magazine	3	LOCAL MULTINATIONAL	3	SERVICE	3
Men's magazine	4				
PRODUCT CATEGORY	code				
FOOD	1	LUXURY, BLACK AND WHITE/COLORED, PRICE INFORMATION, PERSONS			
TECHNICAL (Vehicles, technol.)	2	code			
COSMETICS	3	No	1		
CLOTHES	4	Yes	2		
ACCESSORIES	5				
HEALTHCARE	6	LANGUAGE			code
BANKING	7	LOCAL	1		
INSURANCE	8	ENGLISH	2		
TRAVEL	9	COMBINATION	3		
OTHERS	10	OTHER LANGUAGE	4		
IF PERSONS	MEN	WOMEN	CHILDREN	IF MIXTURE CONT.	
-	code	code	code	code	
ONE	1	1	1	more M & W	5
TWO	2	2	2	one child & one W	6
THREE	3	3	3	one child and one M	7
MORE	4	4	4	two children & one W	8
IF MIXTURE OF PERSONS				two children & one M	9
one M& one W			1	one child & two or more W	10
one M & two W			2	one child & two or more M	11
one W & two M			3	more children & W & M	12
two M & two W			4	multiple generations	13

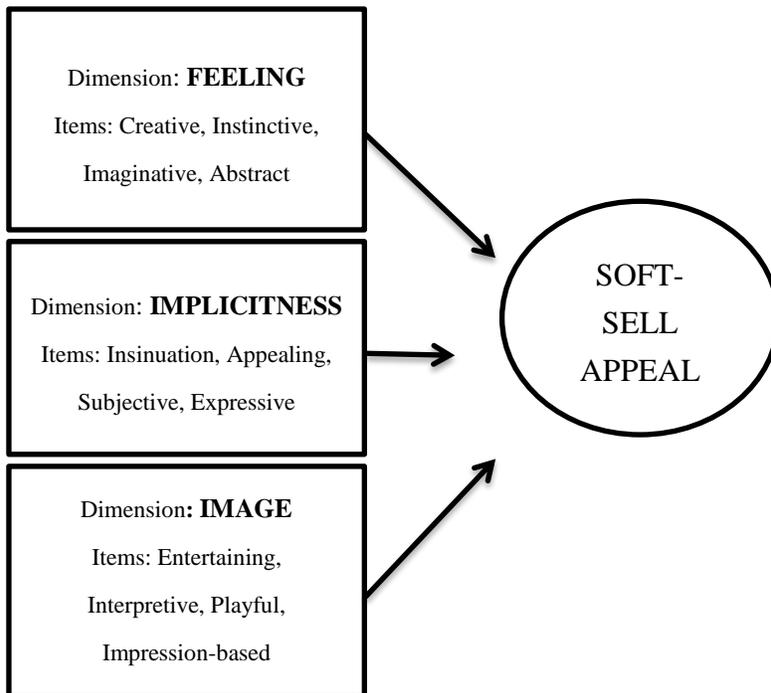
company advertising the product / products, not the origin of the company of the brand. In that way differences between local companies, foreign companies and local multinational companies advertising the same product or brand can be examined.

Different product-classes were assigned as follows: 1 = durable, 2 = non-durable and 3 = service. Ten product categories used were Food = 1, Technical (vehicles, technological) = 2, Cosmetics = 3, Clothes = 4, Accessories = 5, Healthcare = 6, Banking = 7, Insurance = 8, Travel = 9 and Others = 10. In food category was classified also all drinks inclusive alcohol drinks. Shoes were coded into clothes category. All other products not belonging into first nine categories was coded in category Others.

In this research symbols 1, 2 and 3 are used to classify the appearance of soft-sell / hard-sell, and fear / benefit appeals: 1= no, 2 = yes and 3 = mixture of both appeals. Every appeal was coded separately but in pairs, soft-sell versus hard-sell and fear versus benefit. Numbers 1 = no and 2 = yes are used also to classify general observations of luxury, price information and if there are persons in the advertisement. Colour of the advertisement was assigned with numbers 1 = black and white and 2 = coloured. The coding of language used in the advertisements and the number and mixture of people are shown in table 6. In this research language means the language used in the text of an advertisement, not on the products or product names.

One of the sub-objects to this research is to examine similarities and differences in the use of these appeals between magazines, product classes, product categories and the origin of company, local, local multinational and foreign companies As mentioned above in order to fulfil this purpose data was collected to tables and figures to be analysed. In order to help the author to estimate whether the appeal in the advertisement should be classified to soft-sell or hard-sell appeal was a part of measuring theory of Okazaki et al. (2010) used to operationalise these appeals. Okazaki et al. measured how each dimension can vary in the degree to which it is perceived; ranging from high to low level. The measurement

Table 5. Measurement instruments for soft-sell advertising appeals. Author's adaptation from source: Okazaki, Mueller & Taylor (2010).

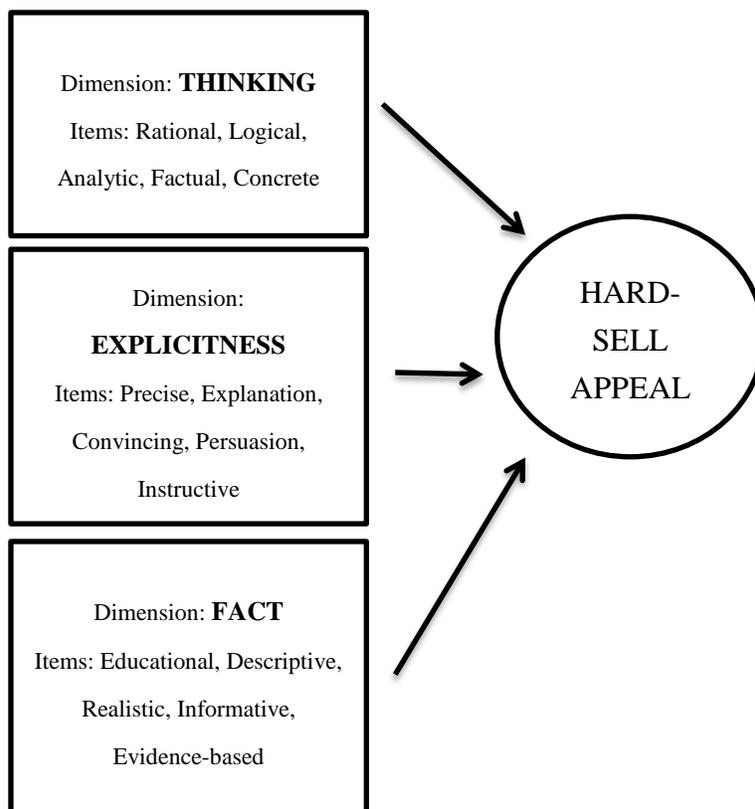


instruments (dimensions and items) of soft-sell are illustrated in table 5 and of hard-sell in table 6.

According to Okazaki et al. (2010) first set of dimensions are feeling and thinking. This dimension measures in which degree an advertisement aims to induce emotions and feelings rather than rational thoughts. If the advertisement can be measured more creative, instinctive, imaginative and abstract (feeling) than rational, logical, analytic, factual and concrete (thinking) this dimension measures the advertisement to be soft-sell. The next dimensions to be measured of the advertisement are implicitness versus explicitness. Items like precise, explanation, convincing, persuasion and instructive refer to hard-sell appeal (explicitness) and items like insinuation, appealing, subjective and expressive (implicitness) refer to a soft-sell appeal. Finally the last dimensions in the theory of Okazaki et al. (2010)

are image versus fact. If the advertisement is entertaining, interpretive, playful and impression-based (image) it is using a soft-sell appeal. Items like educational, descriptive, realistic, informative and evidence-based refer to a hard-sell appeal. In this research ranging of items from high to low level will not be conducted, but appearance of dimensions and items will help the author to determine whether the advertisements are using soft-sell appeal or hard-sell appeal. As discussed before de Mooij finds technical details not favoured in feminine countries. Result is more important. Technical details are used in hard-sell advertising.

Table 6: Measurement instruments for hard-sell advertising appeals. Author's adaptation from source: Okazaki, Mueller & Taylor (2010).



Advertising appeals in this research will be categorised to fear appeals, when a fear appeal posits the risk of using and not using a specific product, service or idea. (Williams 2012: 65). If the advertisement exposure a shocking method like norm violation and unexpectedness that can induce surprise and fear (Model of Dahl et al. 2003:271), it will be categorised to using fear appeal. If the advertisement emphasises the benefits of using the product, service or idea, it will be classified to an advertisement using benefit appeal. In case of ads where both benefit and fear appeals can be found, the advertisement will be categorised to mixture of appeals.

3.4. Delimitations

Because of the limited time period and because the author was fulfilling the research alone, the study was conducted only in Sweden and was concentrating only on print advertising. The research was delimited to four different types of high circulation magazines in Sweden and to 400 advertisements, 100 of each magazine. From every magazine were chosen only year 2012 publications, sampling starting from the beginning of 2012. Among these popular magazines were chosen four types of journals, one general magazine, Svenska Dagbladet, one business magazine, Dagens Industri Weekend, one women's magazine, Amelia, and one men's technical magazine, Teknikens Värld. The number of advertisements and magazine types were limited because of restriction of time and because only one person was conducting the study. This research concentrated only on consumer goods. Every different full-page and double-page advertisement were scanned and analysed only once per magazine.

As a further limitation this study excluded all advertisements concerning fairs, exhibitions, happenings and all advertisements promoting labour unions. Also all advertisements promoting the own product or service promotions of the magazines were excluded from this research, because it is not always easy to find out the original seller of the product or

service. In case of several products appearing in the same advertisement, the product class and category was chosen by the product which has most space in the advertisement. Concerning the general information of the language of the advertisements, the language was coded on the base of the language in the advertising text, not on the base of the language used on the product itself. In Sweden according to law warnings have to be used in alcohol advertising. (Alkohollag 2010:1622, 7:7§) These kinds of fear appeals and warnings are excluded from this study.

3.5. Quality standards

3.5.1. Validity

In content analysis validity is the extent to which a measuring procedure represents the intended, and only the intended, concept (Neuendorf 2002:112). Totally almost 2500 different ads were scanned in the four magazines, but in this master's thesis 100 advertisements of each magazine were analysed, totally 400 advertisements. However, while scanning the all 2500 advertisements, the impression was that the selected sample represented a good selection of the whole population. The magazines to this study were selected across different, high circulation Swedish journals: women's magazines, men's magazines, business and general magazines.

3.5.2. Reliability

According to Neuendorf (2002:112) reliability of a content study is defined as the extent to which a measuring procedure yields the same result on repeated trials and cannot be conducted only by one particular person. This research was done by one author and represents one evaluation and analyse of the use of advertising appeals soft-sell versus hard-sell and fear versus benefit in Swedish print advertising in four magazines. The use of

only one coder can effect on the reliability of the study. All variables and their measurement and coding rules have decided before the observations begin. The check-list and coding form has been constructed in advance. The coding form of the CULTVAL-research was used as a basic, adapted for this study. Also the research questions have been posed before the data collected.

4. DATA PRESENTATION AND DATA ANALYSIS

To provide a better understanding of the use of soft-sell versus hard-sell and fear versus benefit advertising appeals between local, foreign and local multinational companies advertising in print media in Sweden, a content study of Swedish magazines was conducted. Next the findings of the study will be presented.

4.1. General findings

Earlier in this study was discussed that according to findings of de Mooij in a feminine country like Sweden the use of soft-sell advertising appeals should be more common in advertising than hard-sell advertising appeals. De Mooij also argued fear appeals to be less effective than benefit appeals in advertising in a low uncertainty avoidance culture. Are global companies aware of the feminine culture of Sweden and have they adopted their use of soft-sell versus hard-sell and fear versus benefit advertising appeals to the Swedish market and do they avoid ineffective fear appeals in their print advertising?

The main goal of this research was to analyse the content and use of advertising appeals in print advertising in Sweden. The sub-objectives of this research was to study with a content analysis in four high circulation Swedish magazines the use of chosen advertising appeals between magazines, product classes, product categories and the origin of the company. One sub-objective was also to analyse the similarities and differences between theory of Hofstede and de Mooij and empirical findings. The last step in the content analysis research process according to Neuendorf is tabulation and reporting (Neuendorf 2002: 50 - 51). In order to better analyse the use of soft-sell versus hard-sell and fear versus benefit advertising appeals in print advertising in Sweden and their connection to the theory used, also general information of the advertisements was collected: the type of the product,

price information, number of luxury products, colouring of the advertisements, white/black or coloured, and number of people in the advertisement.

In this research code-book and checklist for observations and coding were constructed in advance, but during data observations additional delimitations had to be done. These delimitations and problems in coding process will be discussed, too. Totally 400 advertisements, 100 in each magazine, were analysed in this research. Price information was included in 48 per cent of advertisements. Almost all of advertisements were coloured. There were only three black and white advertisements in Dagens Industri Weekend and one black and white advertisement in Svenska Dagbladet Saturday. In Teknikens Värld and Amelia all advertisements were coloured. In some advertisements the logo was coloured, but the picture and text in the advertisement were black and white. These advertisements were coded to coloured advertisements. Local language Swedish was most common language in advertisements, 90 per cent. English was used in three advertisements, another foreign language in one advertisement and a combination of languages in six advertisements.

De Mooij presumes in her research (de Mooij 2010: 225) that in individualistic cultures, in advertisements people are often shown alone. The findings support the theory of de Mooij. In this research among 400 advertisements were 147 advertisements with persons, 37 %. Of these 147 advertisements 101 advertisements, 69 % were showing people alone and 26 advertisements were showing two people. Of the 147 advertisements showing people, in 86 per cent of advertisements there were only one or two people. Only in 14 per cent of the advertisements were more men, woman or children or combination of them.

Among 400 advertisements 119 were soft-sell advertisements, 255 hard-sell advertisements and 26 mixture advertisements. In these 26 mixture advertisements both soft-sell and hard-sell appeals were discovered. Soft-sell advertisements were presenting 30 %, hard-sell advertisements 64 % and mixture advertisements 6 % of the total amount of advertisements. (See figure 10)

As discussed before, according to de Mooij in a feminine country like Sweden soft-sell advertising should be more common than hard-sell advertising. However, the findings of this research show opposite results. Hard-sell advertising is more common than soft-sell advertising. The findings do not support the view of de Mooij. Possible reasons for the findings will be discussed later.

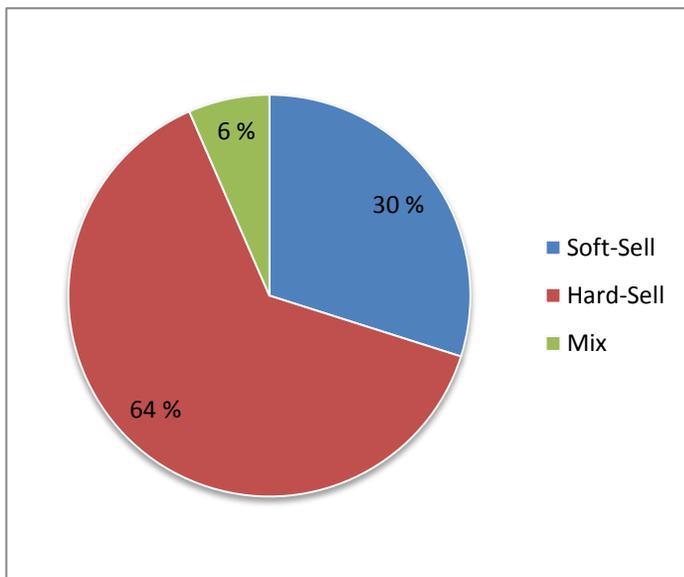


Figure 10. Shares of soft-sell and hard-sell advertisements in research.

The distribution of advertisements into different product categories by magazine is shown in table 7. The largest amount of the advertisements, 168, in this research was in Technical category, 42 per cent. About 18 per cent of the advertisements were in Others-category. In Others-category were products like energy, movies, books etc. In Banking- and Insurance categories were found only 10 advertisements of total 400 advertisements. Percentage of all

other categories, Food, Cosmetics, Clothes, Accessories, Healthcare and Travel, was each between 5-8 per cent.

Table 7. Distribution of advertisements into product categories by magazines.

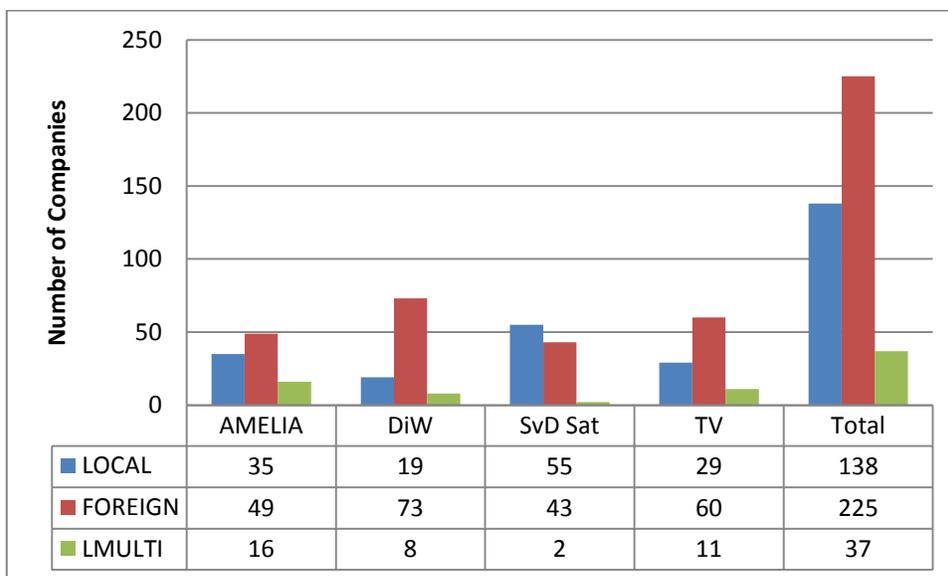
PRODUCT CATEGORY	Number of Ads		Amelia		DiW		SvD Sat.		Teknikens Värld	
	pc	% of tot	pc	%	pc	%.	pc	%	pc	%
FOOD	32	8	19	59	7	22	6	19	0	
TECHNICAL	168	42	6	4	56	33	35	21	71	42
COSMETICS	33	8	27	82	4	12	1	3	1	3
CLOTHES	21	5	4	19	8	38	5	24	4	19
ACCESSORIES	24	6	5	21	3	12	0		16	67
HEALTHCARE	20	5	18	90	0		0		2	10
BANKING	8	2	0		3	37	5	63	0	
INSURANCE	2	0,5	1	50	0		0		1	50
TRAVEL	22	6	6	27	10	46	6	27	0	
OTHERS	70	18	14	20	9	13	42	60	5	7
TOTAL	400		100		100		100		100	

Among magazines the largest percentage of Food (59), Cosmetics (82) and Healthcare (90) category advertisements were found in Amelia. In Dagens Industri Weekend was found the largest percentage of all advertisements in Clothes (38) and Travel (46) categories. Teknikens Värld as a technical men's magazine represented 42 per cent of all advertisements in Technical Category, but also 67 per cent of Accessories category, because all technical accessories were coded into Accessories category.

Among 400 advertisements were found 211 durable, 140 non-durable and 49 service advertisements. In this research were found 138 advertisements from local companies, 225 advertisements from foreign companies and 37 advertisements of local multinational companies. The highest amount of advertisements of local companies was found in

Svenska Dagbladet Saturday, 55 advertisements of 100. In Dagens Industri Weekend 73 per cent of the advertisements were from foreign companies. The amount of foreign companies was also high in Teknikens Värld, 60 per cent. Distribution of advertisements in different magazines by origin of the company is shown in table 8.

Table 8. Origin of companies.



Luxury seems to be a difficult feature to analyse, because it is also connected to the culture of the observer. One product may be a luxury product for a person coming from a poor country, but not for a Finn. A product or an advertisement may also look out luxury, but the price of the product is not expensive. Some advertisements do not include prices, so if the coder doesn't recognize the company or brand, she/he cannot evaluate if the product is luxury or not. This research includes only such luxury products, which are all known as really expensive like luxury cars, suits etc. In business magazine Dagens Industri Weekend there were 20 advertisements with a luxury product, in men's technical magazine Teknikens

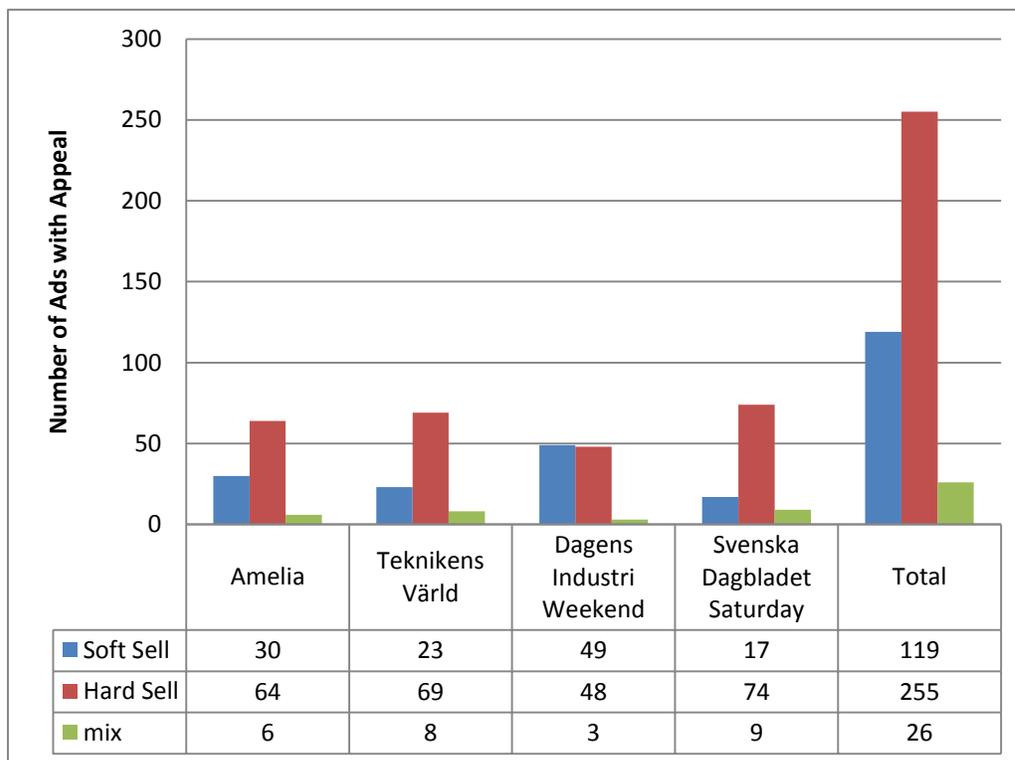
Värld 13 luxury product advertisements, in women's magazine Amelia only one luxury product advertisement and in general magazine Svenska Dagbladet none. Dagens Industri Weekend is a business magazine published for wealthy business people. That may be one reason why there are more advertisements of luxury products than in other magazines in this research. The marketers find it effective to invest more money to promote luxury goods to wealthy business people than to other readers in other magazines.

In order to more deeply analyse these findings and possible reasons for the results, the use of soft-sell versus hard-sell appeals and fear versus benefit appeals between magazines, product classes, product categories and between origin of companies will be presented next.

4.2. The use of soft-sell and hard-sell appeals between magazines and between product classes

One of the sub-objectives of this research was to examine the use of soft-sell and hard-sell advertising appeals between magazines and product classes. The use of soft-sell and hard-sell advertising appeals between magazines is illustrated in table 9. In business magazine Dagens Industri Weekend were found among 100 advertisements almost fifty-fifty hard-sell and soft-sell advertisements: 49 soft-sell, 48 hard-sell and 3 mixture advertisements.

Between all four magazines the amount of soft-sell advertisements was highest in Dagens Industri Weekend, 49 advertisements. Dagens Industri Weekend is a weekly published business magazine. The advertisements are focused on wealthy business people. A potential reason for higher use of soft-sell appeals than in other magazines in this reach can be that likely marketers are more prepared to invest money in culturally adapted advertisements in Dagens Industri Weekend than in magazines advertising products to ordinary customers like Svenska Dagbladet. In Svenska Dagbladet Saturday magazine was 74 per cent of the advertisements using hard-sell appeal, which was the highest percentage among four

Table 9. The use of soft-sell and hard-sell advertising appeals between magazines.

magazines. Only 17 advertisements of Svenska Dagbladet Saturday were using soft-sell appeals. Svenska Dagbladet is a daily, general magazine. In this research the sample consisted of Saturday issues. In women's magazine Amelia was among 100 advertisements found 30 soft-sell advertisements, 64 hard-sell advertisements and 6 mixture advertisements. Even though Teknikens Värld is a technical men's magazine, it had almost the same portion of soft-sell and hard-sell advertisements as feminine women's magazine Amelia: 23 soft-sell advertisements, 69 hard-sell advertisements and 8 mixture advertisements.

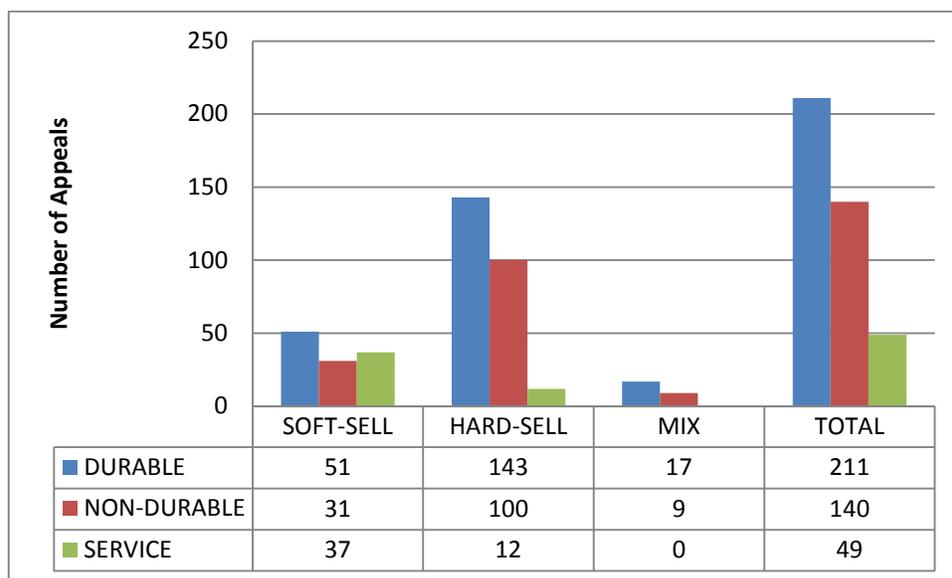
In durable and non-durable product classes hard-sell advertising was common. 68 per cent of durable advertisements were hard-sell, whereas only 24 per cent were soft-sell advertisements. In non-durable product class were found most hard-sell advertisements, 71

per cent. The percentage of soft-sell advertisements was 22 in non-durable product class. Possible reasons for the findings will be discussed later while examining the use of soft-sell and hard-sell appeals between different product categories.

In service product class were found mostly soft-sell advertisements, 76 per cent, hard-sell 24 per cent. As discussed before service is intangible and needs a stronger knowledge of the local culture and more focus on the message. This can be a reason for the high use of soft-sell appeals in service product class. Examples of soft-sell advertisements in service product class (Swedbank) and non-durable product class (Fanta / The Coca-Cola Company) are shown in figure 11.



Figure 11. Soft-sell advertisements in different product classes. Advertisement from Dagens Industri Weekend and Amelia.

Table 10. The use of soft-sell and hard-sell advertising appeals between product classes.

The use of advertising appeals soft-sell and hard-sell in durable, non-durable and service product classes is presented in table 10. Between magazines in durable product class 76 per cent of the advertisements of Svenska Dagbladet Saturday were hard-sell ads, which was the highest percentage in durable product class. In non-durable product class all magazines except Dagens Industri Weekend used mostly hard-sell appeals. Findings of the use of advertising appeals soft-sell and hard-sell between product classes in different magazines show that in service product class most of the advertisements were found in Dagens Industri Weekend and of these advertisements 18 of total 22 were using soft-sell appeals. In all magazines in service product class was the use of soft-sell appeal more common than hard-sell appeal. In service product class advertisements in all magazines were using either hard- or soft-sell appeals and no mixtures of these appeals were found in this study. (See table 11)

Table 11. The use of soft-sell and hard-sell advertising appeals between product classes in different magazines.

MAGAZINES	DURABLE	% OF DURABLE						
	TOTAL	TOTAL	SOFT	%	HARD	%	MIX	%
Amelia	11	5	5	45	6	55	0	0
Dagens Industri Weekend	56	27	21	38	33	59	2	3
Svenska Dagbladet Saturday	63	30	7	11	48	76	8	13
Teknikens Värld	81	38	18	22	56	69	7	9
Total	211		51	24	143	68	17	8
MAGAZINES	NON-DURABLE	% OF NON-DURABLE						
	TOTAL	TOTAL	SOFT	%	HARD	%	MIX	%
Amelia	79	56	17	22	56	71	6	7
Dagens Industri Weekend	22	16	10	45	11	50	1	5
Svenska Dagbladet Saturday	24	17	2	8	21	88	1	4
Teknikens Värld	15	11	2	13	12	80	1	7
Total	140		31	22	100	71	9	6
MAGAZINES	SERVICE	% OF SERVICE						
	TOTAL	TOTAL	SOFT	%	HARD	%	MIX	%
Amelia	10	20	8	80	2	20	0	0
Dagens Industri Weekend	22	45	18	82	4	18	0	0
Svenska Dagbladet Saturday	13	27	8	62	5	38	0	0
Teknikens Värld	4	8	3	75	1	25	0	0
Total	49		37	76	12	24	0	0

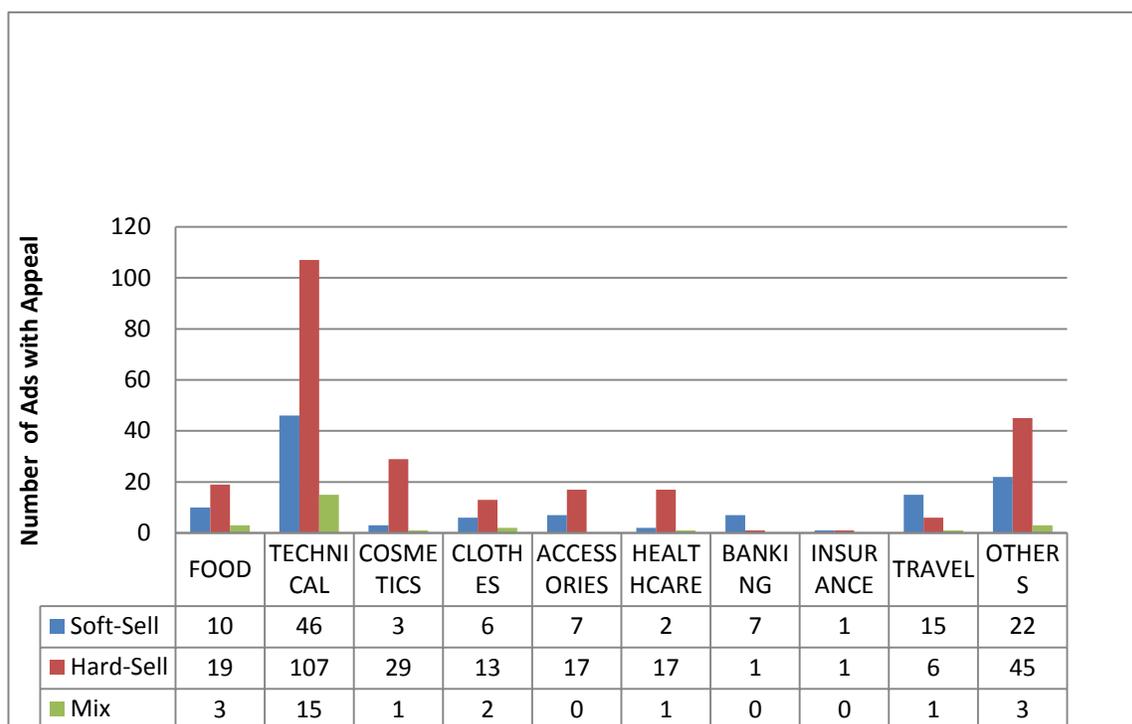
4.3. The use of soft-sell and hard-sell appeals between product categories

In Food category 32 advertisements were found, of which 59 per cent, 19 advertisements, were using hard-sell advertising appeal, 31 per cent, 10 ads, soft-sell appeal and 9 per cent, 3 ads, mixture of both appeals. Most of the food advertisements were found in Amelia, 19

ads. Of these 19 ads in women's magazine Amelia 8 were soft-sell and 8 hard-sell advertisements. Of these 8 hard-sell advertisements 5 were advertising wine. Alcohol products were categorised in Food category in this research and all of the advertisements were using hard-sell appeals. However, in Amelia, almost all the rest advertisements selling food were using soft-sell appeals.

In figure 12 is shown one typical hard-sell double paged wine advertisement and two soft-sell double paged food advertisements found in Amelia. A local company, Rydbergs is selling its béarnaise sauce for fish by using soft-sell and also sex and humour appeals in their advertisement. In the picture can be found items from all soft-sell dimensions of Okazaki et al. (see table 5). From the Feeling dimension items applied to the advertisement are creative and imaginative. Concerning dimension of Implicitness items insinuation and expressive can be found. The image is entertaining and playful. Text "Mer av det goda" means "more of the good" and is playful and insinuating. Another local company, Kronfågel, sells chicken by using soft-sell and humour appeals. At least items like imaginative, appealing and playful can be found. Wineagency Sweden is selling wine by using hard-sell. Items of hard-sell dimensions can be found like factual, concrete, explanation and informative. Here can be seen also the warning text of the consequences of alcohol, from obligatory according to Swedish law (Alkohollag 2010:1622, 7:7§), here "alcohol will cause addiction". In Dagens Industri Weekend were 7 food advertisements and in Svenska Dagbladet Saturday were 6 food advertisements, but only one soft-sell advertisement in each of them, the rest were hard-sell advertisements. The use of hard-sell and soft-sell advertising appeals in different product categories is illustrated in table 12 and the use in different product categories by magazine in table 13.

As mentioned before Technical category was the largest one in this research. Of these 168 technical advertisements only 6 advertisements were in Amelia and the biggest part, 71 advertisements, were in men's magazine Teknikens Värld. 64 per cent of all technical

Table 12. The use of soft-sell and hard-sell appeals between product categories.

advertisements were using hard-sell advertising appeal, 27 per cent soft-sell appeal and the rest a mix of these two appeals. Most of the technical advertisements of Teknikens Värld were advertising cars or related products. Also in Technical category the highest proportion of soft-sell appeals were found in Dagens Industri Weekend: 22 soft-sell and 32 hard-sell advertisements. (See table 13).

In this study 88 per cent of all cosmetic advertisements were hard-sell. Most of the Cosmetics advertisements were in Amelia, 27 ads of 33. Almost all of 27 Cosmetics advertisements in Amelia were using hard-sell advertising, 24 ads. Most of the cosmetic

Table 13: The use of soft-sell and hard-sell appeals in different product categories by magazine.

PRODUCT CATEGORY	MAGAZINE	ADS TOTAL (%/CAT)	SOFT-SELL (%/MAG)	HARD-SELL (%/MAG)	MIX (%/MAG)
FOOD					
	AMELIA	19(59)	8(42)	8(42)	3(16)
	DAGENS INDUSTRI WEEKEND	7(22)	1(14)	6(86)	0
	SVENSKA DAGBLADET SATURDAY	6(19)	1(17)	5(83)	0
	TEKNIKENS VÄRLD	0	0	0	0
Food total (% with appeals)		32	10(31)	19(59)	3(9)
TECHNICAL					
	AMELIA	6(4)	2	4	0
	DAGENS INDUSTRI WEEKEND	56(33)	22(39)	32(57)	2(4)
	SVENSKA DAGBLADET SATURDAY	35(21)	6(17)	23(66)	6(17)
	TEKNIKENS VÄRLD	71(42)	16(23)	48(68)	7(9)
Technical total (% with appeals)		168	46(27)	107(64)	15(9)
COSMETICS					
	AMELIA	27(82)	2(7)	24(89)	1(4)
	DAGENS INDUSTRI WEEKEND	4(12)	1	3	0
	SVENSKA DAGBLADET SATURDAY	1(3)	0	1	0
	TEKNIKENS VÄRLD	1(3)	0	1	0
Cosmetics total (% with appeals)		33	3(9)	29(88)	1(3)
CLOTHES					
	AMELIA	4(19)	1	3	0
	DAGENS INDUSTRI WEEKEND	8(38)	4	3	1
	SVENSKA DAGBLADET SATURDAY	5(24)	0	5	0
	TEKNIKENS VÄRLD	4(19)	1	2	1
Clothes total (% with appeals)		21	6(29)	13(62)	2(9)
ACCESSORIES					
	AMELIA	5(21)	2	3	0
	DAGENS INDUSTRI WEEKEND	3(13)	2	1	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	16(67)	3(19)	13(81)	0
Accessories total (% with appeals)		24	7(29)	17(71)	0

Table 13.					
Continued					
HEALTHCARE					
	AMELIA	18(90)	2(11)	15(83)	1(6)
	DAGENS INDUSTRI WEEKEND	0	0	0	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	2(10)	0	2	0
Healthcare total (% with appeals)		20	2(10)	17(85)	1(5)
BANKING					
	AMELIA	0	0	0	0
	DAGENS INDUSTRI WEEKEND	3(37)	2	1	0
	SVENSKA DAGBLADET SATURDAY	5(63)	5(100)	0	0
	TEKNIKENS VÄRLD	0	0	0	0
Banking total (% with appeals)		8	7	1	0
INSURANCE					
	AMELIA	1	1	0	0
	DAGENS INDUSTRI WEEKEND	0	0	0	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	1	0	1	0
Insurance total (% with appeals)		2	1	1	0
TRAVEL					
	AMELIA	6(27)	6(100)	0	0
	DAGENS INDUSTRI WEEKEND	10(46)	8(80)	2	0
	SVENSKA DAGBLADET SATURDAY	6(27)	1	4(67)	1
	TEKNIKENS VÄRLD	0	0	0	0
Travel total (% with appeals)		22	15(68)	6(27)	1(5)
OTHERS					
	AMELIA	14(20)	6	7	1
	DAGENS INDUSTRI WEEKEND	9((13)	9(100)	0	0
	SVENSKA DAGBLADET SATURDAY	42(60)	4	36(86)	2
	TEKNIKENS VÄRLD	5(7)	3	2	0
Others total (% with appeals)		70	22(31)	45(65)	3(4)

advertisements were from foreign companies, promoting global brands, but also the local companies used mostly hard-sell advertising in selling cosmetic product. Foreign companies have not adapted their cosmetic advertising to Swedish culture. In Clothes category was only 21 advertisements, most of them in Dagens Industri Weekend, 8 ads. 62 per cent of the advertisements in Clothes category were hard-sell, 29 per cent soft-sell and 9 per cent mixture of soft- and hard-sell.

In technical men's magazine Teknikens Värld was found 16 of total 24 accessory advertisements in this research. Of total advertisements in Technical category 71 per cent were using hard-sell appeals. In Teknikens Värld was found all kinds of technical accessories. Accessories in Amelia and Dagens Industri Weekend were products like jewellery and watches. Almost all healthcare advertisements were in women's magazine Amelia, 18 of 20. Of these 20 healthcare advertisements 85 per cent were hard-sell advertisements. Banking and Travel categories were the only categories where the use of soft-sell advertising appeal was most common. However, in Banking category were found only 8 advertisements, of these 8 were 7 soft-sell advertisements and one hard-sell advertisement. In Travel category of total 22 advertisements 68 per cent, 15 ads, were soft-sell. Banking and Travel categories belong to service class, mostly using soft-sell appeals as discussed before. In this research only two insurance advertisements were found, one hard-sell and one soft-sell advertisement. In category Others, of totally 71 advertisements, hard-sell appeal was used in 64 per cent of advertisements and soft-sell appeal in 32 per cent of advertisements. This category includes different products.

4.4. The use of soft-sell and hard-sell appeals between companies

The amount of hard-sell advertisements was highest among local companies, 69 per cent of advertisements of local companies were using hard-sell appeal, only 25 per cent soft-sell appeal and 6 per cent mixture of both. Hard-sell appeal was also most common among

foreign companies, 62 per cent of 224 advertisements. Soft-sell appeal usage was higher in foreign companies than among local companies, 30 per cent of advertisements, mixture 8 per cent. Local multinational companies' soft-sell appeal usage was highest, 43 per cent, whereas hard-sell 54 per cent and mixture 3 per cent of total 37 advertisements. The use of soft-sell and hard-sell advertising appeals between companies illustrated in table 14. The findings of this research show that local companies do not automatically use the soft-sell appeal and the foreign companies have not adapted their advertising to the local culture. Local multinationals seem to have the knowledge and will to pay attention to the feminine culture of Sweden.

Among local companies were some exceptions, local companies using soft-sell appeal in their advertising. As discussed before almost all advertisements in Food category advertising food, not wine, were using soft-sell appeals. One of the companies is Norrmejerier, a Swedish dairy, advertising their cheese. (See figure 13). Their soft-selling message is "a well-balanced newness takes its space on the cheese shelf". Of the dimensions of Okazaki et al. (2010) can at least be found items like playful, imaginative, abstract and creative. Most of the local companies used hard selling and one of these companies using hard-sell appeal is Swedish company Mio, selling furniture. There can be found hard-sell dimensions thinking, explicitness and fact and items like factual, concrete, precise and informative.(See figure 13). Both advertisements are from Svenska Dagbladet, a general magazine.

4.5. The use of fear and benefit appeals between magazines and between product classes

In the methodology chapter was determined that advertising appeals in this research will be categorized to fear appeals, when the advertisement posits the risk of using and not using a specific product, service or idea and if the advertisement exposure a shocking method like norm violation and unexpectedness that can induce surprise and fear. In women's magazine Amelia fear appeal was used in three advertisements. Those three advertisements were the

Table 14. The use of soft-sell and hard-sell advertising appeals between companies.

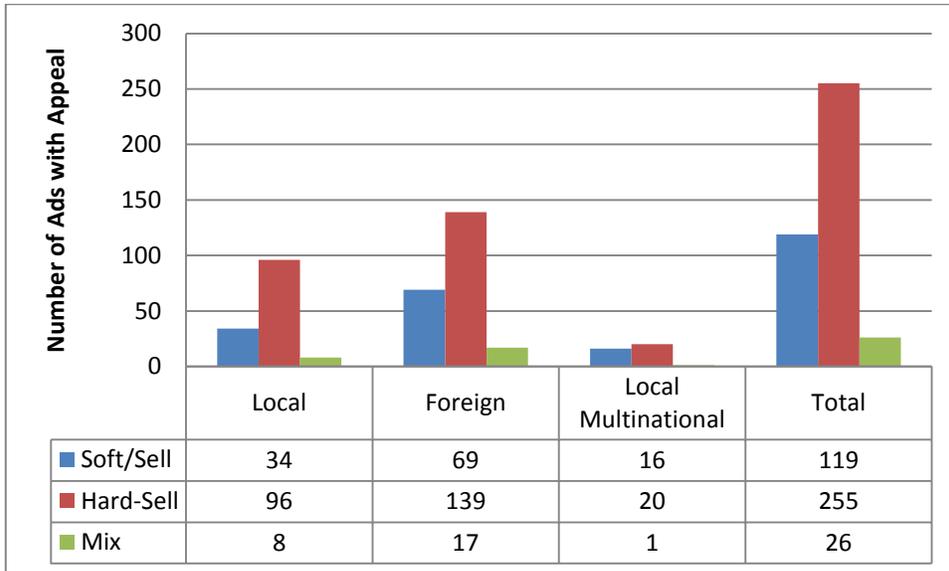


Figure 13. Findings of ads of local companies using soft-sell and hard-sell appeals.

Till dig som tror att vaccin mot livmoderhalscancer bara är för unga flickor.

Det har länge ansetts att vaccin mot livmoderhalscancer rikades mot tidiga kvinnor. Att kvinnor även smittas av viruset har varit en utmaning att vaccinera sig, eftersom skallen redan kan vara smittad. Det har väckat förtroende hos många. Om jag inte vaccinerade mig innan jag började ha sex, är det redan för sent då?

Bevara din Nyf

Ny forskning visar att även vuxna kvinnor kan ha sex utan att vaccinera sig med Gardasil som skydd mot livmoderhalscancer, försvallar till vulva- och vaginacancer, och mot könssjukdomar.

De här sjukdomarna orsakas av ett virus som smittar genom sexuell kontakt. Vaccinet är mycket smidigt. För 10 minuter är vänta på det inget glömg och risken kvarstår så länge du är sexuellt aktiv. Du kan alltid smittas när du inte har sex - inte bara i unga år.

I de flesta fall klarar du dig knappast av att lika av en sjukdom här virusinfektion. Men inte alltid. Du kan råka ut för infektion även om du inte har kontakt med ett sjukdoms virus eller inte och därför bör du göra allt du kan för att skydda dig, även om vuxna.

GARDASIL.
Vaccinet som kan förebygga livmoderhalscancer och könssjukdom

ACK, VÄRMELAND DU SKÖNA

NINNI SCHULMAN
BOKEN LÄSER TILL SVEDESKEN TUCKAN RESSER I HJULST

169 kr

adlibris.com

Figure 14. Findings of the use of fear appeals. Merck & Co and Adlibris, Amelia.

only ones in the whole research of the use of fear appeal. These findings are supporting the findings of de Mooij. Two of these advertisements were also using benefit appeal together with fear appeal, but because the use of fear appeal was much stronger than the use of benefit appeal these advertisements were coded to users of fear appeals.

In figure 14 are shown two of the advertisements found in this research using fear appeals. On the left an advertisement of American company Merck & Co of Gardasil of vaccine for use in the prevention of papillomavirus. A fear appeal has been used to inform that “papillomavirus does not attack only young girls, but it can attack women, too”. It posits the risk of not using the product. In the advertisement on the right Swedish online store Adlibris is selling a book by using a shocking picture inducing surprise and fear to attract attention.

In this study was found 102 advertisements with benefit appeal. In this study if the advertisement emphasises the benefits of using the product, service or idea, it will be

classified to an advertisement using benefit appeal. Benefit appeal was most common in Amelia where benefit appeal was used in 46 advertisements. In Dagens Industri Weekend was found 18 and in Svenska Dagbladet Saturday 9 advertisements using benefit appeal. In Teknikens Värld were 29 benefit appeal advertisements, but also two advertisements using a mixture of fear and benefit appeals. The use of advertising appeals fear and benefit between magazines is illustrated in table 15.

All three fear appeal advertisements in women's magazine Amelia were in non-durable product class (vaccine, a book, ice cream). In figure 15 is on the left the third advertisement found in this study of Swedish company Åhus Class using fear appeal in their advertising. It can be asked if this advertisement promoting ice-cream to children or to their parents? Earlier it was discussed how difficult it is to identify, whether methods of marketing are correct or not. This advertisement can surely be categorised into these difficulty identifying methods of marketing. Aggressive advertising to children is prohibited in Sweden, but is

Table 15. The use of fear and benefit appeals between magazines.

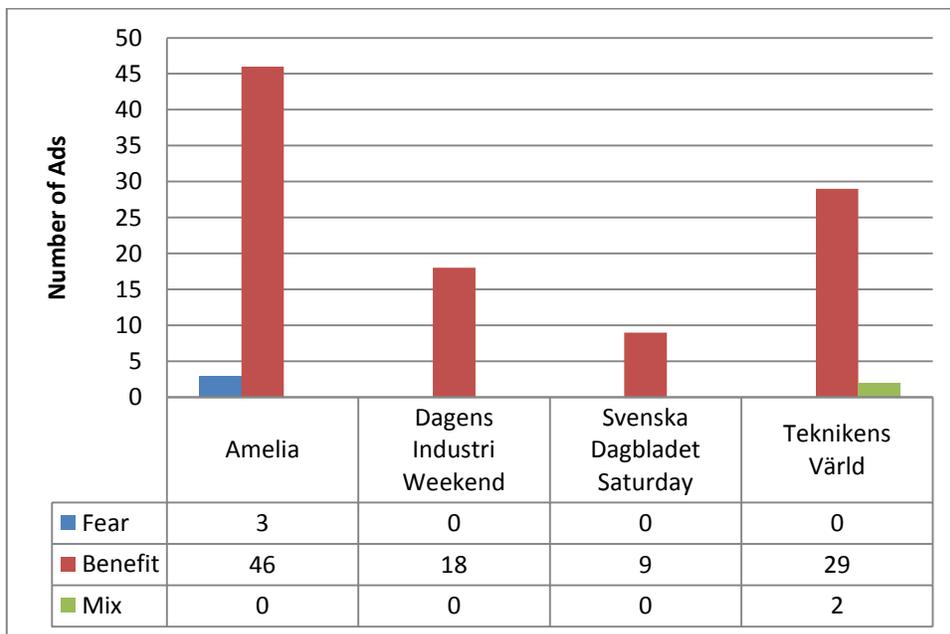
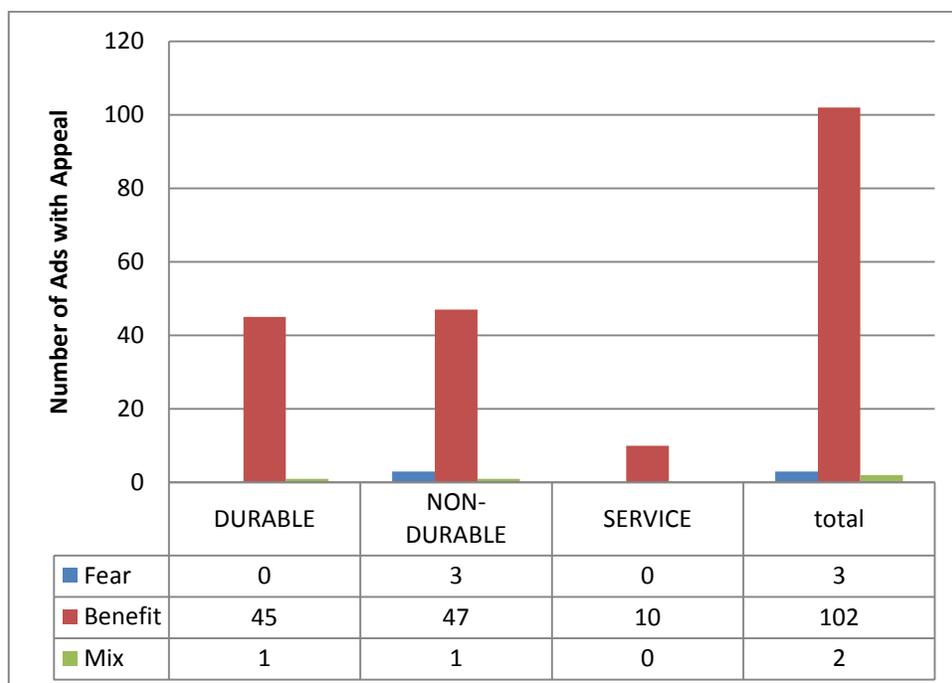




Figure 15. Findings of the use of fear and of mixture of fear and benefit appeals.

here the target audience the parents, not the children? However, a child has been used as a character to frighten the parents. An example of the use mixture of fear and benefit appeal is also illustrated in figure 15, advertisement found in Teknikens Värld. Word “STOP” has been used to awake attention and this word is usually related to warnings. Most of the space of the advertisement has been used to highlight the benefits of using the products, but also a fear appeal has been used.

In table 16 is shown how fear and benefit appeals were used in different product classes. In durable product class was found 45 advertisements using benefit appeal and in non-durable product class 47 advertisements. In these product classes two advertisements, both in Teknikens Värld, were using a mix of fear and benefit appeals. In service class 10 advertisements were using benefit appeal. 21 per cent of 211 durable advertisements, 34

Table 16. The use of fear and benefit appeals between product classes.

per cent of 140 non-durable advertisements and 20 per cent of 49 service advertisements were using benefit appeal.

The use of fear and benefit appeals between product classes in different magazines is shown in table 17. In Amelia 45 % of advertisements in durable product class and 49 % of non-durable product class were using benefit appeals, which was the highest percentage in this research in different product classes between magazines. In Teknikens Vård was found the highest amount of advertisements in durable product class, but only in 27 per cent of the advertisements was used benefit appeal.

Table 17. The use of fear and benefit appeals between product classes in different magazines.

MAGAZINES	DURABLE TOTAL	% OF TOTAL	FEAR	%	BENEFIT	%	MIX	%
Amelia	11	5	0	0	5	45	0	
Dagens Industri Weekend	56	27	0	0	14	25	0	
Svenska Dagbladet Saturday	63	30	0	0	4	6	0	
Teknikens Värld	81	38	0	0	22	27	1	
Total	211		0		45		1	
MAGAZINES	NON-DUR TOTAL	% OF TOTAL	FEAR	%	BENEFIT	%	MIX	%
Amelia	79	56	3	5	39	49	0	
Dagens Industri Weekend	22	16	0	0	1	5	0	
Svenska Dagbladet Saturday	24	17	0	0	2	8	0	
Teknikens Värld	15	11	0	0	5	33	1	
Total	140		0		47		1	
MAGAZINES	SERVICE TOTAL	% OF TOTAL	FEAR	%	BENEFIT	%	MIX	%
Amelia	10	20	0	0	2	20	0	0
Dagens Industri Weekend	22	45	0	0	3	14	0	0
Svenska Dagbladet Saturday	13	27	0	0	3	23	0	0
Teknikens Värld	4	8	0	0	2	50	0	0
Total	49		0		10		0	

4.6. The use of fear and benefit appeals between product categories and between companies

The three fear appeals were found in product categories of Food, Healthcare and Others. Benefit advertising appeals were most used in Technical, 42, Cosmetics, 25, and Healthcare, 14, categories. In Technical product category 25 per cent of advertisements were using benefit appeal. 70 per cent of advertisements in Healthcare product category were using benefit appeal and the percentage was even higher in Cosmetics product category, 76 per cent. In these categories also the use of hard-sell appeals was common.

Marketers seem to use benefit appeals to soften their message. These messages are following the hard-sell dimensions of Okazaki: thinking, explicitness and fact and these messages have been softened by using benefit appeals. The use of fear and benefit appeals between product categories is shown in table 18 and between product categories by magazine in table 19.

Table 18. The use of fear and benefit appeals between product categories.

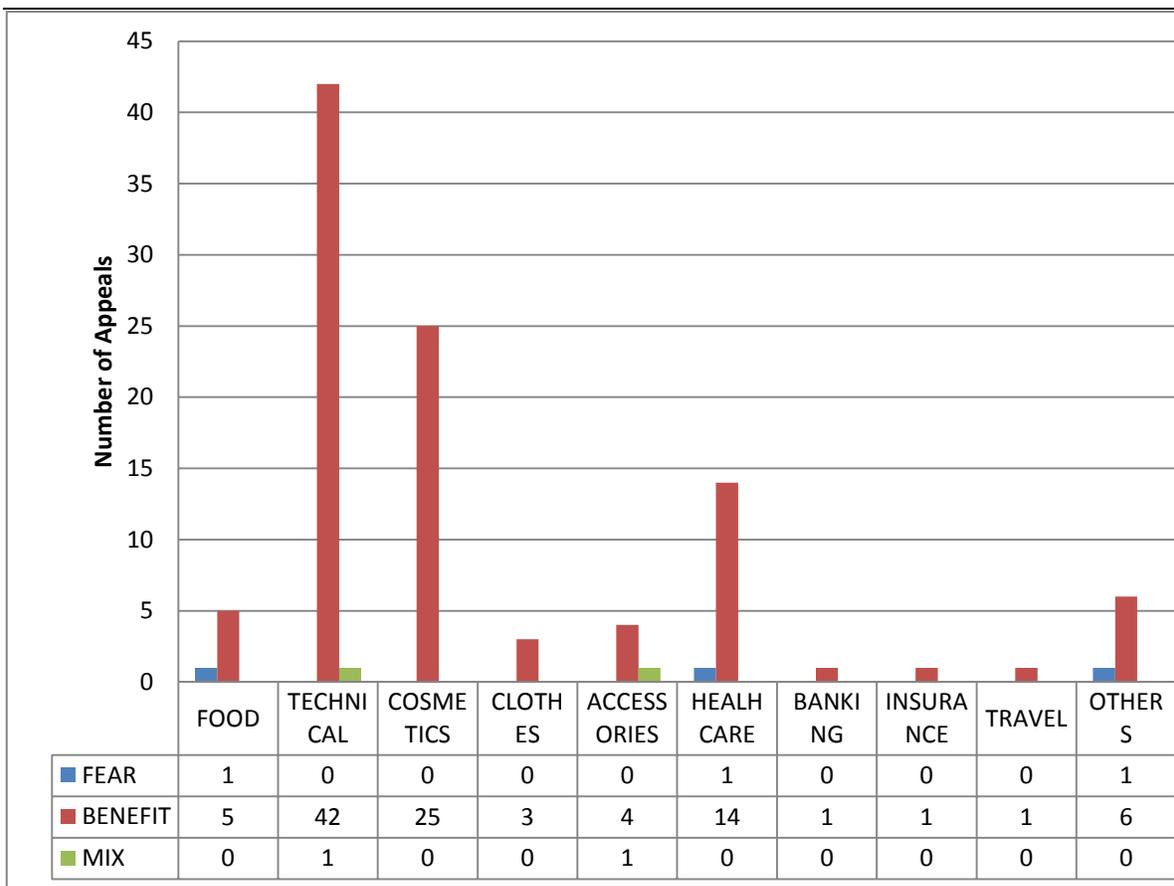


Table 19: The use of fear and benefit appeals in different product categories by magazine.

PRODUCT CATEGORY	MAGAZINE	ADS TOTAL (%/CAT)	FEAR (%/MAG)	BENEFIT (%/MAG)	MIX (%/MAG)
FOOD					
	AMELIA	19(59)	1	3(16)	0
	DAGENS INDUSTRI WEEKEND	7(22)	0	1	0
	SVENSKA DAGBLADET SATURDAY	6(19)	0	1	0
	TEKNIKENS VÄRLD	0	0	0	0
Food total (% with appeals)		32	1	5(16)	0
TECHNICAL					
	AMELIA	6(4)	0	5(83)	0
	DAGENS INDUSTRI WEEKEND	56(33)	0	14(25)	0
	SVENSKA DAGBLADET SATURDAY	35(21)	0	4(11)	0
	TEKNIKENS VÄRLD	71(42)	0	19(27)	1
Technical total (% with appeals)		168	0	42(25)	1
COSMETICS					
	AMELIA	27(82)	0	22(81)	0
	DAGENS INDUSTRI WEEKEND	4(12)	0	1	0
	SVENSKA DAGBLADET SATURDAY	1(3)	0	1	0
	TEKNIKENS VÄRLD	1(3)	0	1	0
Cosmetics total (% with appeals)		33	0	25(76)	0
CLOTHES					
	AMELIA	4(19)	0	1	0
	DAGENS INDUSTRI WEEKEND	8(38)	0	0	0
	SVENSKA DAGBLADET SATURDAY	5(24)	0	0	0
	TEKNIKENS VÄRLD	4(19)	0	2	0
Clothes total (% with appeals)		21	0	3(14)	0
ACCESSORIES					
	AMELIA	5(21)	0	1	0
	DAGENS INDUSTRI WEEKEND	3(13)	0	0	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	16(67)	0	3(19)	1
Accessories total (% with appeals)		24	0	4	1

Table 19.					
Continued					
HEALTHCARE					
	AMELIA	18(90)	1	12(67)	0
	DAGENS INDUSTRI WEEKEND	0	0	0	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	2(10)	0	2	0
	Healthcare total (% with appeals)	20	1	14(70)	0
BANKING					
	AMELIA	0	0	0	0
	DAGENS INDUSTRI WEEKEND	3(37)	0	0	0
	SVENSKA DAGBLADET SATURDAY	5(63)	0	1	0
	TEKNIKENS VÄRLD	0	0	0	0
	Banking total (% with appeals)	8	0	1	0
INSURANCE					
	AMELIA	1	0	0	0
	DAGENS INDUSTRI WEEKEND	0	0	0	0
	SVENSKA DAGBLADET SATURDAY	0	0	0	0
	TEKNIKENS VÄRLD	1	0	1	0
	Insurance total (% with appeals)	2	0	1	0
TRAVEL					
	AMELIA	6(27)	0	0	0
	DAGENS INDUSTRI WEEKEND	10(46)	0	1	0
	SVENSKA DAGBLADET SATURDAY	6(27)	0	0	0
	TEKNIKENS VÄRLD	0	0	0	0
	Travel total (% with appeals)	22	0	1	0
OTHERS					
	AMELIA	14(20)	1	2	0
	DAGENS INDUSTRI WEEKEND	9((13)	0	1	0
	SVENSKA DAGBLADET SATURDAY	42(60)	0	2	0
	TEKNIKENS VÄRLD	5(7)	0	1	0
	Others total (% with appeals)	70	1	6(9)	0

Table 20. The use of fear and benefit advertising appeals by origin of company.

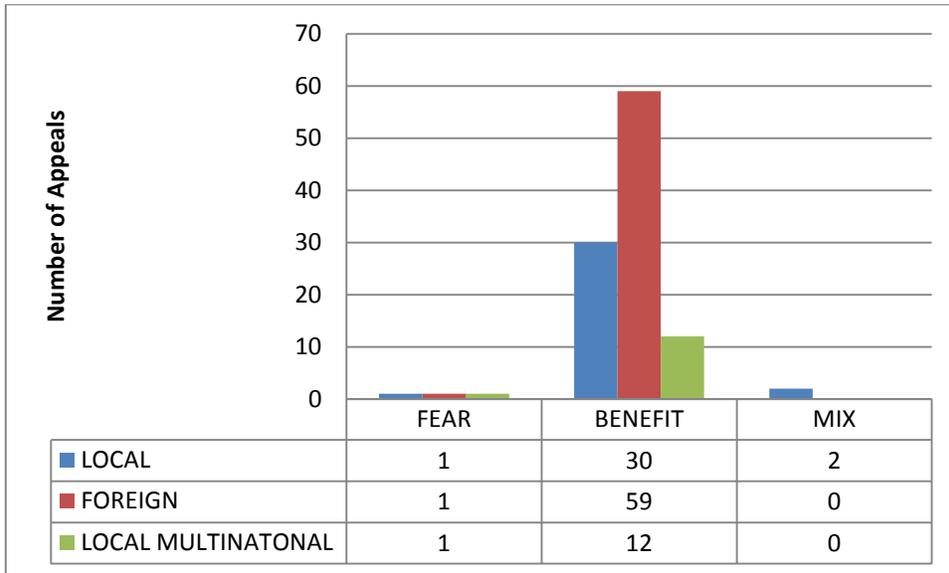


Figure 16. Findings of the use of benefit appeal. Unilever and L'Oréal.

The findings of this research show that foreign companies used most benefit appeal, in 59 advertisements. In advertisements of local companies benefit appeal was used in 30 advertisements and in local multinational companies in 12 advertisements. The use of fear and benefit appeal by the origin of company is illustrated in table 20. In figure 14 is shown on the left advertisements from global company Unilever (in this study foreign company) advertising Nivea sun cream. They use benefit appeal to tell that the Nivea sun cream gives a reliable sun protection to whole family and minimise the risk of allergic reaction to the product. On the left side in figure 14 is shown an advertisement from foreign company L'Oreal using a benefit appeal to promote men's skin moisturizer.

5. CONCLUSIONS

In this chapter summary of the findings, conclusions of the study and limitations and implications for future research will be introduced.

5.1. Summary and conclusions

The main object of this research was to analyse the content and use of advertising appeals in print advertising. Sweden was chosen to a case country. The main object was divided to sub-objectives: Analyse the characteristics of advertising appeals in print advertising through theoretical framework of Hofstede and statements of de Mooij and examine the content and use of advertising appeals of soft-sell versus hard-sell and fear versus benefit in print advertising. With a content study of four Swedish magazines were the similarities and differences between theory and empirical findings examined and analysed. The use of soft-sell versus hard-sell and fear versus benefit advertising appeals between magazines, product classes and product categories and between local, foreign and local multinational companies were also studied.

The nine steps of content analysis research process of Neuendorf (2002) have been used as a methodology basis in this research. In order to measure soft-sell and hard-sell advertising appeals the measurement instruments for soft-sell and hard-sell advertising appeals of Okazaki, Mueller and Taylor (2010) has been used as a help to determine whether the appeals appealing in advertisements should be coded to soft-sell or hard-sell appeals. The descriptions of Williams (2012: 65) and model of Dahl et al. (2003:271) have been used to determine the use of fear appeals. If the advertisement emphasised the benefits of using the product, service or idea, it was coded to using benefit appeal.

In the introduction part of this thesis was discussed whether advertising should be adapted to local habits and consumer motives or to be standardised for efficiency reasons. As a starting point was the studies of Hofstede of the Swedish culture and de Mooij's application of Hofstede model to Swedish culture and advertising. See de Mooij (2010: 82, 234), see Hofstede, www.geert-hofstede.com.

As mentioned earlier de Mooij finds discussion of styles found in different cultures important and shows how European advertising style differs from other styles. She prefers to adapt marketing strategies to local markets. Hofstede and de Mooij found understanding of culture increasingly important and de Mooij found as a myth of past decades that there are universal values and global communities who across countries would have more common with each other than with people of their own country. But according to Levitt's (1983) views all customers can be persuaded by same advertising appeals in spite of the culture they belong to. Also according to Dahl (2004:22) more evidence is needed to substantiate the claims of de Mooij. However, according to the study by Okazaki et al. (2013: 267) marketers as a result of worldwide economic crisis use a hard-hitting, sales-orientated advertising strategy. This can bring cost savings to the companies, but also harm the advertised brand.

Have companies used more soft sell than hard sell and are fear appeals less common in Sweden? The findings of this study of the use of soft-sell and hard-sell advertising appeals support the idea of standardisation more than adaptation in print advertising market in Sweden. The results of this research show that 64 per cent of total 400 advertisements were using hard-sell appeal instead of soft-sell appeal. Only 30 per cent of all advertisements used soft-sell appeal and 6 per cent a mix of soft-sell and hard-sell appeals. A summary of the findings is shown in table 21.

Comparison of the use of soft-sell and hard-sell advertising appeals by the origin of company was supporting the use of hard-sell advertising appeals. Local multinational companies used hard-sell appeals in 54 per cent of advertisements and soft-sell appeal in 43

Table 21. Summary of the empirical findings. Number of advertisements with appeal.

	SOFT-SELL	HARD-SELL	S/H MIX	FEAR	BENEFIT	F/B MIX
<u>MAGAZINES</u>						
AMELIA	30	64	6	3	46	0
DiW	49	48	3	0	18	0
SvD Sat	17	74	9	0	9	0
TV	23	69	8	0	29	2
<u>PRODUCT CLASSES</u>						
DURABLE	51	143	17	0	45	1
NON-DURABLE	31	100	9	3	47	1
SERVICE	37	12	0	0	10	0
<u>PRODUCT CATEGORIES</u>						
FOOD	10	19	3	1	5	0
TECHNICAL	46	107	15	0	42	1
COSMETICS	3	29	1	0	25	0
CLOTHES	6	13	2	0	3	0
ACCESSORIES	7	17	0	0	4	1
HEALTHCARE	2	17	1	1	14	0
BANKING	7	1	0	0	1	0
INSURANCE	1	1	0	0	1	0
TRAVEL	15	6	1	0	1	0
OTHERS	22	45	3	1	6	0
<u>ORIGIN OF COMPANY</u>						
LOCAL	34	96	8	1	30	2
FOREIGN	69	139	17	1	59	0
LOCAL MULTINATIONAL	16	20	1	1	12	0

per cent of all ads. The highest proportion of hard-sell appeals was found among local companies, 70 per cent. Only 25 per cent of the advertisements of the local companies were using soft-sell appeals. Foreign companies used hard-sell appeals in 62 per cent of the ads, which was also a high percentage, and soft-sell appeal in 31 per cent of the advertisements. It is possible that local companies are not aware or do not care of cultural matters, but use hard-sell appeals in order to achieve quick sales. The campaigns of the local companies are more on daily and weekly basis and local companies want to show their daily offers in their advertisements and use simple and cheap hard-selling appeals. Economic crisis likely effect the use of advertising appeals, too, because adapting of advertising campaigns to local culture is expensive.

Foreign marketers seem to think these global communities and universal values still exist and they do not adopt their hard-sell advertising campaigns to Swedish feminine market. It is also possible that foreign companies and companies using international advertising agencies were told about the advantages of using soft-sell advertising appeals adapted to the Swedish culture, but in spite of that knowledge they decided to use hard-sell advertising appeals already used in their other global advertising campaigns, because they found the Swedish market, population of 9,2 million, to be too small to invest money in culturally adapted advertising campaigns.

Between magazines the highest percentage of soft-sell appeals was found in Dagens Industri Weekend, 49 per cent and highest percentage of hard-sell appeals in Svenska Dagbladet Saturday, 74 per cent of the advertisements. Amelia and Teknikens Värld were quite similar to each other in the use of soft-sell and hard-sell appeals. Dagens Industri Weekend represents a business magazine in this study. Maybe one reason why soft-sell appeals were more used in this magazine than in other magazines is that marketers found it beneficial. The audience of this magazine is wealthy business people and because of the size of the bigger sales opportunity, it is more efficient to adopt the advertisements to the Swedish culture than in the case of other magazines.

Among different product classes service product class was mostly using soft-sell advertising appeals, in 76 per cent of advertisements. Hard-sell appeal was most common in non-durable product class, 71 per cent, but in durable product class the percentage was almost as high, 68 per cent. Because service is intangible marketers need a stronger knowledge of the local culture. Advertisers have to focus more on the message while choosing the right appeals, rational or emotional.

Banking and Travel product categories were the only categories among 10 product categories where the use of soft-sell advertising appeals was more common than the use of hard-sell advertising appeals. In Banking category 88 per cent of advertisements were using soft-sell appeal, in Travel category 68 per cent. Highest use of hard-sell appeal was in Cosmetics category, 88 per cent, but high percentages also in Healthcare, 85 per cent and Accessories, 71 per cent, inclusive technical accessories. Over half of the advertisements in Clothes, Others and Technical categories used hard-sell appeals.

In this research only three advertisements were found using fear appeal and all of them were in women's magazine Amelia. These fear appeals were found among the advertisements of local, foreign and local multinational companies. All three fear appeals were in different product categories: one in Food category, one in Healthcare category and one in Others category. Benefit appeal was used in 102 advertisements of 400 and a mixture of fear and benefit appeals in two advertisements. De Mooij found the use of fear appeal not to be effective in low uncertainty avoidance cultures, where people are more responsive to benefits than to threats. The use of fear appeal is not common in advertising Sweden. The findings of this thesis support the statements of de Mooij. However, the lack of use of fear appeal in Swedish advertising can be attributed to other reasons than aware of cultural matters, too. Traditionally marketing through aggressive methods has been considered disagreeable in Sweden. In 2008 Sweden adopted Marketing Act, an explicit prohibition of aggressive commercial practices. Commercial practices which involve physical violence, harassment, coercion, threats or other aggressive means are prohibited. Advertising playing on fear is not acceptable. (Bengtsson 2012: 1) These inappropriate and

forbidden methods are difficult to define. In order to avoid unexpected feedback from Swedish customers and Market Court, marketers may avoid risk and prefer to use other advertising appeals than fear or shocking appeals to promote their message. Prohibition of aggressive commercial practices together with cultural factors may explain why fear appeal is not commonly used in Swedish print advertising.

5.2. Limitations and implications for future research

There is increasing debate and research of whether advertising should be standardised or adapted to national audiences. As a limitation this research concentrates only on Hostede's cultural framework and statements of de Mooij. In future studies also other culture theories could be used.

Another limitation of this study is the chosen methodology of studying the appeals in pairs of soft-sell versus hard-sell and fear versus benefit. In future studies a better understanding of the use of these advertising appeals could be achieved by studying also the combinations of all four appeals appearing in the same advertisement. For future studies it would be an interesting topic to study more deeply how the soft-sell, hard-sell, fear and benefit appeals have been used as a combination in the same advertisement. Has benefit appeal used together with hard-sell appeal to "softener" hard-sell advertising? In this study among 255 hard-sell advertisements in 67 advertisements was also benefit appeal used together with hard-sell appeal, 26 per cent. Local multinational companies used hard-sell and benefit appeals together in 60 per cent of hard-sell ads. In Foreign companies where the hard-sell appeal was used most in this research, in 139 ads, was benefit appeal used in 27 per cent of ads, 38 ads. Even though local companies used hard-sell appeal in 94 ads, they used benefit appeal only in 18 per cent of these ads, in 17 ads.

The sample size of the study has been limited only to 400 ads. Another topic for future studies would be to study the whole collected data from Sweden, about 2500 different

advertisements in four magazines of the year 2012 by using the method of Okazaki, Mueller and Taylor (2010) introduced in methodology chapter in this thesis. They developed a method for measuring soft-sell versus hard-sell advertising appeals in more detailed. According to the measure method of Okazaki et al. (2010) soft-sell appeals can be measured using a 12-item, 3-factor index, whereas hard-sell appeals can be measured using a 15-item, 3-factor index, each dimension can vary in the degree to which it is perceived, ranging from high to low level. In this thesis the original measurement method was not totally used.

The author of this thesis conducted this research alone, which is a limitation for this study. In future studies more coders from different countries should be used. The author noticed that during data coding and analysing of the findings of this research, she was considering does her nationality, age and gender may have an impact on the coding and analysing results of the appeals. In future studies by using several coders from different countries, the effect of the gender, age and nationality of the coders and analysers on the research results, could be examined.

This study was limited only to one country and four magazines. In CULTVAL- research information from other countries was also collected. Data was collected from e.g. Finland and Estonia. Often it is assumed that Nordic countries are culturally similar to each other and Finland could be similar to Estonia. However, according to the Hofstede's model of cultural dimensions, Estonia, Finland and Sweden are different from each other. Cross-cultural analysis of the use of soft-sell and hard-sell advertising appeals between similar magazines in Finland, Estonia and Sweden, could be of interest for future research.

REFERENCES

Albers-Miller Nancy D. & Marla Royne Stafford (1999). An international analysis of emotional and rational appeals in services vs. goods advertising. *Journal of Consumer Marketing*. 16: 1, 42 - 57.

Belch, George E. & Michael A. Belch (1998). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. International Edition. Fourth Edition. The McGraw-Hill Companies, Inc. ISBN 0-07-115207-5.

Bengtsson, Linda (2012). *Aggressiv marknadsföring*. Lund University. Student paper.

Blythe, Jim (2000). *Marketing Communications*. Pearson Education Limited. ISBN 0-273-63960-9.

Burns, Alvin C & Ronald F. Bush (2006). *Marketing Research*. Fifth Edition. Prentice Hall. ISBN 0-13-147732-3.

Callius, Peter, Morgan Sandström & Eva Springmann (2013). The DNA of the new magazine reader – ORVESTO QRS 2013. TNS Sifo.

Chandy, Rajesh K., Gerald J. Tellis, Deborah J. MacInnis and Pattana Thaivanich (2001). What to say when: Advertising appeals in evolving markets. *Journal of Marketing Research*. 38: 4, 399 - 414.

Clow, Kenneth E. & Donald Baack (2010). *Marketing Management, A Customer-Oriented Approach*. SAGE Publications, Inc. ISBN 978-1-4129-6312-1.

Dahl, Darren W., Kristina D Frankenberger & Rajesh V. Manchanda (2003). Does it Pay to Shock? Reactions to Shocking and Nonshocking Advertising Content among University Students. *Journal of Advertising Research*. 43: 3, 268 – 280.

Dahl, Stephan (2004). *Cross-cultural advertising research: What do we know about the influence of culture on advertising?* Middlesex University Business School London.

Dahlen, Micael & Fredrik Lange & Terry Smith (2010). *Marketing Communications, A Brand Narrative Approach*. John Wiley & Sons Ltd. ISBN 978-0-470-31992-5.

De Mooij, Marieke (2001). Convergence and divergence in consumer behaviour. *World Advertising Research Center*. 10 / 2001.

De Mooij, Marieke (2003). Convergence and divergence in consumer behaviour: implications for global advertising. *International Journal of Advertising*. 22: 2, 183 – 202.

De Mooij, Marieke (2010). *Global Marketing and Advertising, Understanding Cultural Paradoxes*. Third Edition. SAGE Publications, Inc. California. 323 p. ISBN: 978-1-4129-7041-9.

De Mooij, Marieke & Geert Hofstede (2010). The Hofstede Model. Applications to global branding and advertising strategy and research. *International Journal of Advertising*. 29: 1, 85 – 110.

Ghauri, Pervez & Kjell Gronhaug (2010). *Research Methods in Business Studies*. Fourth Edition. FT Prentice Hall. ISBN 978-0-273-712204-6.

Glascoff, D.W. (2000). A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Marketing Health Services*. 20: 4, 35 - 35.

Hoeken, Hans, Marianne Starren, Catherine Nickerson, Rogier Crijns & Corine Van Den Brandt (2007). Is it Necessary to Adapt Advertising Appeals for National Audiences in Western Europe? *Journal of Marketing Communications*. 13: 1, 19 – 38.

Hofstede, Geert, Gert Jan Hofstede & Michael Minkov (2010). *Cultures and Organizations, SOFTWARE OF THE MIND. Intercultural Cooperation and Its Importance for Survival*. Third Edition. The Mc Craw-Hill Companies. ISBN 978-0-07-166418-9

Holtzhausen, Tania (2010). *Content analysis of roles portrayed by women in advertisements in selected South African media*. University of Pretoria, South Africa. 1 – 331.

Kitchen, Philip J., Patric de Pelsmacker, Lynne Eagle and Don E. Schultz (2005). *A reader in marketing communications*. Routledge. ISBN 0-415-35648-2. 42.

Kotler, Philip, Gary Armstrong (2010). *Principles of Marketing*. Thirteenth Global Edition. Pearson Education Inc. New Jersey. ISBN-13:978-0-13-700669-4. ISBN-10:0-13-700669-1.

La Tour, Michael S. (2006). Retrospective and prospective views of “fear arousal” in “fear appeals”. *International Journal of Advertising*. 25: 3, 409 - 416.

Levitt, Theodore (1983). The globalisation of markets. *Harvard Business Review*. 61: 3, 92 - 102.

Milner, Laura M and James M Collins (2000). Sex-Role Portrayals and the Gender of Nations. *Journal of Advertising*. 29: 1, 67 – 79.

Morales, Andrea C., Eugenia C. Wu and Gavan J. Fitzsimons (2012). How Disgust Enhances the Effectiveness of Fear Appeals. *Journal of Marketing Research*. 49: 3, 383 – 393.

Mueller, Barbara (1987). Reflections of Culture: An Analysis of Japanese and American Advertising Appeals. *Journal of Advertising Research*. 27: 3, 51 - 59.

Neuendorf, Kimberly A. (2002). *The Content Analysis Guidebook*. Sage Publications, Inc. ISBN 0-7619-1977-5.

Nyilasy, Gergely, Karen Whitehill King, Leonard N. Reid & Scott C. McDonald (2011). Checking the Pulse of Print Media. Fifty Years of Newspaper and Magazine Advertising Research. *Journal of Advertising Research*. 51: Supplement. 167 – 175.

Okazaki, Shintaro, Barbara Mueller & Charles R. Taylor (2010). Measuring soft-sell versus hard-sell advertising appeals. *Journal of Advertising*. 39: 2, 5 – 20.

Okazaki, Shintaro, Barbara Mueller & Sandra Diehl (2013). A Multi-Country Examination Of Hard-Sell and Soft-Sell Advertising Comparing Global Consumer Positioning In Holistic- and Analytic-Thinking Cultures. *Journal of Advertising Research*. 53:3, 258 – 272.

Pollay, Richard W. (1983). Measuring the Cultural Values Manifest in Advertising. *Current Issues and research in Advertising*. 6: 1, 71 - 91.

Rossiter, John R. & Larry Percy (1998). *Advertising Communications & Promotion Management*. Second Edition. McGraw-Hill Companies, Inc. ISBN 0-07-115514-7.

Ruiter, Robert A.C., Loes T.E. Kessels, Gjalte-Jorn Y. Peters & Gerjo Kok (2014). Sixty years of fear appeal research: Current state of the evidence. *International Journal of Psychology*. 49: 2, 63 – 70.

Tanner, Jeff (2006). Read this or die: a cognitive approach to an appeal to emotions. *International Journal of Advertising*. 25: 3, 414-416.

Tellis, Gerard J. (1998) *Advertising and Sales Promotion Strategy*. Addison Wesley Longman, Inc.

Wiles, Charles R, Judith A. Wiles & Anders Tjernlund (1996). The ideology of advertising: The United States and Sweden. *Journal of Advertising Research*. 36: 3, 57 – 66.

Williams, Kaylene C. (2012). Fear appeal theory. *Research in Business and Economics Journal*. 5. 1 - 21.

Electronic sources:

<http://sverigestidskrifter.se/branschfakta/2001-sa-manga-laser-tidskrifter-2012>

Alkohollag 2010:1622, 7:7§, www.riksdagen.se

www.geert-hofstede.com

Research and Analysis of Media AB,

<http://www2.rampanel.com/en/news/international-ram-news>. “Print media goes against the stream.”

<http://www.ts.se/mediefakta-upplagor/snabbfakta/?mc=003160>

<http://dahl.at/wordpress/2010/11/15/measuring-advertising-values-and-appeals/> (2010)

[www. Europa.eu](http://www.Europa.eu)

www.dove.us/Social-Mission/campaign-for-real-beauty

www.affinity-primemedia.ch/gb/sweden.html

www.konsumentverket.se/Global/Konsumentverket.se/Best%C3%A4lla%20och%20ladda%20ner/V%C3%A4gledning/Dokument/vagledning_mf_barn.pdf

www.slideshare.net/BirteGrger/fear-appeals-48233extended

<http://www.ibtimes.co.uk/benetton-history-shocking-ad-campaigns-pictures-252087>

APPENDIX

Codebook for coding

APPEARANCE OF ADVERTISING APPEALS:

SOFT-SELL: Estimate if the advertisement induce feelings (creative, instinctive, imaginative, abstract), and if the advertisement includes implicitness (insinuation, appealing, subjective, expressive) and / or image (entertaining, interpretive, playful, impression-based).

NO = 1, YES = 2

HARD-SELL: Estimate if the advertisement induces thinking (rational, logical, analytical, factual, concrete), and if the advertisement includes explicitness (precise, convincing, explanative, persuasion, instructive) and / or fact (educational, descriptive, realistic, informative, evidence-based).

NO = 1, YES = 2

MIXTURE OF SOFT- AND HARD-SELL APPEALS: Estimate if in the advertisement has been used both soft- and hard-sell appeals.

MIX = 3

FEAR: Estimate if the used appeal posits the risk of using or not using a specific product, service or idea. Does the advertisement exposure a shocking method like norm violation and unexpectedness inducing surprise and fear?

NO = 1, YES = 2

BENEFIT: Estimate if the advertisement emphasize s the benefits of using the product, service or idea.

NO = 1, YES = 2

MIXTURE OF FEAR AND BENEFIT APPEALS: Estimate if in the advertisement has been used both fear and benefit appeals.

GENERAL INFORMATION:

TYPE OF JOURNAL: Report the type of journal.

General magazine= 1, Business magazine = 2, Women's magazine= 3, Men's magazine = 4

ORIGIN OF COMPANY: Origin of the company means the origin of the company advertising the product or service, not the origin of the company owning the brand.

LOCAL = 1, FOREIGN = 2, LOCAL MULTINATIONAL = 3

Codebook for coding continued

PRODUCT CLASS: Report product class. Durable goods are defined as those whose expected lifetime is greater than three years. Non-durable goods are spent immediately and are bought often. Report as service all intangible products.

DURABLE = 1, NON-DURABLE = 2, SERVICE = 3

PRODUCT CATEGORY: Report the product category. Code all drinks and alcohol products in the Food-category, shoes in the Clothes-category and all vehicles and technological products in the Technical-category. Code all products not indicating to categories 1 – 9 in Other's category.

FOOD = 1, TECHNICAL = 2, COSMETICS = 3, CLOTHES = 4, ACCESSORIES = 5, HEALTHCARE = 6, BANKING = 7, INSURANCE = 8, TRAVEL = 9, OTHERS = 10

LUXURY PRODUCTS: Code the product to luxury product if it is a well-known global luxury brand or very expensive.

PRICE INFORMATION: Code price-information with code "Yes" if there is mentioned the price of the product / products. Sale per cent alone is not a price.

NO = 1, YES = 2

BLACK AND WHITE / COLORED: Indicate the colour of the advertisement – coloured or black and white. Code only all totally black and white advertisements to black and white. Code advertisement to coloured one if there is a coloured logo and other text and the picture are black and white.

BLACK AND WHITE = 1, COLORED = 2

LANGUAGE: Report the language used in the advertisement text. If the language is Swedish, code it to Local, English code it to English and if the language is a combination of two or more languages, code it to Combination. Code the advertisement in Other Language, if these has been used another language than Swedish or English. Estimate only the language in text, not in the logo, except slogans.

LOCAL = 1, ENGLISH = 2, COMBINATION = 3, OTHER LANGUAGE = 4

PERSONS:

Report if there are people in the advertisement.

NO = 1, YES = 2

If yes, report the gender and number of the character / characters.

MEN / WOMEN / CHILDREN, ONE, TWO, THREE OR MORE

If there is a mixture of characters, report the combination.

ONE M & ONE W = 1, ONE M & TWO W = 2, ONE W & TWO M = 3, TWO M & TWO W = 4, MORE M & W = 5, ONE CHILD ONE W = 6, ONE CHILD AN ONE M = 7, TWO CHILDREN AND ONE W = 8, TWO CHILDREN & ONE M = 9, ONE CHILD & TWO OR MORE W = 10, ONE CHILD & TWO OR MORE M = 11, MORE CHILDREN & W & M = 12, MULTIPLE GENERATIONS = 13
