



Vaasan yliopisto
UNIVERSITY OF VAASA

Tareque Mahmud

Reflections of high- and low-context marketing communication styles in YouTube video ads

A comparative study of FMCG companies in Finland and India

School of Marketing and Communication
Master's thesis in International Business
Master's Degree Programme in International Business

Vaasa 2024

UNIVERSITY OF VAASA**School of Marketing and Communication****Author:** Tareque Mahmud**Title of the thesis:** Reflections of high- and low-context marketing communication styles in Youtube video ads : A comparative study of FMCG companies in Finland and India**Degree:** Master of Science in Economics and Business Administration**Discipline:** International Business**Supervisor:** Minnie Kontkanen**Year:** 2024**Pages:** 98

ABSTRACT :

Understanding intercultural communication is important because modern technology has made it easier for people to communicate across border in the blink of an eye. Failure to communicate effectively can lead to misunderstandings and misinterpretations, resulting in lost customer, lost business and lost opportunities. This study explores the cultural communication styles embedded in YouTube video ads in the Fast-Moving Consumer Goods (FMCG) sector, comparing Finland and India. By following Hofstede's individualism vs. collectivism dimension and Hall's high- and low-context cultural theory, the research investigates how these cultural frameworks influence online video advertising strategies in these countries.

A content analysis was conducted on 60 YouTube advertisements, with 30 ads from each country representing a range of FMCG categories. The analysis focused on identifying and quantifying specific attributes associated with high- and low-context communication. The study tested four hypotheses, predicting the prevalence of low-context communication in Finnish ads and high-context communication in Indian ads, as well as comparing the relative frequency of these communication styles between the two countries.

The findings support the hypotheses, revealing that Finnish ads predominantly feature low-context attributes, such as explicit product demonstrations and other direct communication styles, which align with Finland's individualistic cultural orientation. In contrast, Indian ads were found to frequently incorporate high-context attributes, including drama, entertainment, and other indirect communication strategies, reflecting the country's collectivistic and high-context cultural communication styles. Interestingly, the analysis also uncovered instances of crossover, where Finnish ads employed some high-context elements and Indian ads included low-context features, suggesting a degree of cultural blending in advertising strategies.

However, the study has limitations, including its focus on a single advertising platform (YouTube) and the analysis of ads in only one language (Hindi) for the Indian sample, which may not fully capture the diversity of the country's advertising landscape. Future research is recommended to explore advertising strategies across multiple digital platforms and a broader linguistic spectrum.

KEYWORDS: (Hall's context theory, Hofstede's cultural dimension, high- and low-context communication style, individualism vs. collectivism, marketing communication, online video advertising, YouTube, FMCG, Finland, India).

Contents

1	Introduction	7
1.1	Background of the study	7
1.2	Purposes, research question and objectives	9
1.3	Delimitations of the study	10
1.4	Structure of the study	11
1.5	Definitions of the key concepts	12
2	Literature review	14
2.1	Hall's theory of high- and low-context cultures	14
2.1.1	High- and low-context cultures	14
2.1.2	Examples of high- and low-context cultural communication	16
2.2	Hofstede's model of cultural dimension	18
2.2.1	Six cultural dimensions of Hofstede	19
2.2.2	Individualism vs. collectivism in depth	21
2.3	Relationship between Hall's theory and Hofstede's model	22
2.4	Finland & India	24
2.4.1	About Finland	25
2.4.2	Finnish cultural values	25
2.4.3	Finnish communication style	28
2.4.4	Finnish communication style through the lens of Hall's context theory	30
2.4.5	About India	32
2.4.6	India cultural values	32
2.4.7	Indian communication style	34
2.4.8	Indian communication style through the lens of Hall's context theory	35
2.5	Culture and advertising	37
2.5.1	Cultural influence on advertising	37
2.5.2	High- and low-context attributes in advertising	39
2.5.3	Online video advertising	43
2.6	Theoretical framework	45
3	Methodology	49

3.1	Research approach and research method	49
3.2	Data collection and sample selection	50
3.3	Data analysis	54
3.3.1	Content analysis	54
3.3.2	Coding	56
3.3.3	Reliability and validity	61
4	Findings	64
4.1	Sample description	64
4.2	Hypothesis testing	67
4.2.1	Hypothesis 1	67
4.2.2	Hypothesis 2	68
4.2.3	Hypothesis 3	69
4.2.4	Hypothesis 4	71
4.3	Additional analysis	72
5	Conclusion	76
5.1	Discussion of the results	76
5.2	Theoretical contribution	78
5.3	Managerial Implications	79
5.4	Limitations and suggestions for future research	80
	References	82
	Appendices	92
	Appendix 1. List of Finnish ads	93
	Appendix 2. List of Indian ads	95
	Appendix 3. Example of one Finnish coding sheet	97
	Appendix 4. Example of one India coding sheet	98

Figures

Figure 1. Country classification of high-and low-context cultures	15
Figure 2. Key characteristics of high- and low-context communication	18
Figure 3. Finnish communication pattern	28
Figure 4. Finnish listening habits	29
Figure 5. Communication map by Meyer	31
Figure 6. Indian communication pattern	34
Figure 7. Indian listening habits	35
Figure 8. Global advertising research: understanding cultural values of consumers	38
Figure 9. Theoretical framework	48
Figure 10. Sampling process	53
Figure 11. Number of ads in each category	65
Figure 12. H1 testing: paired samples statistics	67
Figure 13. H1 testing: paired samples test	68
Figure 14. H1 testing: paired samples effect size	68
Figure 15. H2 testing: paired samples statistics	68
Figure 16. H2 testing: paired samples test	69
Figure 17. H2 testing: paired samples effect size	69
Figure 18. H3 testing: group statistics	70
Figure 19. H3 testing: independent samples test	70
Figure 20. H3 testing: independent samples effect size	70
Figure 21. H4 testing: group statistics	71
Figure 22. H4 testing: independent samples test	71
Figure 23. H4 testing: independent samples effect size	72

Tables

Table 1. Ten differences between individualist and collectivist societies	22
Table 2. FMCG product categories	51
Table 3. Coding criteria	56
Table 4. Comparison of high- and low-context attributes, ad duration and views in Finnish and YouTube ads	66
Table 5. Number of attributes in Finnish and Indian ads from maximum to minimum	73

Abbreviations

FMCG Fast-Moving Consumer Goods

1 Introduction

This chapter introduces the background and main research question of the study. It also outlines the delimitations of the research, as well as the structure of the study. Additionally, it provides clear definitions of the key concepts used throughout the study.

1.1 Background of the study

Global mobility and modern technology have made it easier for people from different cultures to connect and interact across borders. According to Arasaratnam (2015), this has created a greater need and relevance for conducting research in intercultural communication worldwide. Additionally, the global population continues to grow, and fewer people spend their entire lives in just one city, region, or country. People's most significant values, beliefs, attitudes, and behaviours are all influenced by culture (Zou et al., 2009), making it important to understand these differences to effectively conduct business and everyday life tasks. If people gain some knowledge of cultural differences and become aware of them, many problems and misunderstandings in cross-cultural groups can be avoided (Tong & Yuqing, 2020). On the other hand, failure to adapt to new cultures or neglecting to learn other ways may lead to misunderstandings, misinterpretation, confusion, and embarrassment, resulting in serious consequences such as lost confidence, lost customers, lost business, and lost opportunities.

E. T. Hall (1976) identifies two types of cultures based on the amount of information conveyed in a message while communicating. In some cultures, information is explicit, direct, and mostly verbalized, which Hall refers to as low-context cultures. In contrast, other cultures rely on contextual understanding beyond just the language used, which is more indirect way of communicating, and these are classified as high-context cultures (Hall, 1976, p. 91). Furthermore, Hofstede's model of cultural dimensions is a well-known theory in intercultural research. One of the dimensions in Hofstede's model is individualism vs. collectivism (Hofstede, 2011). According to Gudykunst & Ting-Toomey

(1988, p. 45), individualistic cultures are associated with low-context cultures, while collectivistic cultures are linked with high-context cultures. Based on Hofstede's scores, Finland is classified as an individualistic culture (score 75) and India as a collectivistic culture (score 24) (Country comparison tool, 2024). This suggests that Finland is a low-context culture and India is a high-context culture. Leonard et al. (2009, p. 850) said, "Culture influences what people communicate, to whom they communicate, and how they communicate."

Advertising serves as a communication tool between the consumer and the advertiser. Online videos are now the fastest-growing form of advertising. They are crucial for boosting sales and creating opportunities on websites and mobile apps. For example, in China, the online advertising market is worth over 130 billion yuan (about 19 billion US dollars) and is rapidly growing, with online video ads playing a major role in this expansion. Advertisers create ads that surprise, engage, and entertain to make their products memorable and help consumers create a positive feeling about the brand. This approach encourages people to remember the products and feel a connection to the brand, leading to buying decisions and boosting sales. (Zhang et al., 2023)

Understanding the reflections of communication styles in online video advertisements is crucial because, according to De Mooij (2004), different cultures have unique values, beliefs, and symbols that influence how messages are understood. The author mentioned that advertisements need to align with these cultural values to resonate with the target audience effectively. Also, communication styles, whether high- or low-context, greatly influence how messages are perceived and interpreted by the audience.

In the context of Finland and India, where cultural communication styles differ significantly—Finland being more individualistic and low-context and India being more collectivistic and high-context—analyzing their online video ads may help in tailoring marketing communicating styles that resonate with the local audience, thus enhancing the effectiveness of advertising campaigns based on their culture. This understanding

can be particularly relevant and beneficial for marketing professionals and video production companies to create online video ads that communicate effectively with the local audience.

Previous studies have explored the reflection of Hall's theory on cultural communication styles in various forms of advertising. For example, researchers like Biswas et al. (1992), Callow & Schiffman (2004), Bai (2016), Saleem (2016), Hornikx & Le Pair (2017), and Friedmann & Vescovi (2019) have analyzed print ads to uncover aspects of high- and low-context communication in cross-cultural studies. Similarly, Miracle et al. (1992), Cho et al. (1999), Kivinen (2012), and Yang (2014) examined TV commercials to identify how different cultures' communication styles are reflected in the ads. In another instance, Chang (2000) applied Hall's culture-context theory and Hofstede's individualism-collectivism framework to compare the content and messaging strategies of political TV ads in Taiwan and the US. Other researchers have used website design and content to interpret these theories, helping to understand how different cultures communicate with consumers (Usunier & Roulin, 2010; Wurtz, 2005). However, there is a research gap in studying how Hall's theory of communication styles is reflected in online video advertising, particularly in YouTube video ads in cross-cultural comparisons between Finland and India.

1.2 Purposes, research question and objectives

The primary purpose of this study is to find how cultural communication styles are reflected in online video advertisements, particularly on YouTube ads, in the context of Finland and India. Given the significant cultural differences between these two countries—Finland being more individualistic and low-context, and India being more collectivistic and high-context—this study aims to understand how these cultural differences influence online video advertising strategies in their local market. By exploring the content of online video ads, this research can provide insights for marketing professionals and video production companies. Understanding the cultural

nuances that influence communication styles in Finland and India, companies can develop more effective marketing strategies that resonate with the local customers. Additionally, this study can address the research gap in understanding the application of Hall's and Hofstede's cultural theories to modern online video ads, contributing to the broader field of intercultural communication research. Based on the purpose and aim of this study, the research question is:

Research question: What is the reflection of cultural values of individualism and collectivism in the use of high-context and low-context marketing communication styles in YouTube video ads in Finland and India?

Research objectives must be established to describe and offer thorough guidance for the research paper. These will help to make efforts to address the research question precisely. For this study, thus, the following objectives are set:

1. To explore Hall's context theory and Hofstede's individualism vs. collectivism dimension, and examine their connection based on previous studies.
2. To compare the communication styles of Finland and India through the lens of Hall's context theory.
3. To identify the cultural influence in advertising and the high- and low-context attributes used in advertising.
4. To investigate how Fast-Moving Consumer Goods (FMCG) companies in Finland and India reflect their cultural values and communication styles in their video advertising content.

1.3 Delimitations of the study

This study is geographically focused on Finland and India and will not include other countries. The cultural context will be measured based on Hall's theory of high- and low-context culture as well as Hofstede's cultural dimension of individualism and collectivism.

No other theories or correlations will be used in this study. The research will specifically analyze the Fast-Moving Consumer Goods (FMCG) sector, excluding other industries. Only online video ads produced after January 2022 will be used, while other forms of advertising, for example, print ads, TV ads, and radio ads, are excluded. The research methodology will involve a quantitative content analysis, without the use of surveys or interviews. YouTube video ads will be selected based on their target audience, ensuring they are intended for local viewers rather than an international audience. This approach will help ensure that the videos are designed to resonate with local cultural contexts, reflecting the specific cultural nuances of each country. A total of 30 advertising videos will be selected for each country, sourced from YouTube. These delimitations ensure a focused and feasible research project relevant to the research questions and objectives.

1.4 Structure of the study

This study is structured into five main chapters, each addressing different aspects of the research.

The first is the introductory chapter, which provides a comprehensive overview of the research background, the relevance of the study, and the research gap. It sets the stage by explaining the purpose, research question, and objectives of the study. Finally, it defines the delimitations of the study.

The second chapter is the literature review that explores relevant theories and previous studies related to the research topic. It delves into various academic perspectives and frameworks, providing a foundation for understanding the current research landscape and identifying gaps that this study aims to fill.

The third chapter is the methodology chapter, which outlines the research design, including the data collection methods, sampling techniques, and coding process used in

the study. It explains the rationale behind the chosen methods and how they align with the research objectives.

The fourth chapter is the findings chapter, which presents the data collected during the study, along with a detailed analysis of the findings. The analysis is structured around the research questions and hypotheses, providing evidence and interpretations based on the data.

The fifth and final chapter discusses the results of the findings from the previous chapter. Also, this chapter talks about the theoretical contribution and managerial implications of the findings. Finally, it discusses the limitations of the study and potential areas for further research.

1.5 Definitions of the key concepts

High- and low-context communication Individuals from high-context cultures prefer implicit and indirect communication, while individuals from low-context cultures prefer explicit and direct communication (Gudykunst & Ting-Toomey, 1988).

Individualism vs. collectivism Individualistic cultures emphasize personal identity, achievement, and autonomy, while collectivistic cultures prioritize group harmony, loyalty, and relationships (De Mooij & Hofstede, 2011).

FMCG Fast-Moving Consumer Goods are those products that are sold quickly and relatively low prices. FMCG products have very short shelf life, either due to high demand or they do not last long. Examples of FMCG products are fast food, soft drinks, medicines, cosmetics or other similar consumables. (Purbey, 2022)

YouTube ads YouTube ad is an in-stream advertisement that is played in YouTube videos as pre-roll (before the video starts), mid-roll (in the middle of the video) or post-roll (at

the end of the video) (Li & Lo, 2015). YouTube ads are shown with or without skippable options in the most trending videos or popular channels (Praveen et al., 2023).

Content analysis Content analysis is a research methodology that involves systematically analyzing and interpreting the content of various types of messages, such as texts, images, or any form of communication that carries meaning. It aims to extract insights, patterns, and themes from the content to understand the underlying messages or information being conveyed. (Gheyle & Jacobs, 2017)

2 Literature review

This chapter introduces Hall's context theory and Hofstede's model of cultural dimensions. It also discusses the relationship between these two theories based on previous studies. The chapter then focusses on Finland and India, providing general information about the countries, their cultural values, and communication styles, viewed through the lens of Hall's theory. Additionally, it explores the relationship between culture and advertising as well as identifies the attributes of high- and low-context cultures in advertising. The chapter concludes with the presentation of a theoretical framework for this study.

2.1 Hall's theory of high- and low-context cultures

Hall's theory (1976), also known as context theory, is a theoretical framework developed by Edward T. Hall to explain how different cultures have different ways of communicating. According to Hall (1976), cultures can be classified on a scale from high context to low context (p. 79). The theory also emphasizes the importance of understanding the cultural context in order to effectively communicate with individuals from different cultures (Kittler et al., 2011).

2.1.1 High- and low-context cultures

In high-context cultures, much of the information is already known by the individuals and is embedded in the context, while in low-context cultures, most of the information is explicitly stated in the message (Hall, 1976, p. 91). Hall's (1976) theory suggests that individuals from high-context cultures prefer implicit and indirect communication, while individuals from low-context cultures prefer explicit and direct communication (Gudykunst & Ting-Toomey, 1988; Tong & Yuqing, 2020). In high-context culture, implicit messages are conveyed through, for example, body language, shared experiences, and

contextual cues (Wurtz, 2005). In these types of cultures, communication relies heavily on understanding the context and shared cultural knowledge (Broeder, 2021; Usunier & Roulin, 2010). Examples of high-context cultures include Japanese and Chinese cultures as it is shown in Figure 1.



Figure 1. Country classification of high-and low-context cultures (Broeder, 2021, p. 15; Koeszegi et al., 2004, p. 85; Wurtz, 2005, p. 277)

Low-context culture, on the other hand, conveys explicit messages through more direct, precise, and relies less on contextual cues (Chung, 2013; Usunier & Roulin, 2010). Exam-

ples of low-context cultures include those of Scandinavian and German-speaking countries (Wurtz, 2005). These cultural communication styles have implications for how information is transmitted and understood, with high-context cultures relying more on non-verbal cues and shared understanding, while low-context cultures prioritize explicit verbal communication (Broeder, 2021; Nam, 2015; Nishimura et al., 2008).

2.1.2 Examples of high- and low-context cultural communication

According to Tong and Yuqing (2020), understanding high- and low-context cultural communication helps individuals navigate and interpret communication styles in different cultures, leading to more effective and successful intercultural interactions. The authors also stated that individuals from high-context cultures rely on shared understanding and assumptions, while individuals from low-context cultures may lack the same shared experiences. As a result, those from low-context cultures require clearer procedures and explicit instructions when performing tasks, whereas individuals from high-context cultures generally have a collective understanding of what needs to be done and how to do it, requiring less explanation (Nam, 2015; Tong & Yuqing, 2020; Wurtz, 2005). Nam (2015, p. 378) demonstrated an example of how two friends from different cultural contexts would have had to communicate to ask for help in moving house. The example is very helpful to understand the communication style.

Low-context example

Klaus: Hey, I'm finally moving to my new apartment.
I need to start packing.

Bob: Wonderful! When are you moving?

Klaus: This Sunday. I have so many things to move.
Could you come and help?

Bob: Sure! My church service ends around noon,
so I would be happy to help afterward.

Klaus: Thanks!

High context example

Eujin: Well, I am finally moving to my new apartment.
You will be invited to the housewarming party!

Suo: How wonderful! When are you moving?

Eujin: This Sunday. I need to start packing.
[I hope Suo can help me.]

Suo: Do you need help? I would be happy to help!
[I know Eujin needs help, but she will not ask me unless I offer.]

Eujin: Really? I hate to trouble you... You have church on Sunday... *[I am so glad Suo is offering to help.]*

Suo: No worries. It ends at noon, so I can come afterward.

Eujin: Oh... are you sure? If you insist...
Thanks so much!

Suo: My pleasure.

From these examples, it is understandable that in low-context cultures, direct and straightforward communication is valued, while in high-context cultures, communication is more circular and relies on reading between the lines. Nam (2015) also illustrated the key characteristics of high- and low-context cultures as it is shown below in Figure 2 (p. 379).

<i>Low-Context Communication</i>	<i>High-Context Communication</i>
Most of the information is in the verbal message (spoken words, written notes, memos, legal documents, etc.) and less in the context	Less information is in the verbal message and more in the context; nonverbal communication (eye contact, facial expressions, gestures, tone of voice, color of the envelope, etc.) matters more
Direct message: “Get to the point” “I mean what I say, and I say what I mean” “Don’t beat around the bush” “Cut to the chase” “Give me the bottom line”	Important to read between the lines and consider the rank, age, gender, and class of the communicator “Hear one and understand ten” “Silence is golden”
<i>What</i> (content) is said is more important; <i>how</i> is secondary	How the message is delivered is more important; what (content) is secondary
“Yes” means <i>yes</i> ; “no” means <i>no</i>	“Yes” could mean yes, maybe, or no; words can mean different things depending on the context
It is okay to say “No”	Saying “No” is often avoided to preserve harmony and save face; instead, apologetic expressions or an indirect signal are given: “it will be difficult” (meaning “no”) “We will get back to you” “Let me think about it” Silence
Linear writing style; topic sentence and key message often come at the beginning of the paragraph	Circular writing style; topic sentence and key message often come at the end of the paragraph
Task oriented	Building relationships is primary
Conflicts can be resolved relatively quickly	Conflict avoidance; frequent use of third parties to resolve problems; therefore, conflict resolution takes more time

Figure 2. Key characteristics of high- and low-context communication (Nam, 2015, p. 379)

2.2 Hofstede’s model of cultural dimension

Hofstede's model of cultural dimensions was developed based on a study conducted with IBM employees from more than 50 countries between 1980-1983 (Gudykunst & Ting-Toomey, 1988). In the first edition of Hofstede's book "Cultures and Organisations: Software of the Mind," published in 1991, he introduced four cultural dimensions: Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, and Uncertainty Avoidance (Hofstede & Hofstede, 1991). In the second edition of the book, published in 2004, Hofstede added a fifth dimension, Long vs. Short Term Orientation (Hofstede & Hofstede, 2004). Finally, in the third edition, published in 2010, they introduced a sixth dimension, Indulgence vs. Restraint (Hofstede & Hofstede, 2010).

2.2.1 Six cultural dimensions of Hofstede

The six cultural dimensions of Hofstede are briefly explained below.

1. Power Distance: Power distance is the extent to which less powerful members of a society accept and expect unequal distribution of power (Hofstede & Hofstede, 2004). It influences social hierarchies and organizational structures, with high power distance cultures valuing hierarchy and respecting authority more than low power distance cultures (De Mooij & Hofstede, 2010). Based on data from 76 countries, Hofstede (2011) found that the Power Distance Index scores tend to be higher for East European, Latin, Asian, and African countries, while they tend to be lower for Germanic and English-speaking Western countries.

2. Individualism vs. Collectivism: This dimension measures the degree to which individuals prioritize personal interests over group interests (individualism) or vice versa (collectivism) (De Mooij & Hofstede, 2010). Individualistic cultures emphasize personal identity, achievement, and autonomy, while collectivistic cultures prioritize group harmony, loyalty, and relationships (De Mooij & Hofstede, 2011). Based on data from 76 countries, Hofstede (2011) found that developed and Western countries tend to have a prevailing culture of individualism, while less developed and Eastern countries tend to have a prevailing culture of collectivism. Japan, however, occupies a middle position on the spectrum of individualism and collectivism.

3. Masculinity vs. Femininity: Masculinity reflects societies that value assertiveness, material success, and competitiveness, while femininity emphasizes caring for others, quality of life, and modesty (De Mooij & Hofstede, 2010). These dimensions influence societal values, gender roles, and the emphasis on achievement versus relationships in different cultures (De Mooij & Hofstede, 2011). Based on 76 countries, Hofstede (2011) found Japan, German-speaking countries, and certain Latin countries like Italy and Mexico have high levels of masculinity. English-speaking Western countries have moderately high levels of masculinity. On the other hand, Nordic countries, the Netherlands,

and certain Latin and Asian countries like France, Spain, Portugal, Chile, Korea, and Thailand have low- to moderately low- levels of masculinity.

4. Uncertainty Avoidance: Uncertainty Avoidance refers to a society's tolerance for ambiguity and risk, with high uncertainty avoidance cultures preferring structure, rules, and resisting change, while low- uncertainty avoidance cultures are more open to innovation and risk-taking (De Mooij & Hofstede, 2011). Based on data from 76 countries, Hofstede (2011) shared that East and Central European countries, Latin countries, Japan, and German-speaking countries tend to have higher scores, whereas English-speaking countries, Nordic countries, and Chinese culture countries tend to have lower scores on the Uncertainty Avoidance Index.

5. Long-Term vs. Short-Term Orientation: It examines whether a culture values long-term planning, perseverance, and thriftiness (long-term orientation) or immediate gratification, tradition, and stability (short-term orientation) (Hofstede & Hofstede, 2004). Cultures with a long-term orientation prioritize future rewards, sustainability, and adaptability, while short-term oriented cultures focus on immediate results, past traditions, and maintaining the status quo (De Mooij & Hofstede, 2011). According to Hofstede (2011), East Asian countries, followed by Eastern and Central European countries, exhibit a long-term orientation. South and North European countries, as well as South Asian countries, have a medium-term orientation. The United States, Australia, Latin American countries, African countries, and Muslim countries tend to have a short-term orientation.

6. Indulgence vs. Restraint: Hofstede (2011) explained indulgence as it refers to a society that permits individuals to freely satisfy their basic and natural human desires, particularly those related to enjoying life and having fun. He added that restraint, on the other hand, describes a society that exercises control over the fulfilment of needs and regulates it through strict social norms. Based on data from 93 countries, Hofstede (2011) found that indulgence is more commonly observed in South and North America, Western Europe, and certain regions of Sub-Saharan Africa. Restraint tends to be more prevalent

in Eastern Europe, Asia, and the Muslim world. Mediterranean Europe falls somewhere in the middle of this dimension.

2.2.2 Individualism vs. collectivism in depth

Understanding the individualism vs. collectivism dimensions at a deeper level is important for this thesis. This dimension is the bridge between the Hofstede's model and Hall's theory. The next chapter has a detailed discussion about the relationship between these two theories.

Individualism and collectivism are crucial for understanding cross-cultural psychology. Scholars have been studying the topic for a long time. Gudykunst and Ting-Toomey (1988, p. 40) emphasize the importance of studying the Individualism vs. Collectivism cultural dimension by stating, "Individualism-collectivism is the major dimension of cultural variability isolated by theorists across disciplines."

Hofstede (2011) stated that in individualist cultures, the connections between individuals are loose, and there is an expectation for each person to take care of themselves and their immediate family. On the other hand, in collectivist cultures, individuals are integrated into strong and cohesive in-groups, often extended families, from birth onward. These in-groups provide protection and support in exchange for unwavering loyalty and often oppose other in-groups. Table 1 shows ten differences between individualist and collectivist societies, as presented by Hofstede (2011, p. 11). From the table, it is visible that in individualistic societies, decisions made by individuals are highly valued, while in collectivist societies, decisions made by groups carry more significance (M. Gupta & Sukamto, 2020).

Table 1. Ten differences between individualist and collectivist societies (M. Gupta & Sukamto, 2020, p. 110)

Individualistic society	Collectivistic society
Everyone is supposed to take care of himself or herself and his or her immediate family only	People are born into extended families or clans which protect them in exchange for loyalty
"I"- consciousness	"We"- consciousness
Right of privacy	Stress on belonging
Speaking one's mind is healthy	Harmony should always be maintained
Others classified as individuals	Others classified as in-group or out-group
Personal opinion expected: one person one vote	Opinions and votes predetermined by in-group
Transgression of norms leads to guilt feelings	Transgression of norms leads to shame feelings
Languages in which the word "I" is indispensable	Language in which the word "I" is avoided
Purpose of education is learning how to learn	Purpose of education is learning how to do
Task prevails over relationship	Relationship prevails over task

2.3 Relationship between Hall's theory and Hofstede's model

According to Broeder (2021), Hall's context theory is connected to Hofstede's model of cultural dimension. The individualism-collectivism dimension in Hofstede's model matches with Hall's low- and high-context communication styles, respectively. The author mentioned, in collectivistic (high-context) cultures, communication relies more on implicit information, visuals, and non-verbal cues, needing less explicit communication compared to individualistic (low-context) cultures. Another study by

Gudykunst et al. (1996) found that independent self-construal and individualistic values influence low-context communication, while interdependent self-construal and collectivistic values influence high-context communication. The authors also found other studies that support the correlation between high-context culture and collectivistic culture as well as low-context culture and individualistic culture. Some of those studies, for example:

- (1) People from individualistic cultures tend to act more based on their feelings (Frymier et al., 1990) and are more likely to talk compared to people from collectivistic cultures (Gaetz et al., 1990).
- (2) People from collectivistic cultures focus more on not hurting others' feelings and avoiding being a burden, unlike those from individualistic cultures (Kim, 1994).
- (3) People from individualistic cultures care more about being clear when they talk (Kim, 1994) and think clarity is essential for good communication (Kim & Wilson, 1994), unlike those from collectivistic cultures.
- (4) People from individualistic cultures think that being direct is the best way to achieve their goals, while people from collectivistic cultures find direct requests the least effective (Kim & Wilson, 1994).
- (5) People from collectivistic cultures tend to have a stronger sense of interdependence. In contrast, those from individualistic cultures have a weaker sense of interdependence. The study also found that people with a strong sense of interdependence are more likely to use high-context communication styles, while those with a strong sense of independence are not. (Singelis & Brown, 1995)

In addition, in individualistic cultures, people communicate directly and clearly with explicit verbal messages, getting straight to the point. In contrast, collectivistic cultures value group harmony and social connections, leading to indirect communication. Here, identity is tied to the group, and maintaining harmony is crucial. During sales in individualistic cultures, parties prefer quick and direct negotiations. However, in collectivistic cultures, building relationships and trust is essential before discussing business. (De Mooij & Hofstede, 2011)

Furthermore, low-context cultures are often individualistic, focusing on personal goals and achievements rather than those of the group. People are expected to be self-reliant and take care of themselves. When pursuing their goals, they usually consider only themselves and their immediate family. Key personal values in these cultures include having personal time, freedom, and taking on challenges. (Wurtz, 2005, p. 279)

Gudykunst & Ting-Toomey (1988, p. 44) wrote in their book “Culture and interpersonal communication”:

We believe that the dimensions of low-high-context communication and individualism-collectivism are isomorphic. All cultures Hall (1976,1983) labels as low-context are individualistic, given Hofstede's scores, and all of the cultures Hall labels as high-context are collectivistic in Hofstede's (1980, 1983) schema. It, therefore, appears that low- and high-context communication are the predominant forms of communication in individualistic and collectivistic cultures, respectively.

Finally, another reason why these two theories are related, as presented by Hall & Hall (1990) (Cited by Ryabina, 2008, p. 41) is that in individualistic, low-context cultures, people keep their private lives separate from other areas of life. As a result, they don't know much about each other, so they need to share detailed information when communicating. In collectivistic, high-context cultures, people have close relationships with family, friends, and colleagues. They know a lot about each other's lives, so they don't need to provide as much detailed information when communicating.

2.4 Finland & India

Hofstede (2001) pointed out that understanding the national culture provides a context for interpreting behaviours, communication styles, and social norms. It helps in accurately analyzing and understanding the subtleties and nuances of communication within that country. In contrast, Arasaratnam (2015) suggested that researchers should be cautious when comparing countries at a national level because of the growing diversity within them. People's cultural identities are complex and shaped by their

experiences with multiple cultures. The author added that while comparing countries may have been useful in the past when populations were more homogeneous, it is important to question the relevance and applicability of such comparisons in today's diverse world. For this thesis, it is important to understand where Finland and India culturally stand based on previous studies. The following chapters briefly talk about Finland and India, their cultural values, communication styles, and finally, their communication style through the lens of Hall's theory.

2.4.1 About Finland

Finland is a Nordic country (Miles, 2005) situated in northern Europe. It shares borders with Sweden to the northwest, Norway to the north, and Russia to the east, while the Gulf of Bothnia lies to its west and the Gulf of Finland to its south (Lewis, 2005). By the end of 2023, Finland had a little more than 5.6 million people living in the country (Statistics Finland, 2024). According to the World Happiness Report 2024, Finland has once again become the happiest country in the world (Helliwell et al., 2024), making it the happiest country in the world for the seventh consecutive time (ThisisFINLAND staff, 2024). Some of the key factors analyzed by the World Happiness Report to determine the happiest country are GDP per capita, health and life expectancy, social security, freedom of choice, generosity, and corruption levels (Svenja, 2024). In addition to being the happiest country in the world, Finland was the most transparent and open nation in 2022 (Most Transparent Countries, 2022), the second least corrupt country in 2023 (Corruption Perceptions Index, 2023), and the second most stable nation in 2024 (Fragile States Index, 2024).

2.4.2 Finnish cultural values

Katja Pantjar (2018) wrote a book about *The Finnish Way: Finding Courage, Wellness and Happiness Through the Power of Sisu*. In her book, she mentioned, "Sisu, sauna, and

Sibelius, which I think is intended to sum up the essence of the country and its identity.
“(p. 17)

When it comes to defining "sisu" the meaning is a bit hard to pin down. When the author asked people what they think it means, she got various answers, but the general idea is that it's about not giving up, especially when things get tough. Finns often mention significant achievements in war and sports as examples of sisu. (Pantzar, 2018).

Sauna or the Finnish steam bath is an essential part of Finnish lifestyle and culture. It is estimated that Finland has 3.3 million saunas for 5.5 people living in Finland. It is almost inevitable to miss the sauna experience when visiting Finland, or at least get an invitation. (Pantzar, 2018)

Jean Sibelius (1865–1957) is one of Finland's most famous composers. He composed "Finlandia," a piece that became an unofficial national anthem and was banned during Russian rule for its defiant nature. (Pantzar, 2018)

Lewis (2005, pp. 58-63) wrote the book called “Finland, Cultural Lone Wolf” where he talked about Finnish 10 basic cultural values. One of them is, of course, Sis. Here are the 10 cultural values of Finnish people by Lewis (2005, pp. 58–63):

1. Sense of separateness: Finns feel a strong sense of separateness from other nationalities due to their unique language, culture, and geography, which foster a distinct identity. This separateness is further emphasized by their deep national self-consciousness and interest in cultural differences, despite being less chauvinistic compared to other nationalities like the Japanese, Chinese, and French.

2. Sis: The Finnish value of "sisu" is hard to translate but is closest to "guts" in English, implying courage, toughness, and determination. It has helped Finns endure hardships

like the Winter War of 1939, subsequent wars, and economic challenges, playing a key role in maintaining their independence and achieving progress.

3. Honesty: Finns believe they are extremely honest, with honesty being strict and law-abiding. Finnish honesty is seen as uncompromising, and even a prime minister was dismissed for a minor lie, showing how seriously they take truthfulness.

4. Hatred of debt: Finns strongly dislike being in debt and will go out of their way to repay even minor amounts. Finnish companies and the government are known for paying bills promptly and maintaining fiscal responsibility, likely stemming from a history of hardship and a desire for independence.

5. Luotettavuus: Finns value reliability and expect you to follow through on your promises. They associate steady work ethic and capability with trustworthiness, so it's important not to overpromise and to avoid exaggerated body language, which they may find unreliable.

6. Shyness and modesty: Finns are generally shy and value modesty, preferring privacy and solitude, and they avoid gossip and flattery. They don't like imposing their views on others and are not easily persuaded by strong pressure or sales tactics.

7. Taciturnity: New arrivals often notice that Finnish men are very quiet, which can be off-putting to more talkative people from other cultures. Finns prefer brief and to-the-point communication, and they might distrust someone who talks too much, thinking they might be hiding something.

8. Directness: Finns prefer to speak briefly but are very direct and honest when they do. This straightforwardness can be surprising or off-putting to people from cultures that value more subtle or gentle communication e.g., Japan. On the other hand, Americans generally appreciate it.

9. Realism: Finns are very realistic and practical, often avoiding excessive enthusiasm or optimism due to their history and climate. They tend to be cautious about making promises and prefer to stay accurate and grounded in their expectations.

10. Common sense: When things go wrong Finns rely on their common sense. This practical approach is valued in Nordic cooperation and appreciated in EU meetings for balancing more extravagant styles of communication.

2.4.3 Finnish communication style

Finland's official languages are Finnish and Swedish (Languages of Finland, n.d.). In Finland, about 87% of people speak Finnish as their first language, while 5% speak Swedish as their first language (Statistics Finland, 2020). Besides these, Finland has other languages protected by law, such as the Saami languages spoken by the indigenous people, as well as Finnish Romani, Finnish sign language, Finland-Swedish sign language, and Karelian, all of which have long histories in the country. (Languages of Finland, n.d.)

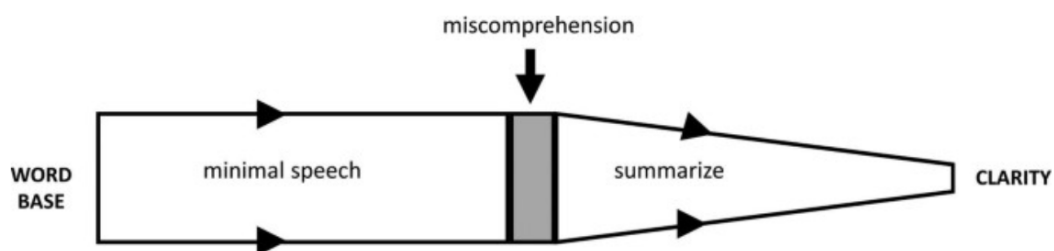


Figure 3. Finnish communication pattern (Lewis, 2008, p. 15)

Author Lewis (2008) mentioned in his book “Cross Cultural Communication- A Visual Approach” that when Finnish people communicate in meetings, they prefer to speak only when necessary. Similar to the Japanese, they are cautious with words and rely more on summaries for clarity, as shown in Figure 3. For example, if their proposal is unclear, they will repeat it briefly, expecting this to help. While an Italian might expect

more details, Finnish people stick to the essentials, showing an Asian-like communication style rather than a European one. They usually let others speak first and take time to respond, valuing silence as a sign of respect. Finnish people consider statements as promises, so they speak only when certain. Their communication is straightforward and direct, avoiding exaggerated or emotional language, which they find inappropriate or even funny. (p.14)

Lewis (2008, p. 71) also added that Finnish people are excellent listeners who avoid interrupting and highly respect others' remarks, as shown in Figure 4. They carefully consider others' opinions and proposals, showing high concentration levels. During business presentations, they often give little or no feedback. Among themselves, they feel less pressure to contribute actively to discussions. Active listening, like showing interest or involvement, is rare, which can make other nationalities uncomfortable due to the lack of interruptions or comments from Finnish people.

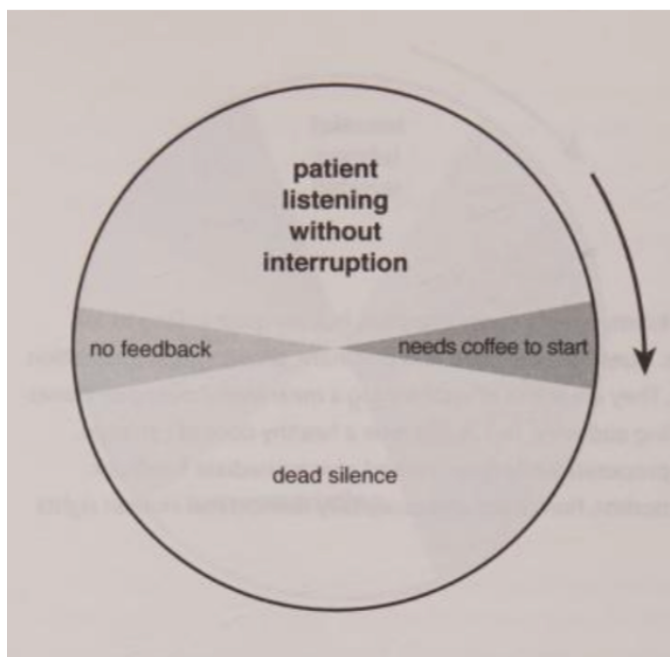


Figure 4. Finnish listening habits (Lewis, 2008, p.72)

2.4.4 Finnish communication style through the lens of Hall's context theory

Whether Finland is high-context or low-context culture, there are many debates around the topic. While some researchers said Finland is a low-context culture (Kittler et al., 2011; Koeszegi et al., 2004; Koivisto, 1998; Lewis, 2006; Meyer, 2014), others said that Finland is a high-context culture (Mathur, 2019; Ryabina, 2008). Some said Finland is leaning towards more low-context cultures from high context-cultures (Nishimura et al., 2008). Some researchers also said that Finland is mixed with high- and low-context cultures, for example, Granlund and Lukka said (1998, p. 190):

Finnishness implies conflicting cultural properties to such an extent that locating Finland on the continuum is inevitably ambiguous. Finnishness includes both (strong) low-context features (like straightforwardness) and high-context features (like positive attitude towards silence).

Low-context culture involves direct and explicit communication, where messages are clear and to the point (see Figure 2). For example, "Yes" means yes and "No" means no, with no room for ambiguity or reading between the lines. Finnish communication is direct, and Finns value clarity (also shown in Figure 3). However, Granlund & Lukka (1998, p. 190) described Finland as a high-context culture due to its "positive attitude towards silence." However, the "silence" of Finnish people does not necessarily share the same characteristics as the "silence" in high-context cultures. For example, Quan (2015) said China is a high-context culture, which shows a positive attitude towards silence. Pause and silence in China show many meanings, including agreement, disagreement, protest, respect, praise, etc. However, Finnish silence may not mean the same as it is in China. Rather, silence is used in Finland as a part of active listening (Nishimura et al., 2008).

Furthermore, from Chapter 2.3, it is known that there is a correlation between individualistic cultures and low-context cultures, as well as collectivistic cultures and high-context cultures. That means individualistic countries have similar communication characteristics to low-context cultures, and collectivistic countries have similar characteristics to high-context cultures. Other studies that support this relation, for example De Mooij & Hofstede (2010), M. Gupta & Sukamto (2020), Kapoor et al., (2003),

Koivisto (1998), Wurtz (2005). In Hofstede's cultural dimensions index, Finland scores 75 for individualism, which makes Finland an individualistic as well as low-context culture (Country comparison tool, 2024).

Furthermore, in Figure 5, Meyer (2014, p. 39) showed a theory of how history, language, and cultural context are interrelated. The author indicated Finland as the low-context culture as it is shown in Figure 5.

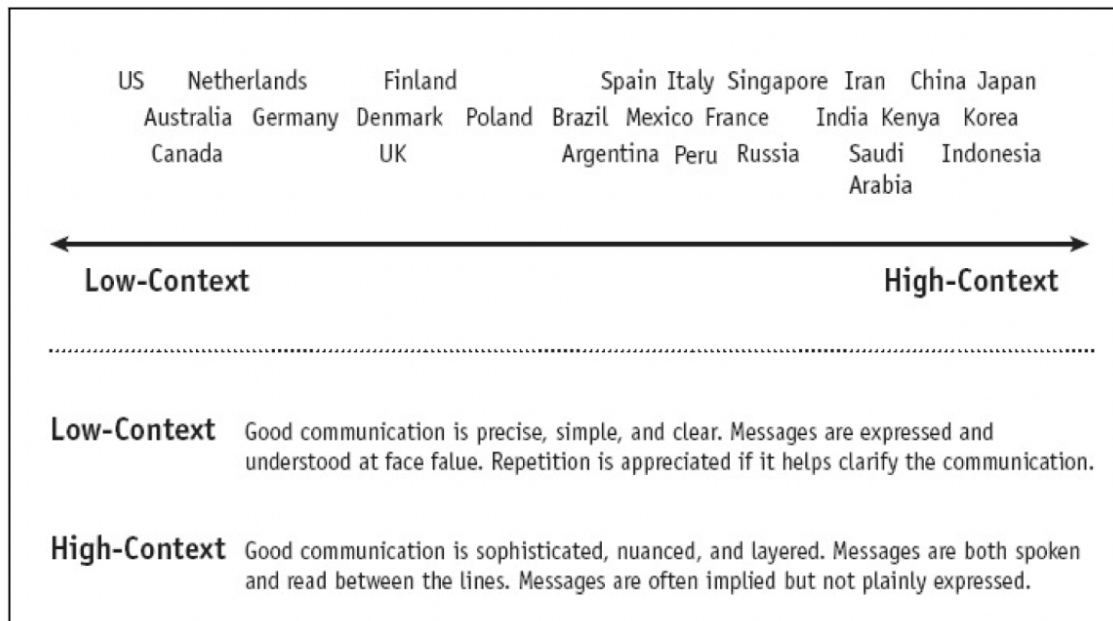


Figure 5. Communication map by Meyer (2014, p.39)

On the other hand, Nishimura et al. (2008, p.6) said in their study:

As far as communication style is concerned, Finland seems to reveal a Janus face. There are sure signs and scientific evidence of Finland having been a high context culture in many respects, but it seems that that trend is gradually changing and that Finland is becoming, at least regarding the younger generation's ways of communicating, a lower or much less high context culture than it used to be.

Therefore, it is difficult to classify Finland within a particular cultural context because different researchers have had varying perspectives on describing the nature of the Finnish communication style through the lens of Hall's theory of high- and low-context cultures.

2.4.5 About India

According to the National Portal of India (2024), India is the 7th largest nation in the world, covering an area of 3.3 million square kilometres, located in the South Asian subcontinent. The country is bordered by the Bay of Bengal to the east, the Indian Ocean to the south, and the Arabian Sea to the west (National Portal of India, 2024). It shares borders with Afghanistan and Pakistan to the northwest, Nepal and Bhutan to the north, and Myanmar and Bangladesh to the east (National Portal of India, 2024). As of July 2024, India has surpassed China as the most populous country, with a population of 1.442 billion people, representing 18.01% of the world's total population (C. Gupta, 2024). According to Forbes India (2024), India ranks as the 5th largest nation in terms of GDP in 2024. Due to its educated and skilled English-speaking workforce, India has become the top choice for IT-related services, business outsourcing, and software development in the world (Overview of India, 2022). As a result, CEOs of Indian origin currently lead several global tech companies, such as Sundar Pichai (CEO of Google), Satya Nadella (CEO of Microsoft), Neal Mohan (CEO of YouTube), Shantanu Narayen (CEO of Adobe Systems), and Arvind Krishna (CEO of IBM) (Somani, 2024). This success in leading top companies highlights India's focus on education, entrepreneurial spirit, and economic development (Fahid, 2023). Despite its fast-growing and diverse economy with a skilled workforce, India is still considered one of the poorest nations in terms of income and GDP per capita (Overview of India, 2022).

2.4.6 India cultural values

Author Lewis (2006) stated that Indian cultures are special and unique from East Asia, such as China, Japan or Korea. He also added that the British Raj left a lasting social and cultural impact on many Indians. Similarities with the British include the love for cricket, drinking tea, army traditions, having elite universities like Oxford and Cambridge, protecting wealth, noble titles, admiration for English literature, a democratic constitution, parliamentary rule, early industrialization, a class system, the English

language for culture and administration, a large civil service, a legal system, and respect for property (p. 435). Researcher Banerjee (2008, pp. 373–375) identified some core cultural values of Indian societies, which are:

1. Individual and family: Indian culture values the group over the individual, with strong ties to family and co-workers. Family plays a key role, with people finding security and prestige in their family relationships rather than individual success. Relationships are very important, and there is a balance between being independent and interdependent.

2. Society through conformity: Indian society values harmony and group performance over intense competition, with a strong emphasis on consensus. While people do seek individual achievements, they are willing to share their success, respecting a social hierarchy that values gradual change and maintains a balance between old and new ideas.

3. Success and growth: Success in Indian society is more fulfilling when accepted by the group rather than just individual achievement, emphasizing the importance of group welfare and commitment to serving others for success. It is more important in Indian society “Where from I?” than “What am I?”

4. Age and youthfulness: Indian culture values the wisdom and experience of the older generation that contribute to their happy and longer lives. This wisdom is transferred from the older generation to the younger one through storytelling.

5. Happiness and adaptability: Indian society involves sacrificing personal comfort and ambition for the happiness of the family. They are very calculative risk-takers. Materialistic gain is not considered as the prime source of happiness.

6. Religion and spirituality: Indians deeply value their trust in religion and spirituality. They believe that happiness depends on the supreme power. Also, people cannot alter an event, and everything is pre-determined by the supreme power (God and Goddess).

2.4.7 Indian communication style

India is a multilingual country where most people speak at least two languages (M. Gupta & Sukamto, 2020). The Indian Constitution recognizes 22 official languages in India (National Portal of India, 2024). However, according to the Census of India (2001), there are 122 major languages and 1,599 other languages spoken in the country. The exact number might vary depending on the source and how languages and dialects are defined. Hindi is the official language (National Portal of India, 2024). It is the most widely spoken and understood language in India. Bengali holds the second position. English is the second language for around 100 million people and is widely used in politics and government. (M. Gupta & Sukamto, 2020)

In this chapter, the communication patterns and listening habits of Indians, as discussed by Lewis (2008), are examined to understand how they convey their messages to others and how they process messages from others as part of their communication style.

Figures and tables can be referred to in the text, for example as follows:

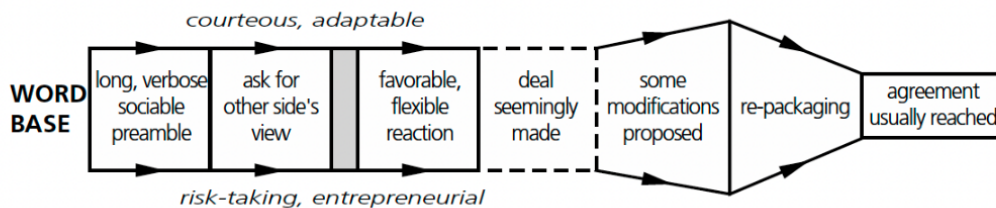


Figure 6. Indian communication pattern (Lewis, 2008, p. 35)

Lewis (2008) showed how Indians communicate in meetings with a visual diagram (Figure 6). According to the author, communication in India is always very polite, with long

and friendly small talk before any business discussions start. When they finally talk about business, Indians prefer to hear the other side's opinion first. They hold back their talkative nature while listening. Initially, they seem agreeable, but they are skilled at adjusting and reshaping ideas to reach a mutually acceptable agreement in the end.

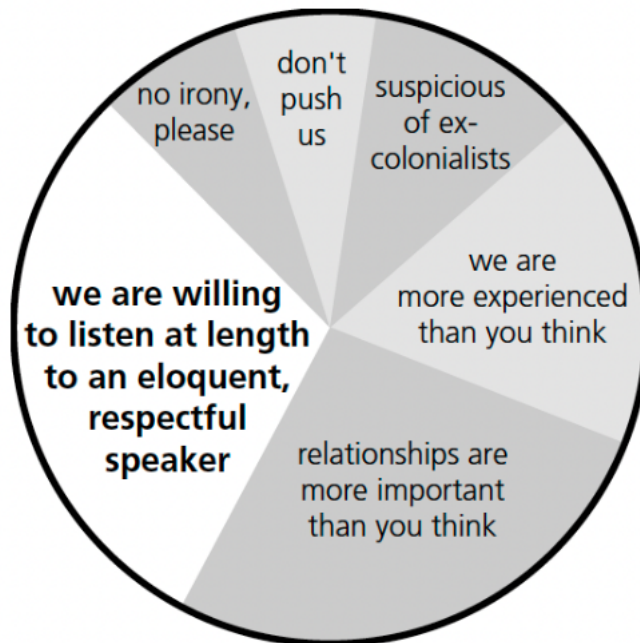


Figure 7. Indian listening habits (Lewis, 2008, p. 93)

For listening habits (Figure 7), Lewis (2008) stated that to capture the attention of an Indian audience, it's important to speak eloquently, with humility and respect. They appreciate expressive language and a rich vocabulary. They are willing to listen for a long time to build a relationship and aim to become friends with the speaker through their feedback. They are not difficult to engage, but their wisdom should not be underestimated.

2.4.8 Indian communication style through the lens of Hall's context theory

Most Indian communication styles follow the norms of high-context cultures, as defined by Hall's theory of high- and low-context (M. Gupta & Sukamto, 2020; Kapoor et al., 2003;

Kittler et al., 2011; Koeszegi et al., 2004; Meyer, 2014; Nishimura et al., 2008; Zaidman, 2001). Zaidman (2001) studied business communication between low-context culture Israel and high context culture India. From his study, he showed how India as high context culture share very little information in the explicit part of the message by saying:

Israelis, as LC communicators, expect that the mass of the information should be vested in the explicit code. They were at a loss when encountering the Indians' HC communication, wherein very little information was in the coded, explicit, transmitted part of the message, and they criticized their Indian partners for not providing enough information. The Indians, on the other hand, expected that Israelis would listen to their explanations and relate to their problems, but they often did not. (p. 425)

Additionally, In Indian communities, people speak politely to those older than themselves. For example, Hindi speakers never call their older siblings by their first names; instead, they use terms like "bhaiya" for elder brother and "didi" for elder sister (M. Gupta & Sukanto, 2020).

Author Meyer (2014) also indicated India as the high context culture in her Communication Map as it is shown in Figure 5. She also added:

...in many Asian cultures, including India, China, Japan, and Indonesia, messages are often conveyed implicitly, requiring the listener to read between the lines. Good communication is subtle, layered, and may depend on copious subtext, with responsibility for transmission of the message shared between the one sending the message and the one receiving it. (p. 32)

In Japan as in India, China, and many other countries, people learn a very different style of communication as children—one that depends on unconscious assumptions about common reference points and shared knowledge." (p. 35)

Furthermore, India scores 24 on Hofstede's individualism index, making it a collectivist society and a high-context culture based on the correlation between Hall's theory and Hofstede's model (Country comparison tool, 2024).

Some studies also found that India is moving towards low-context cultures. For example, Kapoor et al. (2003) found from their study about American students in the US and Indian students in India to see how their communication styles differed based on individualistic and collectivist values. The Indian students showed more indirect communication and a more positive view of conversational silence than the American students as expected. However, Indian students also rated themselves higher in individualism, with only a slight difference of 2 points above the average values. This might indicate that India is gradually moving towards a low-context culture. Here is how the authors described the result:

In answer to the latter hypotheses, the present study found that the Indian participants rated themselves as more collectivistic than the Americans, as expected (Hypothesis 3). Interestingly, they also rated themselves higher on individualism. The means, and not merely the significance of effect should be noted in this case: The means on collectivism was considerably higher (114.20 over 100.08 for the entire measure, on a scale from 19 to 133 possible points). The difference on individualism was much smaller, differing by only 2 points (84.16 over 82.23, in a range from 15 to 107 possible points). (pp. 694-695)

2.5 Culture and advertising

Advertising is showing useful information about a product or service through advertising language, pictures or videos to the target audience (Bai, 2016). For advertisers, it is important to understand the culture of the target audience to create clear and effective advertisements for them. In this chapter, cultural influence in advertising and what are the high- and low-context attributes used in advertising will be discussed.

2.5.1 Cultural influence on advertising

Advertisement carries cultural values and advertisers use these values to connect products with what consumers care about (Pollay 1983; as cited in Saleem, 2016, p. 24). In other words, these values are crucial for selling products, and advertisers often highlight

and glorify certain values to help selling the items. Therefore, knowing these values and using them in the advertisement is key to convincing people to buy (Saleem, 2016).

Wei & Jiang (2005) found from their study that high-tech product advertisements work best when tailored to local cultures. They shared that even with a global product like a Nokia phone and a universal theme of "connecting people," the advertisement content still needs to be adapted to fit the culture of each country. Bai (2016) also supports the findings by stating that different cultures have distinct patterns, so the same advertisement will be interpreted differently across cultures. To attract customers from various cultures, advertisements need to understand the target culture and how it connects to people's lives.

Also, Mortimer & Grierson (2010) studied service advertising in the UK and France. They found that cultural differences affect how people perceive service advertisements even more than product advertisements, noting that even these two similar European countries showed distinct differences in their reactions to service advertisements.

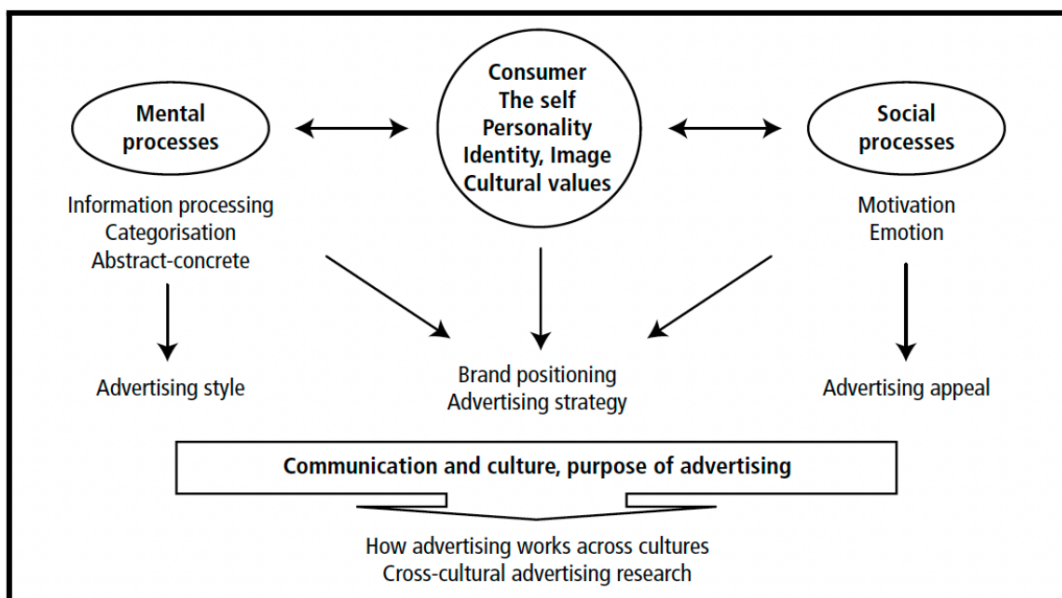


Figure 8. Global advertising research: understanding cultural values of consumers (De Mooij & Hofstede, 2010, p. 86)

De Mooij & Hofstede (2010) created Figure 8 to show how the cultural values of consumers translate into global advertising. The authors see cultural values as an integrated part of the consumer's identity, not just their environment. To create an effective advertisement, the consumer should be at the centre focus. Cultural values shape the self and personality of the consumer. The authors separated the mental process and social process in the figure. Mental processes are mainly how people think, learn, perceive, categorise and process information. On the other hand, social processes, which involve how people interact with others, including their motivations and emotions. Both types of processes influence the interpersonal and mass communication that create advertising style and appeal. The authors suggested that all these factors must be considered when studying advertising across cultures, and this model helps to analyse how these elements affect global advertising strategies.

2.5.2 High- and low-context attributes in advertising

Hall (1976) differentiates cultures by how much context is needed in their communication. As discussed before, In high-context cultures, most information is understood through context or is internalized, with little being stated outright. In low-context cultures, information is clearly and explicitly communicated. High-context communication is quick and efficient but requires proper context to be understood, making it confusing to outsiders. low-context cultures rely on clear, direct verbal messages and value explicit communication. In advertising, low-context cultures use clear arguments and rhetoric, while high-context cultures use symbolism and indirect messages. Hofstede noted that collectivist cultures are often high context, as group members share information more easily without needing explicit communication, unlike in individualistic cultures. (De Mooij, 2021, p. 114)

As an example of high- and low-context characteristics in advertising, Bai (2016, p.24) studied two advertising narratives of a toothpaste advertisement as follows:

The first advertisement: Now there is something more dentists can recommend for your gums that's proven to help get them healthier. Crest Plus Gum is the only cavity-fighting toothpaste that's so effective, and it's clinically proven to help preserve gum disease-gingivitis. Just what the dentists ordered.

The second advertisement: Behind that healthy smile, there's a Crest kid.

Bai (2016) analysed that the first advertisement provides clear, detailed information about the product. It explains that Crest Plus Gum helps gums stay healthy, reverses gum disease, and is the only toothpaste that fights cavities effectively. It also mentions that dentists recommend it. This straightforward approach works well in low-context cultures, where direct messages are preferred. However, in high-context cultures like China, where people already assume the product is good, the direct endorsement by dentists might feel uncomfortable and less appealing. The second advertisement is less clear than the first, only mentioning a "healthy smile" and a "Crest kid" without giving much detail. This indirect message fits high-context cultures, where understanding relies on context, beliefs, and values. For example, Chinese viewers, from a high-context culture, will interpret this advertisement to mean that starting good habits from an early age as a kid leads to a good habit and healthy smiles, understanding the product's benefits without needing explicit details. However, people from low-context cultures might find the advertisement confusing and not be persuaded to buy the product.

In advertisements where "I" is used, it reflects low-context cultures, focusing on individualism and personal achievements. This approach is effective in cultures that value self-reliance and personal goals, as it highlights individual accomplishments and personal choices. In contrast, advertisements that use "we" reflect high-context cultures, emphasizing collective values and group harmony. These advertisements are more effective in cultures where communal benefits and group acceptance are important, as they align with the audience's focus on shared values and collective well-being. (Bai, 2016)

Furthermore, De Mooij (2021, pp. 401-427)) wrote in her book about how to classify different attributes of print and television advertisements that show attributes of high- and low-context cultures. Some of those attributes are:

1. Product messages: It focus on detailed information and factual explanations about a product, which are most common in low-context cultures. These cultures prefer clear, logical details and straightforward presentations of product attributes. In high-context cultures, where communication is more subtle and relational, such direct product messaging might be less effective or seen as too blunt. (p. 405)

2. Corporate presentations: It varies by context, such as in low-context cultures, they often include detailed facts and direct messaging about the company and its products, reflecting a straightforward and factual approach. In high-context cultures, corporate presentations tend to be more indirect and may incorporate cultural values, focusing on subtler messages and storytelling rather than explicit details. For example, American corporate advertisements are typically direct, while Asian corporate advertisements may use more indirect and culturally rich presentations. (p. 406)

3. Metaphors: Metaphors in advertising aslo vary based on cultural context. In high-context cultures, visual metaphors are commonly used to convey deeper, more subtle meanings, reflecting a preference for indirect communication. In contrast, low-context cultures favor verbal metaphors that offer clear and explicit comparisons, aligning with their focus on straightforward and direct messages. This difference highlights how high-context cultures appreciate nuanced and symbolic communication, while low-context cultures prioritize clarity and directness. (p. 409)

4. Celebrity transfer: It is where a celebrity's image is associated with a product without direct endorsement, aligns with high-context cultures because it relies on indirect and symbolic connections. In these cultures, such associations can build a subtle link between the product and the celebrity's image. Conversely, low-context cultures prefer

clear endorsements with detailed information, so they may favour more direct forms of celebrity endorsement rather than mere association. (p. 410)

5. Lessons: Lessons are a straightforward way of communicating, often presenting facts and arguments to persuade the audience, and are common in low-context cultures. This direct approach, using clear explanations and visuals, suits individualistic cultures that value explicit information. High-context cultures, on the other hand, might prefer more indirect methods of communication that build relationships rather than delivering a direct lecture. (p. 411)

6. Metonymy: Metonymy which uses indirect visual connections like a flower symbolising perfume, is more effective in high-context cultures because it aligns with their preference for subtle and symbolic communication. In contrast, low-context cultures, which favour direct and clear explanations, might find such indirect associations less impactful or harder to understand. (p. 409)

7. Endorsements and testimonials: It involves someone sharing their personal experience or opinion about a product. This approach is often used in low-context cultures, like in the U.S., where clear and direct communication is valued, and real user experiences are seen as trustworthy. In contrast, high-context cultures may prefer more indirect methods, focusing less on personal endorsements and more on relationships and cultural values. For example, In low-context cultures, like the U.S., testimonials often feature identifiable ordinary people or celebrities with explicit details about their endorsement, providing clear and direct information. Conversely, in high-context cultures, such as Japan, testimonials are more indirect and may involve familiar figures offering implicit recommendations without overtly highlighting their credentials or the product's merits. (pp. 415-416)

Similarly, expert testimonial in advertising is a low-context attribute because it provides clear and direct information about the product or service. It often includes specific endorsements from experts or users, offering detailed and straightforward evidence of the product's benefits and reliability. This aligns with the preference for explicit communication in low-context cultures, where detailed and unambiguous messages are valued. (p. 415)

8. Drama: Drama involves narratives and interactions between people. It is more common in high-context cultures because it uses indirect storytelling to convey product messages. Viewers observe characters and their experiences without direct addresses, which aligns with the subtle and contextual communication style of high-context cultures. In contrast, low-context cultures typically favor more direct and explicit methods of communication, such as lessons or product demonstrations. (p. 421)

9. Entertainment: In high-context cultures, advertising often uses entertainment like humor and drama to build trust and relationships indirectly. People in these cultures enjoy ads that are subtle and engaging rather than directly selling a product. In low-context cultures, where people prefer clear and direct information, entertainment in ads might seem like a distraction from the main message and less useful. So, while entertainment can help create a connection in high-context cultures, it may not be as effective or necessary in low-context cultures. (p. 423)

10. Text and visual: Low-context cultures use more textual elements in the ads and high-context cultures use more visuals in the ads. (p. 372)

2.5.3 Online video advertising

Online video advertising is a rapidly growing segment of digital marketing that leverages video content to engage consumers, deliver promotional messages, and drive brand

awareness and sales (Zhang et al., 2023). This form of advertising has become increasingly important as video consumption on platforms like YouTube has risen suddenly, with video being one of the most engaging types of content on the internet (K.-C. Yang et al., 2017). Online video advertising encompasses various formats, including pre-roll, mid-roll, and post-roll ads that play before, during, or after video content (Li & Lo, 2015). There are also in-stream ads embedded within the video stream, overlay ads that appear at the bottom of the video, and interactive ads that allow viewers to engage directly with the content (Mei & Hua, 2010). The choice of format often depends on the advertising goals, the platform, and the target audience (Frade et al., 2023).

Moon (2014) stated that the effectiveness of online video advertising is influenced by several factors. For instance, video quality and the relevance of the ad content play crucial roles in capturing and maintaining viewer attention. The author also mentioned that higher video quality can enhance the sense of presence and immersion, making the ad more effective. Additionally, Mei & Hua (2010) said that the timing and placement of ads are critical. According to the authors, ads placed at less intrusive points in the video or those that are contextually relevant to the surrounding content tend to be more effective and less likely to be skipped by viewers.

Consumer perception of online video ads varies significantly based on the ad's characteristics, such as length, humor, and informativeness. Ads perceived as intrusive or irrelevant can negatively affect the viewer's attitude towards the brand and the platform hosting the ad. Conversely, ads that are humorous, informative, or creatively executed tend to be perceived more positively and can improve brand perception and purchase intentions.(Goodrich et al., 2015)

Furthermore, the impact of online video advertising can be measured through a variety of metrics, including viewer engagement (e.g., click-through rates), conversion rates, and brand lift (Geyik et al., 2016). According to Zhang et al. (2023), the effectiveness of these

ads is often evaluated through both primary metrics (like, views and clicks) and targeted metrics that assess specific campaign goals, such as brand awareness or lead generation.

YouTube stands as the leading platform, boasting over 2.6 billion monthly users and generating \$8.6 billion in advertising revenue in 2021 (Zhang et al., 2023). It is the second most visited website, founded in 2005 by three PayPal employees and later acquired by Google within less than two years from the founding date (Arthurs et al., 2018). YouTube ads are shown with or without skippable options in the most trending videos or popular channels (Praveen et al., 2023). YouTube displays ads as in-stream advertisements, and these ads appear when someone is about to watch a video and can be shown in different formats: pre-roll ads, which play before the intended video starts; mid-roll ads, which play in the middle of the video; and post-roll ads, which appear at the end of the video (Li & Lo, 2015). Anyone can open an account in YouTube and share video ads by targeting specific audiences (Praveen et al., 2023). Due to its popularity and practicality, advertisers are now shifting the budget from TV- commercials to YouTube advertisements at an increasing rate (Shields, 2016; cited in Djafarova & Kramer, 2019, p. 13).

2.6 Theoretical framework

Hall's (1976) theory about high- and low-context culture is one of the guiding theories to conduct this research. This theory has been widely acknowledged and applied in intercultural research, making Hall one of the most influential authors in the field of intercultural communication (Afrouzi, 2021; Kittler et al., 2011; Nam, 2015; Rogers et al., 2002). In the context of intercultural research, Hall's (1976) theory complements other cultural dimensions and researchers have utilized the theory to explore how cultural differences impact various aspects of communication, including visual communication on websites (Wurtz, 2005), negotiation behaviour (Koeszegi et al., 2004), foreign language education and transcultural communication (Nishimura et al., 2008) and so on. One of the reasons why Hall's (1976) theory gained such acceptance in intercultural research is his emphasis on the nonverbal context in communication, which is crucial for effective

interaction between different nationalities. Another reason emphasised by Kittler et al. (2011) is how Hall (1976) demonstrated that the meaning of communication varies across cultures based on the balance of context and information. Based on the large number of studies that have been conducted on the basis of Hall's theory, it can be said that Hall's theory provides a theoretical framework for conducting cross-cultural research that offers a lens through which researchers can analyze and compare communication patterns as well as cultural differences across different cultures. However, Kittler et al. (2011) also found that Hall's theory has faced critiques of bipolarization, overgeneralization, and a lack of empirical foundation from various studies.

Another theory used in this thesis is Hofstede's model of cultural dimensions. This model is one of the most renowned and accepted models, utilised by thousands of empirical studies to conduct intercultural research (Taras et al., 2010). Cardon (2008) found that Hofstede has been cited (6100 times) almost twice as much as Hall (3300 times) for their major three works, according to the Web of Science Social Sciences Cited References Index 2007. In this thesis, Hofstede's dimensions, specifically individualism and collectivism, have been used as a supportive tool for Hall's theory. According to De Mooij & Hofstede(2011), individualistic cultures are also low-context cultures with explicit verbal communication. Similarly, collectivist cultures are high-context cultures with implicit communication styles. This idea is supported by other studies, such as those by Gudykunst et al. (1996), Gudykunst & Ting-Toomey (1988) and Wurtz (2005). Hofstede's model provides up-to-date data with numerical values to measure various cultural dimensions for almost all countries in the world, available on their website, www.hofstede-insights.com. According to Hofstede's scores, Finland is identified as an individualistic culture (score 75), and India is a collectivistic culture (score 24) (Country comparison tool, 2024). Based on the correlation between individualistic cultures and low-context communication, as well as collectivistic cultures and high-context communication, Finland should be considered a low-context culture, and India a high-context culture. However, different researchers have identified both cultures differently from the perspective of Hall's context theory (see chapters 2.4.4 & 2.4.8).

Based on the research question of this thesis—*What is the reflection of cultural values of individualism and collectivism in the use of high-context and low-context marketing communication styles in YouTube video ads in Finland and India?* — the following hypotheses can be tested to conduct this research:

H1: Finnish online video ads will contain low-context attributes more frequently than high-context attributes.

H2: Indian online video ads will contain high-context attributes more frequently than low-context attributes.

H3: Finnish online video ads will contain more low-context attributes than Indian online video ads.

H4: Indian online video ads will contain more high-context attributes than Finnish online video ads.

The relationship between cultures and advertising is shown in the literature review. Online video ads are important in this thesis as a medium to test the hypothesis and ultimately arrive at a conclusion. Research and studies related to high- and low-context attributes in advertising have been examined to understand the characteristics of advertisements that reflect high- and low-context messages.

Figure 9 below has been created to visualize the theoretical framework. It illustrates the relationship between individualism and low-context messages, as well as the relationship between collectivism and high-context messages. Additionally, it shows that individualism is associated with Finland, while collectivism is associated with India. Finally, by analyzing the high- and low-context attributes in the ads, the hypotheses can be tested to conduct the research.

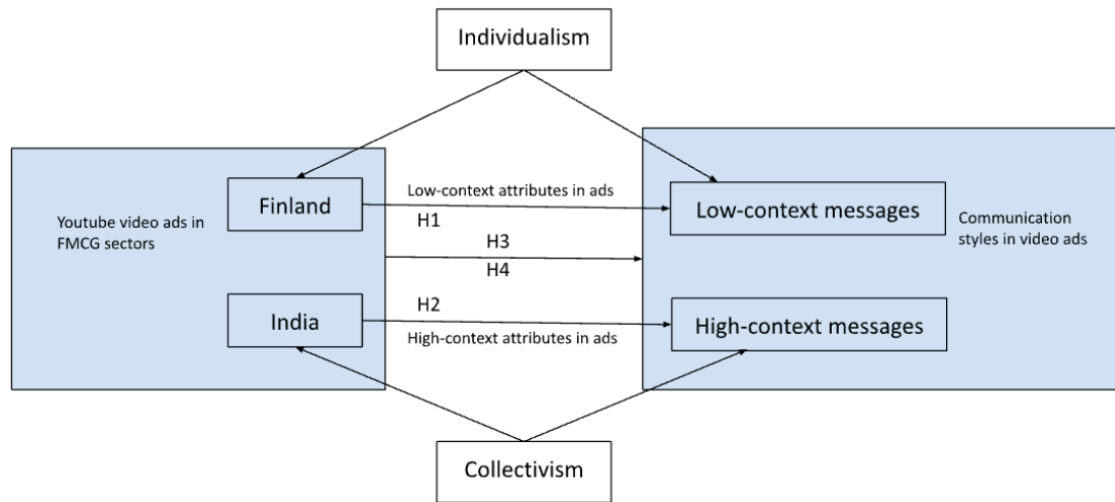


Figure 9. Theoretical framework

3 Methodology

First of all, this chapter introduces the research approach and research method used in this study. Secondly, it discusses the data collection process and sample selection technique. Thirdly, it explains the data analysis process. Finally, it addresses the reliability and validity of the data.

3.1 Research approach and research method

Understanding the research approach is crucial, as it directly influences how the study will be designed and carried out. According to Saunders et al. (2007, pp. 117–121) choosing the right approach determines the framework for collecting and analyzing data, ensuring that the research aligns with the research objectives. The authors stated that there are two primary research approaches: deductive and inductive. In the deductive approach, researchers begin with a theory or hypothesis and design a study to test it. This method is often used in quantitative research, where the goal is to confirm or refute existing theories. On the other hand, the inductive approach involves collecting data first and developing a theory based on the findings. This approach is more exploratory and is frequently employed in qualitative research. So, it can be said that choosing between these approaches depends on whether the research is focused on theory testing (deductive) or theory development (inductive). This research follows a deductive approach, which means it has progressed from a general view to a more specific one by studying existing theories, aiming to validate or invalidate hypotheses through empirical evidence.

A quantitative research method will be utilized to analyze the data in the empirical part of the thesis. Saunders et al. (2007, p. 145) said “Quantitative is predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data.” Also, Austin and Sutton (2014) added that quantitative research involves the analysis of numerical data and uses statistics to explore how different variables relate to each other.

This method has been selected because it can offer precise numerical data on the communication styles in YouTube video ads, allowing for statistical testing of the hypotheses. This approach is preferred over qualitative methods like interviews since it directly quantifies attributes within the ads, making it easier to evaluate them in a measurable way.

3.2 Data collection and sample selection

The data collection process for this thesis will take place from YouTube in August 2024, focusing on video ads from the FMCG sector in Finland and India. To ensure relevance to local audiences, only ads in Finnish and Hindi—the primary languages of Finland and India—will be included. While the aim was to gather data from local companies, due to data limitations, some ads from global companies targeting local markets are included. In the sample ads, five companies from Finland and ten companies from India are global brands that target local audiences (see Appendix 1 & 2). For instance, although Unilever is a global brand, Hindustan Unilever, which specifically caters to the Indian market, will be considered acceptable. The FMCG sector is categorized into five groups: Dairy, Food, Personal Care, Household Care, and Health Care. Table 2 outlines the products considered under each category. Each company will be represented only once, even if it offers products in multiple categories or subcategories.

Table 2. FMCG product categories

FMCG categories	Product categories
Dairy	Milk, cheese, and Ice-cream
Food	Snacks, packaged foods, frozen foods, ready-to-eat meals, and hot drinks
Personal care	Skincare, haircare, and cosmetics
Household care	Cleaning products, laundry detergents, home decor, air fresheners, and pest control products
Health care	Vitamins, supplements, first aid products, oral care, and hygiene products

The sample selection process applies a non-probability sampling technique, specifically purposive sampling. According to Saunders et al. (2007, pp. 226-232) non-probability sampling does not guarantee equal chances of selection for all individuals. Instead, selection is based on subjective judgment rather than random choice. For example, in purposive sampling, the researcher selects participants who are most likely to provide relevant information based on specific criteria.

In the first phase of sample selection process, FMCG companies will be identified by following the product categories listed in Table 2. Company names will be sourced through Google searches. The process will begin with Finnish companies, followed by similar searches for Indian companies. Keywords like “Milk companies in Finland” or “Food companies in India” will be used. The search results will be carefully reviewed until relevant company names are found under each product category. For instance, a search for “Milk companies in Finland” shows a list of dairy product manufacturers in Finland from the Dan & Bradstreet website (Dairy Product Manufacturing Companies in Finland, n.d.)

Once the company names are identified, the second phase of the sampling process begins. This part involves applying the following inclusion and exclusion criteria:

Inclusion Criteria:

- (1) Ads must be from the official YouTube page of the company.
- (2) Ads must be the most viewed.
- (3) Ads must have been published after January 1, 2022, to ensure relevance and reflect recent trends.
- (4) Ads must represent an FMCG product within one of the designated categories.
- (5) Ads in Finland must be in Finnish, and ads in India must be in Hindi, ensuring the content targets local audiences.
- (6) Ads must have a minimum length of 2 seconds and a maximum of 120 seconds.

Exclusion Criteria:

- (1) Non-advertising content such as interviews, online classes, how-to videos, recruitment videos, and podcasts will be excluded.
- (2) Ads that directly represent distribution companies (e.g., Prisma in Finland or Reliance Fresh in India) will be excluded, as they do not reflect a specific FMCG brand's communication style.
- (3) Video ads published by third-party YouTube channels, such as fan pages or video production companies, will also be excluded.

To apply these criteria, the company's official website will first be checked for a direct link to their official YouTube page. If no link is found, a search will be conducted on YouTube using the company's name as a keyword. Once the official YouTube channel is located, the "Videos" tab will be accessed to view all available content. Videos will be filtered by "Popular" to identify the most-viewed ads. It is inferred that the most viewed or popular videos on YouTube are likely those that have been used in paid advertising campaigns. However, it is important to note that identifying which videos were specifically part of an ad campaign cannot be determined solely from publicly available data on a company's YouTube channel. This specific information is not disclosed. Ideally, verifying which videos were used in campaigns would involve directly contacting the companies involved. However, due to practical limitations, this step was not pursued in this thesis. The publication date in the video description will be checked to ensure it meets the timeframe criteria. If all the inclusion and exclusion criteria are met, the YouTube link and other relevant information will be recorded in a Google Sheet. Figure 10 illustrates the complete sampling process.

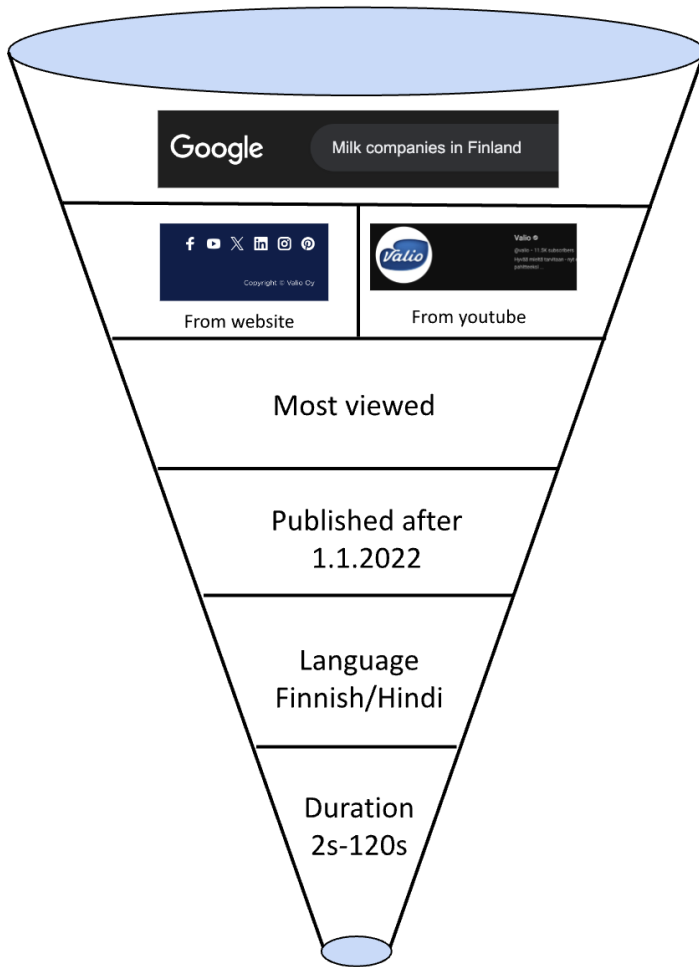


Figure 10. Sampling process

The sampling process for this study has been carefully designed to ensure the reliability and validity of the collected data, providing a representative view of FMCG advertising communication styles in Finland and India.

A total of 30 video ads will be collected from each country, resulting in a sample size of 60 ads. This sample size is considered sufficient to capture a variety of communication styles across different FMCG sectors while remaining manageable for detailed content analysis. Each FMCG category will be represented by six video ads. To avoid bias, every company in the sample will be unique, ensuring that no single company's advertising style disproportionately impacts the results. This approach minimizes bias and offers a broader perspective of the market.

The chosen sampling method strengthens the study's reliability and validity. By selecting an equal number of ads from each FMCG category, the study ensures balanced representation across various product types, avoiding over-representation of any single category. Excluding duplicate companies eliminates potential bias from a single company's advertising culture, promoting diversity in communication styles within the sample. The use of specific inclusion and exclusion criteria further ensures that the ads analyzed are directly relevant to the research questions, representing authentic advertising communication rather than peripheral content. This careful approach to sampling supports the study's goal of accurately reflecting and comparing the communication styles used in FMCG advertising in Finland and India (see Appendix 1 & 2).

3.3 Data analysis

For data to be collected and used effectively, it needs to be analysed in a way that aligns with both its characteristics and the research objectives. In this subchapter, the content analysis and coding methods that will be used in this research will be explained in detail

3.3.1 Content analysis

This study employs a comparative content analysis, where two countries are examined separately, and their results are subsequently compared.

Content analysis is a research methodology that involves systematically analyzing and interpreting the content of various types of messages, such as texts, images, or any form of communication that carries meaning. It aims to extract valuable insights, patterns, and themes from the content to understand the underlying messages or information being conveyed. Content analysis can be both quantitative and qualitative, providing a structured approach to studying and interpreting communication materials. It is used to

make sense of messages, determine textual meaning, and extract meaningful insights from unstructured content through systematic procedures and coding rules. (Gheyle & Jacobs, 2017)

Researchers often use content analysis to study how culture is reflected in advertisements (Okazaki & Mueller, 2007; as cited in Saleem, 2012, p. 80). This method has helped many scholars make important contributions to the understanding of international advertising (Okazaki & Mueller, 2007; as cited in Saleem, 2012, p.80). Okazaki & Mueller (2007) stated that content analysis is frequently employed in cross-cultural advertising research to understand cultural practices, advertising content, and societal trends. The authors also mentioned that in content analysis, researchers categorise and quantify content to identify patterns, themes, and relationships within the data.

As a comparative content analysis, YouTube video ads of FMCG companies from Finland and India will be examined. The FMCG sectors, and particularly YouTube is selected for its consistent production and distribution of video advertising, ensuring a substantial amount of data for analysis.

However, critics argue that content analysis may lack a strong theoretical basis, which could weaken its usefulness as a research method. For example, Stephenson (1963) criticised content analysis for being too disconnected from real communication issues, resulting in overly complicated facts that don't effectively contribute to understanding those issues. Also, Krebs (2015) stated that content analysis also often assumes that the meaning of words and phrases stays the same over time, which isn't always true. This assumption can lead to incorrect interpretations, especially if the context and changes in language over time aren't fully considered.

3.3.2 Coding

The coding process in this study is designed to systematically analyze the content of online video ads from the FMCG sectors in Finland and India. The coding framework is based on established cultural communication theories, particularly Hall's high- and low-context culture theory and Hofstede's individualism-collectivism dimension. The coding attributes are collected from the book *Global marketing and advertising: Understanding cultural paradoxes* by De Mooij (2021, pp. 402-430). Each advertisement will be categorized according to specific attributes that reflect different communication styles, enabling a comparative content analysis of how cultural communication styles are reflected in these advertisements. The coding variables, attributes, definition, and coding values are described below in Table 3.

Table 3. Coding criteria

Low-context attributes			
Attribute categories	Definition	Attribute names and codes	Coding values
1.Product message	It refers to the visual presentation or explanation of a product. This is commonly found in low-context cultures where clear, logical details and straightforward presentations are preferred. A "pure display" of a product, where it is merely shown as it would be in a shop window or showroom, does not count as a "Product Message." Pure display is a culture-free form of advertising suitable for international audiences.	1. Logical explanation (LC01)	1= If found 0= If not found
		2. Ingredients about the product (LC02)	1= If found 0= If not found
		3. Price (LC03)	1= If found 0= If not found
		4. Discount/sales (LC04)	1= If found 0= If not found
		5. Contact details (LC05)	1= If found 0= If not found

2. Corporate presentation	It is a documentary-style presentation showcasing the company brand and its product or service, often involving people associated with the company. In low-context culture, company presentation is more on facts.	6. Direct and personalised message (LC06)	1= If found 0= If not found
3. Metaphor	In low-context culture, metaphor is verbal.	7. Verbal metaphor (LC07)	1= If found 0= If not found
4. Celebrity transfer	It occurs when a celebrity is associated with a product. In low-context culture celebrity endorse directly about the product.	8. Celebrity direct endorsement (LC08)	1= If found 0= If not found
5. Lessons	It is direct way of communication, thus mostly common in low-context culture. This way a voiceover or a presenter can directly addressing the audience, demonstrating products, or making a comparisons. The presenter or voiceover should engage the audience directly, with no dialogues between characters. "We-style," "you-style," or imperative forms like "Meet the all-new Ford 150" or "Take control with Nicotrol" are common.	9. Voice-over or presenter directly talking to audience (LC09)	1= If found 0= If not found
		10. Interview or be interviewed, with or without showing the interviewer (LC10)	1= If found 0= If not found
		11. Product demonstration (LC11)	1= If found 0= If not found
		12. Product or company comparison (LC12)	1= If found 0= If not found
		13. "We-style" or "you-style" or Imperative (LC13)	1= If found 0= If not found

6. Endorsement and testimonial	It means pure user or experts sharing their experience of a product and it aligns with low-context culture attribute. In individualistic cultures, testimonials often include the person's identity (name, signature), indicating low-context culture.	14. Pure user testimonial (LC14)	1= If found 0= If not found
		15. Expert/celebrity testimonial from similar field (LC15)	1= If found 0= If not found
High-context attributes			
Attributes categories	Definition	Attribute names and codes	Coding values
7. Drama	It is used when characters interact without directly addressing the audience, common in high-context cultures where indirect communication is preferred. Slice-of-life scenarios or problem-solving narratives without direct audience engagement is part of drama. Vignettes are a series of independent sketches or visual situations with no continuity in the action. Also, Storytelling, a hybrid of drama and entertainment, is included. The audience remains observers rather than being addressed directly.	16. Viewers are not addressed directly. Viewers are observer. (HC16)	1= If found 0= If not found
		17. Slice of life (HC17)	1= If found 0= If not found
		18. Problem solving (HC18)	1= If found 0= If not found
		19. Vignette (HC19)	1= If found 0= If not found
		20. Storytelling (HC20)	1= If found 0= If not found

8. Corporate presentation	It is a documentary-style presentation showcasing the company brand and its product or service, often involving people associated with the company. In high-context culture the indirect message ties to cultural values, often use a storytelling style.	21. Indirect and message with cultural value (HC21)	1= If found 0= If not found
9. Metaphor	In high-context culture, metaphor is visual.	22. Visual metaphor (HC22)	1= If found 0= If not found
10. Celebrity transfer	It occurs when a celebrity is associated with a product and does not give direct endorsement. However, A simple closing line from the celebrity or a brief textual mention does not count as direct endorsement.	23. Celebrity association not direct endorsement (HC23)	1= If found 0= If not found
11. Entertainment	It is an indirect communication style used primarily in high-context cultures, focusing on engaging the audience rather than direct selling. Humor, musicals, comedies, horror, and theatrical drama. What is considered entertaining in high-context cultures may appear as a distraction in low-context cultures.	24. Theatrical drama (HC24)	1= If found 0= If not found
		25. Humor (HC25)	1= If found 0= If not found
		26. Comedy (HC26)	1= If found 0= If not found
		27. Musical (HC27)	1= If found 0= If not found

		28. Horror (HC28)	1= If found 0= If not found
12. Endorsement and testimonial	When celebrity or expert from a different field provides endorsement or testimonial, it is sign of high-context culture. Because in high-context cultures, credibility is less critical than in low-context cultures. For example, a basketball player endorsing a car brand counts as high-context.	29. Celebrity/expert endorsement from a different field (HC29)	1= If found 0= If not found
13. Metonymy	It involves indirect visual representation (e.g., a flower symbolizing perfume) and is more common in high-context cultures.	30. Visual metonymy (HC30)	1= If found 0= If not found

Quantitative data can be analysed using descriptive and inferential statistics (Saunders et al., 2007, p. 138). In this study, descriptive and inferential statistics will be employed to analyse and test the hypotheses regarding the communication styles of FMCG video ads in Finland and India. SPSS 29 software will be used to conduct the statistical tests. According to Saunders et al. (2007, p. 633) stated that a paired samples t-test is a statistical test which is used to measure the likelihood that two related sets of numerical data differ from each other, considering whether any observed difference could simply be due to random chance. Hence, a paired samples t-test will be used for Hypotheses 1 and 2, which compare the frequency of low-context versus high-context messages within the Finnish and Indian ads, respectively. These tests will determine whether the difference between the two types of communication styles is statistically significant within each country.

On the other hand, an independent samples t-test is a statistical test that is used to evaluate the probability that the values of a quantifiable data variable between two separate groups or samples are different, considering whether any observed difference could simply be due to random chance (Saunders et al., 2007, p. 599). Therefore, for Hypotheses 3 and 4, which examine differences between the countries (comparing Finnish and Indian ads), an independent samples t-test will be applied. Hypothesis 3 tests whether Finnish ads contain more low-context messages than Indian ads, while Hypothesis 4 tests whether Indian ads contain more high-context messages than Finnish ads. These t-tests will provide insights into whether cultural differences in communication styles are statistically significant across these two contexts.

3.3.3 Reliability and validity

According to Saunders et al. (2007, p. 149) reliability refers to how consistently your data collection methods or analysis procedures produce the same results. It can be evaluated by asking three key questions: Will the same measures yield identical results if repeated? Would different observers produce similar findings? And is the process of interpreting the raw data clear and transparent? These questions help assess whether the study's methods and results are stable and reproducible.

Reliability in this study is assessed by ensuring that the data collection and coding procedures produce consistent results. To achieve this, the study follows a structured and transparent approach. One of the key factors contributing to reliability is the involvement of native speakers for both languages being analyzed. A native Finnish speaker will assist in coding the Finnish video ads, while the author, who is fluent in Hindi, will handle the coding for the Indian ads. This language expertise minimizes the risk of misinterpretation, ensuring that the coding accurately reflects the cultural context and communication styles in each country. Additionally, clear criteria for coding, detailed guidelines, and predefined categories are used to reduce subjective interpretation. A clearly defined

sampling process and standardized analysis procedures ensure that others can replicate the study and achieve similar results.

However, one potential limitation related to reliability in this study is the reliance on individual coders for analyzing the video ads. Despite the use of clear criteria and guidelines, the subjective nature of coding can introduce variability, especially if the same ads were coded by different individuals or under different circumstances. This could affect the consistency of the results if the study were replicated by others.

Validity refers to how accurately the research findings represent what they are intended to measure (Saunders et al., 2007, p. 150). In this study, ensuring validity involves verifying that the communication styles identified in the content analysis truly reflect the cultural attributes being examined. By following a rigorous sampling process, applying consistent coding criteria, and using culturally appropriate interpretations of data (with native speakers for both Finnish and Hindi ads), this research aims to ensure that the conclusions drawn genuinely align with the research objectives. This approach helps confirm that the findings are not only relevant but accurately capture the intended cultural nuances in the ads analyzed.

In addition, internal validity is maintained by using appropriate statistical tests, such as paired t-tests and independent samples t-tests, which are chosen based on the nature of each hypothesis. Internal validity is the degree to which the findings can be linked to the interventions used, rather than being influenced by issues or biases by the research design (Saunders et al., 2007, p. 600). On the other hand, external validity is the degree to which the findings of a study can be applied across various relevant situations and settings, also known as generalisability (Saunders et al., 2007, p. 151). In this study, external validity is supported by the diverse sample, which includes ads from various FMCG categories, allowing for broader generalisation within the sector. While the use of purposive sampling may introduce some limitations in generalisability, the study's focus on selecting ads that are directly relevant to the research questions helps ensure that the

findings are applicable to real-world advertising contexts in Finland and India. Another limitation can be the focus on specific attributes based on a single source. While these categories are well-established, they may not fully capture all relevant aspects of cultural communication in video ads. This could lead to an incomplete representation of the cultural nuances, potentially limiting the extent to which the findings truly reflect the broader communication style in the online video ads in Finland and India.

4 Findings

In this chapter, the findings of the study are presented through a combination of descriptive and statistical analyses. First, the chapter discusses the descriptive statistics derived from the content analysis of YouTube advertisements from Finland and India, Next, the chapter addresses hypothesis testing, focusing on comparisons between low- and high-context communication styles across the two countries. The hypotheses are tested using various statistical methods, including paired samples t-tests and independent samples t-tests. The chapter concludes with an additional analysis.

4.1 Sample description

The sample for this study consists of a total of 60 YouTube advertisements, with 30 ads from Finland and 30 ads from India. The ads are evenly distributed across five FMCG categories: Dairy, Food, Personal Care, Household Care, and Health Care, with each category represented by six ads in both countries. This balanced approach ensures that a diverse range of FMCG products is covered, providing a comprehensive understanding of the communication styles in each category.

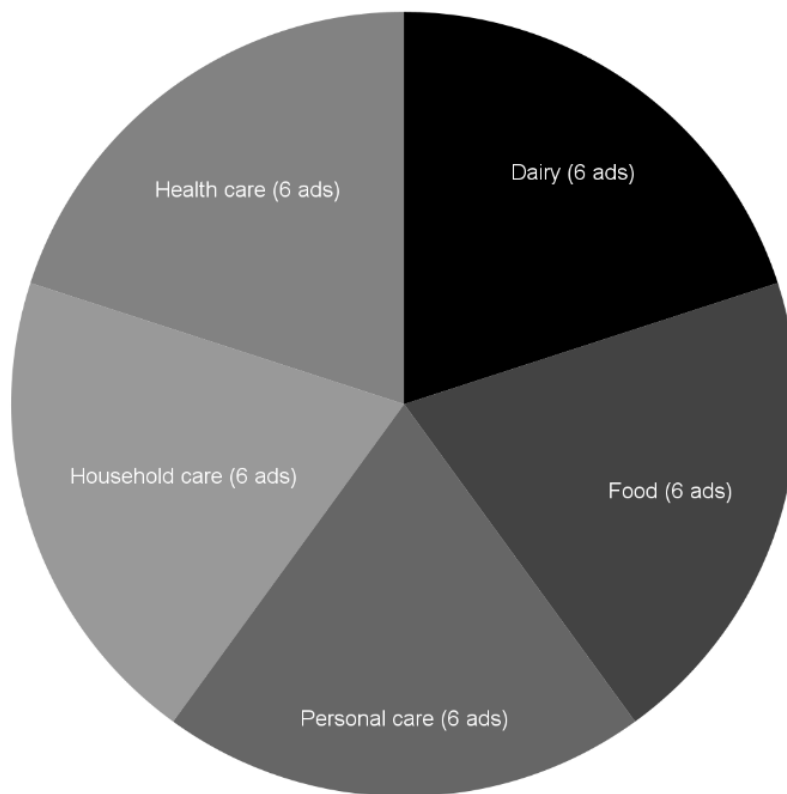


Figure 11. Number of ads in each category

To maintain consistency in the analysis, a coding framework was applied to assess 15 attributes across both low-context and high-context communication styles. These attributes were carefully selected to reflect a balanced examination of the cultural context in the advertisements, enabling a robust comparison between Finland and India. The equal distribution of ads across categories and the consistent application of coding attributes ensure that the sample is both representative and reliable for drawing meaningful conclusions about the cultural differences in communication styles.

Table 4. Comparison of high- and low-context attributes, ad duration and views in Finnish and Indian YouTube ads

Country	Descriptive statistics	High-context attributes	Low-context attributes	Duration in seconds (S)	Views in thousands (K)
Finland	Number of ads	30	30	30	30
	Minimum	0	1	10	0.07
	Maximum	5	5	90	1500
	Sum	37	85	607	111453.89
	% of the Sum	27.6%	58.2%	41.1%	2.4%
	Mean	1.23	2.83	20.23	381.7
	Std. Deviation	1.27	1.05	19.67	436.61
India	Number of ads	30	30	30	30
	Minimum	0	0	6	1
	Maximum	6	5	69	64000
	Sum	97	61	869	472761.30
	% of the Sum	72.4%	41.8%	58.9%	97.6%
	Mean	3.23	2.03	28.96	15758.71
	Std. Deviation	1.65	1.56	14.23	17888.19

From Table 4, it is shown that the Finnish ads have an average of 2.83 low-context attributes and 1.23 high-context attributes, while the Indian ads have an average of 2.03 low-context attributes and 3.23 high-context attributes.

The duration of the video ads varies between the countries, with Finnish ads averaging 20.23 seconds and Indian ads averaging 28.97 seconds. The number of views also varies widely, with Finnish ads averaging 381,000 views, while Indian ads average 1.58 million views, likely due to the considerably larger population in India compared to Finland.

There are other noticeable differences between the samples from Finland and India in terms of view and duration. For example, Finnish ads have a range between a minimum of 70 views and a maximum of 1.5 million views, while Indian ads show a much broader spectrum, with the lowest view count being 1,000 and the highest reaching 64 million

views. Regarding ad duration, Finnish ads range from 10 seconds to 90 seconds, whereas Indian ads are slightly shorter overall, varying between 6 seconds and 69 seconds.

Overall, the sample is designed to provide a diverse and balanced set of data that allows for a comprehensive comparison of communication styles across different FMCG categories and cultural contexts in Finland and India. The equal representation of categories and companies further ensures that the findings are reflective of broader trends rather than being skewed by individual companies or product types.

4.2 Hypothesis testing

In this subchapter, the four hypotheses are tested using two different types of t-tests. Hypotheses 1 and 2 are examined through paired samples t-tests, while hypotheses 3 and 4 are assessed using independent samples t-tests. The results of these analyses are presented below.

4.2.1 Hypothesis 1

Hypothesis 1: *Finnish online video ads will contain low-context attributes more frequently than high-context attributes.*

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Low-context	2,8333	30	1,05318	,19228
	High context	1,2333	30	1,27802	,23333

Figure 12. H1 testing: Paired samples statistics

A paired samples t-test was conducted to evaluate the difference between low-context and high-context messages in Finnish online video advertisements.

		Mean	Std. Deviation	Paired Differences			t	df	Significance	
				Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Low-context - High context	1,60000	2,01032	,36703	,84933	2,35067	4,359	29	<,001	<,001

Figure 13. H1 testing: paired sample test

The results revealed a significant difference between the frequency of low-context ($M = 2.83$, $SD = 1.05$) and high-context ($M = 1.23$, $SD = 1.28$) attributes (see Figure 12), $t(29) = 4.36$, $p < .001$ (one-sided), 95% CI [0.85, 2.35] (see Figure 13).

		Standardizer ^a	Point Estimate	95% Confidence Interval		
				Lower	Upper	
				Pair 1	Low-context - High context	Cohen's d
		Hedges' correction	2,06425	,775	,369	1,171

Figure 14. H1 testing: paired sample effect size

The effect size was substantial, Cohen's $d = 0.80$, indicating a large effect (see Figure 14). These results support the hypothesis that Finnish online video ads contain low-context attributes more frequently than high-context attributes.

4.2.2 Hypothesis 2

Hypothesis 2: *Indian online video ads will contain high-context attributes more frequently than low-context attributes.*

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Low-context	2,0333	30	1,56433	,28561
	High context	3,2333	30	1,65432	,30204

Figure 15. H2 testing: paired samples statistics

For hypothesis 2, the paired samples t-test was conducted, comparing the high-context and low-context attributes for the Indian sample.

		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Low-context - High context	-1,20000	2,69610	,49224	-2,20674	-,19326	-2,438	29	,011	,021

Figure 16. H2 testing: paired samples test

The mean score for high-context attributes in Indian ads was significantly higher ($M = 3.23$, $SD = 1.65$) than for low-context attributes ($M = 2.03$, $SD = 1.56$) (see Figure 15). The mean difference was -1.20 , indicating that high-context attributes were more prevalent (see Figure 16). The t-test revealed a statistically significant difference between the two conditions, $t(29) = -2.44$, $p = .011$ (one-sided) (see Figure 16). The 95% confidence interval for the mean difference was between -2.21 and -0.19 , indicating a consistent difference (see Figure 16).

		Standardizer ^a	Point Estimate	95% Confidence Interval		
				Lower	Upper	
Pair 1	Low-context - High context	Cohen's d	2,69610	-,445	-,817	-,066
		Hedges' correction	2,76843	-,433	-,796	-,064

Figure 17. H2 testing: paired samples effect size

The effect size, calculated using Cohen's d , was medium at -0.445 , suggesting a moderate practical significance (see Figure 17).

These findings support the hypothesis, confirming that Indian ads tend to emphasize high-context communication styles more frequently than low-context styles.

4.2.3 Hypothesis 3

Hypothesis 3: *Finnish online video ads will contain more low-context attributes than Indian online video ads.*

	Country	N	Mean	Std. Deviation	Std. Error Mean
Low-context	Finland	30	2,8333	1,05318	,19228
	India	30	2,0333	1,56433	,28561

Figure 18. H3 testing: group statistics

The results of the independent samples t-test support the hypothesis (H3) that Finnish online video ads contain more low-context attributes than Indian online video ads. The analysis shows that the mean number of low-context messages in Finnish ads is higher (M = 2.833, SD = 1.053) compared to Indian ads (M = 2.033, SD = 1.564) (see Figure 18). Levene's Test indicated a violation of the assumption of equal variances (F = 6.545, p = .013) so the results for "equal variances not assumed" were used (see Figure 19),.

Levene's Test for Equality of Variances				t-Test for Equality of Means							
Low-context		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
	Equal variances assumed	6,545	,013	2,324	58	,012	,024	,80000	,34430	,11080	1,48920
	Equal variances not assumed			2,324	50,809	,012	,024	,80000	,34430	,10872	1,49128

Figure 19. H3 testing: independent samples test

The t-test revealed a significant difference between the two groups, $t(50.809) = 2.324$, $p = .012$ (one-sided), with a mean difference of .800 and a 95% confidence interval ranging from .108 to 1.491 (see Figure 19).

Low-context		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
	Cohen's d	1,33348	,600	,080	1,115
	Hedges' correction	1,35104	,592	,079	1,101
	Glass's delta	1,56433	,511	-,015	1,030

Figure 20. H3 testing: independent samples effect size

The effect size, Cohen's $d = .600$, suggests a medium effect, indicating that the difference is meaningful and consistent with expectations for cultural communication styles (see

Figure 20). Overall, these results confirm that Finnish ads emphasize low-context attributes more than Indian ads, reflecting the cultural communication patterns typically observed in these countries.

4.2.4 Hypothesis 4

Hypothesis 4: *Indian online video ads will contain more high-context attributes than Finnish online video ads.*

	Country	N	Mean	Std. Deviation	Std. Error Mean
High context	Finland	30	1,2333	1,27802	,23333
	India	30	3,2333	1,65432	,30204

Figure 21. H4 testing: group statistics

For Hypothesis 4, the independent samples t-test revealed a significant difference in the number of high-context attributes between the two countries.

		Levene's Test for Equality of Variances				t-Test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
High context	Equal variances assumed	1,661	,203	-5,240	58	<,001	<,001	-2,00000	,38167	-2,76399	-1,23601
	Equal variances not assumed			-5,240	54,524	<,001	<,001	-2,00000	,38167	-2,76503	-1,23497

Figure 22: H4 testing: independent samples test

Indian ads ($M = 3.23$, $SD = 1.65$) featured significantly more high-context messages than Finnish ads ($M = 1.23$, $SD = 1.28$) (see Figure 21), with a mean difference of -2.00 (see Figure 22). This difference was statistically significant, $t(58) = -5.24$, $p < .001$ (one-sided), indicating that the observed difference is unlikely to have occurred by chance (see Figure 22).

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
High context	Cohen's d	1,47819	-1,353	-1,911	-,786
	Hedges' correction	1,49766	-1,335	-1,886	-,775
	Glass's delta	1,65432	-1,209	-1,795	-,608

Figure 23: H4 testing: independent samples effect size

The effect size, measured by Cohen's *d*, was -1.35, suggesting a large effect (see Figure 23). This indicates that the difference in high-context messages between Indian and Finnish ads is substantial. The confidence interval for the mean difference ranged from -2.76 to -1.24, further reinforcing the robustness of the findings (see Figure 22).

These results support the hypothesis that Indian video ads tend to emphasize high-context communication styles more than Finnish ads, aligning with the cultural communication differences between the two countries.

4.3 Additional analysis

The analysis of low-context and high-context attributes in Finnish and Indian YouTube ads reveals some clear patterns in terms of dominant communication styles. In Finnish ads, low-context attributes like LC11 (Product demonstration) stand out as the most frequently used, appearing 29 times across 30 ads, translating to a usage rate of 96.7%. This indicates that almost every Finnish ad incorporated a clear and straightforward product demonstration. The second most common attribute, LC02 (Ingredients about the product), was found 17 times, accounting for 56.7% of the ads. The third most used low-context attribute, LC09 (Voice-over or presenter directly talking to audience), was present in 53.3% of Finnish ads.

Table 5. Number of attributes in Finnish and Indian ads from maximum to minimum

Contexts	Code	Attributes	Number of attributes in Finnish ads	Number of attributes in Indian ads
Low-context	LC11	Product demonstration	29	17
	LC02	Ingredients about the product	17	9
	LC09	Voice-over or presenter directly talking to audience	16	15
	LC13	"We-style" or "you-style" or Imperative	11	3
	LC05	Contact details (where to Find)	4	0
	LC07	Verbal metaphor	3	4
	LC15	Expert testimonial from similar Field	2	2
	LC12	Product or company comparison	1	1
	LC14	Pure user testimonial	1	2
	LC01	Logical explanation	1	4
	LC03	Price	0	1
	LC04	Discount/sales	0	0
	LC06	Direct and personalized message	0	0
	LC08	Celebrity direct endorsement	0	2
LC10	Interview or be interviewed, with or without showing the interviewer	0	1	
		Total attributes	85	61
High-context	HC16	Viewers are not addressed directly	7	24
	HC17	Slice-of-life	7	20
	HC27	Musicals	6	17
	HC29	Celebrity/expert endorsement from different Field	0	8
	HC18	Problem solving	1	6
	HC20	Storytelling	1	5
	HC22	Visual metaphor	6	5

	HC23	Celebrity association not direct endorsement	0	4
	HC19	Vignette	6	3
	HC25	Humor	2	2
	HC26	Comedy	0	2
	HC30	Visual metonymy	1	1
	HC21	Indirect and message with cultural value	0	0
	HC24	Theatrical drama	0	0
	HC28	Horror	0	0
		Total attributes	37	97

In contrast, the Indian ads were dominated by high-context attributes, with HC16 (Viewers are not addressed directly) being the most common, appearing 24 times out of 30 ads (80%). Following this, HC17 (Slice of Life) was found 20 times (66.6%), and HC27 (Musicals) appeared 17 times (56.6%). These figures highlight the storytelling and narrative-driven nature of Indian ads, where cultural values and indirect communication are emphasized.

Interestingly, in Finnish ads, high-context attributes like HC16 and HC17 were still present but less frequently, appearing both 7 times. Similarly, in Indian ads, some low-context attributes like LC09 and LC11 were also used, showing up 15 and 17 times, respectively. This crossover indicates that while each culture has its dominant communication style, elements of the other style are occasionally incorporated.

Looking at the overall trends, low-context attributes dominate Finnish ads, while high-context attributes are more prevalent in Indian ads. In terms of crossover, LC11 and HC16 are the most frequently used attributes in Finnish and Indian ads, respectively, reflecting each culture's preferred communication style.

Certain attributes like LC03 (Price), LC04 (Discount/Sales), LC06 (Direct and personalized message), HC21 (Indirect message with cultural Value), HC24 (Theatrical drama), and HC28 (Horror) were not found in any ads from either culture, highlighting their lack of relevance or appeal in the context of these FMCG ads.

5 Conclusion

In this chapter, the results are discussed, followed by the theoretical contributions and managerial implications. The chapter concludes with the limitations of the study and suggestions for future research.

5.1 Discussion of the results

The purpose of this research was to explore and understand the differences in marketing communication styles between Finnish and Indian online video ads, specifically focusing on YouTube ads and the context of low-context and high-context communication. The study was guided by the research question: *What is the reflection of cultural values of individualism and collectivism in the use of high-context and low-context marketing communication styles in Youtube video ads in Finland and India?* The results provide direct answers to these research question, offering insights into communication preferences in these two different cultures.

To begin with, according to Broeder (2021), De Mooij and Hofstede (2011), Gudykunst et al. (1996), Hall and Hall (1990), and Wurtz (2005) individualistic cultures are associated with low-context communication and collectivistic cultures with high-context communication. Based on Hofstede's cultural dimensions, Finland scores 75 in individualism, categorizing it as an individualistic culture, while India scores 24, identifying it as a collectivistic culture. The findings from hypotheses 1 and 2 confirm this relationship. Finnish ads emphasize low-context communication styles, while Indian ads highlight high-context communication. According to Hall's (1976) theory, low-context cultures prefer explicit and direct communication, whereas high-context cultures lean towards implicit and indirect messaging. The study finds that Finland, as an individualistic and low-context culture, prioritizes clear, straightforward communication. For example, low-context attributes like explicit Product demonstrations (LC11) dominate Finnish ads, appearing in almost all samples. On the other hand, Indian ads, representing a collectivistic and

high-context culture, prioritize indirect communication through attributes such as Viewers are not addressed directly (HC16), Slice-of-life (HC17), and Musicals (HC27).

Additionally, hypotheses 3 and 4 reveal that when comparing the prevalence of low-context and high-context communication between the two countries, Finnish ads contain more low-context attributes than Indian ads. This aligns with Finland's classification as a low-context culture, where direct communication is the norm. Similarly, Indian ads feature more high-context messages than Finnish ads, reinforcing how individualism and collectivism influence the use of high- and low-context communication styles in YouTube ads in these countries.

Moreover, the classification of Finland and India as high- or low-context cultures has been debated in past research. While many scholars categorize Finland as a low-context culture (Kittler et al., 2011; Koivisto, 1998; Lewis, 2006), others suggest it has high-context elements (Mathur, 2019; Ryabina, 2008). Similarly, when most of the previous studies found India as high-context culture (M. Gupta & Sukanto, 2020; Kittler et al., 2011; Koeszegi et al., 2004; Meyer, 2014; Nishimura et al., 2008; Zaidman, 2001), a study by Kapoor et al. (2003) found that India is moving towards low-context culture. The result of this study supports the view that Finland is a low-context culture and India is a high-context culture from the marketing communication perspective of YouTube video ads. Interestingly, some high-context attributes, like Viewers are not addressed directly (HC16) and Slice-of-life (HC17), appeared in Finnish ads, though less frequently. Similarly, low-context attributes such as Voice-over or presenter directly talking to audience (LC09) and Product demonstration (LC11) were found in Indian ads. This overlap suggests that while each culture has dominant communication styles, elements of the opposite style are occasionally integrated.

Finally, the book *Global Marketing and Advertising: Understanding Cultural Paradoxes* by De Mooij (2021) has proven to be a reliable source for identifying low- and high-context communication attributes in video ads. Many of the attributes discussed in the book

were consistently found in the sample ads from Finland and India, highlighting the relevance and applicability of De Mooij's framework in cross-cultural advertising research.

5.2 Theoretical contribution

This thesis contributes to the understanding of cultural communication styles by examining YouTube ads in Finland and India using Hofstede's cultural dimensions and Hall's context theory. The study offers evidence that supports existing theories while applying them in an online advertising context.

Firstly, it shows how Finnish ads align with Hall's low-context communication model, emphasizing clear and direct messages, while Indian ads follow a high-context style with indirect messaging and storytelling. This confirms Hall's theory in a modern advertising setting.

Secondly, the research connects Hofstede's cultural dimensions of individualism vs. collectivism with Hall's theory about low- and high-context communication style in the context of online video advertising. It highlights how individualism in Finnish culture leads to straightforward communication of low-context culture, while collectivism in Indian culture emphasizes indirect communication and "read-between-the-lines" approach of high-context culture.

Finally, the study introduces a combined methodological approach, using content analysis and statistical tests, to quantify communication styles. This approach offers a more concrete analysis of cultural differences and sets a framework for future research.

5.3 Managerial Implications

The results of this study have important implications for marketing professionals and video production companies, whether they operate locally or globally. Knowing how different cultures prefer to communicate is key to making video ads that work well and connect with different audiences.

For marketing professionals, the study shows that it is important to adjust communication styles based on the cultural context of the audience. In Finland, where people prefer straightforward communication, marketers should focus on clear messages that highlight product details, like product demonstrations. In India, where indirect communication is more common, ads should include dramatic and entertaining elements. By adapting not just the language but also the communication style, marketing teams can better engage their audiences and deliver messages that resonate. Also, this understanding can help marketing teams plan their content and ad spending more effectively. A global brand can create content tailored specifically for each market, leading to better audience connection and higher returns on investment. For example, in Finland, ads may focus on straightforward product demonstrations, while in India, ads might focus on storytelling.

For video production companies, the study stresses the importance of understanding cultural differences when creating content. In India, high-context ads need to reflect local cultural values with drama, entertainment, visual metaphors, celebrity association, and musicals. In Finland, production teams should focus on clear and direct messaging. Companies that understand these cultural differences can stand out in cross-cultural marketing.

Lastly, companies working across multiple countries should offer customized ad production rather than trying to adapt a single ad for different markets. By creating ads that match each culture's communication style, companies can better connect with their audience, making the ad more effective.

5.4 Limitations and suggestions for future research

This study provides useful insights into how Finnish and Indian YouTube ads communicate differently, but it also has some limitations and areas where more research is needed. First of all, the study only looks at Hindi-language ads for India. While Hindi is widely spoken, it doesn't reflect the full diversity of India, where many languages and cultures exist. This means that the results might not show how ads in other Indian languages communicate. Future studies could look at ads in other Indian languages, like Tamil or Bengali, to get a better understanding of cultural communication across the country.

Another limitation is that YouTube ads are usually short. Finnish ads were average 20 seconds, and Indian ads were 28 seconds in the sample. This limited time makes it harder for ads to fully show complex cultural communication styles. Future research could look at longer ads, like TV commercials, to see if there are differences in how cultures communicate when they have more time to tell a story. Also, the attributes used to analyze the ads came from a single book. While this source is reliable, it might not cover all the relevant features of modern video advertising. Future studies could explore more attributes that reflect current trends in social media and video advertising.

The focus on YouTube is another limitation. YouTube's algorithms and how users interact with ads may influence which ads are popular, which might not reflect advertising trends in general. Future research could compare ads on other platforms like Instagram or TikTok to see if the communication styles are consistent across different types of media. Also, some of the ads analyzed were from global brands targeting local audiences. These brands might use a mix of global and local communication strategies, which could affect the study's findings. Larger budgets and different strategies used by these brands might give them an advantage over local companies, influencing the results.

To conclude, future studies should consider including ads from multiple languages and regions in India, look at longer ad formats, explore new advertising trends, and compare

ads across different platforms. Doing this could give a clearer and more complete view of how cultural communication styles work in global online video advertising.

References

- Afrouzi, O. A. (2021). Humanitarian behavior across high-/low-context cultures: A comparative analysis between Switzerland and Colombia. *Journal of International Humanitarian Action*, 6(1), 2. <https://doi.org/10.1186/s41018-020-00088-y>
- Arasaratnam, L. A. (2015). Research in Intercultural Communication: Reviewing the Past Decade. *Journal of International and Intercultural Communication*, 8(4), 290–310. <https://doi.org/10.1080/17513057.2015.1087096>
- Arthurs, J., Drakopoulou, S., & Gandini, A. (2018). Researching YouTube. *Convergence: The International Journal of Research into New Media Technologies*, 24(1), 3–15. <https://doi.org/10.1177/1354856517737222>
- Austin, Z., & Sutton, J. (2014). Qualitative Research: Getting Started. *The Canadian Journal of Hospital Pharmacy*, 67(6). <https://doi.org/10.4212/cjhp.v67i6.1406>
- Bai, H. (2016). A Cross-Cultural Analysis of Advertisements from High-Context Cultures and Low-Context Cultures. *English Language Teaching*, 9(8), 21. <https://doi.org/10.5539/elt.v9n8p21>
- Banerjee, S. (2008). Dimensions of Indian culture, core cultural values and marketing implications: An analysis. *Cross Cultural Management: An International Journal*, 15(4), 367–378. <https://doi.org/10.1108/13527600810914157>
- Biswas, A., Olsen, J. E., & Carlet, V. (1992). A comparison of the print advertisements from the United States and France. *Journal of Advertising*, XXI, Number 4.
- Broeder, P. (2021). Informed Communication in High Context and Low Context Cultures. *Journal of Education, Innovation, and Communication*, 3(Issue 1). <https://doi.org/10.34097/jeicom-3-1-june21-1>
- Callow, M., & Schiffman, L. G. (2004). Sociocultural meanings in visually standardized print ads. *European Journal of Marketing*, 38(9/10), 1113–1128. <https://doi.org/10.1108/03090560410548898>
- Cardon, P. W. (2008). A Critique of Hall's Contexting Model: A Meta-Analysis of Literature on Intercultural Business and Technical Communication. *Journal of Business and Technical Communication*, 22(4), 399–428. <https://doi.org/10.1177/1050651908320361>

- Census of India. (2001). Census of India 2001. *Office of the Registrar General, India*.
- Chang, C. (2000). Political advertising in Taiwan and the US: Across-cultural comparison of the 1996 presidential election campaigns. *Asian Journal of Communication*, 10(1), 1–17. <https://doi.org/10.1080/01292980009364772>
- Cho, B., Kwon, U., Gentry, J. W., Jun, S., & Kropp, F. (1999). Cultural Values Reflected in Theme and Execution: A Comparative Study of U.S. and Korean Television Commercials. *Journal of Advertising*, 28(4), 59–73. <https://doi.org/10.1080/00913367.1999.10673596>
- Chung, L. C. (2013). Low-Context Cultures. In K. D. Keith (Ed.), *The Encyclopedia of Cross-Cultural Psychology* (1st ed., pp. 829–830). Wiley. <https://doi.org/10.1002/9781118339893.wbeccp337>
- Corruption Perceptions Index. (2023). *CORRUPTION PERCEPTIONS INDEX*. <https://www.transparency.org/en/cpi/2023/index/fin>
- Country comparison tool. (2024). Country comparison tool. *India vs. Finland*. <https://www.hofstede-insights.com/country-comparison-tool?countries=finland%2Cindia>
- Dairy Product Manufacturing Companies in Finland. (n.d.). *Dairy Product Manufacturing Companies in Finland*. Retrieved August 23, 2024, from https://www.dnb.com/business-directory/company-information.dairy_product_manufacturing.fi.html
- De Mooij, M. (2004). Translating Advertising: Painting the Tip of an Iceberg. *The Translator*, 10(2), 179–198. <https://doi.org/10.1080/13556509.2004.10799176>
- De Mooij, M. (2021). *Global marketing and advertising: Understanding cultural paradoxes*. SAGE Publications Ltd.
- De Mooij, M., & Hofstede, G. (2010). The Hofstede model: Applications to global branding and advertising strategy and research. *International Journal of Advertising*, 29(1), 85–110. <https://doi.org/10.2501/S026504870920104X>
- De Mooij, M., & Hofstede, G. (2011). Cross-Cultural Consumer Behavior: A Review of Research Findings. *JOURNAL OF INTERNATIONAL CONSUMER MARKETING*.

- Djafarova, E., & Kramer, K. (2019). YouTube advertising: Exploring its effectiveness. *The Marketing Review*, 19, 127–145. <https://doi.org/10.1362/146934719x15633618140855>
- Fahid, A. T. (2023, February 27). Why Indian CEOs are ruling the top global tech companies? *The Financial Express*. <https://thefinancialexpress.com.bd/sci-tech/why-indian-ceos-are-ruling-the-top-global-tech-companies>
- Forbes India. (2024, July 17). The top 10 largest economies in the world in 2024. *Forbes India*. <https://www.forbesindia.com/article/explainers/top-10-largest-economies-in-the-world/86159/1>
- Frade, J. L. H., Oliveira, J. H. C. D., & Giraldo, J. D. M. E. (2023). Skippable or non-skippable? Pre-roll or mid-roll? Visual attention and effectiveness of in-stream ads. *International Journal of Advertising*, 42(8), 1242–1266. <https://doi.org/10.1080/02650487.2022.2153529>
- Fragile States Index. (2024). *Global Data*. <https://fragilestatesindex.org/global-data/>
- Friedmann, E., & Vescovi, T. (2019). *The Influence of Ad Design and Content on Purchase Intentions of Low and High Context Cultures*.
- Frymier, A., Klopff, D., & Ishii, S. (1990). Japanese and Americans compared on the affect orientation construct. *Psychological Reports*, 66, 985–986.
- Gaetz, L., Klopff, D., & Ishii, S. (1990). Predispositions toward verbal behavior of Japanese and Americans. *Paper Presented at the Communication Association of Japan Convention, Tokyo*.
- Geyik, S. C., Faleev, S., Shen, J., O'Donnell, S., & Kolay, S. (2016). Joint Optimization of Multiple Performance Metrics in Online Video Advertising. *Proceedings of the 22nd ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*, 471–480. <https://doi.org/10.1145/2939672.2939724>
- Gheyle, N., & Jacobs, T. (2017). *Content Analysis: A short overview*. <https://doi.org/10.13140/RG.2.2.33689.31841>
- Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer Reactions to Intrusiveness of Online-Video Advertisements: Do Length, Informativeness, and Humor Help (or

- Hinder) Marketing Outcomes? *Journal of Advertising Research*, 55(1), 37–50. <https://doi.org/10.2501/JAR-55-1-037-050>
- Granlund, M., & Lukka, K. (1998). Towards increasing business orientation: Finnish management accountants in a changing cultural context. *Management Accounting Research*, 9(2), 185–211. <https://doi.org/10.1006/mare.1998.0076>
- Gudykunst, W. B., Matsumoto, Y., Ting-Toomey, S., Nishida, T., Kim, K., & Heyman, S. (1996). The Influence of Cultural Individualism-Collectivism, Self Construals, and Individual Values on Communication Styles Across Cultures. *Human Communication Research*, 22(4), 510–543. <https://doi.org/10.1111/j.1468-2958.1996.tb00377.x>
- Gudykunst, W. B., & Ting-Toomey, S. (1988). *Culture and interpersonal communication*. Newbury Park, CA: Sage.
- Gupta, C. (2024). *World Population Day 2024: Top 10 most populated countries in the world—China or India, which ranks first?* [The Indian Express]. <https://indianexpress.com/article/trending/top-10-listing/top-10-most-populated-countries-world-population-day-2024-9443779/>
- Gupta, M., & Sukamto, K. E. (2020). *Cultural Communicative Styles: The Case of India and Indonesia*.
- Hall, E. T. (1976). *Beyond Culture*. New York: Anchor Press/Double day.
- Helliwell, J., Layard, R., Sachs, J., De Neve, J.-E., Aknin, L., Wang, S., & World Happiness Report. (2024). *Happiness and Age: Summary* (Version v1.0) [Application/pdf]. University of Oxford. <https://doi.org/10.18724/WHR-KK3M-B586>
- Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. Sage Publications.
- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1). <https://doi.org/10.9707/2307-0919.1014>
- Hofstede, G., & Hofstede, G. J. (1991). *Cultures and Organizations: Software of the Mind* (1st edition). McGraw-Hill.

- Hofstede, G., & Hofstede, G. J. (2004). *Cultures and Organizations: Software of the Mind (2nd edition)*. McGraw-Hill.
- Hofstede, G., & Hofstede, G. J. (2010). *Cultures and Organizations: Software of the Mind (3rd edition)*. McGraw-Hill.
- Hornikx, J., & Le Pair, R. (2017). The Influence of High-/Low-Context Culture on Perceived Ad Complexity and Liking. *Journal of Global Marketing*, 30(4), 228–237. <https://doi.org/10.1080/08911762.2017.1296985>
- Kapoor, S., Hughes, P. C., Baldwin, J. R., & Blue, J. (2003). The relationship of individualism–collectivism and self-construals to communication styles in India and the United States. *International Journal of Intercultural Relations*, 27(6), 683–700. <https://doi.org/10.1016/j.ijintrel.2003.08.002>
- Kim, M. S. (1994). Crosscultural comparisons of the perceived importance of conversational constraints. *Human Communication Research*, 21, 128–151.
- Kim, M. S., & Wilson, S. R. (1994). A cross-cultural comparison of implicit theories of requesting. *Communication Monographs*, 61, 210–235.
- Kittler, M. G., Rygl, D., & Mackinnon, A. (2011). Special Review Article: Beyond culture or beyond control? Reviewing the use of Hall’s high-/low-context concept. *International Journal of Cross Cultural Management*, 11(1), 63–82. <https://doi.org/10.1177/1470595811398797>
- Kivinen, H. (2012). *Communication Tools and the Influence of Culture in Television Advertising: A Study of South Korea and Finland*.
- Koeszegi, S., Vetschera, R., & Kersten, G. (2004). National Cultural Differences in the Use and Perception of Internet-based NSS: Does High or Low Context Matter? *International Negotiation*, 9(1), 79–109. <https://doi.org/10.1163/1571806041262070>
- Koivisto, V. J. (1998). *Cultural heritages and cross-cultural management: Cross-cultural synergy and friction in Finno-Japanese management*. <https://aalto-doc.aalto.fi/items/15ecfca9-a979-421f-83ea-e523af6a9c36/full>
- Krebs, R. R. (2015). *Narrative and the Making of US National Security* (1st ed.). Cambridge University Press. <https://doi.org/10.1017/CBO9781316218969>

- Languages of Finland. (n.d.). *On Language*. https://www.kotus.fi/en/on_language/languages_of_finland
- Leonard, K. M., Van Scotter, J. R., & Pakdil, F. (2009). Culture and Communication: Cultural Variations and Media Effectiveness. *Administration & Society*, 41(7), 850–877. <https://doi.org/10.1177/0095399709344054>
- Lewis, R. D. (2005). *Finland, Cultural Lone Wolf*. Nicholas Brealey Publishing Company.
- Lewis, R. D. (2006). *When Cultures Collide: Leading Across Cultures*. Nicholas Brealey Publishing.
- Lewis, R. D. (2008). *Cross Cultural Communication- A Visual Approach*. Transcreen Publications.
- Li, H., & Lo, H.-Y. (2015). Do You Recognize Its Brand? The Effectiveness of Online In-Stream Video Advertisements. *Journal of Advertising*, 44(3), 208–218. <https://doi.org/10.1080/00913367.2014.956376>
- Mathur, A. N. (2019). *Finland–India Business Opportunities: Connecting the Swan and the Elephant*. Springer Singapore. <https://doi.org/10.1007/978-981-10-8019-7>
- Mei, T., & Hua, X.-S. (2010). Contextual Internet Multimedia Advertising. *Proceedings of the IEEE*, 98(8), 1416–1433. <https://doi.org/10.1109/JPROC.2009.2039841>
- Meyer, E. (2014). *The Cultural Map: Breaking Through the Invisible Map of Global Business*. PublicAffairs, New York.
- Miles, L. (2005). *The European Union and the Nordic Countries* (1st ed.). Routledge. <https://doi.org/10.4324/9780203991183>
- Miracle, G. E., Yeol Chang, K., & Taylor, C. R. (1992). Culture and Advertising Executions: A Comparison of Selected Characteristics of Korean and US Television Commercials. *International Marketing Review*, 9(4). <https://doi.org/10.1108/02651339210017082>
- Moon, J. H. (2014). The Impact of Video Quality and Image Size on the Effectiveness of Online Video Advertising on YouTube. *International Journal of Contents*, 10(4), 23–29. <https://doi.org/10.5392/IJoC.2014.10.4.023>

- Mortimer, K., & Grierson, S. (2010). The relationship between culture and advertising appeals for services. *Journal of Marketing Communications*, 16(3), 149–162. <https://doi.org/10.1080/13527260802614229>
- Most Transparent Countries. (2022). *Most Transparent Countries*. <https://www.us-news.com/news/best-countries/most-transparent-countries>
- Nam, K. A. (2015). *High-context and low-context communication*. In J. M. Bennett (ed.), *The SAGE Encyclopedia of Intercultural Competence*. Thousand Oaks, CA: Sage Publication, Inc..
- National Portal of India. (2024). *National Portal of India*. <https://www.india.gov.in/india-glance/profile>
- Nishimura, S., Nevgi, A., & Tella, S. (2008). *Communication Style and Cultural Features in High/Low Context Communication Cultures: A Case Study of Finland, Japan and India*.
- Okazaki, S., & Mueller, B. (2007). Cross-cultural advertising research: Where we have been and where we need to go. *International Marketing Review*, 24(5), 499–518. <https://doi.org/10.1108/02651330710827960>
- Overview of India. (2022). India. #30 in Overall Rankings. *U.S. News*. <https://www.us-news.com/news/best-countries/india>
- Pantzar, K. (2018). *The Finnish way: Finding courage, wellness, and happiness through the power of sisu*. TarcherPerigee.
- Praveen, K., Praveen, K., & Senthil, K. (2023). To Study the Opinion of the Youtube Visitors Towards Advertisements and Its Influence Among Viewers. *Proceeding International Conference on Science and Engineering*, 11(1), 1467–1472. <https://doi.org/10.52783/cienceng.v11i1.300>
- Purbey, A. (2022). CHANGING TRENDS IN FMCG INDUSTRY IN INDIA. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, 06(05). <https://doi.org/10.55041/IJSREM12883>
- Rogers, E. M., Hart, W. B., & Miike, Y. (2002). *Edward T. Hall and The History of Intercultural Communication: The United States and Japan*. 24.

- Ryabina, E. (2008). COMPARISON OF UDMURT, ESTONIAN, AND FINNISH DIALOGUES: CHARACTERISTICS OF COMMUNICATIVE BEHAVIOUR. *Trames. Journal of the Humanities and Social Sciences*, 12(1), 40. <https://doi.org/10.3176/tr.2008.1.03>
- Saleem, S. (2016). Examining the Reflection of Culture in Advertising: The Role of Cultural Values and Values-Practices inconsistency. *University of Vaasa*.
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2007). *Research methods for business students* (4th ed). Financial Times/Prentice Hall.
- Singelis, T. M., & Brown, W. J. (1995). Culture, self, and collectivist communication: Linking culture to individual behavior. *Human Communication Research*, 21,354-389. *Human Communication Research*, 21,354-389.
- Somani, D. (2024, May 27). From Sundar Pichai to Neal Mohan: Salaries of top Indian-origin CEOs. *The Times of India*. <https://timesofindia.indiatimes.com/technology/tech-news/from-sundar-pichai-to-neal-mohan-salaries-of-top-indian-origin-ceos/articleshow/110331699.cms>
- Statistics Finland. (2020). *Appendix table 2. Population according to language 1980–2020*. https://stat.fi/til/vaerak/2020/vaerak_2020_2021-03-31_tau_002_en.html
- Statistics Finland. (2024, June 5). Finland in Figures 2024 – statistical figures of a happy nation. *Finland in Figures 2024 – Statistical Figures of a Happy Nation*. <https://stat.fi/uutinen/finland-in-figures-2024-statistical-figures-of-a-happy-nation>
- Stephenson, W. (1963). Critique of content analysis. *The Psychological Record*, 13(2), 155–162. <https://doi.org/10.1007/BF03393514>
- Svenja. (2024, March). *World Happiness Report: Finland once again the happiest country*. <https://www.nordicmarketing.de/en/blog/world-happiness-report-2024#:~:text=The%20World%20Happiness%20Report%20analyses,own%20assessments%20of%20their%20lives.>
- Taras, V., Kirkman, B. L., & Steel, P. (2010). Examining the impact of Culture’s consequences: A three-decade, multilevel, meta-analytic review of Hofstede’s cultural

- value dimensions. *Journal of Applied Psychology*, 95(3), 405–439.
<https://doi.org/10.1037/a0018938>
- ThisisFINLAND staff. (2024, March). *FOR SEVENTH YEAR RUNNING, FINLAND IS FIRST IN WORLD HAPPINESS REPORT – OTHER NORDICS IN TOP 7*. <https://finland.fi/life-society/for-seventh-year-running-finland-is-first-in-world-happiness-report-other-nordics-in-top-7/>
- Tong, L., & Yuqing, T. (2020). Applying Hall's High Context and Low Context Cultures Model to Analysis the Implications of Cultural Differences on Functioning in Cross-cultural Groups. *Social Sciences*, 8.
- Usunier, J.-C., & Roulin, N. (2010). The Influence of High- and Low-Context Communication Styles On the Design, Content, and Language of Business-To-Business Web Sites. *Journal of Business Communication*, 47(2), 189–227.
<https://doi.org/10.1177/0021943610364526>
- Wei, R., & Jiang, J. (2005). Exploring Culture's Influence on Standardization Dynamics of Creative Strategy and Execution in International Advertising. *Journalism & Mass Communication Quarterly*, 82(4), 838–856.
<https://doi.org/10.1177/107769900508200406>
- Wurtz, E. (2005). Intercultural Communication on Web sites: A Cross-Cultural Analysis of Web sites from High-Context Cultures and Low-Context Cultures. *Journal of Computer-Mediated Communication*, 11(1), 274–299.
<https://doi.org/10.1111/j.1083-6101.2006.tb00313.x>
- Yang, K.-C., Huang, C.-H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. *Kybernetes*, 46(5), 840–853.
<https://doi.org/10.1108/K-03-2016-0038>
- Yang, R. (2014). On Value Diffusion in Cross-Cultural TV Commercials Between China and the USA. *US-China Foreign Language*, 12(1). <https://doi.org/10.17265/1539-8080/2014.01.010>
- Zaidman, N. (2001). Cultural Codes and Languages Strategies in Business Communication: Interactions Between Israeli and Indian Businesspeople. *Management Communication Quarterly*, 14(3), 408–441. <https://doi.org/10.1177/0893318901143002>

- Zhang, H., Mu, X., Yan, H., Ren, L., & Ma, J. (2023). A survey of online video advertising. *WIREs Data Mining and Knowledge Discovery*, 13(2), e1489. <https://doi.org/10.1002/widm.1489>
- Zou, X., Tam, K.-P., Morris, M. W., Lee, S., Lau, I. Y.-M., & Chiu, C. (2009). Culture as common sense: Perceived consensus versus personal beliefs as mechanisms of cultural influence. *Journal of Personality and Social Psychology*, 97(4), 579–597. <https://doi.org/10.1037/a0016399>

Appendices

Appendix 1. List of Finnish ads

Ad number	Categories	Originality	Company name	Published date	Views in thousands (K)	Duration in seconds	Link
01	Dairy	Local	Valio	22/8/2022	1200K	10s	Link 01
02	Dairy	Local	Juustoportti	22/11/2022	229K	10s	Link 02
03	Dairy	Local	Arla	22/5/2022	3.3K	30s	Link 03
04	Dairy	Local	Kuusamon Juusto	8/6/2022	1.4K	30s	Link 04
05	Dairy	Local	Maitokolmio	16/5/2024	322K	18s	Link 05
06	Dairy	Local	Maitomaa	22/2/2024	0.01K	10s	Link 06
07	Food	Local	Fazer	31/8/2024	903K	10s	Link 07
08	Food	Local	Snellman	23/8/2022	153K	20s	Link 08
09	Food	Local	Saarioinen	10/8/2022	174K	10s	Link 09
10	Food	Local	Atria	2/6/2022	936K	15s	Link 10
11	Food	Local	Paulig	13/3/2023	1500K	20s	Link 11
12	Food	Local	Riitan Herkku	13/9/2022	236K	15s	Link 12
13	Personal care	Local	Muumi Baby	5/4/2022	0.31K	90s	Link 13
14	Personal care	Local	Saaren Taika	23/12/2022	180K	12s	Link 14
15	Personal care	Local	Biozell	19/4/2022	2.6K	15s	Link 15

Ad number	Categories	Originality	Company name	Published date	Views in thousands (K)	Duration in seconds	Link
16	Personal care	Global	Dove	14/9/2022	0.07K	15s	Link 16
17	Personal care	Global	Nivea	3/1/2024	798K	15s	Link 17
18	Personal care	Global	Libresse	15/8/2024	568K	15s	Link 18
19	Household care	Local	Lumme	22/2/2022	202K	15s	Link 19
20	Household care	Local	Tikkurila	4/5/2022	542K	15s	Link 20
21	Household care	Local	LV	17/4/2024	50K	10s	Link 21
22	Household care	Local	Serto	21/1/2022	166K	20s	Link 22
23	Household care	Local	Sini	2/2/2022	289K	10s	Link 23
24	Household care	Local	Kiilto	1/2/2023	300K	15s	Link 24
25	Health Care	Local	Ice Power Suomi	27/6/2023	53K	90s	Link 25
26	Health Care	Local	Oriola	4/9/2023	78K	20s	Link 26
27	Health Care	Local	Bayer	30/6/2023	1000K	10s	Link 27
28	Health Care	Global	Sensodyne	10/8/2023	1300K	10s	Link 28
29	Health Care	Local	Apteq	21/2/2022	56K	17s	Link 29
30	Health Care	Local	Orion corporation	5/10/2023	106K	15s	Link 30

Appendix 2. List of Indian ads

Ad number	Categories	Originality	Company name	Published date	Views in thousands (K)	Duration in seconds	Link
31	Dairy	Local	Gowardhan	14/8/2023	14K	30s	Link 31
32	Dairy	Local	Amul	19/4/2024	1500K	30s	Link 32
33	Dairy	Local	Mother Dairy	6/5/2024	12000K	25s	Link 33
34	Dairy	Local	KMF Nandini Coop	13/5/2022	296K	15s	Link 34
35	Dairy	Local	Arun Icecream	15/4/2024	7900K	15s	Link 35
36	Dairy	Local	Kwality walls	1/12/2022	39000K	25s	Link 36
37	Food	Global	Neste India	24/11/2023	1300K	20s	Link 37
38	Food	Local	Sunfeast	22/7/2024	2300K	35s	Link 38
39	Food	Local	Britannia Industries	13/3/2024	23000K	60s	Link 39
40	Food	Local	Tata tea gold	6/2/2023	32000K	25s	Link 40
41	Food	Global	Domino's Pizza India	11/12/2023	45000K	60s	Link 41
42	Food	Global	Pizza Hut India	20/4/2023	21000K	25s	Link 42
43	Personal care	Local	Marico Limited	5/3/2022	1K	46s	Link 43
44	Personal care	Global	P&G India	24/6/2022	6.8K	6s	Link 44
45	Personal care	Global	Dettol	21/6/2024	64000K	20s	Link 45

46	Personal care	Local	Satoor	4/5/2023	23000K	35s	Link 46
47	Personal care	Local	Himalaya care	24/3/2022	24000K	30s	Link 47
48	Personal care	Local	Lotus	2/8/2022	18000K	15s	Link 48
49	Household care	Global	Hindustan Unilever	25/2/2022	20000K	69s	Link 49
50	Household care	Local	Godrej consumer product	13/6/2022	29K	30s	Link 50
51	Household care	Local	Ghadi Detergents	19/6/2023	51000K	35s	Link 51
52	Household care	Local	Henko Care	5/3/2022	8.4K	30s	Link 52
53	Household care	Global	Harpic India	12/4/2024	14000K	20s	Link 53
54	Household care	Global	All out India	23/8/2023	45000K	25s	Link 54
55	Health care	Global	Centrum India	18/6/2023	6.1K	15s	Link 55
56	Health care	Global	Sensodyne India	29/9/2022	1400K	20s	Link 56
57	Health care	Local	Dabur Dental Care	21/6/2024	9100K	33s	Link 57
58	Health care	Local	Emani India	16/1/2024	6300K	27s	Link 58
59	Health care	Local	Revital H	6/10/2023	10000K	15s	Link 59
60	Health care	Local	Iodex In	27/6/2022	16000K	33s	Link 60

Appendix 3. Example of one Finnish coding sheet

Finland Coding sheet						
Country	Name of the company	FMCG Category	Published date	Number of views	Duration	Source
Finland	Valio	Dairy	22/8/2022	1.2M	10s	https://www.youtube.com/watch?v=w9lx2A5pe4A
Code	Low-context attributes	Value	Code	High-context attributes	Value	
	Product message			Drama		
LC01	Logical explanation		HC16	Viewers are not addressed directly (viewers are observers)		
LC02	Ingredients about the product		HC17	Slice of life	1	
LC03	Price		HC18	Problem solving		
LC04	Discount/sales		HC19	Vignette		
LC05	Contact details (where to find)		HC20	Storytelling		
	Corporate presentation			Corporate presentation		
LC06	Direct and personalised message		HC21	Indirect and message with cultural value		
	Metaphor			Metaphor		
LC07	Verbal metaphor		HC22	Visual metaphor		
	Celebrity transfer			Celebrity transfer		
LC08	Celebrity direct endorsement		HC23	Celebrity association not direct endorsement		
	Lessons			Entertainment		
LC09	Voice-over or presenter directly talking to audience	1	HC24	Theatrical drama		
LC10	Interview or be interviewed, with or without showing the interviewer		HC25	Humor		
LC11	Product demonstration		HC26	Comedy		
LC12	Product or company comparison		HC27	Musicals		
LC13	"We-style" or "you-style" or imperative	1	HC28	Horror		
	Endorsement and testimonial			Endorsement and testimonial		
LC14	Pure user testimonial		HC29	Celebrity/expert endorsement from different field		
LC15	Expert/celebrity testimonial from similar field			Metonymy		
			HC30	Visual metonymy		
Total values		2			1	

