

What Appeals to the Chinese Customers?

Content Analysis of Chinese Advertisements in Newspaper and on TV

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This study examines the advertising appeals delivered, and the cultural values reflected in Chinese advertisements in newspaper and on TV. It proved that the most frequently used advertising appeals are ‘technological’, ‘status’, ‘enjoyment’, ‘vain’, ‘natural’, and ‘healthy’ for print ads, ‘effective’, ‘youth’, ‘enjoyment’, ‘technological’, ‘vain’, ‘healthy’, ‘traditional’, ‘family’, and ‘status’ for TV ads. Most of them are product category related, but others, such as ‘enjoyment’, ‘healthy’, ‘status’, are universal for any products. The origin of brands makes a difference only on some appeals. Local Chinese brands tend to use more ‘traditional’, ‘community’, ‘cheap’ and ‘morality’ which are inherent in traditional Chinese culture. However, global and local brands are becoming similar on the choice of most advertising appeals.

Among cultural values, group/consensus appeals are significantly more than individual/independence appeals; soft-sell appeals are significantly more than hard-sell appeals; modernity/youth appeals are significantly more than traditional/veneration of elderly appeals; product merit are significantly more than status appeals; symbolic values are significantly more than utilitarian values. Cultural values differ by product category but not by country of origin. Between global brands and local Chinese brands, there is no significant difference on cultural values except that local brands’ TV ads keep more group and traditional values.

The elements of 'Chinese culture' are broadly used by both local and global brands. Symbolic visuals are preferred to only literal visuals. Website addresses are shown in most print ads. Corporate image, new product ideas and life style are also given attention to.

TV ads convey more group/consensus, soft-sell, traditional/veneration of the elderly, oneness of nature and symbolic values, but less hard-sell and status values than print ads.

The implications of this research are: 1. Advertisers in China need to consider all the related variables-product category, origin of brands, media type, target market and culture-when choosing advertising appeals and cultural values. 2. Cultural adaptation is necessary and helpful. The issue is not what advertising appeals to pick, but how much Chinese culture to be added in delivering them.

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INTRODUCTION

China is a traditional eastern country with its own unique cultures. However, with its rapidly developing economy, China is dramatically absorbing western and modern cultures and emerging into this globalized world faster than anyone expected. “Most advertising is, to a greater or lesser extent, based on the assumption that members of a given culture, subculture, or marketing segment behave in uniform and predictable ways”.¹ (Markin 1974) Most sales messages are built upon shared cultural values, and advertising relies upon these shared value systems (Leiss et al. 1986). While advertising is a kind of reflection of, and an appeal for consumers’ needs, tastes, and cultures, we cannot help wondering what advertising appeals are popular in current China and what cultural values are they catering to? This study examines the advertising appeals and cultural values that are employed and conveyed in print and TV advertisements in contemporary China, their relation with product category and the origin of brands, and if there are differences between printing and TV advertisements or between global and local brands’ advertising.

RQ 1: What are the most frequently used advertising appeals in China? Are they related to product category or the origin of brands?

¹ **Advertising visuals in global brands' local websites: a six-country comparison.**
Daechun An | *International Journal of Advertising* | 2007-0826:3, | 303(30)

RQ 2: What cultural values are reflected by Chinese advertising appeals? Do they differ by product category or the origin of brands?

RQ 3: How are the advertising appeals are delivered?

RQ 4: What are the differences between print and TV advertisements?

RQ 5: Are there differences between global brands' and local brands' advertisements?

THEORIES

Some concepts, ideas and hypotheses in this research are based on the theories below.

Advertising appeals

Previous research by Pollay (1983) provided a list of common advertising appeals for our study. Pollay developed the list, which he described as containing all common appeals, by drawing on previous advertising literature and values research in other disciplines. All of the appeals were classified into 42 categories. Descriptions of the appeals are presented in Appendix A.

Cultural values

Defined as ‘the governing ideas and guiding principles for thought and action’ (Scikandath 1991), cultural values conveyed through advertising messages are regarded as powerful forces shaping consumers’ motivations, lifestyles, and product choices. The principal conduit for incorporating values into advertising is advertising appeals.²

² **Business advertising appeals as a mirror of cultural dimensions: a study of eleven countries.** Nancy D. Albers-Miller and Betsy D. Gelb | Journal of Advertising | 1996-0125:n4, | 57(14)

Traditional Chinese culture is featured by collectivism, hierarchical social structure, and harmonious interpersonal and nature-to-human relations. The analysis of cultural values in Chinese advertisements in this study adopted Mueller's (1987) coding scheme which contains the following categories that are reflective of distinct cultural values: group/consensus, individual/independence, soft-sell, hard-sell, veneration of elderly/tradition, modernity/youth, status, product merit, oneness with nature, and time-oriented appeals (detailed operational definitions for these terms are in Appendix B). This cultural value index provides not only a good contrast between Western culture and the Far Eastern culture that was strongly influenced by Confucianism, but also reflects the core differences that exist between the two cultural traditions.³

High-context vs. low-context cultures and symbolic vs. literal visuals

Based on the amount of information and the degree of context in the communication style, Hall (1973) classified cultures into high-context cultures (i.e. communication style in which most of the information is already shared by people in the society, and thus very little information is in the coded, explicit, or transmitted part of the message) and low-context cultures (i.e. communication style in which most of the information is vested in the message and detailed background information is needed in the interaction with others). So two groups of nations are separated by Hall's information context demarcation:

³ **Cultural values reflected in Chinese and American television advertising.(Statistical Data Included)** Carolyn A. Lin | Journal of Advertising | 2001-0130:4, | 83(12)

1. High-context nations-Korea, Japan, China, Arab and Mediterranean countries
2. Low-context nations-the US, the UK and Germany, etc.⁴

Visual appeal in advertising serves to command attention and stimulate curiosity for the products or services using imagery, visual associations, drawings and paintings, models, visual memory devices, product and corporate symbols (Hecker & Stewart 1988). Moriarty (1987) classified visual appeal into two broad categories: literal and symbolic. Literal visuals are used to communicate factual information to identify brands or products, describe product details, make comparisons with other brands or products, and demonstrate how products work. Symbolic visuals communicate abstract images through associations, metaphor, storytelling, and aesthetics.

In high-context cultures, much information remains unspoken, and messages are delivered in an abstract, implicit and indirect manner. In contrast, in low-context cultures, communication is straightforward, explicit and direct. Much in-depth background information is needed, for people convey messages directly with little need for context. An intuitive linkage between the two previous theories can be drawn: literal visuals are more prevalent in advertising for low-context cultures if their primary function is to communicate direct, explicit, factual information on the products or services advertised, whereas symbolic visuals, if used to convey indirect, implicit messages, meanings and images, are expected to appear more frequently in

⁴ **Advertising visuals in global brands' local websites: a six-country comparison.**
Daechun An | *International Journal of Advertising* | 2007-0826:3, | 303(30)

advertising for high-context cultures.⁵ Consequently, symbolic visuals are expected more than literal visuals in Chinese culture.

⁵ **Advertising visuals in global brands' local websites: a six-country comparison.**
Daechun An | *International Journal of Advertising* | 2007-0826:3, | 303(30)

HYPOTHESES

Products have different functions and benefits for people. Therefore, they are associated with different contexts, meanings and appeals. For example, medical products are often associated with an advertising appeal for ‘healthy’. Beauty products can help people look better and get the socially desirable appearance, so they are inseparable from appeals like ‘fashion’, ‘beautiful’, ‘vain’, etc. House is easily connected with ‘family’ appeal because it is where they live. Having a car is still a symbol of ‘status’ and ‘success’ in China. Electronic products are highly ‘technological’. In some cases the choice of appeals is caused by the features and attributes of a product, so there might be association between the advertising appeals and product categories. Other researchers have found differences in advertising content based on the product category (Cutler and Javalgi 1992; Madden, Caballero, and Matsukubo 1986; Rice and Lu 1988; Tse, Belk, and Zhou 1989; Weinberger and Spotts 1989; Zandpour, Chang, and Catalano 1992).⁶ This study is to explore this in the current advertising in China.

H1: Advertising appeals are statistically related to product categories.

⁶ **Business advertising appeals as a mirror of cultural dimensions: a study of eleven countries.**

Nancy D. Albers-Miller and Betsy D. Gelb | Journal of Advertising | 1996-0125:n4, | 57(14)

Different countries and regions usually have different cultures, tastes and, life styles. For example, western countries advocate equality, individualism and adventure, whereas eastern countries emphasize more on vertical interpersonal relationship and stability. Japanese culture is more masculine and Chinese culture is more feminine. The products and their commercials from different countries or regions have brought their own unique cultural values to China. China is in a fast process of globalization while also keeping some of its own traditional values. So in contemporary China, does the origin of a brand still make a difference on advertising appeals?

H2: Advertising appeals are statistically related to the origin of brands.

Similar to H1, cultural values are the dominant system of norms in a given culture lying behind and conveyed through advertising appeals. If product category makes a difference on frequency of advertising appeals, it can be inferred that there will be a relationship between cultural values and product categories.

H3: Cultural values in advertisements are different by product categories.

If global brands are implementing a standardized advertising strategy while local Chinese brands are still embracing traditional Chinese culture, similar to H2, I want to find out if the origin of the brands makes a difference on cultural values.

H4a: Cultural values in advertisements are different by the country of origin.

H4b: Cultural values in advertisements are different by global brands and local Chinese brands.

One primary feature of Chinese culture is collectivism and conformism. People from birth are integrated into strong, cohesive groups and are driven to conform to the rules and customs of society. By the study of Hofstede, the IDV score for China is very low compared with that of western countries. Even though China is modernized in many ways nowadays, it has

not discarded this culture yet. Reflected in advertising, group/consensus appeals have more market value than individual/independence.

H5: Chinese advertisements use more group/consensus appeals than individual/independence appeals.

The dynamics of a culture comes from its ability to change and learn. Chinese culture emphasizes its tradition and veneration of the elderly and ancestors. At same time it is accepting modern appeals and giving a stage for young people. It will be interesting to find out which one is more prevalent at this moment.

H6: Chinese advertisements use more traditional/veneration of elderly appeals than modern/youth appeals.

Utilitarian values refer to the uses directly coming from or relating to the product benefits and features, such as ‘effective’, ‘technological’, and ‘cheap’. Symbolic values are the human feelings and societal functions indirectly associated with product, such as ‘enjoyment’, ‘affiliation’, and ‘status’. As discussed earlier, in a high-context culture such as China, communication tends to be indirect and implied and it is considered ‘boastful’ and impolite to show too much product merit appeals. Any roundabout or abstract way of expressing and persuading is more socially acceptable and commercially effective. Hence, it is very possible that Chinese customers prefer symbolic values, soft-sell appeals, and symbolic visuals rather than utilitarian appeals, hard-sell appeals and literal visuals. Some research done by Hong Cheng and John Schweitzer (1996), Carolyn Lin (2001) and Daechun An (2007) also found that Chinese commercials are more likely to use symbolic values, soft-sell appeals and symbolic visuals than their western counterparts.

H7: Chinese advertisements use more symbolic values than utilitarian values.

H8: Chinese advertisements use more soft-sell appeals than hard-sell appeals.

H9: Chinese advertisements use more symbolic visuals than only literal visuals.

“Chinese culture” in this study means the way of expression by Chinese culture elements in advertisement, such as Chinese idioms, stories, arts, holidays and traditions that originated from indigenous Chinese culture. It cannot be totally understood or appreciated without knowing relevant Chinese culture. With different origins and strategies, local brands and global brands can be different in using “Chinese culture” in their ads.

H10: Local brands use more “Chinese culture” than global brands.

METHODOLOGY

SAMPLING

The samples of print advertisements are randomly taken from one of the best selling newspapers in China: *Nan Fang Zhou Mo (the Southern Weekly)* from 2007 to 2008. One of the reasons I choose this newspaper is that this newspaper has a large influence in China. Many readers pay for it by themselves while the best selling newspapers are often bought by government or employers. The other reason is there are a lot of high-quality advertisements in this newspaper, but very few in other newspaper like *Renmin Ribao*, *Guangming Ribao*, *Xinmin Wanbao*, etc. All 144 samples are from most recent *Nan Fang Zhou Mo*, so they can convey the newest trend in advertising in contemporary China.

The samples of TV advertisements are taken from *Chinese Advertising Works Yearly Book*. This collection is published by The Media University of China and used as education materials in the advertising class. All the 221 samples are Chinese TV advertisement works made by different advertising companies on different types of product recently and won the Excellent Chinese Advertisement Prize with good quality and appeal.

CODING

Each print and TV advertisement was coded as in Table 1. Advertising appeals and cultural values were read and recorded by the standard of a common native Chinese, i.e. how they are viewed and understood by a typical Chinese, since they might be perceived differently by other people. The coding was done following the detailed descriptions of the appeals and culture values. Since all the samples were coded by me with the same design and standard, the coding is guaranteed uniform and consistent.

Table 1 Coding Form

Columns	Code	Contents
Brand		Brand Name
Product category	1	Automobile
	2	Consumer electronics
	3	Industrial goods/services
	4	Service/information
	5	Food & beverage
	6	Medical & health_products
	7	Real estate
	8	Beauty products
	9	Hygiene/sanitary products
	10	Education products
	11	Tobacco
	12	Public welfare

Country of origin	1	United States
	2	Japan
	3	German
	4	Korea
	5	Holland
	6	France
	7	China
	8	Sweden
	9	Taiwan
	10	Italy
	11	Hong Kong
	12	India
	13	South Africa
	14	United Kingdom
Global/local Brands	0	Local Brands originated from China
	1	Global brands originated from other countries
Execution style⁷	1	Mere description of main theme/product (e.g. basic information on characteristics and functions)
	2	Social conscious-oriented (e.g. nationalism, help 'motherland', improve international cooperation, promote collective good)

⁷ Lauren A. Swanson(1996), "People's Advertising in China: A longitudinal Content Analysis of the People's Daily since 1949", International Journal of Advertising, 15, 222-238

	3	Corporate image
	4	Quality claims with support (e.g. guarantees, certificates/prizes won)
Information cues⁸	1	Price: cost of the product, value-retention capability
	2	Quality: objective evaluation of workmanship, engineering, durability, excellence of materials, structure superiority, superiority of personnel, attention to details or special services
	3	Performance: function of the product, how well does it do
	4	Components/contents: ingredients, composition, ancillary items
	5	Availability: place of purchase, available period, contact phone number
	6	Special offer: limited time non-price deals
	7	Taste: superiority of taste in test by a sample of potential customers
	8	Nutrition: specific data of nutritional content

⁸ **Information content of television advertising in China.**

Kara K.W. Chan | *International Journal of Advertising* | 1995-1014:n4, | 365(9) | Description: 3690 words ; Article

	9	Packaging: package more desirable than alternatives
	10	Guarantees/warranties: post-purchase assurance
	11	Safety: safety features
	12	Independent research: research done by independent research firm
	13	Company research: research done by advertiser
	14	New ideas: new product concepts
	15	Event
	16	Life style
42 Advertising appeals	1 0	With that appeal Without that appeal
Culture values	0 1 2 3	None Weak Moderate Strong
Symbolic/Literal visuals	1	Symbolic visuals with literal visuals
	0	Literal visuals
Sponsor	1	With celebrity sponsor

	0	Without celebrity sponsor
Website	1	With website
	0	Without website
	0	Without illustration
Chinese culture	1	With Chinese idiom, story, etc. that originated from Chinese culture. It cannot be appreciated without knowing Chinese culture.
	0	Without Chinese culture
Utilitarian values		Counts of utilitarian appeals in each case: effective, durable, convenient, ornamental, cheap, distinctive, technological, productivity, safety, some healthy, neat, etc. that are directly associated with the product usage.
Symbolic values		Counts of symbolic appeals in each case that are not utilitarian and not directly associated with the product usage.

ANALYZING

All the data was analyzed by SPSS. The analyzing design is:

Frequency analysis was done for each advertising appeal to see what appeals are most frequently appear in Chinese advertisements.

Crosstabs and Chi-square Independence Tests were taken between the frequently used ‘advertising appeals’ and ‘product category’, and between ‘advertising appeals’ and ‘country of

origin', to test if there is association between each of them, i.e. if the frequencies of 'advertising appeals' are influenced by 'product category' or 'country of origin'.

MANOVA was taken to test if there is interaction effect between 'product category' and 'country of origin' on cultural values and if their main effects on each cultural value are significant.

Independent Samples T-Tests was taken to test if cultural values differ for global and local brands.

Paired Samples T-Test was taken to test if group/consensus appeals are more prevalent than individual/independence appeals, if traditional/veneration of elderly appeals are more prevalent than modern/youth appeals, if soft-sell appeals are more prevalent than hard-sell appeals, and if symbolic values are more prevalent than utilitarian values.

One Sample T-Test was taken to test if symbolic visuals are more used than literal visuals in print Chinese advertisements.

Chi-Square Test was taken to test between 'Chinese culture' and 'global/local brands' to test if global brands and local brands are different in picking 'Chinese culture' in their advertisements.

RESULTS AND DISCUSSION

PRINT ADVERTISEMENT

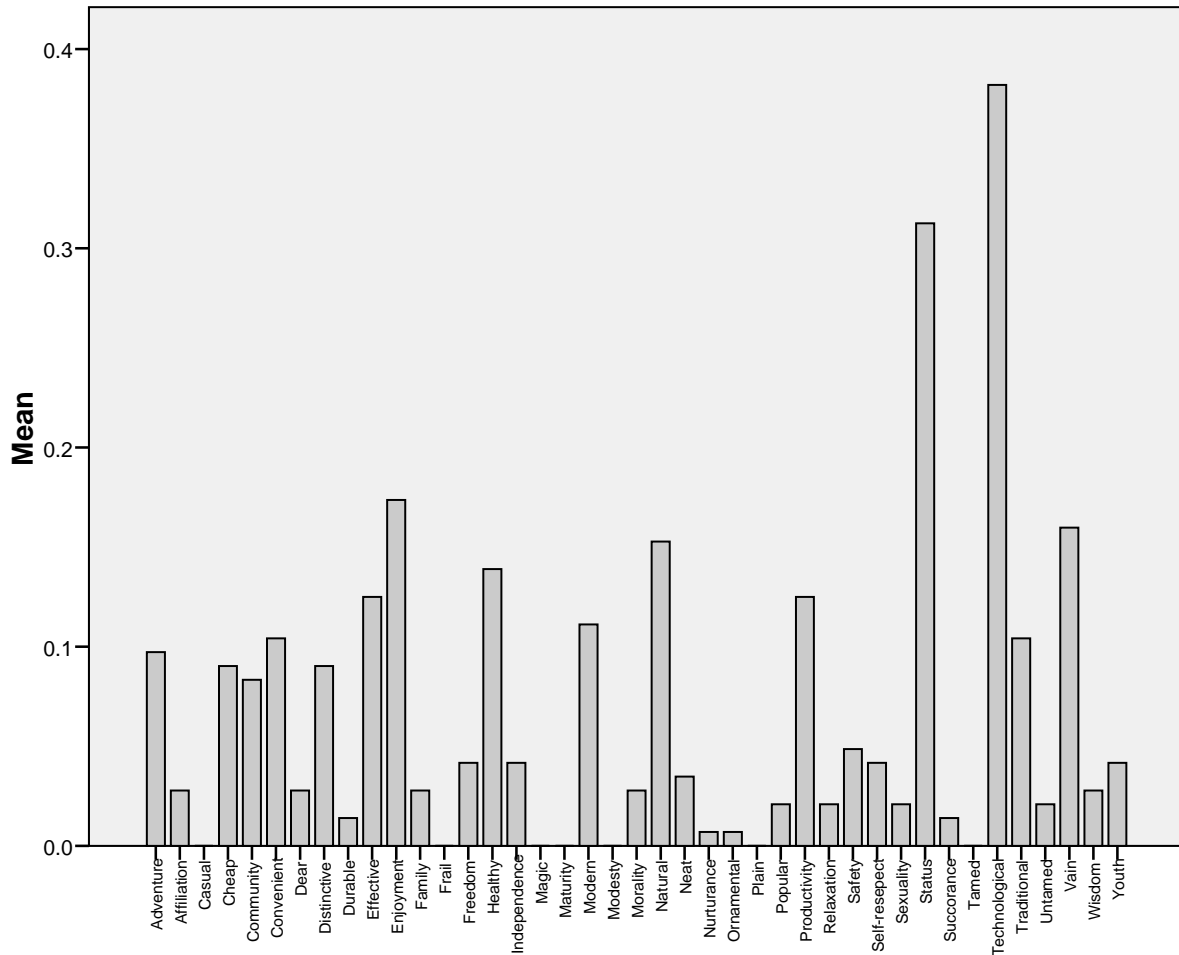


Figure 1 Frequency of Advertising Appeals in Print Ads

The Frequency histograms of advertising appeals in print ads in Figure 1 indicate that the most frequently used appeals are respectively technological (38.2%), status (31.3%), enjoyment (17.4%), vain (16.%), natural (15.3%), and healthy (13.9%).

H1 is partly supported.

The Chi-Square Tests showed that some advertising appeals are significantly associated with product categories but others are not. Among the most frequently used appeals, the association is significant between ‘technological’ and ‘product category’ ($\chi^2=19.945$, $p=.006$), between ‘status’ and ‘product category’ ($\chi^2=21.393$, $p=.003$), between ‘vain’ and ‘product category’ ($\chi^2=14.337$, $p=.046$), and between ‘natural’ and ‘product category’ ($\chi^2=27.054$, $p<.001$), but not for ‘enjoyment’ and ‘healthy’. The explanation here is that most products and services, such as cars, electronic products, services and beauty products could be used as a way of enjoying life, so there is not much difference in the frequency of using ‘enjoyment’ for different product categories. The appeal ‘healthy’ is mostly used by having a famous athlete as sponsor. In this case, products of any category are good with ‘healthy’ appeal, so product category does not make a significant difference on the frequency of ‘healthy’ appeal. ‘Technological’ is more used in commercials of automobiles, consumer electronics, industrial goods and services which are integrated with more high technology. ‘Status’ is more shown with automobiles, alcohol and real estate which are considered luxury goods in China. For example, the ‘Besturn’ car put a slogan, ‘Besturn 6MT A Cut above Others!’ in its commercial, as shown in Figure 2. It vividly illustrates the use of ‘status’ in Chinese advertisements: having a luxury or expensive good exhibits a higher social status, prestige, power and envy. ‘Vain’ comes more with personal electronic goods, such as cell phone and laptop, to deliver the appeal of ‘socially

desirable appearance' and 'being fashionable' which are currently rooted in the psyche of many Chinese. The Toshiba PC commercial shows a young professional man with a Toshiba laptop and with a slogan, "don't steal the show from the boss!" 'Natural' tends to appear more with service advertisements, including software, telecommunication, finance and insurance, whose physical feature is generally vague.



Figure 2 Besturn

H2 is partly supported.

Chi-Square Tests between 'advertising appeals' and 'global/local brands' indicated that the origin of the brands is significantly associated with 'convenient' ($\chi^2=5.136$, $p=.023$), 'cheap'

$(\chi^2=8.331, p=.004)$, ‘popular’ $(\chi^2=4.676, p=.031)$, ‘technological’ $(\chi^2=9.463, p=.002)$, ‘youth’ $(\chi^2=4.102, p=.043)$, ‘morality’ $(\chi^2=6.280, p=.012)$ and ‘adventure’ $(\chi^2=4.150, p=.042)$ appeals, but not significantly associated with other appeals except that there was no enough data for some appeals to conduct the Chi-Square Test. Among the significant ones, local Chinese brands use more ‘convenient’, ‘cheap’, ‘popular’ and ‘morality’, while global brands use more ‘technological’, ‘youth’ and ‘adventure’. For instance, Chinese brand-China Telecom has used ‘cheap’ appeal in its commercial, as seen in Figure 3, China Telecom advertised that its price for international phone calls decreased to 30 cents. In Figure 4, Suzuki shows a skateboarder on the background with a slogan ‘challenge the limit in heart’, embodying “boldness, bravery, seeking adventure, thrills, or excitement”. This is a good example of ‘adventure’ appeal that is used by a global brand but not often seen in an ad of a local Chinese brand. From this it can be concluded that local Chinese brands still tend to embrace the traditional Chinese cultural values like frugality, status in a group, and morality as global brands publicized more western values in their standardized and globalized advertising promotion. However, Chinese brands and customers are gradually learning and absorbing some western culture and values which are promoted through the well-known global brands with good reputation and high quality, even though they still preserve their Chinese tradition so as to keep their identity and pride. Actually this is just one important way by which the western culture has been conveyed and accepted in China.

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资费标准（元/分钟）	0.3	0.9	1.2	3.0	4.5	3.5

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资费标准（元/分钟）	1.0	1.5	2.5	4.0	4.5	7.0

用户至上 用心服务 Customer First Service Foremost

www.ct10000.com

客户服务热线 10000
Customer Hotline

Figure 3 China Telecom



Figure 4 Suzuki

H3 is supported; H4a is not supported.

A two-way MANOVA was conducted to determine the effect of product category and country of origin on the cultural values (12 dependent variables: group/consensus, individual/independence, soft-sell, hard-sell, traditional/veneration of elderly, modernity/youth, status, product merit, oneness with nature, time-oriented, utilitarian and symbolic values). The results indicate that ‘product category’ ($F=1.455$, $p=.007$, $\eta^2=.135$) significantly affects the combined DV of cultural values but ‘country of origin’ does not. However, the effect size is relatively small. Univariate ANOVA results indicate that ‘status appeals’, ‘oneness with nature’, ‘time-oriented’ and ‘symbolic values’ significantly differ for product categories and only

‘modernity/youth appeals’ significantly differs for country of origin. Cultural values are values carried behind the advertising appeals. Since some advertising appeals are related to product categories, definitely some cultural values are different with different product categories too. ‘Status appeals’ are values with appeals ‘status’, ‘vain’, etc. ‘Oneness with nature’ is one of Chinese cultural value of ‘natural’. ‘Symbolic values’ are the total of non-utilitarian appeals. Surprisingly, cultural values are not different for brands originated from different countries. So let me find out if Chinese brands and global brands from other countries are different on cultural values.

H4b is not supported.

Independent Samples T-Tests were conducted to determine if global brands and local Chinese brands differ on cultural values in their advertisement. The results present that they are not significantly different on all cultural values. This is more surprising. It means no significant difference between global brands and local Chinese brands in choosing cultural values in their printing advertisement. Like in the commercial of Toshiba PC, global brands tend to use ‘status’ value as much as local Chinese brands.

H5 is supported; H6 is not supported; H7 is supported; H8 is supported.

Paired Samples T-Tests prove that group/consensus appeals (mean=.37) are significantly more than individual/independence appeals (mean=.19), $t=2.015$, $p=.046$; soft-sell appeals (mean=1.91) are significantly more than hard-sell appeals (mean=1.29), $t=3.367$, $p=.001$; traditional/veneration of elderly appeals (mean=.22) are significantly less than modernity/youth appeals (mean=.88), $t=-5.779$, $p<.001$; status appeals (mean=1.42) are significantly less than product merit (mean=.217), $t=-4.907$, $p<.001$; symbolic values (mean=1.7431) are significantly

more than utilitarian values (mean=1.02), $t=5.202$, $p<.001$. The following Ford commercial illustrates that H5, H7, H8 are supported and H6 is not supported.



Figure 5 Ford

As shown in Figure 5, the ad of Ford has depicted a group of young people having fun washing Ford car in the hot summer and the slogan is “Ford believes: every day is wonderful if with a wonderful heart”. The three models that have young faces act as reference group for many young Chinese; their way of life is modern—enjoying life every day with Ford car, even having fun in washing the car at unbearable hot weather; it is said in the copy that Ford S-MAX is multi-functional sport car and well-known by its ‘accurate drive’ (product merit) and that “your one second would be more wonderful than other’s whole year” (time orientation). Group/consensus,

soft-sell, modernity/youth, product merit, time-oriented appeals, and symbolic values are all expressed in it, but not much individual, hard-sell, traditional/veneration of elderly, status appeals or utilitarian values.

H9 is supported.

75% of print advertisements are with symbolic visuals. One Sample T-Test result shows that it is significantly larger than one half, $t=6.816$, $p<.001$. Therefore, more printing commercials use symbolic visuals than those do not. More global brands take symbolic visuals but the difference between global and local brands on visual type is not significant either. The two pictures below illustrate that both global and local brands tend to have symbolic visuals in expressing their advertising appeals.



Figure 6 BMW



Figure 7 China Ping An Insurance

The ad of BMW hydrogen car in Figure 6 is a typical one that uses symbolic visual by a global brand. The symbolic visual in it, ice world in the Arctic area, represents the advantage of a hydrogen car: clean energy which will not cause environmental problem like global warming. Local brand Ping An Insurance of China took the Great Wall as symbolic visual in its ad to represent its top status and good image (Figure 7).

H10 is not supported.

22% of newspaper ads have used 'Chinese culture' elements in it. Chi-Square Test between 'Chinese culture' and 'global/local brands' indicates the frequency of 'Chinese culture' is not significantly associated with 'global/local brands'. 28.1% of local Chinese brands and 17.4% of global brands have used 'Chinese culture' in their print advertisements. Local brands are still more inclined to use specific Chinese culture to express their appeals, but the difference is not statistically significant now. The good example that global brands use 'Chinese culture' to deliver the appeals and to promote the product is done by German Audi. The 'Chinese culture' series of Audi commercials have used Chinese food (See Figure 8), painting (see Figure 9) and

calligraphy which are unique Chinese elements to hint that Audi products are as tasteful as Chinese food, as pretty as Chinese arts and as diversified as Chinese calligraphy. The use of Chinese culture impressed this foreign brand with classical and artistic images.



Figure 8 Audi

17% of newspaper ads have celebrity sponsors that are mainly Olympic Champions and movie stars. Lenovo's ad in Figure 10 has the most popular Olympic Champion Liu Xiang as a sponsor. Liu Xiang broke the world record on male 110 meter hurdle race and perfectly matches the Lenovo computer's new function—high speed recovery of the operation system.

88% of newspaper ads have put the website of the company there, which can be seen in all the examples here. This fact revealed the extent of development and influence of the internet in China.



Figure 9 Audi

想推荐使用用于商用计算的Windows Vista® Business
想推荐使用用于个人计算的Windows Vista® Home Premium

一起奥运 一起联想

联想扬天电脑
创新闪电恢复
缔造电脑系统修复全新速度



lenovo 联想
国际奥委会全球合作伙伴

2007奥运上市
正期待企业全球加速的你，是否也曾遭遇电脑系统的突然崩溃？是否也曾因缓慢的系统恢复而一筹莫展？联想扬天电脑让这一切成为历史，创新“闪电恢复”功能，仅需几秒钟完成系统修复，无需漫长等待，即可帮您找回珍贵数据和重要文件，让电脑随时以最佳状态应对业务需要，全新“安全锁”，锁定硬盘私密区域，防止企业核心机密外泄，了却后顾之忧。联想扬天电脑，处处化险为夷，让您的企业成功脚步！

联想扬天科技快速快车 全国迅速进行中

应用决定价值

扬天M4600 <ul style="list-style-type: none"> 英特尔® 酷睿® 2 处理器 E6700 (3GHz) 正版 Windows® XP Home 简体中文版 512M DDR2 533 内存 17" 液晶显示屏 现价 2999 元	扬天E4600 <ul style="list-style-type: none"> 英特尔® 酷睿® 2 处理器 E6700 (3GHz) 正版 Windows® XP Home 简体中文版 512M DDR2 533 内存 17" 液晶显示屏 现价 3999 元
扬天A8000 <ul style="list-style-type: none"> 英特尔® 酷睿® 2 处理器 E8800 (3GHz) 正版 Windows Vista® Home Premium 简体中文版 512M DDR2 533 内存 17" 液晶显示屏 现价 11999 元	联想扬天 A9000 系列产品 采用英特尔® 酷睿® 2 处理器 E9000 系列，性能卓越，运行流畅。

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英特尔® 酷睿® 2 处理器 E6700 (3GHz)

intel
Core 2 Duo inside®
双核 无限可能

Figure 10 Lenovo

TV ADVERTISEMENTS

The frequency histograms of 42 advertising appeals in TV advertisements in Figure 11 shows that the most frequently used appeals are ‘effective’ (27%), ‘youth’ (22%), ‘enjoyment’ (22%), ‘technological’ (21%), ‘vain’ (19%), ‘healthy’ (17%), ‘traditional’ (17%), ‘family’ (16%) and ‘status’ 16%).

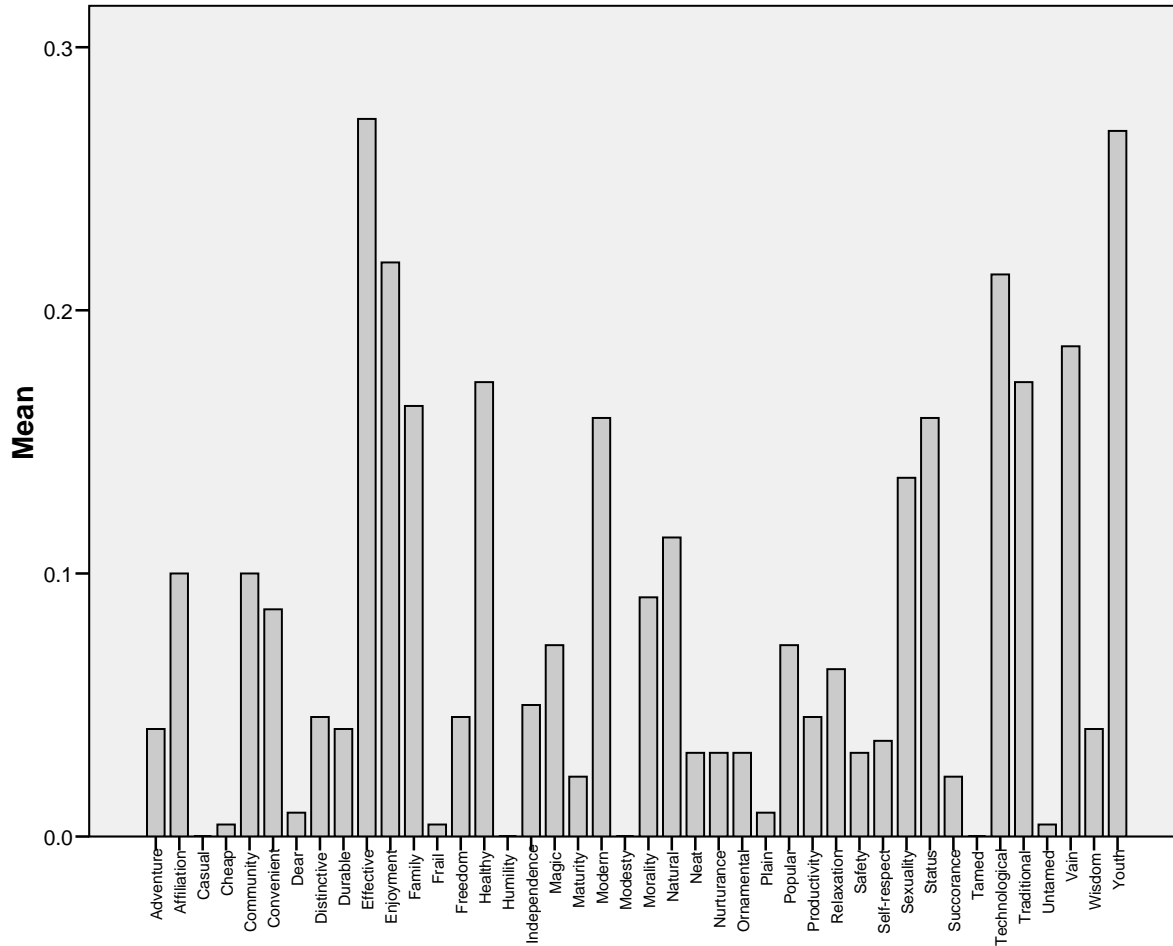


Figure 11. Frequency of Advertising Appeals in TV advertisements

H1 is partly supported.

The Chi-Square Tests showed that some advertising appeals are significantly associated with product categories but others are not. Among the some frequently used appeals, ‘effective’ ($\chi^2=31.772$, $p<.001$), ‘youth’ ($\chi^2= 25.106$, $p=.005$), ‘technological’ ($\chi^2=36.891$, $p<.001$), ‘vain’ ($\chi^2=41.936$, $p<.001$), ‘traditional’ ($\chi^2=23.077$, $p=.010$), and ‘family’ ($\chi^2=18.784$, $p=.043$) are significantly associated with ‘product category’, but ‘enjoyment’, ‘healthy’ and ‘status’ are not. Medical & health products, beauty products and hygiene/sanitary products tend to use more ‘effective’ than others. Food & beverage and beauty products tend to have more ‘youth’ appeals because being young or rejuvenated is just the expected effect of those products. ‘Vain’ and

‘traditional’ go more with food and beverage because those products are often depicted as gifts on traditional Chinese holidays in the TV commercials. ‘Family’ is reasonably associated with real estate and public welfare. One public welfare advertisement is called ‘wash Mom’s feet’ in which a little boy saw his Mom washing his grandma’s feet and learnt to get water for his Mom. This demonstrates that the ‘family’ morality and filial piety are still given high evaluation in China when the traditional and veneration of elderly values are losing the priority. Similar to the case in printing advertisements, most advertising appeals are ‘product category’ related, but some other appeals fit into all product categories.

H2 is partly supported.

Chi-Square Tests were also conducted between ‘advertising appeals’ and ‘global/local brands’. The results confirm that the origin of the brand, local or global, really does not make a significant difference on the choice of most advertising appeals. Even the appeals considered to be typically western-‘independence’ and ‘sexuality’-are not different for global and local brands. The only difference lies in ‘traditional’ ($\chi^2=4.983$, $p=.026$) and ‘community’ ($\chi^2=4.009$, $p=.045$) which are traditionally Chinese. Specifically, 19.6% of local brands and 3.2% of global brands used ‘traditional’, while 11.6% of local brands but no global brands used ‘community’. It can be inferred that, on one side, local Chinese brands and Chinese customers have accepted western appeals and cultural values, but at the same time kept some traditional and collectivistic values; on the other side, global brands have tried to adapt to Chinese culture, including ‘status’ and ‘family’ appeals, but have not totally easternized on every aspect of the culture.

H3 is supported; H4a is not supported.

A two-way MANOVA was conducted to determine the effect of product category and country of origin on the cultural values (12 dependent variables). The results indicate no

significant factor interaction between product category and country of origin ($F=.941$, $p=.667$, $\eta^2=.058$) and that ‘product category’ ($F=1.538$, $p<.001$, $\eta^2=.092$) significantly affects the combined DV of cultural values but ‘country of origin’ does not. However, the effect size is relatively small. Univariate ANOVA results indicate that ‘soft-sell’ ($F=2.024$, $p=.033$, $\eta^2=.097$), ‘modernity/youth’ ($F=2.500$, $p=.008$, $\eta^2=.117$), ‘product merit’ ($F=1.916$, $p=.045$, $\eta^2=.092$), and ‘utilitarian values’ ($F=3.356$, $p<.001$, $\eta^2=.151$) significantly differ for product category and only ‘individual/independence’ ($F=4.162$, $p<.001$, $\eta^2=.165$) significantly differs for country of origin. This result is also consistent with result about the relation between advertising appeals and product category: ‘youth’ and some utilitarian appeals are product category associated, hence the relevant cultural values-‘modernity/youth’, ‘product merit’ and ‘utilitarian values’- are different by product categories.

H4b is partly supported.

Independent Samples T-Tests were conducted to determine if global brands and local Chinese brands differ on cultural values in their advertisement. The results present that ‘group/consensus’ ($t=2.158$, $p=.032$), ‘traditional/veneration of elderly’ ($t=7.479$, $p<.001$), and ‘product merit’ ($t= -2.735$, $p=.007$) are significantly different for local Chinese and global brands. This result is consistent with the result about the association between advertising appeals and ‘global/local brands’: local Chinese brands pick up more ‘traditional’ and ‘community’ appeals, hence they convey more ‘traditional/veneration of elderly’ and ‘group/consensus’ values and less ‘product merit’ in their TV commercials. For example, the Chinese health product ‘Nao Bai Jin’ said through the mouths of a group of people, ‘this year we need to give Nao Bai Jin to our parents as a Chinese New Year present to show our filial piety.’ This is a typical Chinese

traditional value (veneration of the elderly and filial piety) conveyed with reference group but without mentioning product merit.

H5 is supported; H6 is not supported; H7 is supported; H8 is supported.

Paired Samples T-Tests prove that group/consensus appeals (mean=1.67) are significantly more than individual/independence appeals (mean=.20), $t=14.231$, $p<.001$; soft-sell appeals (mean=2.94) are significantly more than hard-sell appeals (mean=.25), $t=51.609$, $p<.001$; traditional/veneration of elderly appeals (mean=.61) are significantly less than modernity/youth appeals (mean=.88), $t= -2.262$, $p=.025$; status appeals (mean=.70) are significantly less than product merit (mean=1.71), $t= -8.642$, $p<.001$; symbolic values (mean=2.5318) are significantly more than utilitarian values (mean=.8364), $t=12.656$, $p<.001$.

H9 is supported.

Caused by the feature of TV, TV advertisements have the time and space to show more pictures and stories, so almost 100% of TV advertisements have symbolic visuals in them.

H10 is supported.

Chi-Square Test between ‘Chinese culture’ and ‘global/local brands’ indicates the frequency of ‘Chinese culture’ is significantly associated with ‘global/local brands’, $\chi^2=12.318$, $p<.001$. 34.4% of TV commercials by local Chinese brands have used ‘Chinese culture’, whereas only 9.3% of global brands’ TV ads have done so.

30% of TV commercials have used ‘Chinese culture’, i.e. unique Chinese idioms, stories, classical arts, traditions, holidays or popular Chinese songs, dramas, etc. For the people who are not native Chinese or not very expert on Chinese culture, these TV commercials with ‘Chinese culture’ elements cannot be totally understood or appreciated. For example, the telecommunication company China Unicom borrowed the well-known stories from classical

Chinese literature works Romance of Three Kingdoms and Tale of Water Margin in its TV commercials: Zhou Yu beat Huang Gai and Wu Song beat the tiger, but the story was changed to Huang Gai beat Zhou Yu and the tiger beat Wu Song. In Chinese the verb ‘打’ meaning ‘beat’ also means ‘call’, like English word ‘hit’. So the story that they can beat each other was figuratively compared to the mutual call service within China Unicom network. The contemporary Chinese culture is not easily appreciated either. For example, there is a song in the TV commercial of cold medicine ‘Bai Jia Hei’, which was made by an artist called Xue Cun and very popular a few years ago. This commercial changed the lyrics to a story about getting cold and had a very funny and creative effect on Chinese audience.

13% of TV commercials have used celebrities as their sponsors.

COMPARISON BETWEEN PRINT ADS AND TV ADS

Some research has found that print advertisements in magazine tend to have more modern/youth and western appeals than those on TV. I found the situation to be similar here. Caused by the inherent characteristics of newspaper and TV, there exist some differences between print ads and TV commercials. At first, they have different target markets. Newspaper like Nan Fang Zhou Mo targets literate or educated people as readers. In China most of its readers are middle-class or at a higher social status, whereas TV is aimed at the entire population, including children, the illiterate population and all subculture groups. This difference in the target market caused the difference in product category and origin of brands. From the samples I got, the printing ads cover 1-8 categories while TV commercials cover more: 1-12; 60.4% of printing ads are by global brands, while only 14.1% of TV commercials are by global

brands. The products and services in print ads are comparatively more upscale and expensive, such as automobiles, services, and medical facilities, while those on TV commercials are more inclusive with personal products, food, and hygiene products that are for everyday life.

With differences on media type, target markets, product categories and origin of brands, printing ads and TV commercials have shown some difference in their advertising appeals, cultural values and the way that they are delivered. In one sentence, TV commercials are more comprehensive and therefore reflective of the whole picture of Chinese advertisement. Concretely, TV commercials frequently use ‘effective’, ‘youth’, ‘traditional’ and ‘family’ as advertising appeals but printing ads do not. As to cultural values, TV ads convey more group/consensus, soft-sell, traditional/veneration of the elderly, oneness of nature and symbolic values, but less hard-sell and status values, and almost the same on individual/independence and modernity/youth values. The mean of each value in each type of advertisement can be seen in table 2.

Table 2 Data Comparison between Print Ads and TV Ads

		Print ads	TV ads
Cultural values	Group/consensus	.37	1.67
	Individual/Independence	.19	.20
	Soft-sell	1.91	2.94
	Hard-sell	1.29	.25
	Traditional/elderly	.22	.61

	Modernity/youth	.88	.88
	Status	1.42	.70
	Product merit	2.17	1.71
	Oneness with nature	.07	.25
	Time-oriented	.19	.25
	Utilitarian values	1.02	.84
	Symbolic values	1.74	2.53
Chinese culture		22%	30%
Symbolic visuals		75%	100%
Celebrity Sponsor		17%	13%
Website		88%	0
Copy		95%	
Execution style	Main theme/product	81.9%	80.5%
	Social conscious-oriented	6.9%	7.3%
	Corporate image	10.4%	11.4%

Generally TV commercials deliver more traditional Chinese values, like family, community, tradition, by stories, holidays, arts, custom, food or even Weltanschauung. See the commercials of alcohol Jin Liu Fu and tonic product Qing Chun Bao. Jin Liu Fu's embodies traditional values by the dress, Luck symbol and custom of sending gifts on Chinese New Year and also by consensus---a group of people eventually figured out the first guy liked to be given Jin Liu Fu as a gift. The whole commercial is full of Chinese cultural values and symbols. In Qing Chun Bao's commercial, Dad and Son were playing hand wrestling at different periods of time. When the son was little, he lost. When he grew up, he beat his dad, but felt sad about the fact that his dad was becoming old. So he bought his dad Qing Chun Bao. After his dad took Qing Chun Bao, he almost could not beat his dad again. The whole story is replete with family love and filial piety.

Status appeal is less on TV than in newspaper because of more luxury goods in print ads. Oneness with nature originated from ancient Chinese philosophy, almost unique to Chinese culture. However, it is hard to be expressed by only one picture of printing advertisement, and with less local Chinese brands in the newspapers, this appeal almost only appeared on TV. The commercial of real estate Zuo An is a good one that has expressed peace, easiness, profoundness and eternity with the harmony between human and nature.

As to how the advertising appeals and cultural values are delivered, TV ads use more 'Chinese culture' than print ads; they both use celebrities as sponsors; usually print ads show the website, but TV ads do not; symbolic visuals are always preferred. There is not much difference in execution style and information cues.

Most execution style, as high as more than 80% is a mere description of main theme or product, but there is still more than 10% focusing on brand or corporate image. Noticeably,

around 7% commercials have taken social conscious-oriented issues, e.g. environmentalism, social morality, children's education, or nationalism, as their theme to get public attention. We can see the consciousness of environmental issue from the ads of the BMW hydrogen car and GE's clean coal technology, as well as children's physical education in the Sun Project of pure water Nong Fu Shan Quan. As shown in Figure 12, the ad of GE says that its clean coal technology is used by power plants all over the world and has made it totally different today. With little flowers symbolizing the beautiful and unpolluted nature, it clearly addresses the social concerned issue—protecting the environment from pollution by using coal. Even though most advertisements are not doing this way, it can be seen that the advertising in China has developed beyond the level of product and sales marketing.



Figure 12 GE



Figure 13 Buick

Most information cues are about product features and functions, but more than 10% have given new ideas of product or service and some are advocating a new life style with their products or events. IBM has promoted a series of innovative products and services: information banking, ERP system, and medical case network, etc. One use of ‘event’ as information cue by Buick car is impressive (see Figure 13). It says whoever buys a Buick car is permitted to go to the opening game of the Golf Challenge in which a lot of celebrities will participate. The TV commercial of Southeast Auto described a life style with automobile through a boy’s words, “my home has a large piece of bamboo and a big river...My home became so big with Frecca (automobile!)” Mind-opening and mind-changing has been a new function carried by

advertisement in China. For example, Coca-Cola has cried out a slogan, “being happy is up to yourself”; Nike’s “nothing is impossible” is unforgettable. This has formed the powerful part of cultural modernization and revolution with high coverage on the Chinese, especially on the younger generation.

DIFFERENCE BETWEEN GLOBAL BRANDS AND LOCAL BRANDS

The origin of brands makes a difference only on some advertising appeals: local Chinese brands tend to use more ‘traditional’, ‘community’, ‘cheap’ and ‘morality’ which are inherent in traditional Chinese culture. However, global and local brands are becoming more similar on the choice of most advertising appeals. Parallel to advertising appeals, there is no significant difference on cultural values between global brands and local Chinese brands except that local brands’ TV commercials keep more group and traditional values and less product merit. On the use of ‘Chinese culture’ to deliver appeals and values, global and local brands are not significantly different in print ads but are significantly different in TV ads. On TV, local brands embrace a lot of Chinese culture and even Chinese way of expression. Is this assimilation the result of globalization strategy by local Chinese brands or that of localization strategy by global brands? Actually both trends can be clearly seen in China. Local Chinese brands are taking western appeals and values. For example, China Mobile’s TV commercial for its mobile internet service intensely expressed freedom, adventure, youth, independence, and self-respect appeals which are all western and modern. The advertisement leader Coca Cola has made ‘take me home to celebrate Spring Festival’ series for the Chinese New Year each year. In 2006, Coca Cola took Olympics champion Liu Xiang home to meet his parents; in 2007, it was pandas that were taken

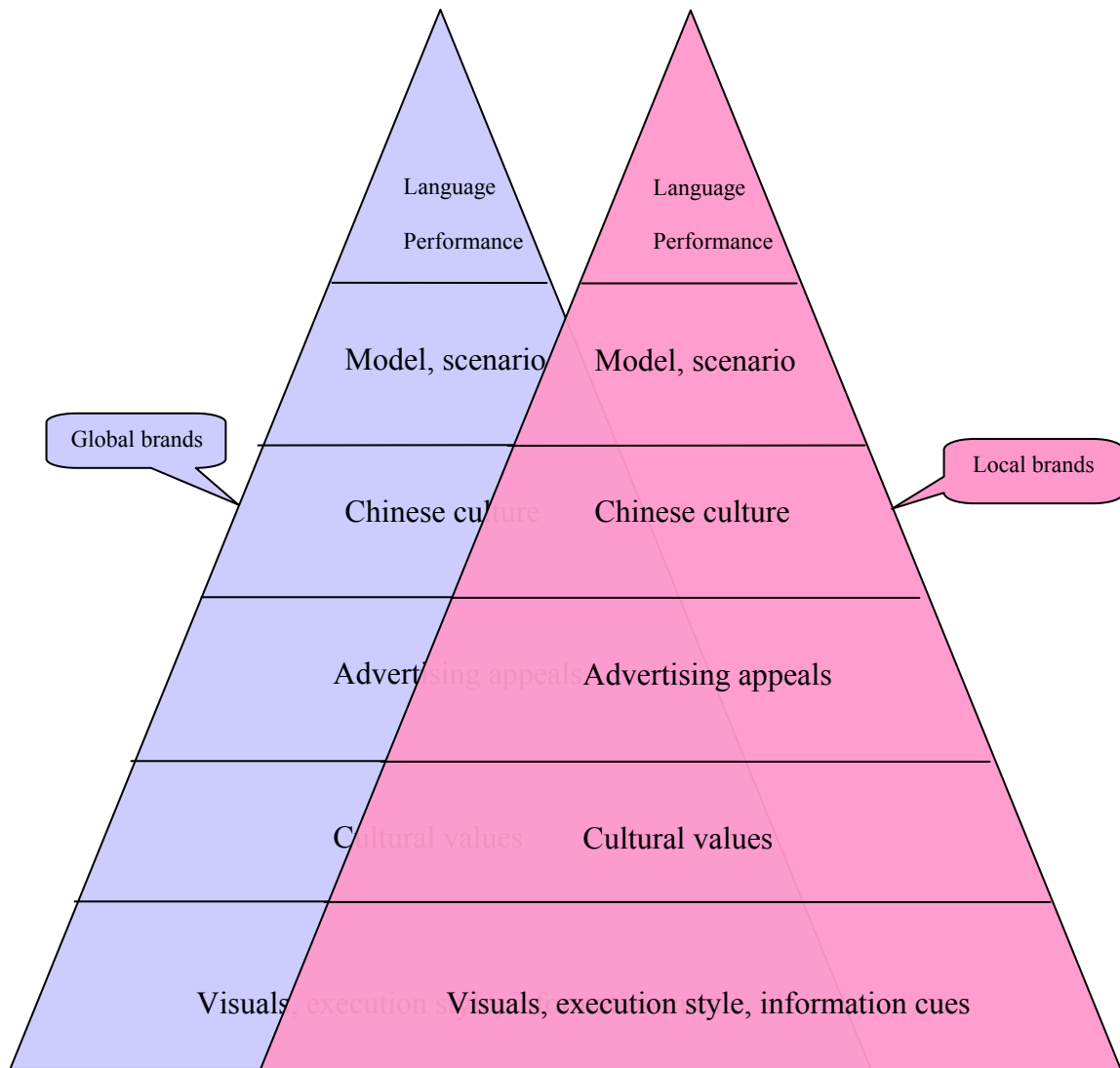
home for the Chinese New Year. The red color, Lucky kids, happy atmosphere, etc. have greatly helped Chinese customers to build intimate feeling for this foreign brand on their tradition, even though the older generation of Chinese are not used to the taste of Coke yet.

Chinese brands are learning western and modern values and style while keeping some Chinese tradition. Global brands are importing exotic culture but sometimes turning to Chinese taste. Traditional culture makes the Chinese people feel intimate and comfortable, while western culture is impressive and exciting for them. As to the question that advertisement strategy should be standardized or localized, my view is that they both work in different ways, but for different market segments and it depends on many conditions. Some earlier research has also revealed that most brands take a comprehensive strategy in advertising.

Even when local brands and global brands use the same advertising appeal or cultural value, the way of presentation is interestingly different. Look at the commercials of De Beers diamond and Cui Hua pickle. They both used ‘beauty’ and ‘sexuality’, but the style is western in the former and Chinese in the latter. The female models are different in their way of dressing and acting; the watchers are also different in showing interest; and the filming is different in the way of shooting and focusing too.

The difference between global brands and local brands can be at different levels: language, performance; model, scenario; Chinese culture; advertising appeals; cultural values; visuals, execution style and information cues. As being shown in the Figure 14, the advertisements with different origin of brands are more different at language and model level, but less at the level of visual type, execution style and information cue. In other words, at the lower levels, the difference is not significant or relatively small; at the higher levels, the difference tends to be significant or substantial.

Figure 14 Difference levels between global and local brands



CONCLUSIONS

Table 3 the Results of Tests on Hypotheses

	Print Ads	TV Ads
H1	Partly supported	Partly supported
H2	Partly supported	Partly supported
H3	Supported	Supported
H4a	Not supported	Not supported
H4b	Not supported	Partly supported
H5	Supported	Supported
H6	Not supported	Not supported
H7	Supported	Supported
H8	Supported	Supported
H9	Supported	Supported
H10	Not supported	Supported

The tests of hypotheses are concluded at Table 3. Going back to research questions, they are summarized as followed:

RQ1. The most frequently used advertising appeals are ‘technological’ and ‘effective’ as utilitarian appeals, and ‘status’, ‘enjoyment’, ‘youth’, ‘vain’, ‘healthy’, ‘natural’ and ‘traditional’ as symbolic appeals. Most of them are product category related, but others, such as ‘enjoyment’, ‘healthy’ and ‘status’, are universal for any products. The origin of brands makes a difference only on some appeals: local Chinese brands tend to use more ‘traditional’, ‘community’, ‘cheap’ and ‘morality’ which are inherent in traditional Chinese culture than their global counterparts. However, global and local brands are becoming similar on the choice of most advertising appeals.

RQ2. The dominant cultural values reflected in Chinese advertisements are mainly traditional values but at the same time modernized or influenced by western trends. Group/consensus appeals are prevalent. Collectivism is predominantly stronger than individualism. Status is always very appealing for Chinese, but modern appeals are more used than traditional ones. Youth is admired; the veneration of elderly becomes less important. The predominance of soft-sell and symbolic values are consistent with both Chinese culture and modern advertising trends.

Parallel to advertising appeals, cultural values differ by product category but not by country of origin. Advertising is also becoming globalized on cultural values. Even between global and local Chinese brands, there is no significant difference in cultural values except that local brands’ TV commercials keep more group and traditional values.

RQ3. As to how the advertising appeals are delivered, ‘Chinese culture’ is widely used by both local and global brands. Symbolic visuals are preferred to only literal visuals. Some commercials have taken sports or entertainment stars as sponsors. The website address appears on most print ads, but not on TV. Verbal explanation is absolutely needed in most cases. Execution style has given attention to social conscious-oriented issues other than mere description of a main theme or product. A small percentage of information cues are to advocate new product concepts or new life styles other than basic product information.

RQ4. TV ads convey more group/consensus, soft-sell, traditional/veneration of the elderly, oneness of nature and symbolic values, but less hard-sell and status values than print ads. This is caused by differences on media type, target market, product category and origin of brands.

RQ5. Unexpectedly, the differences between local and global brands are not significant except on some advertising appeals and on some cultural values in TV ads. In print ads, there is no significant difference on cultural values and the frequency of ‘Chinese culture’ between global and local brands at all. Global brands are localizing in some way and local brands are trying to globalize in the other way.

The purpose of this research is to find out what cultural values are appealing to Chinese customers and if cultural adaptation is needed for international advertising in current China. From the findings in the above, some implications can be drawn for advertisers, especially international advertisers in China:

First, what advertising appeals and cultural values are appealing to Chinese customers depends on not only cultural reason, but also product category, origin of brands, media type, and target market. When advertisers consider what appeals to pick for the advertisement, they need to

take all these into account, especially the target market, because the right target segmentation of a product will lead to the right choice of media, advertising appeals, way of delivery, and so on.

Second, the complete standardized advertising strategy is not always the best choice for global brands. Cultural adaptation is still necessary and beneficial for international marketers. China has become a “melting pot” for Eastern and Western, traditional and modern cultural values. The brands from different countries are not significantly different in choosing most cultural values. Global brands are adapting to Chinese culture in their modern and standardized advertisement. Local brands are quickly accepting western appeals and techniques in their advertisement too. All is possible in Chinese advertisements even though they still keep quite an amount of traditional and group values. This research found that any appeals are possible to be accepted in Chinese advertisements, including ‘independence’, ‘sexuality’, and ‘adventure’ which are considered typical western and deviate from Chinese traditional values, but symbolic visuals and the use of ‘Chinese culture’ elements are very popular. So cultural adaptation does not mean that global brands should switch to Chinese traditional values but they should consider Chinese thinking and tastes in way of delivery. The adaptation may happen not in using a different appeal but in the way of delivering the same appeal. In other words, the issue became how much Chinese flavor should be added into the plate to capture the growing Chinese customers.

APPENDIX A

POLLAY'S 42 ADVERTISING APPEALS

Table 4 Pollay's 42 Advertising Appeals

Appeal	Description
Effective	Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food), strength, longevity of effect
Durable	Long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough
Convenient	Handy, time-saving, quick, easy, suitable, accessible, versatile
Ornamental	Beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled
Cheap	Economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value
Dear	Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant,

	luxurious, priceless
Distinctive	Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand- crafted
Popular	Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal, standard, typical, universal, general, everyday
Traditional	Classic, historical, antique, legendary, time-honored, long-standing, venerable, nostalgic,
Modern	Contemporary, modern, new, improved, progressive, advanced introducing, announcing ...
Natural	References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious
Technological	Engineered, fabricated, formulated, manufactured, constructed, processed, resulting from science, invention, discovery, research, containing secret, ingredients
Wisdom	Knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgment, experience
Magic	Miracles, magic, mysticism, mystery, witchcraft, wizardry, superstitions, occult sciences, mythic characters, to mesmerize, astonish, bewitch, fill with wonder

Productivity	References to achievement, accomplishment, ambition, success, careers, self-development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share
Relaxation	Rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holiday, to observe
Enjoyment	To have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts and festivities, to participate
Maturity	Being adult, grown-up, middle-aged, senior, elderly, having associated insight, wisdom, mellowness, adjustment, references to aging, death, retirement, or age-related disabilities or compensations
Youth	Being young or rejuvenated, children, kids, immature, underdeveloped, junior, adolescent
Safety	Security (from external threat), carefulness, caution, stability, absence of hazards, potential injury, or other risks, guarantees, warranties, manufacturers' reassurances
Tamed	Docile, civilized, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying
Morality	Humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual

Modesty	Being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal
Humility	Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth
Plain	Unaffected, natural, prosaic, homespun, simple, artless, unpretentious
Frail	Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel
Adventure	Boldness, daring, bravery, courage, seeking, adventure, thrills, or excitement
Untamed	Primitive, untamed, fierce, course, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage
Freedom	Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate
Casual	Unkempt, disheveled, messy, disordered, untidy, rugged, rumpled, sloppy, casual, irregular, non-compulsive, imperfect
Vain	Having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well-groomed, tailored, graceful, glamorous
Sexuality	Erotic relations: holding hands, kissing, embracing between lovers, dating,

	romance, intense sensuality, feeling sexual, erotic behavior, lust, earthiness, indecency, attractiveness of clearly sexual nature
Independence	Self-sufficiency, self-reliance, autonomy, unattached, to do-it-yourself, to do your own thing, original, unconventional, singular, nonconformist
Security	Confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind
Status	Envy, social status or competitiveness, conceit, boasting, prestige, power, dominance, exhibitionism, pride in ownership, wealth (including the sudden wealth of prizes), trend-setting, to seek compliments
Affiliation	To be accepted, liked by peers, colleagues, and community at large, to associate or gather with, to be social, to join, unite, or otherwise bond in friendship, fellowship, companionship, cooperation, reciprocity, to conform to social customs, have manners, social graces and decorum, tact and finesse
Nurturance	To give gifts, especially sympathy, help love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc.
Succorance	To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving
Family	Nurturance within the family, having a home, being at home, family

	privacy, companionship of siblings, kinship, getting married
Community	Relating to community, state, national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations or other than social organization
Healthy	Fitness, vim, vigor, vitality, strength, heartiness, to be active, athletic, robust, peppy, free from disease, illness, infection, or addiction
Neat	Orderly, neat, precise, tidy, clean, spotless, unsoiled, sweet-smelling, bright, free from dirt, refuse, pests, vermin, stains and smells, sanitary

APPENDIX B

MUELLER'S DEFINITIONS OF CULTURAL VALUE CATEGORIES

Conceptual definitions for all cultural value categories, adopted from Mueller (1987, p. 52-53), are provided herein.

- a. Group/consensus appeal: The emphasis is on the individual in relation to others, typically the reference group. The individual is depicted as an integral part of the whole. References may be made to significant others. Pressure is on consensus and conformity to the will of the group.
- b. Individual/independence appeals: The emphasis is on the individual as distinct and unlike others. Individuals are depicted as standing out in a crowd or having the ability to be self-sufficient. Nonconformity, originality, and uniqueness are key terms. Dependency is downplayed.
- c. Soft-sell appeal: Mood and atmosphere are conveyed through a beautiful scene or the development of an emotional story or verse. Human emotional sentiments are emphasized over clear-cut product-related appeals.

d. Hard-sell appeal: Sales orientation is emphasized, stressing brand name and product recommendation. Explicit mention may be made of competitive products, sometimes by name, and the product advantage depends on performance. This appeal includes statements such as "number one" and "leader."

e. Veneration of elderly/traditional appeals: Wisdom and the elderly, as well as the veneration of that which is traditional, is stressed. Older group members are depicted being asked for advice, opinions, and recommendations. Models in such advertisements tend to be older.

f. Modernity/youth appeals: The emphasis is on modernity and identification of the younger generation, often through the depiction of younger models; stress is on contemporariness and youthful benefits of the products.

g. Status appeals: Advertisements suggest that the use of a particular product will improve some inherent quality of the user in the eyes of others. Position and rank within the context of the group are stressed. This category also includes foreign status appeals, that is, the use of foreign words, phrases, models, and foreign celebrity endorsements.

h. Product merit appeals: The focus is on the product and its characteristics. Some aspect or feature of the product is described in depth. The benefit to the consumer is secondary or implied.

i. Oneness with nature appeals: The goodness and beauty of nature are emphasized in relationship to people. Interaction and affinity of people and nature are stressed. The focus is on back-to-nature themes.

j. Time-oriented appeals: Time-oriented advertising refers to advertisements that imply time concern or perspectives related to product values. The advertised product is portrayed as having a value of being fast to use or a means of saving time when used.⁹

⁹ **Cultural values reflected in Chinese and American television advertising.(Statistical Data Included)**

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