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Global advertising strategies: Hong Kong, Japan, Shanghai and South Korea

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Preparing people to lead extraordinary lives

Global Advertising Strategies: Hong Kong, Japan, Shanghai and South Korea

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Theory

- Advertising often cited as major force shaping globalization (Appadurai, 1990; as cited in Nelson & Paek, 2006)

- Globalization (Levitt 1983) vs. glocalization (Robertson 1992)

Theory

- "Advertising both reflects and creates a global target of individuals across nations who share a set of values, attitudes, and brands" (Alden et al., 1999; as cited in Nelson & Paek, p. 65, 2006)

Theory

- Global identity (Arnett 2002; Zhang & Khare 2009) vs. consumer ethnocentrism (Guo 2013)

- Global brands create community especially in emerging markets (Guo 2013)

- Standardized campaigns (Alden et al. 1999; Gammoh et al. 2011) vs. local campaigns (White 2000)

Theory

- English considered standard for global advertisers (de Mooij 2005)

- English conveys cosmopolitan values (Thurlow & Jaworski 2003)

- Headlines, subheads, slogans likely use English, body copy often in local language (Mueller 1989)

Theory

- Models most easily standardized (Harris & Attour 2003; Whitelock & Rey 1998)
  - Cost savings (Nelson & Paek 2006)
  - Single model can project a universal image of beauty (Seitz & Johar 1993)
- Models did not represent country's population (Frith et al. 2004)
  - Western models more frequent than Asians

Research Questions

- How different is advertising content across Asian cultures?
  - English
  - Models
  - Product categories
- Are emerging or re-emerging markets becoming more the same?
  - Hong Kong
  - Japan
  - South Korea
  - Shanghai

Method

- Content analysis
  - Way of taking a snapshot of time/place for review (Ji & McNeal 2001; Lombard, Snyder-Duch, & Bracken 2002)
  - Opportunity to compare media images to real world (Wimmer & Dominick 2000)
- Outdoor advertisements
  - Billboard, bulletins, digital billboards, bus shelters, posters, walls, street furniture
  - Ubiquitous

Method

- Sampled dense urban areas recommended by natives/outdoor specialists
- Walked streets and took photos of all outdoor advertisements seen
- Focused on ads with women
- 263 images sampled
  - 35% Shanghai
  - 31% Hong Kong
  - 21% Japan
  - 13% Korea

Coding Categories

- Language – headline, body copy
- Model appearance – face, more than face, less than full body, full body
- Model product relationship – user, endorser, symbolic
- Model role – occupation, family, recreational, model/celebrity, decorative/ambiguous
- Model beauty type – classic, sensual/sex kitten, cute/girl next door, trendy
- Brand origin
- Product category

Findings - English

	Hong Kong	Japan	Shanghai	South Korea
No	36%	59%	52%	31%
Yes	64%	41%	48%	69%

$X = 11.38$, $df = 3$, $p < .05$

Cramer's $V = .21$, $p < .05$

Findings – Headline

Language	Hong Kong	Japan	Shanghai	South Korea
Local only	21%	63%	39%	40%
Mix	22%	22%	33%	11%
Foreign only	54%	15%	23%	49%
None	3%	--	5%	--

$X = 46.79$, df = 9, $p < .001$

Cramer's V = .24, $p < .001$

Findings – Body Copy

Language	Hong Kong	Japan	Shanghai	South Korea
Local only	20%	57%	51%	40%
Mix	22%	24%	10%	14%
Foreign only	31%	2%	7%	3%
None	27%	17%	32%	43%

X = 56.18, df = 9, p < .001

Cramer's V = .27, p < .001

Findings – Appearance

	Hong Kong	Japan	Shanghai	South Korea
Face only	6%	35%	12%	23%
Face <				
< body	54%	56%	55%	37%
Full body	40%	9%	33%	40%

X = 32.66, df = 12, p < .01

Cramer's V = .35, p < .01

Findings – Product Relation

Affiliation	Hong Kong	Japan	Shanghai	South Korea
User	72%	37%	58%	20%
Endorser	14%	19%	18%	26%
Symbolic	14%	44%	24%	54%

$X = 38.03$, df = 6, $p < .001$

Cramer's V = .38, $p < .001$

Findings – Role

	Hong Kong	Japan	Shanghai	South Korea
Occupation	5%	19%	2%	3%
Family	16%	7%	9%	14%
Recreational	6%	4%	14%	--
Model/Celeb	61%	39%	57%	54%
Dec/Ambig	12%	31%	18%	29%

$X = 38.12$, df $= 12$, $p < .001$

Cramer's $V = .38$, $p < .001$

Findings – Beauty Type

	Hong Kong	Japan	Shanghai	South Korea
Classic	17%	39%	25%	23%
Sensual/SK	22%	17%	19%	23%
Cute/GND	22%	35%	38%	37%
Trendy	38%	9%	15%	17%
Other	--	--	3%	--

X = 32.66, df = 12, p < .01

Cramer's V = .35, p < .01

Findings – Brand Origin

	Hong Kong	Japan	Shanghai	South Korea
Local	44%	91%	55%	91%
Foreign	56%	9%	45%	9%

$X = 44.95$, $df = 3$, $p < .001$

Cramer's $V = .41$, $p < .001$

Findings – Product Type

	Hong Kong	Japan	Shanghai	South Korea
Beauty/P.Care	10%	17%	17%	26%
Clothing	35%	9%	48%	31%
Fashion Acces	33%	4%	17%	3%
Entertainment	7%	37%	11%	23%
Services	15%	29%	6%	11%
Other	--	4%	1%	6%

$X = 89.97$, df = 25, $p < .001$

Cramer's V = .34, $p < .001$

Discussion

- Globalization is not one all powerful source
  - All cultures influenced differently
- Glocalization (Robertson 1994) more relaistic
- Asian nations all very different
- Adds to literature of countries not often studied

Limitations and Future Studies

- Relatively small sample
- More coding categories needed
  - By product category
  - By brand
- Review ad campaigns across region
- Ask people of emerging and re-emerging nations perceptions of advertisements

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