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

Pamela K. Morris, Loyola University Chicago

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

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Pamela K. Morris, Ph.D.
Loyola University Chicago
Theory

- 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

<table>
<thead>
<tr>
<th></th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>36%</td>
<td>59%</td>
<td>52%</td>
<td>31%</td>
</tr>
<tr>
<td>Yes</td>
<td>64%</td>
<td>41%</td>
<td>48%</td>
<td>69%</td>
</tr>
</tbody>
</table>

\[ X = 11.38, \text{ df } = 3, \ p < .05 \]

Cramer’s V = .21, p < .05
### Findings – Headline

<table>
<thead>
<tr>
<th>Language</th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local only</td>
<td>21%</td>
<td>63%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Mix</td>
<td>22%</td>
<td>22%</td>
<td>33%</td>
<td>11%</td>
</tr>
<tr>
<td>Foreign only</td>
<td><strong>54%</strong></td>
<td>15%</td>
<td>23%</td>
<td><strong>49%</strong></td>
</tr>
<tr>
<td>None</td>
<td>3%</td>
<td>--</td>
<td>5%</td>
<td>--</td>
</tr>
</tbody>
</table>

\[X = 46.79, \text{ df } = 9, \ p < .001\]

\[\text{Cramer’s V } = .24, \ p < .001\]
## Findings – Body Copy

<table>
<thead>
<tr>
<th>Language</th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local only</td>
<td>20%</td>
<td>57%</td>
<td>51%</td>
<td>40%</td>
</tr>
<tr>
<td>Mix</td>
<td>22%</td>
<td>24%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Foreign only</td>
<td>31%</td>
<td>2%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>None</td>
<td>27%</td>
<td>17%</td>
<td>32%</td>
<td>43%</td>
</tr>
</tbody>
</table>

X = 56.18, df = 9, p < .001
Cramer’s V = .27, p < .001
## Findings – Appearance

<table>
<thead>
<tr>
<th></th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face only</td>
<td>6%</td>
<td><strong>35%</strong></td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>Face &lt;</td>
<td>54%</td>
<td>56%</td>
<td>55%</td>
<td>37%</td>
</tr>
<tr>
<td>&lt; body</td>
<td><strong>40%</strong></td>
<td>9%</td>
<td><strong>33%</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>

X = 32.66, df = 12, p < .01
Cramer’s V = .35, p < .01
Findings – Product Relation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>User</td>
<td>72%</td>
<td>37%</td>
<td>58%</td>
<td>20%</td>
</tr>
<tr>
<td>Endorser</td>
<td>14%</td>
<td>19%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Symbolic</td>
<td>14%</td>
<td>44%</td>
<td>24%</td>
<td>54%</td>
</tr>
</tbody>
</table>

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

Cramer’s $V = .38, \ p < .001$
# Findings – Role

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

\[ X = 38.12, \text{ df } = 12, \ p < .001 \]

Cramer’s V = .38, p < .001
## Findings – Beauty Type

<table>
<thead>
<tr>
<th></th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic</td>
<td>17%</td>
<td>39%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Sensual/SK</td>
<td>22%</td>
<td>17%</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>Cute/GND</td>
<td>22%</td>
<td>35%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Trendy</td>
<td>38%</td>
<td>9%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>--</td>
<td>3%</td>
<td>--</td>
</tr>
</tbody>
</table>

\[ X = 32.66, \text{ df } = 12, \ p < .01 \]

Cramer’s V = .35, \ p < .01
## Findings – Brand Origin

<table>
<thead>
<tr>
<th></th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Shanghai</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>44%</td>
<td>91%</td>
<td>55%</td>
<td>91%</td>
</tr>
<tr>
<td>Foreign</td>
<td>56%</td>
<td>9%</td>
<td>45%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

Cramer’s $V = .41$, $p < .001$
## Findings – Product Type

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

\[ X = 89.97, \text{ df } = 25, p < .001 \]
\[ \text{Cramer’s V} = .34, p < .001 \]
SONY
make.believe

our BRAVIA moment

Sony全新BRAVIA HK850

BRAVIA
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
References


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