

**IMPACT OF INDIVIDUAL CULTURAL DIFFERENCES ON TV
COMMERCIALS' EFFECTIVENESS**

Begüm Maral^{*}, Miray Baybars^{}, Gül Bayraktaroğlu^{***}**

ABSTRACT

Every nation has its own way of living, traditions, values, and norms. The cultural practices vary among the countries all over the world. The advertisement itself, the messages conveyed and the actors performing in it depend on the cultural characteristics of the country. The development level of the countries may have an impact on the cultural values of individuals; hence on the consumption behavior and marketing applications. Individual cultural differences may call for certain adaptations in the messages, content, and style of the advertisements for a certain target group. Depending on this view, this research tries to analyze the effects of individual differences on the advertising effectiveness in an emerging country, Turkey.. The effectiveness of each advertisement was measured in terms of the persuasiveness and liking. Furthermore, individual cultural differences were analyzed on two dimensions of masculinity and power distance, which were introduced by Hofstede (1983). All the masculinity statements were grouped under one factor whereas power distance statements were grouped under two subdimensions namely "trust for subordinates" and "obedience to authority". The masculinity scale was found to create significant difference in the effectiveness of the advertisements. However, the power distance did not create any difference between the effectiveness levels. Individual cultural traits did not create any difference in the effectiveness of advertisements except in ads which carry masculine cues (called 'masculine ads' throughout the text). If the ad carried masculine cues, then, feminine individuals evaluated effectiveness of masculine ads significantly lower than did the masculine individuals.

Keywords: *Effectiveness, TV Advertisements, Individual Cultural Traits, Emerging Market, Turkey*

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INTRODUCTION

Television has a significant role in everyone's lives (Dickinson, 2000) thus the importance of the advertisements that are shown on TV are doubtless. Advertising is considered a critical element in a firm's marketing plan. This promotional tool should be used carefully while designing the marketing programs. Advertising is also a form of social communication and it reflects the culture. Culture plays an important role in the effectiveness of advertisements (Zhang and Neelankavil, 1995). Countries' cultures can be shaped regarding to their development levels. So, it can be said that the consumer behavior may change with respect to the development level and the culture of the country. It was found that the consumers in emerging markets used to engage in daily shopping, whereas the consumers in developed markets used to do their shopping weekly. This difference in the shopping cycles of customers directs the marketers to different promotional tools (Dawar and Chattopadhyay, 2000).

Emerging markets may be characterized as a transition process of moving from a closed economy to an open market economy (Özgen and Mimaroglu, 2008). A country can be classified as an emerging market if a country experiences a rapid economic development (Fan, 2008), if the government policies favor economic liberalization and if adaptation of a free market system occurs (Arnold and Quelch, 1998). On the other hand, emerging markets are identified according to their social profiles and the researchers point out three factors characterizing emerging markets: (1) low incomes, (2) variability in consumers and infrastructure, and (3) the relative cheapness of labor, which is often substituted for capital (Dawar and Chattopadhyay, 2000). China, India, Indonesia, and South Korea in Asia; Poland and Turkey in Europe; Brazil, Mexico and Argentina in South America; and South Africa in Africa are named as "Big Ten Emerging Markets" (Özgen and Mimaroglu, 2008).

Industries of emerging markets continue to experience dramatic structural changes. Although the emerging markets have unstable and weak institutional infrastructure, they hold promise to improve and Turkey is one of them (Tatoğlu and Demirbağ, 2008). Turkey is one of the biggest economies in terms of population and potential for growth in its region; a bridge between Europe and Asia; occupies one of the most strategic location in the world. Turkey has experienced a long journey of economic reforms under a series of secular governments. Since early 1980s, protectionist economic policies has been left and moved from mostly closed and mixed

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economy to free market economy (Özgen and Mimaroğlu, 2008). Therefore, Turkey should be classified as a typical emerging country which is moving away from a highly distorted economy to a stable market economy. It is clear to say that Turkey today is open to international trade and foreign investment and offers the potential for rapid and sustainable growth (Belke, 2005).

Given the wide range of cultural differences among people, international advertising practitioners have tried different variations of advertising contents to find out whether advertising should be global or local. Different types of advertising media and messages should be used to match with the perceptual differences that are rooted from the cultural differences (Johnstone, Kaynak and Sparkman, 1987). For example; Taylor, Miracle and Wilson (1997) found that there was a difference between the level of effectiveness of commercials containing similar levels of information in the U.S. and the Republic of Korea, which are two countries scoring two extremes in individualism and collectivism index.

Besides cultural values, the effect of being an emerging market or not is an important issue while determining the advertising effectiveness. Marketing applications in developed economies and emerging economies may differ. Hence, while marketers are planning their promotional campaigns, they should consider whether the country is an emerging market or not, and its cultural values.

In addition to different cultures, in the same cultural environment, there are differences in needs, wants, desires, and personal characteristics etc. of people. The important point here is that, since designing advertising campaigns for each individual is almost impossible in practical life; marketers should very well understand the individual characteristics that give rise to different persuasion levels. The marketers actually try to convince consumers to buy certain products and services through advertising. Persuasiveness of the advertisements is very important for marketers. Marketers and advertisers generally try to find out new ways to persuade customers to buy their products because products can be sold as long as the customers are convinced that the product is good and matches their needs.

This paper aims to find out the effectiveness of the advertisements regarding the cultural contents in an emerging market. For this purpose, two of Hofstede's dimensions are used: masculinity versus femininity plus low versus high power distance. TV ads containing elements of each dimension are selected and used to test the effectiveness of the advertisements, where effectiveness is measured by persuasiveness and liking levels. The previous studies, (Choi and Miracle, 2004; Fam and Grohs, 2007; Stone, Besser and Lewis, 2000) measured the effectiveness of TV advertisements either at cross cultural level or at local level. This research on the other hand, focuses

on individual differences and the originality of the study underlies behind the idea of the relationship between the individual differences (masculinity versus femininity plus high versus low power distance) and the effectiveness of the TV ads.

LITERATURE REVIEW

Effectiveness of Ads

Effectiveness of the advertisements is a wide issue of interest and has been researched for many times until today. The previous researchers, while working on the effectiveness of the advertisements, focused on some related points such as message recall, attention (attractiveness), credibility, persuasiveness etc (Laskey et al, 1994; Loken and Howard-Pitney, 1988). Persuasiveness of advertisements are affected by lots of factors like source, channel, message, or consumer demographics (Atkin and Beltramini, 2007). In a previous research that was conducted by Han and Shavitt (1994), the extent of cultural variability and persuasive appeals were examined. In the study, it was found that in the U.S. the advertisements emphasizing individualistic benefits had been more persuasive whereas family or in group benefits had been less persuasive than they had been in Korea. So the dimensions of culture (whether it is collectivistic or individualistic) do affect the level of persuasion.

In another study conducted by Greene (1992), it was found that the liking of commercials is highly correlated with persuasion. Also, one of the projects that was conducted by "The Advertising Research Foundation", which was based on a 15,000 sample size, found that the sales of a product/service can be predicted by the advertising likeability (Haley and Baldinger, 2000). Moreover, Walker and Dubitsky (1994) found that as the likeability of the advertisements increase, the chance of being noticed and remembered will increase, so does their persuasive impact.

Cultural Impact on Advertising Effectiveness

Extensive research has been done about the relationship of culture and advertising. Vast amount of studies analyzed the cross-cultural differences among advertisements which support the influence of culture on advertising effectiveness (An and Kim, 2007; Steenkamp, 2001; Koudelova and Whitelock, 2001; Mon and Chan, 2005; Orth and Koenig, 2007; Waller and Fam, 2000; Whitelock and Jean-Christophe, 1998; Zhang and Neelankavil, 1995). In addition, empirical studies have found that advertisements reflecting (some) local cultural values were more persuasive than those that ignored them (Gregory and Munch, 1997; Han and Shavitt,

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1994; Hong, Muderrisoglu and Zinkham, 1987; Taylor et al., 1997). Evidence indicates that different cultures seem to emphasize different advertising appeals (Tai, 2004).

Culture

Cultural factors have broad and deep influence on consumer behavior. The marketers need to understand the role played by the buyer's culture and even subculture. Culture is "the set of basic values, perceptions, wants, and behaviors learned by the member of a society from family and other important institutions" (Kotler and Armstrong, 2007). Culture is the most basic cause of a person's wants and behavior and cultural influences on buying behavior may vary greatly from country to country.

Cultural dimensions have been studied by several scholars from different perspectives (Hall, 1959; Earley and Ang, 2003; Trompenaars and Hampden-Turner, 1997; Schwartz, 1999). On the other hand Hofstede (1983) analyzed national cultural differences. Hofstede's work on cultural differences represents a significant and innovative research on cross-cultural comparisons in the areas of management, social psychology, anthropology, sociology, marketing and communication (An and Kim, 2007). Hofstede's cultural dimensions are widely accepted (Steenkamp, Hofstede and Wedel, 1999). His study in 1980 focused on four major dimensions (Hofstede, 1983);

- Individualism versus Collectivism
- Power Distance
- Uncertainty Avoidance
- Masculinity versus Femininity

He lately added fifth dimension "Long vs. short term orientation". The first dimension is labeled "Individualism versus Collectivism." The main issue mentioned here, is the relation between an individual and others. Hofstede found that the ties between individuals are very loose in some societies. Everybody is assumed to look after his or her own self-interest or their family. These are called individualistic societies. Hofstede also found that ties between individuals are very tight in some societies. People are born into groups such as their extended family, their tribe, or their village. The group will protect them when they are in difficulty. These are called "collectivistic societies" (Hofstede, 1983).

Second dimension is called "Uncertainty Avoidance." The main issue mentioned here is how society perceives the time. Humans all know the reality of time: past, present and future; and they have to cope up with uncertainty because the future is unknown and always will be. Some

societies socialize their members that there is an uncertainty and they should not become disappointed because of it. So they will take risks quite easily. They show more tolerance to behaviors and opinions different from their own. Such societies can be called "weak uncertainty avoidance" societies. On the other hand, other societies socialize their people into trying to cope with the future because the future is unpredictable. The levels of anxiety, emotionality and aggressiveness are relatively high in those societies, which gives rise to institutions that try to create security and avoid risk (Hofstede, 1983).

The "Power Distance" focuses on the degree of equality, or inequality, between people in the country's society. All societies are not equal, but some are more unequal than others (Hofstede, 1983). In societies which have high power distance characteristics, the less powerful person accepts the inequality in power as natural. Inequality may exist within any culture, but the degree of tolerance show variance among them (Hofstede, 1984).

Other dimension is "Masculinity versus Femininity". In masculine cultures the social roles of men and women are identified according to their biological existence of their sexes. In such cultures, the men are expected to be strong, assertive, ambitious, and competitive, and to struggle for material success. The women are expected to care for the nonmaterial quality of life, for children, and for the weak. On the other hand, in feminine cultures the social roles of sexes do not have a sharp division. Furthermore, in such cultures, the nonmaterial issues like preservation of nature, helping weak, and quality of life have higher importance (Hofstede, 1984).

Later, he also added "Long vs. Short-Term Time Orientation". It is related with the importance given to the future versus the past and present. In long-term oriented societies, economic saving and perseverance are valued more; in short-term oriented societies, respect for tradition and giving and taking gifts and favors are valued more (Rogers and Tan, 2008). Long-term time oriented cultures tend to tolerate things over long periods. They have longer-term goals rather than short-term gains in mind (Ryu and Cook, 2005).

Turkey ranks large power distance, low individualism, strong uncertainty avoidance and at the middle of the masculinity and femininity (Hofstede, 1984).

Advertising Effectiveness and Culture

Advertising is not only a communication tool between marketers and their customers but also a cultural artifact because it reflects only certain behaviors and values of the relevant culture and supports only certain

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lifestyles and attitudes of that culture that helps to sell their products (Uray and Burnaz, 2003).

The relationship between cultural dimensions of Hofstede and consumer behavior has been investigated by a number of scholars (Agrawal, 1993; Roth, 1995). For example, Roth (1995) examined three of the Hofstede's dimensions, power distance, uncertainty avoidance and individualism and stated that these are elements of national culture and they are related with consumer behavior. Agrawal (1993) states that ad agency executives and academicians are supporters of cultural factors that are used in the advertisements. For them, advertisements must be adapted to the culture of the country in which the advertisements are shown. This idea was supported by Goffman (1979) in his book "Gender Advertisements". Goffman (1979) argued that advertisements are like real life that is people are interested in dynamic vivid figures that express ideals of themselves (as cited in Morris and Lee, 2005: 4-5). Morris and Lee (2005) suggest that while constructing advertising messages, marketers should carefully analyze how people in a group communicate with each other and make purchase decisions. Advertisers research and consider people, their lifestyles, attitudes, perceptions, habits, behaviors, wants and needs that are the basic elements of culture – to develop effective communications.

O'Barr (1994) suggests that advertisements show a number of things about society, such as who does the laundry, who prepares breakfast while someone else sits at the table, and who drives the car. Culture is the basis for images, and through the images, identities are created. Schultz (2001) focuses on the importance of culture on advertisements and argues that successful communication results from "overlapping fields of experience" that are common languages, concepts or ideas, backgrounds or histories. According to Schultz (2001), marketers must know some reference points of others to be successful in their advertisements (as cited in Morris and Lee, 2005:4-5).

Mass media and culture are closely related and are not easily separated. All content must be taken from culture, including entertainment, news and advertisements. Otherwise, it could not be understood. Advertisement content is influenced by culture at the most basic level – cultural dimensions (Morris and Lee, 2005).

Cultural values of each individual within the same society may differ. Cultural values within the same country may vary largely due to many factors like globalization, age, generation, education, income, living in a rural or an urban area, etc. Therefore, an ad might have different impact on each individual depending on the individual cultural values. Hence, the effectiveness of each ad (national or international) may differ with respect to the individual's cultural values. This study tries to measure these cultural

dimensions on individual level in Turkey and whether advertisements carrying certain cultural cues are more effective or not with respect to persuasiveness and ad liking.

RESEARCH METHODOLOGY

Hypotheses

Researches that tried to measure effectiveness of advertising had been done on cross cultural basis; and it was found that there are significant differences between different cultures. For instance, Jeon and Beatty (2002) had figured out that the advertising effectiveness of comparative commercials show differences in the two extreme cultures of the U.S. and Korean cultures. However, in the individual level, it's expected that there will be a difference in effectiveness levels of commercials with respect to individual cultural differences. Besides, the cultural cues used in advertisements will affect the effectiveness of advertisements. Hence, below hypothesis are formed:

- H1: Effectiveness differs with respect to the masculine or feminine cues used in advertisements.
 - H2: Effectiveness differs with respect to the high or low power distance cues used in advertisements.
 - H3: There is a difference between the masculine and feminine individuals in terms of ad's effectiveness for masculine ads.
 - H4: There is a difference between the masculine and feminine individuals in terms of ad's effectiveness for feminine ads.
- In the same sense, the individuals with low power distance are expected to score high in terms of persuasion and liking in low power distance featuring commercials.
- H5: There is a difference between the high and low power distance individuals in terms of ad's effectiveness for low power distance ads.
 - H6: There is a difference between the high and low power distance individuals in terms of ad's effectiveness for high power distance ads.

Questionnaire Design

The researchers decided to limit the number of cultural dimensions that are to be investigated. One of the reasons for this limitation is that including all cultural dimensions would have made the questionnaire so long

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that it may create fatigue in respondents. Another reason would be that for each cultural dimension, two commercials were to be selected to evaluate its persuasiveness and liking levels. Finding representative commercials for each dimension was very hard. In addition, it would have been very tiring for respondents to watch and evaluate each commercial shown to them. These considerations forced researchers to limit their study to only masculinity and power distance cultural dimensions to be studied.

A group of marketing academicians and practitioners evaluated TV commercials with respect to masculinity and power distance dimensions. They prepared a list of TV commercials and suggested two for each dimension. Later, they came together and discussed these commercials and they ended up with the best representative of each dimension. These four commercials were shown to the respondents to evaluate ad effectiveness on persuasiveness and liking. The scenarios and the dimension the commercials represent are explained below:

In the first ad, which contained feminine cues; the father of the house deals in the kitchen and talks to his daughter, so the men-women roles are not strictly defined. The second ad containing high power distance cues features an employee-boss phone conversation which takes place in a very conservative way. In the third ad, representing masculine cultural values, the mother is doing kitchen work and suddenly the phone rings. Her husband calls to ask her to cook something for dinner. She becomes very nervous, feeling that she must do what her husband wants. On the other hand in the fourth ad, the employee talks to the boss in an informal way which is a sign of low power distance.

Three items which were asked in the studies of Edell and Burke (1987) and Burton and Liechtenstein (1988) were used in the questionnaire to evaluate the persuasiveness of the ad (as cited in Chaudhuri, 1996). The items were: "The ad was convincing", "The ad was effective", "The ad was persuasive". Since liking is another dimension of advertising effectiveness, a question regarding to the liking of the advertisement was placed in the questionnaire.

To measure each respondents' cultural values in masculinity and power distance, 11 statements are used which are adapted from the studies of Dorfman and Howell (1988) and Robertson and Hoffman (1999) (as cited in Culpepper and Watts, 1999), six of which for power distance and five of which for masculinity. All the effectiveness and culture statements were translated to Turkish and their understandability was tested with a pilot study; necessary corrections were done. A 5- point Likert scale was used to evaluate all effectiveness and culture statements ranging from 5-completely agree to 1-completely disagree. A question was added to identify the gender of the respondents.

Sample Design

The sample is comprised of 219 students of Dokuz Eylul University, Faculty of Business. The questionnaires were distributed in classes and picked up immediately after they were completed. Because of the fact that commercials have to be shown to the respondents before they have answered the questions, financial motivation is required to motivate their contribution. And since the authors have financial limitations preventing to work with paid respondents; the students were selected as the sample group. 57.5% of the sample was female, whereas 42.5% of the sample was made up of male students.

RESULTS

Reliability and Validity

The reliability of both cultural dimensions was analyzed. The Cronbach Alpha value for masculinity is found to be 0.84; which shows that the scale used is reliable. However, the Cronbach Alpha for power distance dimension is rather low, which is 0.58. The original scale in the study of Robertson and Hoffman (1999- as cited in Culpepper and Watts, 1999) had a reliability score of 0.85. One of the reasons for a lower reliability score might be related to translation error. The scale should be improved and developed. New statements could be needed to be added or several statements should be reworded. Another reason could be using the scale, which was developed to be used at a general level, at an individual level. In other words, the scale was used to test the power distance dimension of different countries whereas the same scale is used in this study to test each respondents' power distance level. To test the validity, factor analysis was conducted. Masculinity statements are grouped under a single dimension with an explained variance of 60.7%. All the item factor loadings are greater than .60.

On the other hand the power distance items were not grouped under one dimension. First dimension was named as "Trust for Subordinates" and the second one as "Obedience to Authority". Total variance explained by these two subdimensions is 52.7%. The reason for having two subdimensions might be having a homogeneous sample of students, who had inadequate work experience. If the same scale has been used for the whole Turkish population, different results might have been reached. However, in the same way, Hofstede also stated in his article that power distance was related both to the "degree of centralization of authority" and the "degree of autocratic leadership" (Hofstede, 1983).

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Table 1: Factor Analysis Results for Masculinity

Masculinity Statements	Factor Loadings
Meetings are usually run more effectively when they are chaired by a man.	.813
It is more important for men to have a professional career than it is for a woman to have a professional career.	.774
Men usually solve problems with logical analysis; women usually solve problems with intuition.	.625
Solving organizational problems usually requires an active forcible approach which is typical of men.	.867
It is preferable to have a man in a high level position rather than a woman.	.796
Total Variance Explained	0.607

Cultural Values of the Sample with respect to Masculinity and Power Distance

The mean value of the sample for masculinity and trust for subordinates is around 2.5 indicating that the cultural traits of the sample is neither completely masculine nor feminine and neither has full trust nor no trust for subordinates. The mean value for obedience to authority is relatively higher with a score of 3.4, meaning that the sample is more respectful to authority, but they perceive managers as not trusting their subordinates and not sharing their authority and responsibility with their subordinates.

HYPOTHESIS TESTING

Effectiveness of the Commercials

Effectiveness of ads was evaluated on liking and the persuasiveness of the ads. The findings for both of the measures show some congruency. The findings about liking levels of commercials are very similar to the findings of the persuasiveness of the selected ads. And the liking levels for each of the

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commercial is higher than the persuasiveness levels. High power distance commercial was evaluated as the most liked and the most persuasive ad. Low power distance and feminine ads followed high power distance ads in terms of liking and persuasiveness ratings, respectively. Masculine ad was least liked and found least persuasive.

Table 2: Factor Analysis Results for Power Distance

Power Distance Statements	Factor Loadings	
	Factor 1: Trust for Subordinates	Factor 2: Obedience to Authority
Managers should make most decisions without consulting subordinates.	.542	
It is frequently necessary for a manager to use authority and power when dealing with subordinates.		.566
Managers should seldom ask for the opinions of employees.	.764	
Managers should avoid off-the-job social contacts with employees.	.655	
Employees should not disagree with management decisions.		.814
Total Variance Explained	0.313	0.214

Table 3: Masculinity and Power Distance Values of the Sample

CULTURAL VALUES	Mean	Std. Deviation
MASCULINITY	2,6667	1,00336
POWER DISTANCE		
Trust for Subordinates	2.4018	0.71762
Obedience to Authority	3.4110	0.74659

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Feminine advertisement has a higher mean value for persuasiveness compared to masculine ad. A similar result was achieved for the liking of advertisements. Feminine ads were liked more than the masculine ads, as given in Table-5. The respondents found feminine ads more persuasive and they liked it more; hence they readily accept feminine cues in the advertisements.

One sample t-test indicates that there is a significant difference between the persuasiveness of feminine and masculine ads as well as the liking of these two types of advertisements. In addition, very significant difference is found between high and low power distance advertisements in terms of their persuasiveness and liking levels. Therefore, cultural elements used in the advertisements affect advertising effectiveness. Especially feminine and high power distance elements appearing in ads create the difference by increasing the effectiveness. Therefore H1 and H2 are accepted.

Table 4: Persuasiveness of the Commercials

	MEAN	STD. DEVIATION	One sample T-test Significance (p=0.05)
FEMININE Ad	2.9513	0.91352	0.00
MASCULINE Ad	1.8828	0.96681	
HIGH PD Ad	3.3881	0.99594	0.00
LOW PD Ad	3.1461	1.07324	

Table 5: Liking for Commercials

	MEAN	STD. DEVIATION	One sample T-test Significance (p=0.05)
FEMININE Ad	3.31	1.315	0.00
MASCULINE Ad	2.11	1.307	
HIGH PD Ad	3.70	1.212	0.00
LOW PD Ad	3.54	1.260	

Effect of Individual Cultural Dimensions on Advertising Effectiveness¹

Individual’s masculinity dimension. The persuasiveness and liking of feminine ad is higher for feminine respondents, whereas the persuasiveness and liking of masculine ad is higher for masculine respondents. However the masculinity trait of individuals creates a significant difference ($p \leq 0.01$) on the effectiveness of masculine advertisements. Therefore H3 is accepted; while H4 is rejected.

Table 6: Difference in Persuasiveness of Ads Regarding Masculinity Trait

Cultural cues used in advertisements	Cultural values of the respondents	N	Mean	Std. Deviation	Significance ($p=0.05$)
Feminine ad	Masculine respondents	83	2.8394	.91563	0.157
	Feminine respondents	136	3.0196	.90882	
Masculine ad	Masculine respondents	83	2.1205	1.07141	0.007
Cultural cues used in advertisements	Cultural values of the respondents	N	Mean	Std. Deviation	Significance ($p=0.05$)
Feminine ad	Masculine respondents	83	2.8394	.91563	0.157
	Feminine respondents	136	3.0196	.90882	
Masculine ad	Masculine respondents	83	2.1205	1.07141	0.007
	Feminine respondents	136	1.7377	.86961	

¹ The cutting point for masculinity and femininity of individual respondents is determined as “3”; and the individuals scored above this point are identified as “masculine”, whereas the individuals scored below this point are identified as “feminine”. And the cutting point for high vs. low power distance is identified as “3”; and the individuals scored above this point are identified as “high power distance”, whereas the individuals scored below this point are identified as “low power distance”.

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Table 7: Difference in Liking of Ads Regarding Masculinity Trait

Cultural cues used in advertisement	Cultural values of the respondents	N	Mean	Std. Deviation	Significance (p=0.05)
Feminine ad	Masculine respondents	83	3.13	1.395	0.118
	Feminine respondents	136	3.42	1.256	
Masculine ad	Masculine respondents	83	2.34	1.467	0.004
	Feminine respondents	136	1.96	1.183	

Individuals' Power Distance Dimension. Since in the factor analysis, two subdimensions were found for power distance, the effectiveness of ads is analyzed with respect to these two subdimensions: "Trust for Subordinates" and "Obedience to Authority". It is found that having high or low trust for subordinates do not create any difference in how effective (persuasive and liking) the respondents find the ads having power distance cues. Therefore, the level of power distance trait individuals have, do not create any difference in the effectiveness of ads consisting of power distance traits.

Table 8: Difference in Persuasiveness of Ads Regarding "Trust for Subordinates" Trait

Advertisement	Trust for subordinates	N	Mean	Std. Deviation	Significance (p=0.05)
High Power Distance ad	High	51	3.4118	1.05953	0.535
	Low	168	3.3810	.97901	
Low Power Distance ad	High	51	3.0392	1.01027	0.266
	Low	168	3.1786	1.09246	

Similar to the findings in the previous section, obedience for authority trait of individuals did not create any significant difference on the effectiveness of ads having low and high power distance cues.

Table 9: Difference in Liking of Ads Regarding "Trust for Subordinates" Trait

Advertisement	Trust for subordinates	N	Mean	Std. Deviation	Significance (p=0.05)
High Power Distance	High	51	3.73	1.078	0.240
	Low	168	3.69	1.252	
Low Power Distance	High	51	3.49	1.377	0.173
	Low	168	3.56	1.227	

Table 10: Difference in Persuasiveness of Ads Regarding "Obedience to Authority" Trait

Advertisement	Obedience to Authority	N	Mean	Std. Deviation	Significance (p=0.05)
High Power Distance	High	188	3.3741	.98116	0.383
	Low	31	3.4731	1.09468	
Low Power Distance	High	188	3.1879	1.08252	0.282
	Low	31	2.8925	.99401	

Table 11: Difference in Liking of Ads Regarding "Obedience to Authority" Trait

Advertisement	Obedience to Authority	N	Mean	Std. Deviation	Significance (p=0.05)
High Power Distance	High	188	3.69	1.202	0.637
	Low	31	3.74	1.290	
Low Power Distance	High	188	3.60	1.244	0.546
	Low	31	3.23	1.334	

Impact of Individual Cultural Differences on TV Commercials' Effectiveness

The findings reveal that the individuals with low power distance ("trust for subordinates" and "obedience to authority") do not score high in terms of persuasion and liking in low power distance featuring commercials. Hence, significant difference was found neither in the effectiveness (persuasiveness and liking) levels of the ad having low power distance, nor in the effectiveness (persuasiveness and liking) levels of the ad having high power distance between individuals having high and low power distance ("trust for subordinates" and "obedience to authority") traits. As a conclusion, both of the subdimensions of power distance have no significant impact on the effectiveness of advertisements which have power distance cues. Therefore, H5 and H6 are rejected.

CONCLUSION

The companies should keep up with the globalization, which is one of the most important challenges facing the business world today. The emerging markets deserve a serious interest; since everything is going global and international marketing becomes an important area of concern (Burgess and Steenkamp, 2006:337). Global businesses should analyze and consider the cultural differences among the countries that they serve. For instance, Coca Cola, besides the fact of being a global brand, is very successful in tailoring the advertisements in line with the local culture. So, cultural differences bring the differentiation of global messages and advertisements.

In the same sense, the individual differences among people may call for certain adaptations in the messages, content, and style of the advertisements for a certain target group. Depending on this view, this research tries to analyze the effects of individual cultural differences on the advertising effectiveness. In order to make the analysis, 219 students from Dokuz Eylül University, Faculty of Business were asked to watch the selected commercials and answer the relevant questionnaire.

In the questionnaire, the effectiveness of each advertisement was measured in terms of the persuasiveness and liking. Furthermore, another scale which aims to measure the individual cultural dimensions of masculinity and power distance was utilized. The questionnaire results were analyzed through factor analysis, and it was found that, there were no problems in measuring the masculinity dimension. However, two subdimensions were found for the dimension of power distance. If there are two dimensions, it means that there are some antecedents for the dimension. Hence, the factors should be deeply investigated to find out whether there are other second level dimensions or not. In order to analyze it, a model fit by SEM may be utilized.

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Masculinity and trust for subordinates were not condensed on one extreme. On the other hand, obedience to authority subdimension had a higher mean value pointing out that the sample had a high respect for authority. Moreover the mean value for "obedience to authority" was higher than that of "trust for subordinates". The meaning is that the sample is more obedient to authority, and besides they do not think that sharing authority and responsibility is convenient for managers.

It was also found that cultural elements used in the advertisements affect advertising effectiveness. Feminine ads were found more effective than masculine ones. Similarly high power distance ads were evaluated more effective than low power distance ads. The feminine ad compared to masculine one and the ad having high power distance elements compared to the one having low power distance elements created significant differences in effectiveness.

The effectiveness of advertisements having different cultural elements was analyzed with respect to the individual's cultural values of masculinity and power distance. The effectiveness of feminine ad is not affected from the masculinity or femininity cultural values of the respondents. However, if more masculine elements are used in the ad, than the effectiveness levels between feminine and masculine respondents differ significantly. The feminine respondents find it less effective if the ad uses masculine elements. Turkish people's cultural traits may be changing from masculinity to femininity. That might be the reason affecting feminine respondents to evaluate masculine ad less effective.

Individuals' power distance cultural values are measured under two subdimensions depending on the result of the factor analysis. These two subdimensions are "trust for subordinates" and "obedience to authority". No significant differences were found in the evaluation of the effectiveness of the ads having high or low power distance elements between individuals scoring high and low on both of the subdimensions. As a conclusion, both of the subdimensions of power distance have no significant impact on the effectiveness of advertisements which have power distance cues.

In Turkey, if the ads are going to carry masculine cultural cues, it may be found less effective by consumers who have feminine values. Therefore, marketers and advertisers should be careful about designing ad messages carrying masculine features. They should consider their target audience.

Although this study has some shortcomings, it is a pilot-study to show directions for further studies. Some implications can be derived from these results. Marketing practitioners should pay attention to target groups' individual cultural values in planning their marketing activities. For instance, it would not be a good idea to put a masculine advertisement in a magazine

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that targets feminine individuals besides considering the gender of the individual.

Advertisements that carry high power distance features were found more effective than the advertisements that carry low power distance features. The effectiveness of these ads do not change significantly with respect to the individual's power distance traits. Depending on this finding, the authors recommend marketers and advertisers to prefer using high power distance cultural cues in their advertisements. The target group's power distance traits would not create any difference in the effectiveness of the ad.

SUGGESTIONS AND FURTHER RESEARCH

This study was conducted to a subculture in Dokuz Eylul University but further research may be applied to groups at different ages, different demographic features in different regions. The sample can be differentiated. A similar kind of scale conducted to business people might give different or more reliable results. In addition, this scale could have different results if it had been applied in different regions like East Anatolia or Southeast Anatolia. Moreover, this scale can be enriched by other cultural dimensions. While measuring the results, it would be useful to use Structural Equation Modeling (SEM) to investigate the second level dimensions.

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