

SAIMAA UNIVERSITY OF APPLIED SCIENCES
Business Administration Lappeenranta
International Business

Mirva Koponen, Jenna Viklund

ADVERTISING IN TAIWAN – How Taiwanese Students Feel about Advertising

Bachelor's Thesis 2009

TIIVISTELMÄ

Mirva Koponen, Jenna Viklund

Advertising in Taiwan – How Taiwanese Students Feel about Advertising, 79 sivua, 5 liitettä

Saimaan ammattikorkeakoulu, Lappeenranta

Liiketalous, Kansainvälinen kauppa

Opinnäytetyö, 2009

Ohjaaja: Yliopettaja Kirsi Viskari

Opinnäytetyön aiheena on mainonta Taiwanissa. Tutkimuksen tavoitteena oli selvittää taiwanilaisten yliopisto-opiskelijoiden (18–26 vuotta) tunteita mainontaa kohtaan, ja onko mainonnalla vaikutusta heidän ostopäätöksiinsä. Mediat, joihin työssä keskityttiin, olivat televisio, radio, sanomalehdet, aikakauslehdet ja mainostaulut. Samankaltainen tutkimus on tehty aikaisemmin Kiinassa, ja maiden välisiä tutkimustuloksia verrattiin keskenään.

Työ on tutkimuksellinen, ja koska oppilaiden mielipiteitä tutkittiin kyselyn avulla, tutkimusmenetelmä oli empiirinen. Kysely tehtiin Shih Chien Universityssä Taipeiissa, Taiwanissa. Oskoko oli 200. Kysely koostui mainonnan pääpiirteistä ja tarkoituksena oli saada selville tehokkain tapa mainostaa nuorille Taiwanilaisille aikuisille.

Tutkimus oli selittävä ja kvantitatiivinen, ja tutkimus keskittyi mainontaan ilmiönä nuorten aikuisten keskuudessa Taiwanissa. Tutkimuksessa oli myös kvalitatiivinen osa, sillä tuloksia verrattiin samankaltaiseen Kiinassa tehtyyn tutkimukseen. Teoreettista tietoa lukuisista eri lähteistä käytettiin apuna muodostamaan tutkittava ongelma ja apuna tulosten analysoimisessa ja tulokinnassa. Lähteinä käytettiin myös kahta haastattelua, jotta työhön saatiin ajankohtaista tietoa Taiwanista.

Tutkimuksen tulosten mukaan mainonta on hyvin näkyvää taiwanilaisen nuoren aikuisen elämässä. Mainonnalla on myös jonkin verran vaikutusta heidän ostopäätöksiinsä. Yleisesti mainontaa pidetään tärkeänä tiedon lähteenä erityisesti uusista tuotteista.

Tärkein mainonnan lähde on televisio. Huumori, älykkyys ja juoni ovat tärkeimpiä asioita, jotka viehättävät taiwanilaisia nuoria mainonnassa. Epäselvyys, epätodellisuus ja epärehellisyys puolestaan koetaan ärsyttävimpinä asioina. Esille ei noussut merkittäviä eroja, kun verrattiin taiwanilaisten ja kiinalaisten nuorten tunteita mainontaa kohtaan ja kuluttajakäyttäytymistä.

Asiasanat: mainonta, kuluttajakäyttäytyminen, media, Taiwan

ABSTRACT

Mirva Koponen, Jenna Viklund

Advertising in Taiwan – How Taiwanese Students Feel about Advertising, 79 pages, 5 appendices

Saimaa University of Applied Sciences, Lappeenranta

Business Administration, International Business

Bachelor's Thesis, 2009

Instructor: Principal Lecturer Kirsi Viskari

The subject of the thesis is advertising in Taiwan. The aim was to study how Taiwanese university students (aged 18–26) feel about advertising and do advertisements have an effect on their buying decisions. The media that the thesis concentrated on are television, radio, newspapers, magazines and billboards. There is a similar study made in China, and the results between the two studies were compared.

The thesis is an investigative study and research method was empirical since the students' opinions were explored with the help of a questionnaire. The questionnaire was conducted in Shih Chien University in Taipei, Taiwan. The sample size was 200. The questionnaire consisted of different features related to advertising and the purpose was to find out the most effective form of advertising for young adults in Taiwan.

The research was explanatory and quantitative in its nature, and the focus in the survey was advertising as a phenomenon among young adults in Taiwan. There was also a qualitative part in the research, since the outcome was compared with a similar study made in China. Theoretical information from various sources was used to set the research problem and to analyse and interpret the results. There were also two interviews made in order to get current information about Taiwan.

According to the results of the research advertising is a very visible part of Taiwanese university students' life. Advertising also impacts somewhat to their purchasing decisions. A common feeling towards advertising seems to be that it is an important channel especially to get information about new products.

The most influential advertising channel is TV. Humour, intelligence and plot are considered the most important factors to appeal to young Taiwanese people, whereas unclearness, unreality and dishonesty are experienced as repulsive. There were not any significant differences when comparing the consumer behaviour and feelings towards advertising between Taiwan and China.

Keywords: Advertising, Consumer Behaviour, Media, Taiwan

CONTENTS

1 INTRODUCTION	6
1.1 Arguments for the topic.....	7
1.2 Content of the thesis.....	7
1.3 Work distribution.....	9
2 TAIWAN.....	9
2.1 History	10
2.2 Economy.....	12
2.3 Culture	13
3 RELATIONS BETWEEN TAIWAN AND CHINA	14
3.1 Political relations.....	15
3.2 Economic ties	17
4 CONSUMER BEHAVIOUR.....	19
4.1 Purchasing process	20
4.2 Trends in consumer's buying environment	24
4.3 Cultural influences on consumer behaviour.....	27
4.4 Consumer behaviour in Taiwan	29
5 ADVERTISING.....	30
5.1 Advertising design	33
5.1.1 Target group.....	34
5.1.2 Message.....	34
5.1.3 Budget.....	35
5.1.4 Evaluation of the results	36
5.2 Appeals.....	37
5.3 Executional frameworks.....	41
5.4 Media selection.....	44
5.4.1 Television	45
5.4.2 Radio	46
5.4.3 Newspapers	47
5.4.4 Magazines	48
5.4.5 Billboards.....	49
6 ADVERTISING IN TAIWAN	50
6.1 Taiwanese media.....	51
6.2 Regulations and restrictions	52
6.3 Differences between Taiwanese and Chinese advertising	53
7 DATA ACQUISITION AND PROCESSING.....	53
8 SURVEY RESULTS.....	56
8.1 Advertising.....	57
8.2 Consumer behaviour	60
8.3 Appeals.....	61
8.4 Media.....	63

9 ANALYSIS AND COMPARISON	67
9.1 Advertising	68
9.2 Consumer behaviour	69
9.3 Appeals.....	71
9.4 Media.....	72
9.5 Comparison	74
10 CONCLUSIONS.....	76
SOURCES	77
APPENDICES	
Appendix 1 Cover letter	
Appendix 2 Questionnaire	
Appendix 3 Interview framework	
Appendix 4 Interview framework	
Appendix 5 SPSS-tables	

1 INTRODUCTION

The subject of this thesis is advertising in Taiwan. The aim is to study how Taiwanese young adults (aged 18–26), who study in university, feel about advertising and do advertisements have an effect on their buying decisions. In addition to their consumer behaviour, the most effective channels and forms of advertising, what kind of ads they pay attention to and what the best channel to reach them is, are explained. The concentration is on university students living in Taipei.

The media the research concentrates on are TV, radio, magazines, newspapers and billboards. These channels were chosen because they are the most visible and very strongly present in the life of a young adult. Even though also the Internet is nowadays a part of everyday life, it was left out of the research because of its wide concept. In addition, Taiwan, as the Republic of China, is very strict about the Internet usage and the ads shown there. There is very little if any foreign advertisement shown in the Internet and that is why the media mentioned earlier were chosen.

There is a similar study already made in China, which gives an opportunity to compare the results between Beijing and Taipei. The comparison is an interesting addition to the thesis because of the long history of complicated relationship between Taiwan and China. The countries also have slightly differing cultural heritage and in different pace developing economies. It is also interesting to compare these two studies in order to find out if the students in Beijing and Taipei have a different kind of perspective towards advertising and to life itself.

1.1 Arguments for the topic

The fact that someone had already done a research about advertising in China gave an excellent opportunity to do a similar study in Taiwan and to compare the results. The main idea in comparing two studies is to find out if the students in Beijing and Taipei have a different kind of perspective towards advertising.

Asian marketing is especially interesting because of the growing business interaction between Europe and Asia. Asia has become a powerful continent and growing marketplace that attracts many European companies to expand abroad. Business between Finland and Greater Chinese area has grown steadily during the past few years. That is why it would be very important to find out the most effective ways to market in that area.

The research will be helpful in order to understand the challenges of marketing in a different culture when entering foreign markets. Especially Asian culture is very different compared to western culture. There might also be differences within various Asian countries. After the comparison of the two different regions in the Greater Chinese area, possible differences and similarities between them can be defined more clearly.

1.2 Content of the thesis

Before analyzing and introducing the results of the research this thesis introduces some basic information about Taiwan such as history, economy and culture. Because there is some comparison of survey results between Taiwan and China, the relations between the two countries are described. In the third chapter the thesis clarifies why these two nations should be treated clearly as two different countries. Although Taiwan and China might seem very similar, they are surprisingly different and especially their reciprocal relationship is very complicated.

The theoretical part also contains basic information about consumer behaviour. As for consumer behaviour the thesis introduces the consumers' purchasing process which includes several different stages. Also related to consumer behaviour, trends in consumer buying environment are described, as well as cultural influences on consumer behaviour. After the general information the thesis clarifies the consumer behaviour in Taiwan.

In addition, the thesis explains general information about advertising, such as advertising design, appeals, executional frameworks and media selection. Advertising design includes factors such as target group, defining the aims and message of advertisement, planning of the budget and evaluating the results. In advertising there are many factors that appeal to consumer. From these fear, humour and sex appeals, as well as musical, rational, emotional and scarcity appeals are introduced. From executional frameworks animations, slice-of-life, dramatization, testimonial, authoritative, demonstration, fantasy and informative are explained. Nowadays there are many different media that can be used in advertising. The types of media that the thesis concentrates on are television, radio, magazines, newspapers and billboards. Each of those media are introduced and explained how they are used within advertising.

In addition to general information of advertising, the advertising in Taiwan is specified. The sixth chapter introduces advertising in Taiwan in general and how it has developed. It also includes an introduction of Taiwanese media, with a focus on media that have been selected for the research. In addition, different regulations and restrictions in Taiwanese advertising are presented, as well as major differences between Taiwanese and Chinese advertising.

1.3 Work distribution

Because the thesis is a pair work, some division about who is doing and what had to be done. Both of the writers participated in the research of the information. In addition, the drafting of the questionnaire and the analysis of the results were conducted together.

The theoretical part was divided in five main chapters. Jenna Viklund has written the first three main chapters that include information about Taiwan, relations between Taiwan and China, and consumer behaviour. Mirva Koponen has introduced the following two chapters, advertising in general and in Taiwan. Advertising is the most extensive part of the thesis which explains the distribution of the theoretical part. Introduction, conclusions and abstracts are again written in cooperation.

2 TAIWAN

Taiwan, which is part of the Republic of China (ROC), is located off the south eastern coast of mainland China, across the Taiwan Strait. Taiwan's total land area is about 36,000 square kilometres and it has a population of 23 million. The majority of inhabitants have their origins in the various provinces of mainland China, being the descendants of immigrants especially from the south-eastern coastal provinces of Fujian and Guangdong. (Tourism Bureau 2009.)

The official language of Taiwan is Mandarin Chinese, but there are also other languages which are quite widely spoken. Especially noticeable is Minnan, which is spoken by southern Fujianese descendants. The smaller groups of Hakka people and the indigenous people have also preserved their own languages. Many elderly people can also speak some Japanese due to Japanese education under the Japanese occupation which lasted for half a century until Taiwan was returned to Chinese rule in 1945. (ibid.)

The religions that are traditionally practiced in Taiwan are Buddhism, Taoism and folk religions. However, despite some purely Buddhist temples, most of Taiwan's traditional places of worship combine all the three religion's traditions. Because of the period of Japanese occupation, the Taoism religion with a spirit of Chinese culture was suppressed and people had to worship their gods in secret in Buddhist temples. After Taiwan was restored back to Chinese rule, the convergence of these two religions continued, and today all sorts of different kinds of gods are worshipped in the same temple. Another important part of religious thinking in Taiwan is Confucianism. Confucius was China's most famous and beloved teacher, advocating the practice of rituals and the worship of ancestors. (ibid.)

2.1 History

The history of Taiwan is very rich and unique. During prehistoric times, Taiwan was first populated by Malays, a group of Polynesian descent. From the beginning of the thirteenth century to the eighteenth century, large numbers of Chinese settlers from the Hoklo-speaking province of Fujian and the Hakka-speaking province of Guangdong arrived in Taiwan. In the sixteenth century, the island was named Isla Formosa, or "beautiful island", by the Portuguese traders. (Pecotich 2005, p.583.)

Because Taiwan was located along the important trade route to the Far East, Portuguese, Spaniards, and Dutch all struggled to get colonial control over the island. The Dutch won the struggle and colonized Taiwan in 1624. However, the Dutch colonization period was quite short because in 1662, Cheng Cheng-kung banished the Dutch from Taiwan. During his rule, a stream of Chinese continued steadily to arrive in Taiwan. 200 years later, the rule of Taiwan passed on to Ching dynasty. Under Ching rule, four ports in Taiwan were forcibly opened to foreign trade by the Treaty of Tianjin in 1858. Foreign interest in the island made Taiwan an important gateway to provinces along China's south eastern coast, and in 1885, the Ching dynasty made Taiwan officially a province of China. (Pecotich 2005, p.583; Walden 2006, p.343; GIO 2009.)

After the Sino-Japanese war, Taiwan was occupied by Japan from 1895 to 1945. That is also the longest period in Taiwan's history that it has been governed by a foreign nation. Due to its 50-year rule over Taiwan, Japan's development was extensive in areas such as railroads, agricultural research and development, public health, banking, education and literacy, cooperatives and business. In 1945 Japan was defeated in the Second World War, and due to that Taiwan became a province of the Republic of China. After having been occupied by different nations from Portuguese to Japanese, Taiwan was finally under Chinese rule again. (Pecotich 2005, p.583; Walden 2006, p.343; GIO 2009.)

Since becoming part of the Republic of China, Taiwan's national politics was controlled by the nationalist party Kuomintang until 2000. Its monopoly ended with the election of President Chen Shui-bian of the opposition Democratic Progressive Party. However, persistent corruption allegations surrounding Mr. Chen gradually undermined his popularity, and the Nationalist Kuomintang restored its power in the 2008 presidential election. (Pecotich 2005, p.584; BBC 2009.)

2.2 Economy

During last fifty years, Taiwan has gone through a transformation from an underdeveloped, agricultural island to an economic power. Even in 1950, Taiwan was one of the world's poorest countries. Today, Taiwan's dynamic economy has a large trade surplus and holds the world's third largest currency reserves. (Pecotich 2005, p.584; FITA 2009.)

The change in Taiwan's economy from poverty to success has its roots in the time of Japanese colonization. When Taiwan was under Japanese rule, it was first considered as an agricultural colony but later it became an industrial supplier for Japanese to support their war efforts during World War II. By providing manufacturing, transportation, education, banking and finance, the colonization period created the infrastructure that enabled post-war Taiwan to make the successful economic progress. (Pecotich 2005, p.584.)

The fast economic growth in Taiwan can be separated to four distinct phases. From the end of World War II to the 1950s, Taiwan's economy relied on agriculture and import substitution. From 1960 to 1973, there was an export-oriented industrialization (EOI) phase in Taiwan's economy, and from 1973 to 1986, a technologically sensitive external orientation phase. From 1986 to the present, small and medium-sized enterprise promotion and easing of barriers to entry into the global market have been the major factors leading the economic growth of Taiwan. (Pecotich 2005, pp.584–585.)

Today, Taiwan's economic structure is quite similar to that of many other post industrialized countries. 73.2 per cent of Taiwan's gross domestic product is generated by the service sector, 25.1 per cent by industry and 1.7 per cent by the agricultural sector. (CIA 2009.)

The economy is also notably driven by foreign trade. Taiwan's major export partners in 2008 were China (29.2 %), U.S. (12 %), Hong Kong (9.8 %), Japan (6.9 %) and Singapore (4.6 %). The main export commodities are electronics, flat panels, machinery, metals, textiles, plastics, chemicals and car parts. The major import partners in 2008 were Japan (19.3 %), China (13 %), U.S. (10.9 %), Saudi Arabia (6.3 %) and South Korea (5.5 %). Taiwan's main import commodities are electronics, machinery, petroleum, precision instruments, organic chemicals and metals. (CIA 2009.)

2.3 Culture

Because of its unique historical and geographical background, Taiwan has a very versatile culture. It combines elements from many different ethnic groups, including the Aborigines, the Dutch, the Spanish, the Japanese, the Han-Chinese, and more recently the Americans. Consequently, Taiwan's culture is a vivid mixture of many different cultures' customs and traditions. (Tourism Bureau 2009.)

The most notable part in Taiwan's cultural history was played by the Han-Chinese who came from the Mainland China. They brought with them traditional Chinese customs but also created new ones in Taiwan. Chinese culture is most obviously seen by the traditional architecture and folk art found in Taiwan, and also by an enormous collection of cultural relics exhibited in the National Palace Museum. Another important aspect of Chinese culture's visibility in Taiwan is holidays and festivals such as the Chinese New Year, the Dragon Boat Festival, the Lantern Festival and Lover's Day. (Taiwan Information 2009, Tourism Bureau 2009.)

The Aborigines, Taiwan's indigenous people, bring an interesting dimension to Taiwan's culture by their mysterious customs and traditions such as the Harvest Festival, the Worship of Hunting, spiritual rituals, totemism, and snake worship. The Aborigines form the most northern branch of the Austronesian culture group and they can be divided into 14 tribes, i.e. the Amis, the Atayal, the Paiwan, the Bunun, the Puyuma, the Rukai, the Tsou, the Saisiyat, the Yami, the Thao, the Kavalan, the Truku, the Sakizaya, and the Sediq. Over the years, some Aborigine groups have assimilated with the Chinese, but the different tribes have however managed to preserve also some of their own traditional customs, tribal structure and architecture. (ibid.)

Cultural traces left by the Dutch, Spanish and Japanese include mostly architectural structures found around Taiwan. Some important architectural structures are the Presidential Office Building, the Executive Yuan, various schools and other large structures that are now used for example as governmental institutions and assembly halls. (ibid.)

3 RELATIONS BETWEEN TAIWAN AND CHINA

Taiwan and China maintain in practice a fragile "status quo" relationship, but periodically they grow impatient with the complicated diplomatic status that has kept Taiwan separate from the mainland China since 1949. After losing the civil war to communist Chinese in 1949, the nationalist Kuomintang leaders of the Republic of China regarded the communist Chinese government as illegitimate, and claimed that the mainland is rightfully their own. Beijing, in turn, considers Taiwan to be a renegade province, and has tried repeatedly to persuade the island to negotiate to return under China's rule. (Roberge & Lee 2009.)

In 2000, the Kuomintang lost its ruling power and was forced to opposition. After eight years it, however, returned to power in 2008. During this time President Chen Shui-bian with the Democratic Progressive Party had controlled the power and was engaged in policy that widely departed from the Kuomintang. The policy of the Democratic Progressive Party was to regenerate efforts to seek Taiwan's sovereignty. After taking office, current President Ma Ying-jeou took a more conciliatory approach toward relations with China by declaring a "diplomatic truce" with the country. Since then, Taiwan's relations with China have improved. (Roberge & Lee 2009.)

3.1 Political relations

For practical reasons Taiwan has been independent for half a century, however, China considers the country as a part of its territory and wants it to be re-united with the mainland. The "one China" policy is officially supported by China, the U.S., and many other countries, and it claims that there is only one China and that Taiwan is a part of it. Nevertheless, in reality Taiwan is an independent republic state based on parliamentary democracy and has a semi-presidential form of government. (Brown 2004, p.1; FITA 2005.)

The varying approaches towards Taiwan-China relations remain also at the very heart of the major political parties of Taiwan. Both the Kuomintang and the Democratic Progressive Party support the status quo with the mainland, but the ultimate aims of both are reversed. The Kuomintang's ultimate goal is the reunification of Taiwan with mainland China and the Democratic Progressive Party advocates eventual official independence for Taiwan. However, both parties continue to embrace the status quo because they believe that at present their goals are not advisable. The Kuomintang claims that the political environment in China is currently not desirable for reunification, and the Democratic Progressive Party's members believe that the price of independence is currently not worth paying. However, both parties promote that Taiwan should participate in supranational organizations. (Walden 2006, p.342.)

At present, if peaceful attempts at reunification fail, Beijing reserves the right to use force to ensure reunification. Due to that purpose, a military buildup on the Fujian coast of mainland China, opposite Taiwan, has long been evident. As a means to maintain the balance of power in the region, the U.S. has provided both arms and military training to Taiwan. (Walden 2006, p.342.)

The main reason why China initially argues Taiwan's sovereignty is about identity. China claims that Taiwan is ethnically Han which is Chinese national identity, and therefore Taiwan should be part of the Chinese nation. National identity defines the group that the state is supposed to serve and protect. It is also associated with national, cultural, economic, political, and geopolitical goals that the state is supposed to promote. Due to that, national identity has strong implications for defining national interests. (Brown 2004, pp.1–2; Horowitz 2007, p.3.)

Between 1945 and 1991, Taiwan's government acknowledged Taiwan as ethnically Han and nationally Chinese, and even claimed that it was the lawful government of mainland China. However since 1987, people in Taiwan have increasingly claimed for the political purpose of justifying their distance from China. According to them Taiwanese identity is a mixture of Han culture and ancestry, Aborigine culture and ancestry and Japanese culture. Today, although Taiwan still acknowledges and honours its Chinese heritage, it now claims not to be Chinese. The claim was made in the 1990s primarily on the basis of Aborigine contributions to Taiwanese culture and ancestry. (Brown 2004, p.2.)

If Taiwan became independent, it would create problems especially for China's national identity. Even if it is ironic, China was more comfortable when Taiwan's government claimed legal authority over China because at least then there was no questioning of whether Taiwan belonged within the Chinese nation. Taiwan's independence could have a domino effect that would break up China and its provinces. (Brown 2004, pp.2–3.)

Before the Olympics held in Beijing in 2008, there was a theory suggesting that Taipei will try to push its claim to independence safely while the eyes of the world were upon Beijing and it could not use heavy-handed measures to keep Taiwan in line. That is why China's government pressurizes Taiwan to use the title Chinese Taipei when competing in international events. The Beijing government also prohibits the playing or display of Taiwan's national flag or anthem. Relations in other areas are however improving, especially in the field of commerce. (Walden 2006, pp.342–343.)

3.2 Economic ties

The economies of Taiwan and China are both very important players in the global economic environment. Nevertheless, the two economies have developed very differently. Taiwan's transformation from an agricultural island to a powerful market economy began already in the late 1950s, and its economy grew extremely rapidly in the 1960s and 1970s. In comparison, China's transition from a centrally planned system towards a more market-oriented economy started in the late 1970s. However, China's development has been remarkably rapid during the past 30 years, and it will increasingly be a market economy. (Pecotich 2005, p.584; Lardy 2007; CIA 2009.)

Between 1949 and 1979 economic relations between Taiwan and China were virtually nonexistent until China begun its reforms towards market-oriented economy and opening to the outside world. The trade between Taiwan and China began not until in the mid-1980s when Taiwan responded for the first time to China's request for cross-strait trade by announcing the "Non-interference Principle of Indirect Exports to the Mainland". The trade volume has increased ever since along with China's economic reforms and Taiwan's gradual relaxation of limits on cross-strait economic interaction. (Tung 2004, p.1; Tucker 2005, p.95; Tanner 2007, p.1.)

Since the 1980s, the volume of cross-strait economic activity has expanded at a remarkable pace. China has become Taiwan's third largest trading partner after the United States and Japan, and in 2002 China became Taiwan's largest export market for the first time. In addition, China has become Taiwan's primary target for its overseas foreign direct investment (FDI). Since the mid-1990s, Taiwanese firms operating in China have expanded their investment from labour-intensive manufacturing to more capital- and technology-intensive ventures, especially in the IT industry. (Tung 2004, pp.2–6; Tanner 2007, p.1.)

In comparison to Taiwan's perspective, between 1990 and 1999 Taiwan was China's fourth largest trading partner after Japan, the United States and Hong Kong. Between 2000 and 2002 Taiwan was China's fifth largest trading partner after Japan, the United States, Hong Kong and Korea. In addition, Taiwan has become China's second largest supplier after Japan. Taiwan's exports to China have mainly been concentrated on plastics and rubber, textiles, base metals, machinery, mechanical appliances and electrical equipment. (Tung 2004, p.2.)

The trade between Taiwan and China has been growing rapidly especially after China entered the World Trade Organization (WTO) in 2001 and, within a month, Taiwan entering as "Chinese Taipei". Though the increasing volume of trade is very impressive, the increasing strategic importance of the relationship between Taiwan and China is still more prominent. The economic ties are very important for both countries, especially for Taiwan. Taiwan's trade and investment with China constitutes a large and growing percentage of its total FDI and foreign trade. The economies of Taiwan and China are also deeply intertwined in many of their most important economic sectors. The increasing interdependence of China's, Taiwan's and Hong Kong's economies has accelerated the rise of Greater China as one of the most vibrant economic regions in the world. (Tanner 2007, p.2; Roberge & Lee 2009.)

4 CONSUMER BEHAVIOUR

The major goals of advertising are presented in chapter five but one basic aim is mentioned already here because of its close relation to consumer behaviour. This basic aim of advertising is to persuade consumers to specific actions, usually to purchase a product. In order to achieve this aim, advertisers must learn to understand consumers' ways of thinking, the different factors that motivate them and the environment in which the consumers live. In international environment, for example when expanding to other countries, finding general patterns of consumer behaviour is especially difficult because each culture has its own values, beliefs and habits. Effective marketing also involves focusing the activities of the organization on the different needs of consumers. (Wells, Burnet, Moriarty 2000, p.90; Cant, Strydom & Jooste 2009, p.62.)

The task of understanding consumers includes several different factors. Advertisers have to take into account different internal and external influences, various exceptions and different behaviour patterns. Especially important is consumer behaviour which is a process where individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumers take many forms and the items that are consumed can include nearly anything. Also the range of needs and desires of consumers can vary considerably. (Wells et al. 2000, pp.90–91; Solomon, Bamossy & Askegaard 2002, p.5.)

Marketing being so consumer-oriented by its nature, the study of consumer behaviour is crucial to advertisers. In order to understand consumers' needs and the reasons that determine the needs and how consumers respond to satisfy the needs, advertisers conduct special consumer behaviour studies. Advertisers conduct the studies also to find out how consumers think and make decisions about products.

With the help of consumer behaviour studies, advertisers can identify who the consumers are, why they buy, what they buy, and how the buying process of certain products is handled. The more advertisers know about consumers' behaviours and what influences their buying decisions, the more effective they will be in satisfying consumers' needs. (Wells et al. 2000, p.91; Cant et al. 2009, p.62.)

4.1 Purchasing process

The main target of marketing communication is to find out how to influence consumer purchasing decisions. Consumer decision-making is mainly a problem-solving process. Most consumers go through similar mental processes in making purchasing decisions. However, there are various different types of purchase decisions that can be identified based on the degree of buyer involvement and the degree of differences among brands. (Hollensen 2003, p.113; Clow & Baack 2007, p.63; Cant et al. 2009, p.63.)

The first type of purchase decisions is complex buying behaviour that occurs when consumers are highly involved in a purchase and are aware of significant differences among brands. In complex buying behaviour consumers usually need assistance with the products' attributes and benefits. Dissonance-reducing behaviour is the second type of purchase decisions. In this case consumers are also highly involved in the purchase but they think that there are only few differences between the brands. The third type of purchase decisions is habitual buying behaviour. This type is quite the opposite of complex buying behaviour because it demonstrates low consumer involvement and lacks significant brand differences. (Cant et al. 2009, pp.63–64.)

The fourth type of purchase decisions, variety-seeking buying behaviour, includes low consumer involvement, but significant brand differences. Two further and the last types of purchase decisions are routine decision-making and impulsive decision-making. Routine decision-making occurs when a consumer, without consciously being aware of it, consistently purchases the same branded products. Impulsive decision-making in its case implies unplanned action on the spur of the moment. In other words, consumers make the purchase decision immediately after they have recognized the need. (Cant et al. 2009, p.64.)

The consumers' buying decision-making process includes five stages, which are need recognition, information search, evaluation of alternatives, making a purchase decision, and post-purchase evaluation. For high involvement purchases, all stages are gone through, but for low involvement purchases, the first three stages may be skipped. As involvement increases, each stage becomes more important, and more active learning occurs. Especially important stages are generally information search and evaluation of alternatives. Understanding how consumers search information about products and then evaluate that information is crucial for creating effective advertisements. (Hollensen 2003, p.118; Clow & Baack 2007, p.63.)

When the buying decision-making process begins, the first stage occurs when the consumer recognizes a want or need for a product. Need recognition can occur in several ways and the need can also vary in terms of seriousness or importance. The need can occur e.g. when a consumer is running out of a product, when a purchased product turns out not to satisfy needs adequately, or when a new need is created. The purpose of advertising in the need recognition stage is to activate or stimulate consumers' different needs or desires. (Wells et al. 2000, p.112; Solomon et al. 2002, p.239.)

After noticing the need, the consumer begins to search for information. Usually, the first step in the second stage is internal search, in which the consumer mentally recalls products from past experiences that might satisfy the need. First, the consumer chooses the potential brands to consider during the information search. If the experience with one specific brand was positive, it is likely, that the consumer makes the same purchase decision. If that happens, there is no need for further information search. If the past experience does not satisfy the need, the consumer continues to more complete internal search. The goal of brand managers in this stage is to make sure that their brand will become one of consumers' potential alternatives. (Clow & Baack 2007, pp.63–64.)

If the internal information is sufficient, the consumer will continue to the stage of evaluating the alternatives. Otherwise, the person will make a mental decision about an external search. External information search can be casual, such as talking with friends and relatives or reading ads, magazines, newspapers and books that happen to catch attention, or formal, such as searching for information in publications or the Internet. The role of advertising in this stage is to help the search process by providing information. (Wells et al. 2000, p.112; Clow & Baack 2007, p.64.)

The third stage in the consumers' buying decision-making process is the evaluation of alternatives. During this stage, the consumer compares different products and features and reduces the list of potential alternatives to a manageable number. Usually specific features are chosen in terms of importance to help with judging alternatives. Products or services are viewed as bundles of attributes, and the evaluation process can be divided in three models which are the evoked set approach, the multi-attribute approach and affect referral. Understanding how consumers make decisions allows marketers to develop situations where consumers favour the promoted brand. (Wells et al. 2000, p.113; Hollensen 2003, p.120; Clow & Baack 2007, p.70.)

The evoked set consists of the brands that already are in a consumer's memory. It includes also the most prominent brands in the retail market. The brands in the evoked set are further divided in an inept set and an inert set. The inept set consists of brands which elicit negative feelings in a consumer's memory. The inert set includes brands which the consumer knows but has neither negative nor positive feelings about. Consumers often include a very limited number of alternatives in their evoked set. That is why the main purpose of many advertisements is to help placing the brand name into consumers' evoked sets. (Solomon et al. 2002, pp.249–250; Clow & Baack 2007, p.70.)

In addition to recognizing the brand, consumers evaluate alternatives by examining different product attributes. The multi-attribute model assumes that the consumer evaluates a brand by the brand's performance on product or brand attributes, and by the importance of each attribute to the consumer. The more important attributes to the consumer the brand has, the more likely the brand will be purchased. In advertising, marketers often introduce a product's multiple features by designing a series of messages. Over time, consumers will have the information they need to be able to evaluate the product. (Clow & Baack 2007, p.71.)

The third model consumers use to evaluate purchase alternatives is affect referral which assumes that consumers choose the brands with which they have developed emotional connections. In the affect referral model consumers do not evaluate brands or product attributes. The consumer simply chooses the brand one likes the best or a brand that evokes positive feelings. The affect referral model specifically explains quick purchase decisions, repurchase situations and brand loyalty. Purchases made by affect referral usually have low levels of consumer involvement and are also frequently purchased products. (Clow & Baack 2007, pp.71–72.)

The fourth stage in the consumers' buying decision-making process is the purchase decision that is often a two-part decision. Consumers often select the brand first and then the outlet from which to buy the product. Sometimes, consumers might select the outlet first. After the purchase decision has been made, becomes the last stage of the process that is post purchase evaluation. This is the point where the consumer begins to reconsider and evaluate the purchase. The post purchase evaluation determines whether the consumer will repurchase the product, return it or refuse to buy the product again. (Wells et al. 2000, p.113.)

4.2 Trends in consumers' buying environment

Studying how consumers make purchasing decisions is important when marketers are designing marketing communication. However, the environment in which purchases are made is also something to take into consideration. The buying environment is rapidly changing and constantly evolving, and several trends in it may affect consumers' purchasing patterns. The major trends affecting consumers' buying behaviour are age complexity, gender complexity, individualism, active and busy lifestyles, cocooning, pleasure pursuits and health emphasis. (Clow & Baack 2007, p.72.)

Age complexity illustrates how the purchasing environment has changed within different age groups. Especially among children information provided about different things has changed the ways they grow up. Children are surrounded by different advertisements, video games, television shows, movies and many other sensory perceptions. As a result, many believe children are growing up at a much earlier age. At the other extremity, many adults do not want to get old. They try to remain young by acting like the youth and buying products normally purchased by young people. This trend brings challenges to marketers to be able to design messages that reflect these behaviours without offending the traditional middle-aged segment of society. (Clow & Baack 2007, pp.72–73.)

The second trend in the consumers' buying environment is gender complexity, which means that the traditional roles, lifestyles and interests of both men and women are mixing up. Changes are happening especially in occupational level and in family life. Women are entering occupations that were earlier considered men's field, and many women are also focusing more on their careers than starting families. Meanwhile, men are getting more interested in parenting, helping with household work and spending more on personal care. Advertisements traditionally targeted to either gender can now be designed to influence both men and women. (Clow & Baack 2007, p.73.)

Individualism has also become an important trend in the consumers' buying environment. Consumers want that products are developed just for them. To meet this trend, companies have invented many new ways to personalize their products. Often the Internet is a useful tool with allowing consumers to have an effect on their products. The consumers can for example design their own shoes or order clothes with exact measurements over the Internet. Also food manufacturers have recognized the trend of individualism and they have increased the varieties, sizes and flavours of foods. (Clow & Baack 2007, p.74.)

Active and busy lifestyles have become an important trend in the consumers' buying environment because they have had a major impact on consumer behaviours. According to some surveys people have so busy lives that they would even be ready to give up some wages in exchange for extra free time. Many consumers have started to focus more on experiences than material possessions. Consumers are especially interested in vacations, entertainment and events with friends and family. Time pressure also increases the demand for different convenience products and items. (ibid.)

The fifth trend in the consumer buying environment is cocooning that is one of the side effects of a busy lifestyle. The stressful life lures consumers to retreat and cocoon in their homes. Evidences of cocooning are especially elaborated homes with expensive sound systems, satellite systems with big-screen televisions, swimming pools, saunas, hot tubs, and gourmet kitchens with large dining rooms. Also shopping without leaving from home is emphasized by many advertisements. (Clow & Baack 2007, pp.74–75.)

A hectic and busy lifestyle also creates a need for occasional pleasure pursuits. Some people handle stress by having expensive dinners out and by other smaller luxury purchases. Pleasure pursuits also include weekend holidays in resorts and short cruises. In addition to luxury and “get away” trips, many people seek exciting adventures. As a result, marketers need to note these different aspects of products. They need to concentrate on the indulgence features as well as providing experiences. (Clow & Baack 2007, p.75.)

The last major trend in the consumers’ buying environment is health emphasis. There are two outcomes of this trend that are increasing interest in health and maintaining young appearance. Many consumers are trying to have a balanced lifestyle by concentrating on nutrition and exercise without feeling guilty about an occasional indulgence. (ibid.)

The trends in the consumer buying environment create several challenges for marketing experts. The first is to keep up with changes so that they will not come as a surprise for the company. The second is to create compatible goods and services with the changing values. The third is to design reflecting marketing messages with the values consumers express. The idea is to market new trends so that current customers who may not like the trends would not be alienated either. (Clow & Baack 2007, pp.75–76.)

4.3 Cultural influences on consumer behaviour

In order to fully understand consumption choices, considering the cultural context in which the purchasing decisions are made is crucial. Through culture people view products and try to interpret their own and other people's consumer behaviour. Across cultures people have different concepts of themselves and the factors that influence their buying motives. Differences in how people process information and how they make decisions are also aspects related to culture. (Solomon et al. 2002, p.441; Mooij 2009, p.93.)

Culture can be defined as a complex of the standards of beliefs, perception, evaluation and behaviour that are shared by the members of a social group. Different concepts, values and behaviour in a culture are learned and passed on from one generation to the next. An important indicator of culture is the values shared by individuals within a specific social group. Researchers have for several decades tried to identify the core values that characterize a whole culture. One list consists of nine core values which are a sense of belonging, excitement, fun and enjoyment, warm relationships, self-fulfilment, respect from others, a sense of accomplishment, security and self-respect. Core values are often referred to by advertisers when they are selecting their primary appeals. (Wells et al. 2000, pp.92–93; Mühlbacher, Leih & Dahringer 2006, pp.181–199.)

Values influence consumers' perceptions, and they underlie social norms. Norms are accepted rules, standards and models of behaviour that direct the information search and evaluation of alternatives in a buying decision process. Norms influence also consumption as well as usage behaviour. Norms and values are often combined to create cultural customs. Customs are behaviour models that establish culturally acceptable behavioural patterns in specific situations. (Wells et al. 2000, p.93; Mühlbacher 2006, p.199.)

In order to understand any culture, one must not only understand the content but also how the system is put together and how its parts are interrelated. Culture is also adaptive by its nature through a discontinuous or an evolutionary process. Culture adapts to the physical and social environment in which it operates and communicates. The adaptive nature of culture is an important factor in developing an understanding of behaviour in a specific culture. In the past, cultural change was usually gradual and rather slow. Today, the accelerated technological changes have created a situation where the change is quicker and more unpredictable. Owing to the changes in culture, marketers need to consistently reconsider why consumers are currently doing what they do, when purchases happen, how and where consumers can be reached by the media, and what new needs and desires are emerging. (Bradley 2002, pp.88–89; Schiffman, Hansen & Kanuk 2008, p.375.)

There are several important ways in which the various components of culture influence consumers' perception, attitude and understanding of a specific product and so affect the way consumers behave in the purchasing process. Three major processes through which culture influences consumer behaviour are cultural forces, cultural message and consumers' decision-making process. Cultural forces are elements of society such as religion, language, history and education. These elements send consumers direct and indirect messages about different products and services. Culture affects the consumers' decision-making process by determining the answers to such questions as "Do we drink coffee or juice at breakfast?" or "Do we shop daily or on a weekly basis?" (Doole & Lowe 2008, p.80.)

4.4 Consumer behaviour in Taiwan

Taiwanese consumers are loyal to brands and the leading brands dominate the market completely. However, the Taiwanese are very attentive to prices. A brand or a store which puts its prices up would lose customers immediately. Food purchases are made as and when needed, and national and Japanese products are the most frequently bought. Taiwanese consumers are also keen on new products especially in the high-tech sector. (FITA 2009.)

Taiwanese consumers are very smart and usually they know exactly where to buy the products they need. In Taipei there is for example a special market for digital devices where consumers can find products with considerably low prices. Taiwanese consumers are also very active to search for information about new products and the most popular information channel is the Internet. (Kao 2009.)

The changing consumption behaviour in Taiwan indicates that during past years the percentage spent in the nondurable goods such as foods, beverages and grocery products has declined. Accordingly, the percentage spent on durable goods such as entertainment, education, transportation and telecommunications has increased. Durable goods e.g. colour televisions, telephones and washing machines, that were considered symbols of family wealth thirty years ago, are now necessities for Taiwanese families. DVD players, video games, personal computers, mobile phones and Internet facilities are now new status symbols for younger-generation families. (Pecotich & Shultz 2006, p.599.)

The low percentage spent on nondurable goods does not imply that Taiwanese consumers eat less or drink less. The popularity of American fast-food chains and more Western cuisines indicate that Western foods are gradually changing Taiwanese consumers' dietary consumption patterns. Because of changing lifestyles, Taiwanese also eat out frequently. Cafés, snack bars and street vendors are popular outlets for family lunches and dinners. (Pecotich & Shultz 2006, p.600.)

The current global financial crisis also influences the consumer behaviour in Taiwan. Especially grocery shoppers are becoming increasingly price driven. Low priced items have become the key criteria for Taiwanese consumers when choosing where to shop for groceries. Consumers are nevertheless not willing to travel too far for lower priced items. The brand loyalty toward usual brands such as biscuits, snacks, shampoos and laundry detergents is rather low but toward vitamins and face care products consumers have preserved the high level of loyalty. (Nielsen 2009.)

5 ADVERTISING

The definition of advertising is multidimensional. Advertising is a paid nonpersonal form of communication that identifies the sponsor. The aim of advertising is to persuade or influence consumer through mass media, such as television, radio, newspaper, magazine, direct mail or outdoor displays. It provides market information to help buyers and seller to meet in the marketplace. Advertising is often the most visible element of a company's marketing communication. (Wells et al. 2000, pp.6–9; Monle & Johnson 2005, p.3)

There are five main goals that advertising performs. The most important goal is to build a strong brand and corporate image. Another goal is to provide product and brand information that will help consumers in the decision-making process. In addition to information, advertising also provides incentives to take action for dissatisfied consumers that are willing to change brand. This kind of persuasive advertising is more used in consumer than in business-to-business advertising. (Wells et al. 2000, p.11; Clow & Baack 2007, pp.148–149.)

Furthermore, advertising provides reminder and reinforcement. Large portion of advertising is directed to existing customers to constantly remind about the name, benefits and value of the brand. The goal is to support other marketing functions. Many companies also set motivational goals for advertising, although encouragement to action is mainly used in business-to-business advertising. (ibid.)

Advertising can also be defined by the five key players that have an important part in bringing ads to the consumer. The person or organization that usually initiates the advertising process is the advertiser. The advertiser also makes decisions about the target audience, the media used, the size of the budget and the length of the campaign. (Wells et al. 2000, pp.12–14.)

Another player in the advertising world is the advertising agency. Some advertisers hire agencies to plan and execute the advertising process. Agencies usually possess strategic and creative expertise, media knowledge and workforce talent. Therefore, the reason for using an independent agency is the efficiency in creating an individual commercial or complete campaign. In most large businesses the responsibility lies in the advertising department. (ibid.)

The media are the channels of communication in advertising. The media providers forward the message from the advertiser to the audience. The fourth player in advertising is vendors, who assist advertisers, advertising agencies and the media. And finally, every strategy starts with the target audience, the consumers who purchase the product. (ibid.)

Nowadays the advertising industry is affected by the changing technology and globalization. In the early 1990s the easing of trade barriers in Europe made it the largest contiguous market in the world. Also eastern Europe, Russia, and China have opened their markets in some extent to western businesses. These markets have attracted advertisers, and therefore advertisement agencies are forming multinational agencies with international research and media-buying capabilities. The challenge in international markets is to manage global and local advertising simultaneously. (Wells et al. 2000, pp.22–23.)

Advertising is not easily transferred from one culture to another. Chapter four already presented the cultural factors from the consumer behaviour perspective. When shifting to international advertising, the main challenges that have to be considered include language, laws, customs and culture, and ethical issues. Language has a big influence to the creation of the advertisement and therefore it may create problems. Some languages require less space in printed material or air time and have a large range of words, but may not be subtle enough. It is also common to use wordplays that are relevant only to one country. Because these kinds of verbal techniques often do not cross borders well, the meaning or intention of the advertisement has to be recreated in other languages in order to avoid poor translations. (Wells et al. 2000, pp.489–501; Monle & Johnson 2005, p.14.)

When it comes to laws and regulations, international advertisers have many concerns because of the different legislation in every country. It is not the actual laws that they are afraid of, but not knowing them is the main fear. Even stronger and easier to violate than laws can be customs. Customs are usually less obvious than laws and may remain even though laws change. To be an effective advertiser it is also crucial to recognize the cultural differences between countries and continents. Compared to Western culture, Middle Eastern, Asian and African cultures are considerably different. (ibid.)

Advertising combines business interests, creativity, consumer needs and government regulations. Because of its visible social role, advertising is a target for criticism. Consumers consider a big part of advertising unethical because it affects to the price of products, is untruthful, tricks people or targets vulnerable people. The social issues related to advertising are complex and often balance between the public welfare and freedom of speech. The six key ethical issues that advertising involves are puffery, taste, stereotyping, children's advertising, controversial products, and subliminal advertising. It is advertisers' decision whether to act in a socially responsible and ethical way. (Wells et al. 2000, pp.30–34.)

5.1 Advertising design

The process of planning an advertisement is a distinct part of marketing and must conform to marketing planning. Developing an advertising plan includes backgrounding, researching and reviewing. The marketing plan must be reviewed in order to understand the current situation and direction of the company and the role of advertising in the marketing mix. Internal and external situation analyses help to define situation, target market, and competition as well as short- and long-term marketing objectives. (Wells et al. 2000, p.177; Monle & Johnson 2005, pp.151–152.)

The advertising objectives evolve directly from the situation analyses. The objectives determine what the message of the advertising must achieve and what kind of affect it should have on its audience. The aim of advertising is to establish, adapt or reinforce consumers' attitudes, and therefore the objectives can be sales-oriented or communication-oriented. (ibid.)

When the objectives are defined by the basis of sales, the aim is to raise sales either by money or percentage, or to increase the market share. If the advertising is designed to increase product or brand awareness or affect on consumers' attitudes, the objectives are defined by the basis of communication. (ibid.)

5.1.1 Target group

Advertising identifies the target group as the specified group for which the message of the advertisement is aimed to. It can be equivalent to a company's target market, but instead of prospects, it usually consists of people. Target group defines the message of the advertisement, for instance advertisements designed to appeal businesses or consumers differ from each other. (Wells et al. 2000, p.179; Monle & Johnson 2005, p.152; Clow & Baack 2007, p.152.)

Initially target groups are specified and described by demographic categories. Because this kind of categories usually overlap, in order to narrow the targeting it is important to describe the audience more specifically. Each addition to the description defines the group more tightly and therefore the group gets smaller. (Wells et al. 2000, p.180.)

The more detail the advertiser knows about the target audience, the easier it is to create an effective advertisement that appeals to that particular group. Consequently, too general profiles of the target audience are not useful, additional specific information such as hobbies, interests, opinions, and lifestyle help to target the advertisement more precisely. (Clow & Baack 2007, p.152.)

5.1.2 Message

Advertising message is what the company plans to say in an advertisement and how it wants to say it. The message is an outline of the advertisement's key idea that it is supposed to transmit verbally or nonverbally, it is the benefit or promise that reaches customers. The promise that makes the product unique, should describe the benefit that the advertised good or service offers. The orientation of the message is mainly defined by the target market of the product or service. (Monle & Johnson 2005, p.152; Clow & Baack 2007, p.152.)

The theme of the message can be either rational or emotional. The left side of the human brain processes numbers, letters, words and concepts, and therefore a rationally oriented message includes information that is logical and factual and the appeals are rational. Logical features in advertisements can be the size and the price of the product or special features. (Clow & Baack 2007, p.153.)

Emotional information, such as abstract ideas, images and feelings, is processed in the right side of the brain. Emotionally oriented advertising is less rational and usually appeals to consumers' feelings or opinions. Usually advertising is either rational or emotional. Advertising is effective when the advertiser can find a balance between the two orientations. (ibid.)

5.1.3 Budget

A budget is a critical part of planning advertisements because it determines how much advertising the company can afford. In order to generate optimum sales and maximum profit, the amount of advertising budget has to be the right sum. Although the budgeting process relies on numerical information, often the basis for the amount can be entirely random, based on opinions, educated guesses or the company's traditions or financial situation. (Jones 1999, p.78; Wells et al. 2000, p.183.)

Usually, the advertising budget is also under an ongoing change. If the advertising campaign is working well, it may be easy to get additional funds and on the other hand, if the company has economic downturn, the advertising budget will be cut. It is important to remember that there is a direct influence of the advertising budget changes on the company's profit. When the advertising budget is increased, the profits immediately decrease, but on the other hand if the budget is cut, it will reduce the sales. (ibid.)

The budget set for advertising determines the media used, the targeting strategy and the amount of campaigns. Different types of advertisers have different amounts budgeted to advertising, usually industrial and business-to-business advertisers have a smaller budget to operate with than companies that offer goods for consumers. Media choices and a narrow targeting strategy has an effect to the budget, and therefore business-to-business advertisers rely more on direct mail, trade publications and telemarketing. (Wells et al. 2000, p.183.)

5.1.4 Evaluation of the results

A strong effectiveness evaluation program is important, because at the end of the campaign advertisers need to evaluate the advertising success and whether or not the objectives have been met. The challenge in measuring the results is that there are many ways to succeed in advertising. It all depends on the agenda and the viewpoint, the goal of advertising can be to increase sales or market share, build brand image or to provide product information. Therefore, before evaluation it is important to understand the definition of success. (Wells et al. 2000, p.499; Monle & Johnson 2005, p.152; Kelley & Jugenheimer 2006, p.113.)

A success statement includes a list of the criteria that advertising should have as a goal. In order to understand the connection between investing in marketing and return on investment, the end result of advertising should always be to strengthen the brand. Strengthening the brand and making it less vulnerable to competition is an ongoing marketing investment that is easy to miss by only concentrating to short-term sales. (Kelley & Jugenheimer 2006, p.114.)

5.2 Appeals

Advertising appeals refer to the approach used in order to attract the interest of consumers and to arouse feelings. There are seven major types of advertising appeals that have been the most successful and from which the advertiser usually choose one when developing the advertisement. The main appeals used to influence the consumer are fear, humour, sex, music, rationality, emotions and scarcity. (Monle & Johnson 2005, p.173; Clow & Baack 2007, p.171.)

The selection of a particular appeal to use in an advertisement should be based on the advertisement objectives and the message to be conveyed. When determining the most suitable appeal to use, it is important to remember that some appeals are less effective at certain times; each can be successfully used in certain advertisements and may fail in others. The main responsibility is to ensure that the appeal is the right option for the brand and the target audience. (Clow & Baack 2007, p.171.)

Fear

Fear is commonly used to sell products or services, even more often than most consumers realize. Fear in an ad is suitable with certain types of goods and services, especially with products that eliminate problems or threats. Most common users of fear in advertising are probably insurance companies and shampoo and mouthwash advertisers. (Clow & Baack 2007, pp.171–172.)

Advertisements that use fear usually bring out problems that can make a person a social outcast. Using the fear appeal is effective because it increases the consumer's interest in the advertisement and the persuasiveness of the ad. When using fear in an advertisement the goal is to be powerful enough to draw attention of the viewer and to have an influence on thinking, but not be so scary that the ad will be avoided. (ibid.)

Humour

Humour has proven to be one of the best techniques in getting the attention of the consumer and also in keeping it. Something funny has been found to be intrusive and tends to draw the viewer's attention because usually people enjoy advertisements that make them laugh. The success of using humour in advertisements is based on the fact that humour causes viewers to watch, laugh and remember. (Clow & Baack 2007, pp.172–175.)

Even though humour catches the consumer's attention and improves recall, humorous advertisements can also fail. It is important not to let the humour overpower the advertisement, because when humour is unsuccessful, the joke in the ad is usually remembered, but the product or brand is not. When it comes to accomplishing advertising objectives, humour often fails. In order to avoid this problem, the humour in the ad should relate to the product's features, a consumer benefit, or the personal value acquired from the product. The most effective advertisements contain all the three elements. (ibid.)

Sex

Advertisements all over the world contain more visual sexual themes than in the past, the sexual appeal is often used to break through clutter. Although sex no longer sells the same way it used to, nudity and other sexual approaches are common. The usage of raw sex in order to sell products has almost reached a saturation point and therefore many advertisers are starting to use more discreet sexual cues and suggestions. (Clow & Baack 2007, pp.175–179.)

Studies of sexual appeals and nudity conclude that sex and nudity increase the attention of the advertisements, no matter the gender of the individual in the ad or the gender of the audience. However, normally the advertisement gets more attention in opposite-sex situations than in same-sex situations. Even though advertisements using sex appeal attract attention, brand recall in them is lower than in ads using other types of appeals. (ibid.)

The sexual theme in an ad distracts consumers from paying attention to the brand or product. Therefore, although sexually oriented advertisements are more interesting to the public, they fail in transmission of information. It is important to pay attention to the society's view and level of acceptance when determining the level of the sex appeal to use in an advertisement. Usually economies go through cycles in tolerance towards the use and acceptance of sexual themes in advertising. Recent research suggests that the society is becoming more conservative and returning to more traditional values. (ibid.)

Music

Music is an important appeal in advertising. Music in advertisements helps catching the attention of the viewer and is easily linked to emotions, memories and other experiences. Music can tie a particular musical arrangement, jingle or song to a certain product, brand or company. As music becomes strongly connected with the product or service, it gains attention and increases the recall of information related to it. (Clow & Baack 2007, pp.180–183.)

Music is important in television and radio advertising and it can play many roles in advertisements. It can be either incidental or the primary theme of the ad. Music can also help in directing the audience, for instance it can misdirect the audience to a surprise ending. A good match between the music and ad theme can lead to a strong and positive reaction by the audience. And when a company is associated with a certain theme or tune it improves the recall of the brand or product and often it also has an effect on the image of the company. (ibid.)

Rationality

An advertisement that uses a rational appeal is oriented to awareness, knowledge, liking, preference, conviction and purchase. In rational advertisements consumers actively process the presented information. When using rational appeals print media is the best alternative, because print advertisements offer better opportunity to process the information given. In television and radio ads processing the message is more difficult because they are rather short. (Clow & Baack 2007, pp.183–184.)

Using rational appeals is effective when consumers have high level of involvement and are willing to make observations. In rational advertisements message and product information are positioned so that it is easier for the consumer to acquire information. If a consumer has an interest in a certain product or brand advertised, the rational appeal is preferable to other appeals when wanting to develop or change consumers' attitudes and create brand beliefs. (ibid.)

Emotions

Emotional appeals are based on consumers' ignorance towards most advertisements, and invisibility of rational appeals, unless the consumer is in the market for a certain product. In addition to these, the most important idea in emotional appeals is the advantage of emotional advertising when capturing viewer's attention and making a connection between the consumer and the brand. (Clow & Baack 2007, pp.184–186.)

When comparing the different media for emotional advertising television is certainly the most suitable because it enables the usage of sound and vision. Both factors are considered important, because the ad can be more dramatic when also music is included. In order to make the advertisements as compelling as possible, emotions are tied with humour, fear, music and other appeals. It is possible that the same ad stimulates a consumer both emotionally and rationally. (ibid.)

Scarcity

Scarcity appeals use a limitation in order to get consumers to buy a certain product. The limitation can be a number of products available or a limited time when the product is available. The value of the product is added because of the limited supply. The benefit of using scarcity appeals is that they encourage consumers to take action. (Clow & Baack 2007, pp.186–187.)

5.3 Executional frameworks

An executional framework is style in which an appeal is presented in an advertisement. After the advertising appeal has been selected, the advertiser has to choose the appropriate executional framework. The various frameworks used in advertising are animation, slice-of-life, dramatization, testimonial, authoritative, demonstration, fantasy and informative framework. Each appeal can be matched with a proper framework. (Clow & Baack 2007, p.205.)

Animation

A popular type of executional framework is animation, and due to the growing sophistication of computer graphics programs, the use of animation in advertising is growing. Although currently animation is a very popular advertising technique, originally it was the last option for advertisers. A large portion of the interest in animation in advertising has been generated by successful animation films. Mostly the animation framework is used in television advertisements. (Clow & Baack 2007, pp.205–206.)

Slice-of-life

Slice-of-life advertisements attempt to offer solutions to consumers' everyday problems. This kind of format was introduced by Procter & Gamble in the beginning of television advertising in the 1950s. The slice-of-life advertisements usually deal with common experiences and problems that consumers have. The slice-of-life format is divided into four components. Usually the advertisement consists of encounter, problem, interaction and solution. Slice-of-life frameworks are more difficult to execute in print advertisements, and therefore they are more seen in other media. (Clow & Baack 2007, pp.206–207.)

Dramatization

Dramatization is similar to the slice-of-life framework. The main difference between the two is that dramatization is more intense and the story format has a higher level of excitement and suspense, in dramatization there usually is a crisis point. The exiting climax in a short advertisement is difficult to create, which makes dramatization challenging. The high level of suspense is difficult to achieve, and often it is easier to use the slice-of-life framework instead of dramatization. (Clow & Baack 2007, p.207.)

Testimonials

The testimonial executional framework has been successful especially in the business-to-business and service sectors. In an advertisement that uses the testimonial framework, a customer tells about a positive experience with the product. A supportive statement about the company or the product advertised from a current customer adds credibility, most customers rather believe other consumers than the company. Service branch testimonials simulate word-of-mouth recommendation. (Clow & Baack 2007, p.208.)

Authoritative

In an authoritative framework the advertiser's aim is to prove consumers that the product is better than that of other brands. One form used in authoritative frameworks is expert authority. An advertisement using expert authority uses an expert to state the advantages of the brand compared to others, and usually there is also a type of scientific or research evidence. The authoritative framework is especially effective in specialty magazines. (Clow & Baack 2007, pp.208–209.)

Demonstration

An advertisement that uses a demonstration framework demonstrates how a product works, and it is an effective way to describe the features of a certain product to consumers. In business-to-business advertising the demonstrative framework is often used because it visualizes how a product can meet certain needs of a business. Demonstrative advertisements are especially suitable for television. In print media, demonstration framework can be executed when a series of photos outline a sequence of product usage. (Clow & Baack 2007, p.209.)

Fantasy

A fantasy-type of executional framework is designed to take the viewers to another world, to a fantasy experience. Some illustrated fantasies in advertisements are meant to be realistic and others entirely irrational and illogical. A fantasy can be anything, but commonly, fantasy themes relate to sex, love and romance. The product category that often uses the fantasy framework is the perfume and cologne industry. Effective fantasies in advertisements can inspire consumers to recall or encourage to action. (Clow & Baack 2007, pp.209–210.)

Informative

An informative ad is a common executional framework used in advertising. This framework provides information to the audience in a simple way. Informative frameworks are mostly used in radio advertisements because of the possibility of only verbal communication. In television and print media informative advertisements are less common and effective because of consumers' ignorance. Informative advertisements usually work only if there is a high level of involvement. In business-to-business advertising the informative framework is a popular approach. (Clow & Baack 2007, p.210.)

5.4 Media selection

There are multiple alternatives when choosing media for advertising. The successful mass media includes television, radio, newspapers, magazines and billboards. Combining effectively these different media is a crucial part when planning advertising. When choosing the media, it also helps to know the attentiveness of consumers towards certain media. It is also important to remember that the choices made have an impact on the design of the advertisement. (Clow & Baack 2007, pp.235–243.)

In order to succeed in international advertising, understanding media viewing habits is crucial. It is important to understand consumers' different media habits and daily lifestyles in international advertising. The most common things that differ in advertising between countries are the target market, consumer media preferences and the processes used to buy media. There are differences in media usage and media buying by continents and countries. (Clow & Baack 2007, pp.262–264.)

5.4.1 Television

A television has had the reputation of being the most glamorous medium for many years, advertising in television gave a company more prestigious reputation. Nowadays, the television is still a good media option for some, but it may not always be the most optimal one. Television advertising has many benefits compared to print media or radio, demonstration of products and services is more versatile on television because of the sound and visual images. (Clow & Baack 2007, pp.243–244.)

Television advertising provides the most extensive coverage and the highest reach of viewers, and it also has the advantage of intrusion value. Compared to other media it is easier to gain viewers' attention involuntarily with a musical tune, sexy content or humour. When it comes to creativity, television advertising provides many opportunities because of the various combinations of sight, sound, colour and motion. Another advantage of television is its strong effect on culture. As a part of daily life, the television is a source of news, entertainment and education, and therefore a consumer is likely to trust on a company that advertises in television. (Wells et al. 2000, pp.267–268; Clow & Baack 2007, p.243.)

Even though television is a popular and effective medium used in advertising, there are also some problems related to it. Television advertising has high costs of producing and showing commercials. There is also a high level of clutter in television. The high number of commercials and station break and public service announcements causes decrease in the visibility and persuasiveness of television advertising. Other disadvantages of television advertising are the short life cycle of ads, and that the commercials are shown so frequently that they lose the ability to attract viewers' attention. (Wells et al. 2000, p.269; Clow & Baack 2007, p.244.)

5.4.2 Radio

Even though a radio is not considered as glamorous and popular as television, it offers many advantages to an advertiser. The radio is a good local medium because it is highly targeted and inexpensive. The radio is not necessarily a primary media for most advertisers, but it does have good capacity in reminding and reinforcement. With a well-placed, clever radio commercial it is also possible to send a one-on-one message to the listener. (Wells et al. 2000, p.276; Clow & Baack 2007, p.246.)

Using radio advertising has many advantages. A radio audience is targeted, and therefore it is possible to reach specific types of listeners through specialized programming. Radio commercials also allow the listener to use imagination. By using words, sound effects, music and tonality, the listener can create own picture of the commercial. Another advantage of the radio is intimacy. Sometimes listeners may feel personally close to a radio speaker. The radio is also mobile. No other media stays with the audience at work, at home, in the car and on free time. (Wells et al. 2000, pp.275–276; Clow & Baack 2007, p.247.)

The problem in radio advertising is that listeners tend to be inattentive. The radio is often considered as background and therefore it is not listened that carefully. As well as on the television, commercials on the radio tend to be rather short. When audience is distracted with other activities, they may not pay so much attention to the commercial. Also like other media, the radio suffers from clutter. The increase of different radio stations and heavy repetition, there is a great amount of clutter in radio advertising. (Wells et al. 2000, p.276; Clow & Baack 2007, p.247.)

5.4.3 Newspapers

Advertising in newspapers is a good choice for smaller local firms, if the television or other media are too expensive. Usually newspapers are distributed daily, weekly or as advertising supplements found in grocery stores or retail outlets. Many retailers rely on advertising in newspapers because they offer good market selectivity. Newspapers can target specific consumer groups well through special interest newspapers, it is easy to reach local and regional markets, as well as different racial and ethnic groups. (Wells et al. 2000, pp.227–233; Clow & Baack 2007, p.255.)

Flexibility is one major advantage in newspapers, they have short lead times, which enables advertiser to change ads quickly. Promoting sales, retail hours and store locations are easy to present in newspaper ads and due to the short lead time, it is easy to keep information current. Readers tend to trust newspapers for factual information and take time to read the copy, and therefore newspapers have a high level of credibility. For advertisers newspapers are an excellent choice because they are flexible and cost efficient. (Wells et al. 2000, p.233; Clow & Baack 2007, pp.255–256.)

Newspapers have a short life span. Consumers usually read them quickly and only once. Newspapers also often suffer from poor quality, especially for colour advertisements. Another disadvantage is the limitation of products that are usually advertised in newspapers. Certain products are not suitable for newspapers, such as products that require demonstration. It is also a disadvantage that most newspapers are cluttered with ads. (Wells et al. 2000, p.234; Clow & Baack, 2007, p.256.)

5.4.4 Magazines

Magazines have not usually been the most popular channel for advertising. But magazine advertising can be effective, due to the ability to target consumers efficiently by demographics and lifestyles. Magazines are diverse when it comes to characteristics, readers and reader interaction. Through magazine advertising it is easy to reach a target audience and take advantage of the versatile features of magazines. Especially in business-to-business advertising trade journals and business magazines are an effective channel in reaching a target market. (Clow & Baack 2007, pp.253–255.)

Magazines offer excellent visual quality that gives an opportunity to create attractive advertisements. Magazines also have a long advertising life that lasts long because usually magazines are read and reread, and an advertisement is often seen by more than one person. Via magazines it is also possible to use various sales promotion tools, such as coupon offers, product samples and information cards. (Wells et al. 2000, p.241; Clow & Baack 2007, p.254.)

Because of the Internet, there has been a decline in magazine readers. Another problem in magazines is clutter, usually there are too many advertisements in one magazine and therefore ads can be easily lost. Long lead times are also a disadvantage of magazine advertisements. Usually ads must be submitted in advance of the publication date, and also the prime advertising locations are sold well in advance. (Wells et al. 2000, p.241; Clow & Baack 2007, p.255.)

5.4.5 Billboards

The most common form of advertising is billboards outdoor along major roads. Billboards are only one form of outdoor advertising, other forms are for instance signs on cabs, buses, park benches and fences. Outdoor advertising has become more popular since new technologies for advertising, such as LED, have emerged. Billboards are popular among restaurants, hotels, resorts and amusement parks. (Clow & Baack 2007, pp.248–249.)

Billboards have a long life span and the message is seen primarily by locals, and they also offer a good way to communicate to tourists. Billboards and other outdoor advertising are also a low-cost choice for companies. Billboards also offer a wide reach and a high level of frequency if there are multiple billboards purchased. Another advantage is that billboards easily gain attention, whether they are big and spectacular, or small and modest. (Clow & Baack 2007, p.249.)

Billboards have a rather short exposure time because passing drivers must pay attention to traffic and people walking pass usually ignore outdoor advertisements. Because people often pass over ads that are too complicated or detailed, the message presented must be simple and short. That leaves limited opportunities for creativity. A disadvantage is also that some consumers consider billboards as added pollution and distraction. (Clow & Baack 2007, p.250.)

6 ADVERTISING IN TAIWAN

Before, the society in Taiwan was introverted and the government was controlling the flow of information, there were numerous regulations and issues that were not allowed to talk about in public. Advertisements that the government considered as offensive or unhealthy to society and young generation, were not published. Currently the situation is more open, and since the deregulation in 1988, advertising expenditures and mass communication have grown tremendously in Taiwan. (Taylor & Raymond 2000; Kuo 2009.)

Advertising has become a real industry, and nowadays Taiwan is the fourth largest advertising market in Asia. Advertising in Taiwan is vivid, creative and innovative. The country has established its own cultural style to advertise. Advertisements are very Taiwanese, and it is common to use both Chinese and Taiwanese languages mixed in an ad. Even international brands and products are advertised in the local style, using Taiwanese celebrities and cultural features. The most important media used in advertising are television, radio and newspapers. (Taylor & Raymond 2000; Kao 2009; Kuo 2009.)

Typically advertisements in Taiwan present facts, make promises, and use symbolic presentation to link the product to a place, an event, or a person. Using emotional appeal is a new trend in Taiwanese advertising, advertisers focus on how to reach consumers' mind in an emotional level. In an ad the product is not always the centre of attention, it is common that advertisements focus on relationships and interaction between family and friends. (Taylor & Raymond 2000; Kao 2009.)

6.1 Taiwanese media

Instead of being a governmental control tool, the media in Taiwan have become democratization, industrialization, globalization, and knowledge-generating vehicles for Taiwanese consumers. After the lift of the ban in 1987, the number of domestic news agencies has grown from 36 to over 250, and along with the domestic agencies, there are also seventy foreign mass media organizations in Taiwan. (Pecotich 2005, p.594.)

Since the beginning of the twenty-first century, the number of newspapers and magazines has grown tremendously. The number of newspapers has grown from regulated 31 to over 400, and the number of registered magazines has nearly doubled. The broadcast media and radio have experienced spectacular growth as well. The cable television reaches 80 per cent of households in Taiwan, which is the highest rate in the whole Greater Chinese area. There are a total of over fifty domestic and almost twenty foreign companies offering satellite channels in Taiwan. (Pecotich 2005, pp.594–595.)

The radio industry has led to proliferation of interactive call-in programs because of increasing social diversity and growing public assertiveness. Programs cover a wide range of topics, from debates of unification with Mainland China to Taiwan's suburban legends. 70 per cent of all radio listeners are employed and 19 per cent are students. Employed listeners prefer news, traffic updates, information technology and current affairs programs, while students prefer to listen to music, movie star gossip, entertainment and travel-related programs. (ibid.)

6.2 Regulations and restrictions

Taiwan does not have a tradition of censorship, although the Government Information Office (GIO), which is charged with enforcing existing laws and regulations, regulates advertising in Taiwan. Broadcast advertising in all television stations have to be authorized by the GIO. There are also some product categories that have restrictions in advertising practises, for instance cigarettes, alcohol, and pharmaceutical and personal care products. (Taylor & Raymond 2000.)

A desire to join the World Trade Organization (WTO) led to easing of restrictions on cigarette imports, and in conjunction with that, the Taiwanese government allowed the advertising of cigarettes in magazines. However, the government continued the ban on advertising cigarettes on television, as well as all promotional practises concerning cigarettes. As advertising of cigarettes, also the advertising of alcohol used to be severely restricted. In 1995 the government allowed advertising of alcohol on network television, on cable and on the radio during evenings and nighttimes. In print media advertising beer and wine are generally allowed. (Taylor & Raymond 2000.)

Concerning the advertising of pharmaceutical and personal care products, the GIO requires the review and approval of all ads. The certificates given are good for one year. Advertising of undergarments and feminine hygiene products is legal in all media, and in fact, some top advertisers in Taiwan are manufacturers of undergarments. Although advertising of contraceptives is allowed in all media after approval of the GIO, sexual ads are allowed only during nighttimes. (Taylor & Raymond 2000; Kao 2009.)

6.3 Differences between Taiwanese and Chinese advertising

There was a period in Taiwanese and Chinese advertising that included copying of ideas from international campaigns and companies. Currently, Taiwanese have their own style in advertising, which includes cultural features and original innovations from Taiwan. Also in China advertising is adapted to the Chinese environment and values, symbolism, colours, names and pictures are important. In Chinese advertising it is essential to concentrate on the rational appeals and benefits of the product, whereas in Taiwan, emotional appeals are currently a trend and advertisers focus on relationships and emotions. (Kauhanen 1999, according to Yläraakkola 2007, p.25; Kao 2009; Kuo 2009.)

When comparing the advertising practices between the two countries, advertising in Taiwan is much more mature than in China. Taiwan has established its own style to advertise, and the young generation is willing to express their creativeness and new ideas. To some extent, China is still copying ideas from abroad and it is common that advertisements in China include only the compulsory information. (Kuo 2009.)

7 DATA ACQUISITION AND PROCESSING

The target group of the survey was Taiwanese young adults who study in university in Taipei. In order to get reliable results, the sample size was rather large, 200 students. The age range of the respondents was from 18 to 26. The same age qualifications were used as in the study that was conducted in China in order to get reliable and compatible results to compare.

The questionnaire was conducted in Shih Chien University in Taipei. There were some difficulties related to conducting the questionnaire. Originally, the plan was to give the forms to various teachers who would distribute them to students during classes and after lessons return the filled forms to us. Because of the school's rules, some of the questionnaires had to be made in a digital form and some were collected from the campus.

The students' opinions were explored by the same structured questionnaire used in the research about Chinese advertising. The questionnaire conducted in Taiwan, however, includes some modifications, improvements and also additional questions in order to get more specific results. Some questions have been redesigned to avoid the same problems that the other study had faced in the analysis of the results. The sample size being rather large quantitative questions are the most suitable option to analyze the results.

The main content of the questionnaire is nevertheless the same. The beginning of the questionnaire defines the participant's background information such as age and gender. The rest of the survey covers questions about the participant's attitudes towards advertising. There are questions about the amount, the importance and the effect of advertising on buying decisions. The questionnaire defines also the product ranges that advertising has the most effect on, as well as the most influential media in Taiwanese young adults' life. Other questions clarify for example the most influential advertisement channels and concerning the appeals in advertising, there are questions of the most irritating and pleasing factors in advertising.

The improvements and modifications that were made, concern the questions and their form. Unlike in the earlier questionnaire made about advertising in China, there are not any questions about the students' major in the questionnaire conducted in Taiwan, since it plays not a significant role in the research. Open-ended questions have also been left out from the questionnaire because of possible misunderstandings and the language barrier, that were faced in the survey made in China. One question that is also not included in the survey concerned the respondents' attitudes towards western people in advertisements. In the questionnaire made in China there were a question about whether Chinese students prefer western or Asian people in advertisements or does it matter at all. In the survey made in Taiwan, the attitude question towards western people is replaced by putting an alternative "foreigners" to the questions concerning the different appeals in advertising.

Some questions, that are the same as in the survey made in China, were modified mainly by making changes to the answering alternatives. For example, more alternatives were added in order to make it easier to answer without the open ended alternative. Some alternatives have also been replaced by different synonym to make it clearer to the respondent. In the research conducted in China, the questions that the respondents had not answered were assumed to have difficulties to understand. That is why the phrasing of each survey question in this research was carefully deliberated, and due to that some modifications comparing to the earlier study were made.

The additional questions in the questionnaire are about the importance of advertising and about different media. The aim was to find out why advertising might be important to respondents, and related to this question, the respondents were asked to clarify what kind of information seen in advertisements they find useful. In order to make the question easier to answer and analyze, there were multiple choices to choose from to the respondent.

Questions about attention paid to things that most effectively arouse interest in an advertisement in different media were also added to the questionnaire. There were similar questions in the survey made in China concerning television and magazine advertisements. In order to get more inclusive results for the research made in Taiwan, radio, newspaper and billboard advertisements were also included in the survey.

The questions and answering options in the questionnaire are both in English and Chinese and the survey was answered anonymously. After an adequate number of respondents was obtained, the final answers were analysed with the SPSS program. After all the results had been inserted in the program, cross tabulations with every question were made. In the cross tabulation the opinions of each question were separated in terms of gender. Finally, there were diagrams made with Excel from the SPSS tables in order to clarify the results of the survey.

8 SURVEY RESULTS

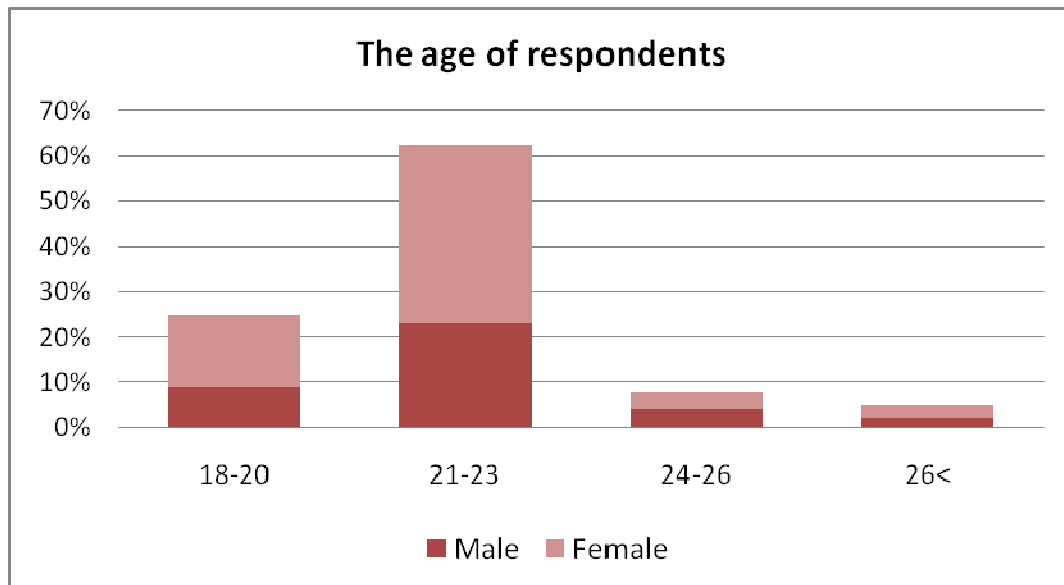


Diagram 1: The age structure of the respondents

Out of 200 samples, the number of respondents was 195. 74 of the respondents were male and 121 female. As seen in diagram 1, the majority of them were 21–23 years old (62.1%). The second largest age group was 18–20 by 24.6% of total answers. Only few respondents were 26 or over.

8.1 Advertising

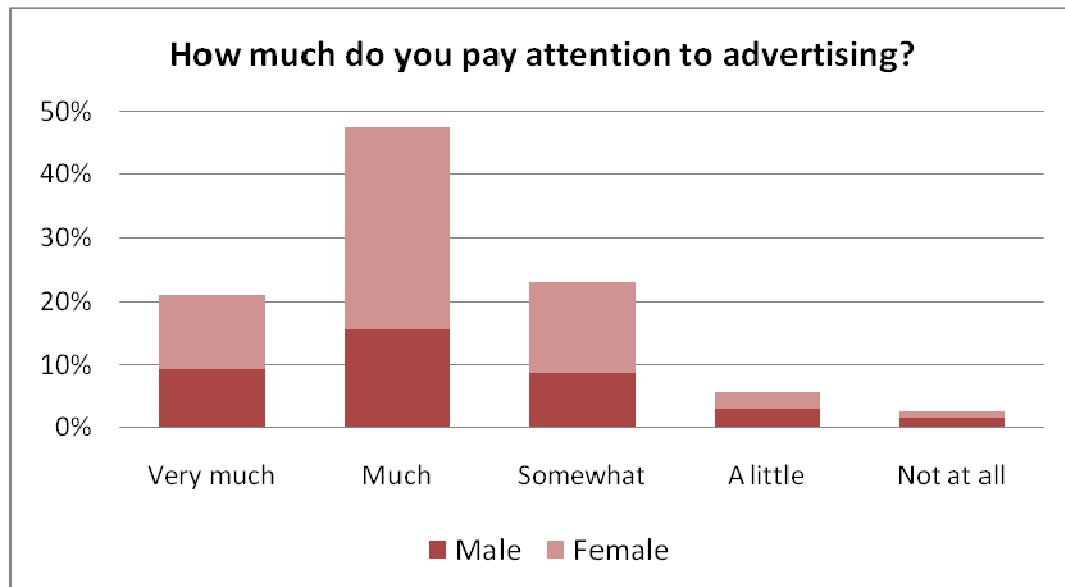


Diagram 2: The amount of attention paid to advertising

The majority of the respondents (47.2%) answered that they pay “much” attention to advertising. 15.5% of them were male and 32.0% female. Alternatives “somewhat” and “very much” got nearly the same amount of answers, “somewhat” however having more supporters with the amount of 23.1% and “very much” with 21.0%. Alternative “not at all” got the minority of answers (2.6%).

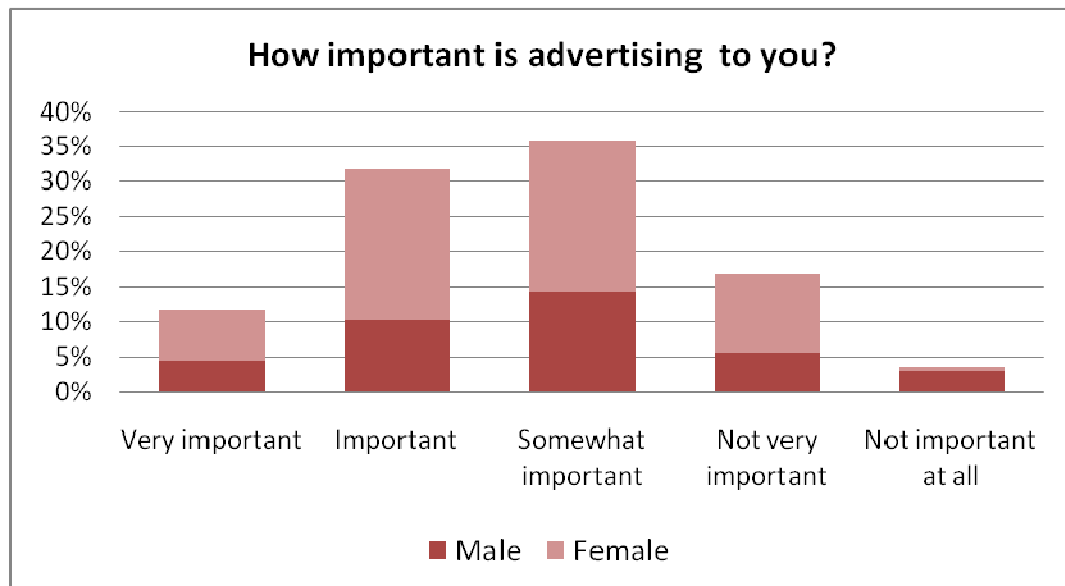


Diagram 3: Importance of advertising

For the majority of the respondents (35.9%) advertising is somewhat important. 14.4% of the respondents were male and 21.5% female. The alternative “important” however got the same amount of supporters among female respondents as “somewhat important”. The total amount of answers for “important” is 31.8%.

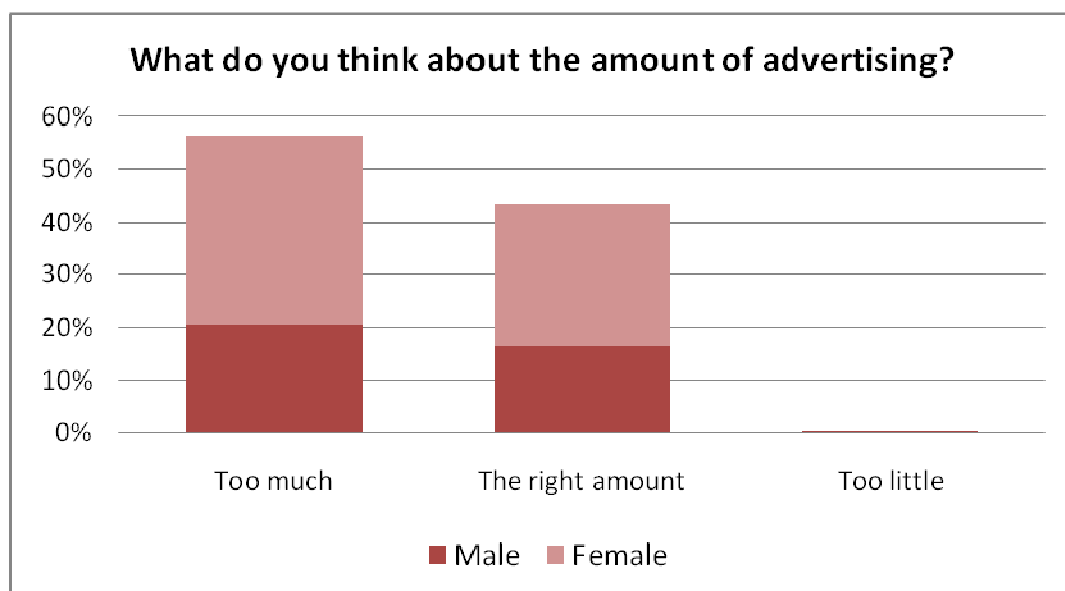


Diagram 4: The amount of advertising

The majority of the respondents (55.9%) think that there is too much advertising. 20.6% of them were male and 35.6% female. 43.1% of respondents, however, answered that there is the right amount of advertising. Just one male respondent answered that there is too little advertising.

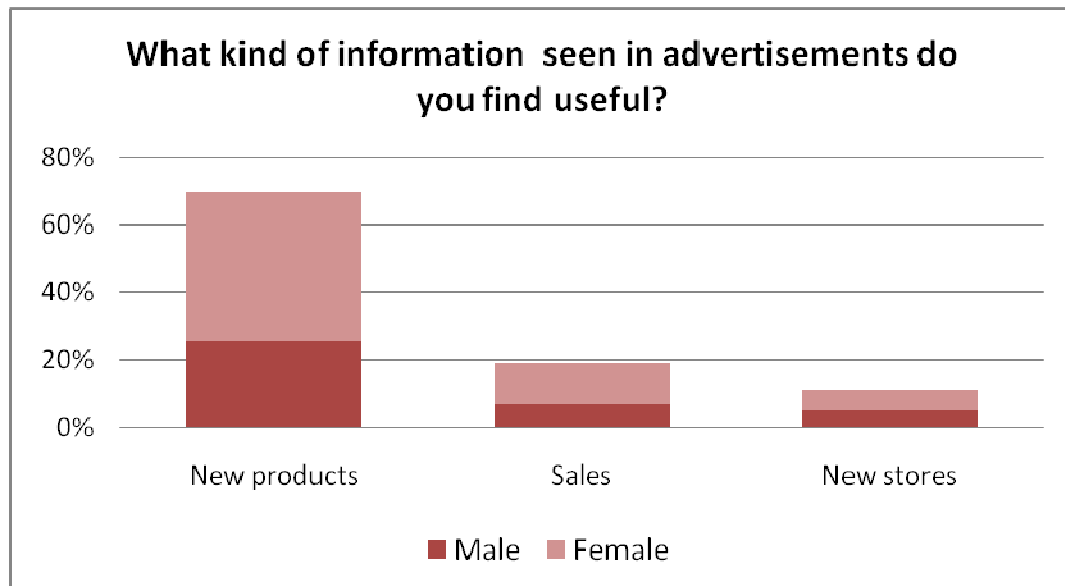


Diagram 5: Information in advertisements

The clear majority of the respondents (69.7%) answered that the most useful information got from advertisements is about new products. "New products" is supported by 25.6% of male respondents and by 44.1% of female respondents.

Summary

When considering the amount of attention paid to advertising and the importance of advertising, the most frequently given answers were "much" or "somewhat" attention and "important" or "somewhat important". The amount of advertising that is on display divides the opinions of respondents to "too much" advertising and "the right amount". The information that the majority of respondents considers to be the most useful seen in advertisements is "new products".

8.2 Consumer behaviour

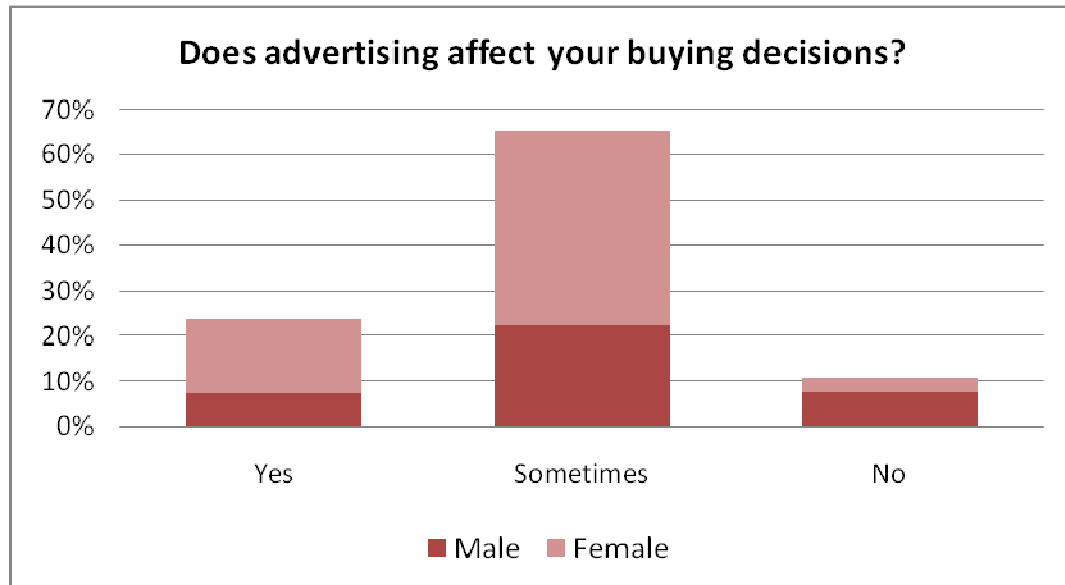


Diagram 6: Effects on buying decisions

22.3% of the male and 43.0% of the female respondents answered that advertising sometimes affects their buying decisions. That is also the majority of the respondents (64.6%). “Yes” answers summed 23.6% and “no” only 10.8%.

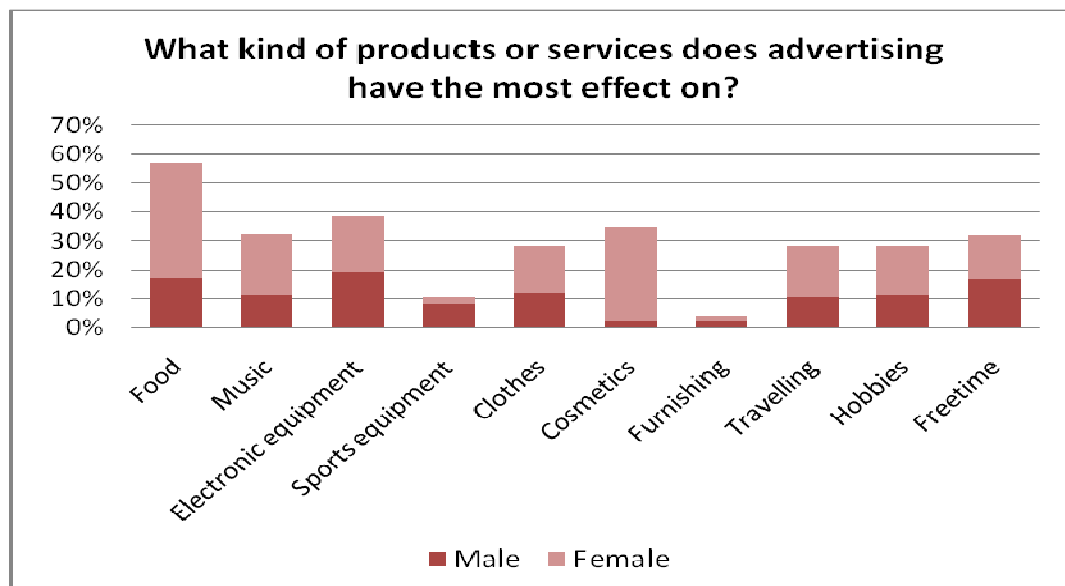


Diagram 7: Products advertising has the most effect on

The three top products that advertising has the most effect on are food (57.2%), electronic equipment (38.7%) and cosmetics (34.5%). Food was chosen by 17.0% of male and 40.2% of female respondents. 19.1% of male and 19.6% of female respondents answered electronic equipment. Advertising has an effect on cosmetics for 32.0% of female, but only for 2.6% of male respondents.

Summary

The clear majority of the respondents answered that advertising sometimes affects their buying decisions. There are many product categories that advertising has an effect on according to the results but the most popular are food, electronic equipment, cosmetics, music and free time.

8.3 Appeals

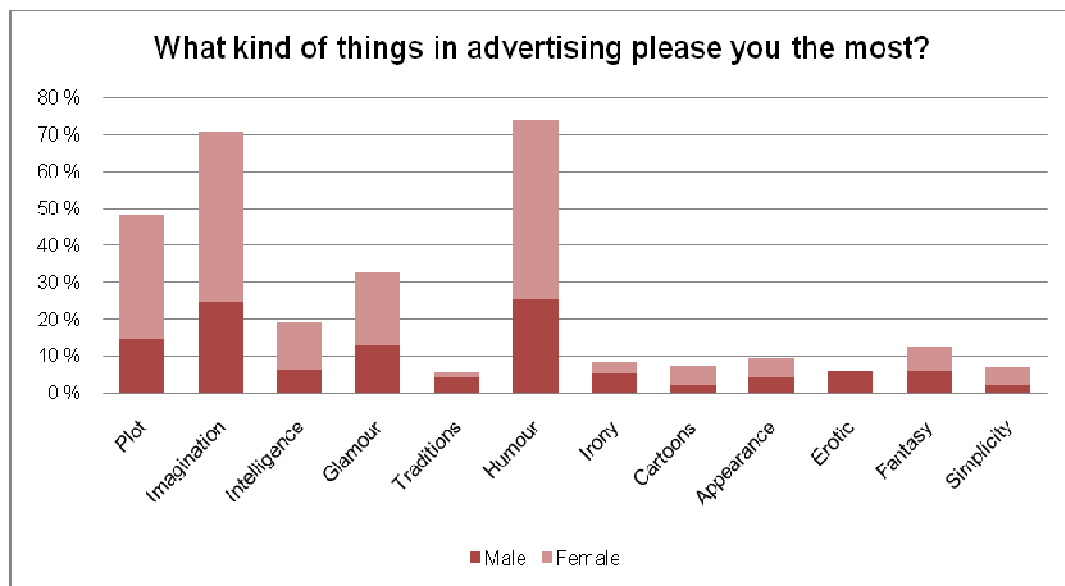


Diagram 8: Pleasing factors in advertising

Among all respondents the most pleasing factors were humour (73.7%), imagination (70.6%) and plot (47.9%). In addition to these, also glamour (32.5%), intelligence (19.1%) and fantasy (12.4%) were commonly considered as pleasing. None of the female respondents considered erotic features pleasing in an ad, whereas 15.1% among all male respondents were pleased to see erotic ads.

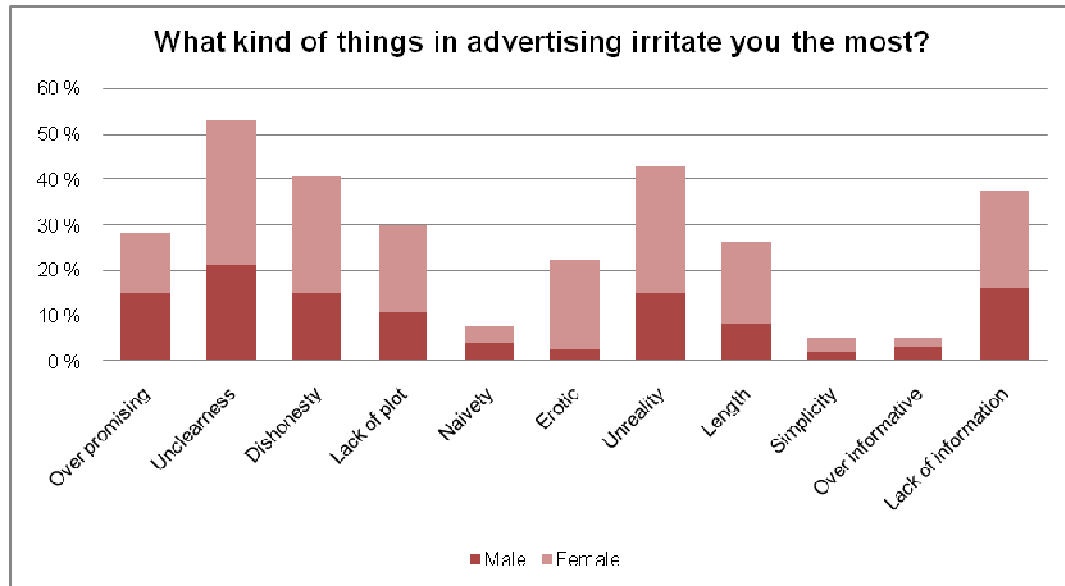


Diagram 9: Irritating factors in advertising

The factors that irritated the respondents the most were unclearness (53.1%), unreality (42.8%) and dishonesty (40.7%). Also lack of information (37.6%), lack of plot (29.9%), over-promising (28.4%) and length (26.3%) were commonly considered as irritating in advertising. The least irritating things in advertising were simplicity (5.2%) and over informative contents (5.2%).

Summary

The most pleasing factors in advertising were humour, imagination and plot, and the most irritating features were unclearness, unreality and dishonesty. Among the most pleasing factors humour, imagination and plot clearly stood out from other things, whereas among the most irritating features there were many things that were commonly considered as annoying in advertising.

8.4 Media

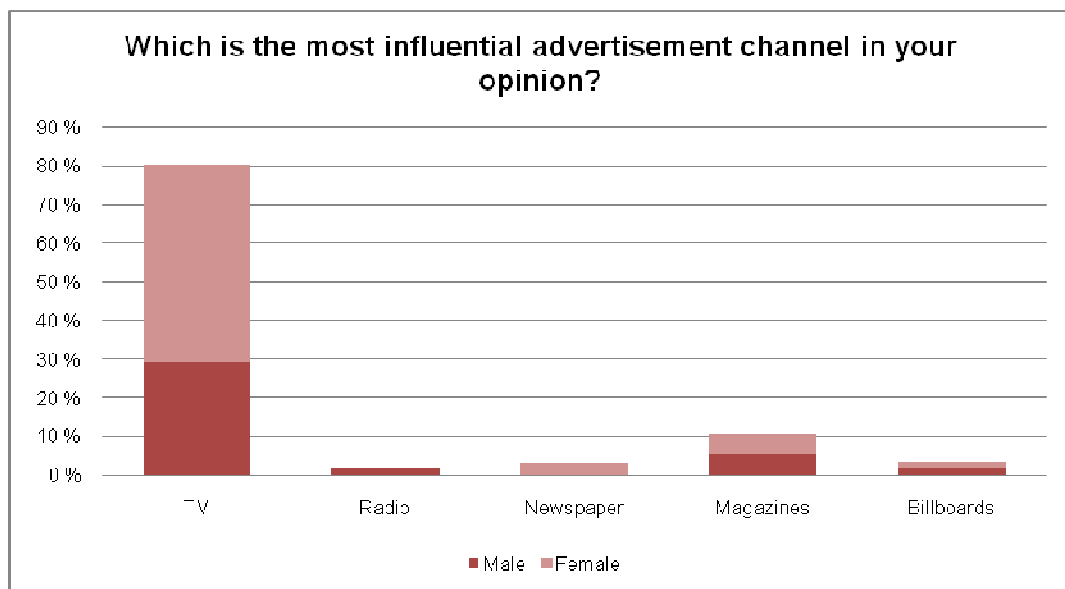


Diagram 10: The most influential advertisement channel

Among all respondents 80% considered TV as the most influential advertisement channel. Only some respondents found magazines (10.8%), billboards (3.6%), newspapers (3.1%) and radio (2.1%) as influential channels in advertisement.

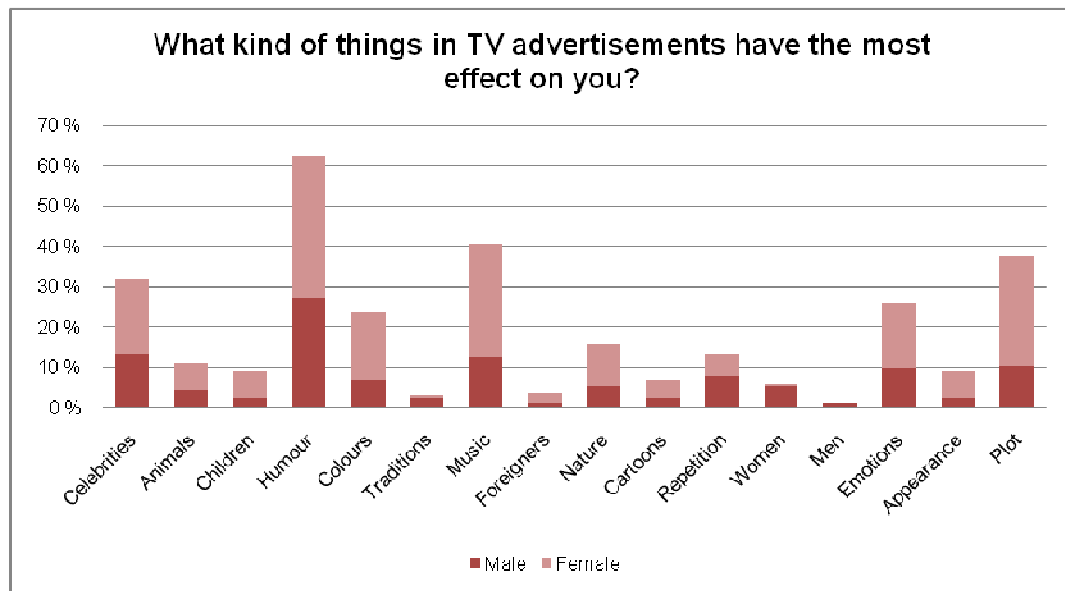


Diagram 11: Attention in TV advertising

Humour (62.1%) had the most effect on the respondents in TV advertisements. In addition to this, music (40.5%), plot (37.4%), celebrities (31.8%), emotions (25.6%) and colours (23.6%) were also considered as effective factors in TV. The least effecting features were foreigners (3.6%), traditions (3.1%) and men (1.0%). None of the female respondents found men in a TV advertisement effective.

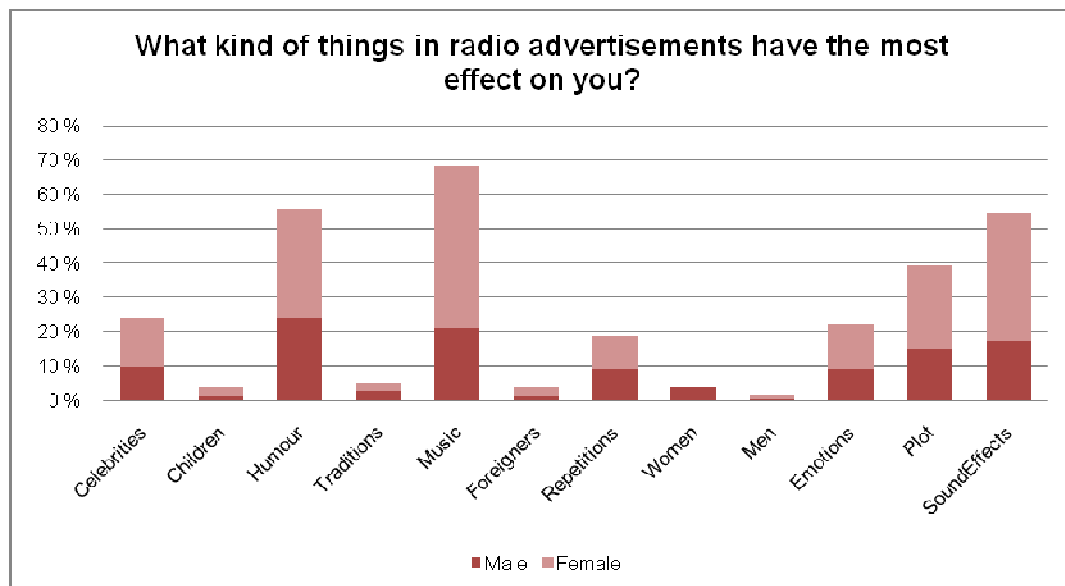


Diagram 12: Attention in radio advertising

In radio advertisements music (68.6%), humour (55.7%) and sound effects (54.6%) were found to be the most effective things. Plot (39.2%), celebrities (23.7%) and emotions (22.2%) also affected respondents. Among all respondents 3.6% respondents named women as an effective factor in radio advertisement, all of these were men.

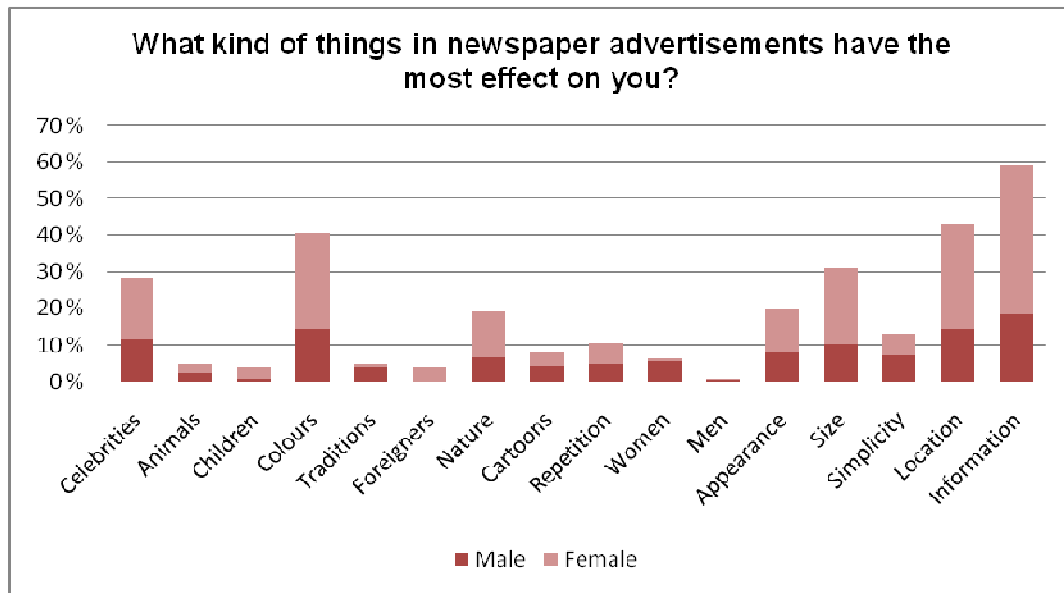


Diagram 13: Attention in newspaper advertising

In newspaper advertisements features like information (59.3%), location (42.8%) and colours (40.7%) were effective. Also size (30.9%), celebrities (28.4%) and appearance (20.1%) were considered as effective. 3.6% of respondents found foreigners as effective, all of these were women. The least effective things in radio advertisements were children (3.6%), foreigners (3.6%) and men (1.0%).

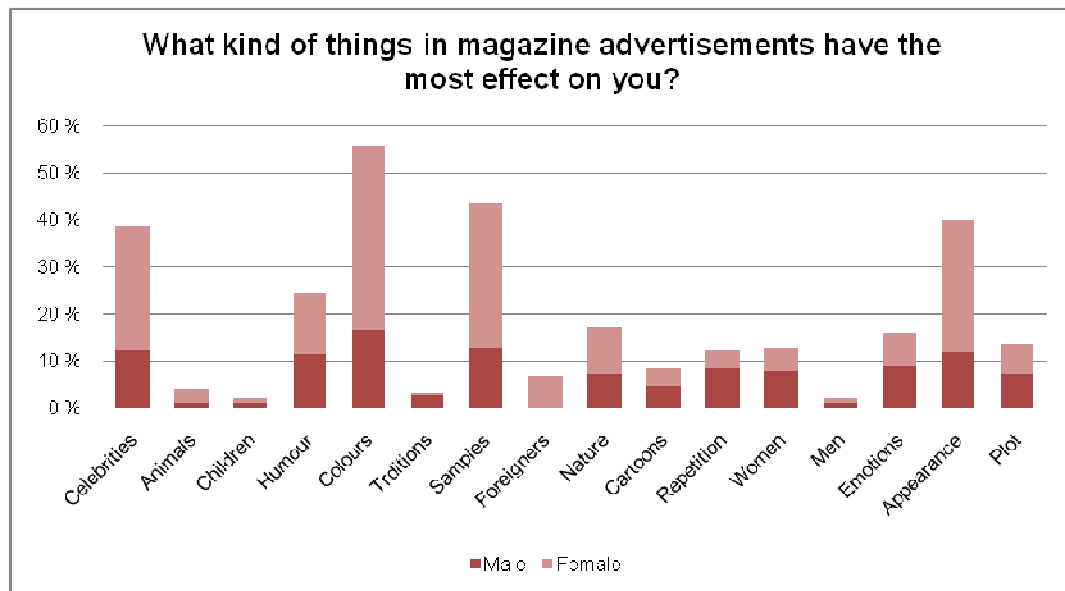


Diagram 14: Attention in magazine advertising

Colours (55.9%) affected the most in magazine advertising. Also things like samples (43.6%), appearance (40.0%) and celebrities (38.5%) affected the respondents. Also humour (24.6%), nature (16.9%) and emotions (15.9%) had an effect on the respondents. Traditions (3.1%), men (2.1%) and children (2.1%) had the least effect on the respondents.

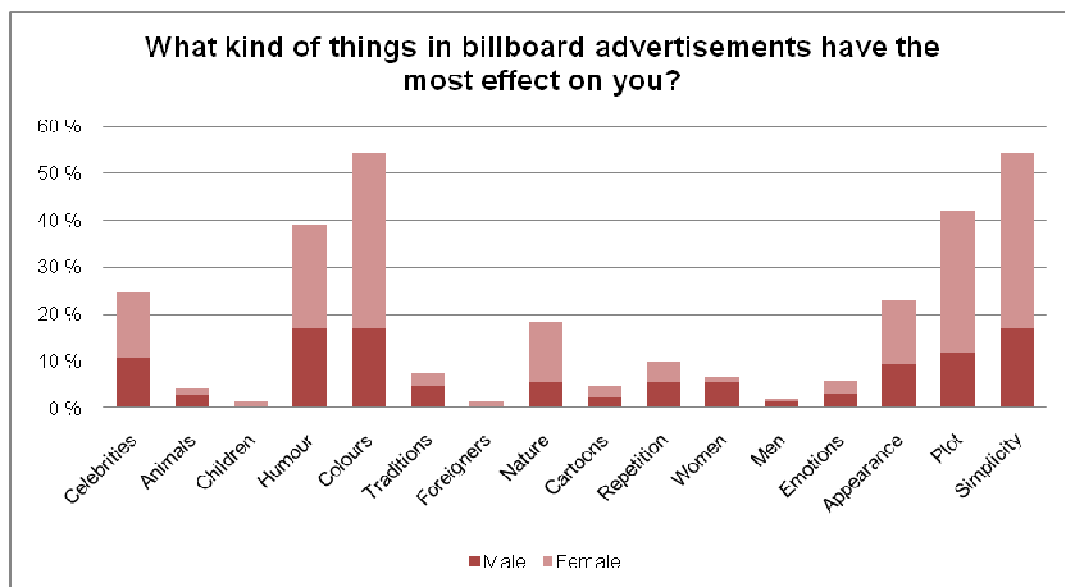


Diagram 15: Attention in billboard advertising

In billboard advertising colours (54.4%), simplicity (54.4%) and plot (42.1%) affected the most. Other things that had an effect on many respondents were humour (39.0%), celebrities (24.6%) and appearance (23.1%). The least effect on the respondents in billboard advertisements had men (2.1%), children (1.5%) and foreigners (1.5%).

Summary

Among broadcast media, TV and radio, the same factors appeared to be the most effective in advertising. These were humour, music, plot, celebrities and emotions. The least effective factors were also similar. Foreigners, traditions and men were appreciated the least in TV and radio advertising. As in the broadcast media, also in print media the most pleasing and irritating features were similar. In print media, newspapers, magazines and billboards, among the most effective features were colours, celebrities and appearance. As the least effective factors children, men and foreigners were named in all print media.

9 ANALYSIS AND COMPARISON

The results of the survey are analyzed by presenting the primary results and explaining them with the help of the theoretical part. First the results are analyzed from the perspective of Taiwan. The results are introduced mainly generally but also the differences between the male and female respondents are presented in some cases. The analysis is divided into four subtitles to clarify the different sections in the questionnaire. After introducing the results from the Taiwanese viewpoint, there is a comparison to the similar study made in China. The comparison concentrates on general view of the results, and there are not any exact figures presented in that section.

When making the questionnaire, the aim was to minimize possible problems when analysing the results. Therefore, there were not any open-ended questions in order to avoid misunderstandings and the language barrier. The only problem that was discovered when analysing the questionnaires was that some had answered too many or too little in multiple choice questions, or not answered at all to some questions. When considering the sample size and the number of questions in the questionnaire, there were a minimal number of problems. Only less than one per cent of all answers were incorrect including the missing values. Despite the incorrect values all answers were included in the analysis since they do not make a significant difference to the total results.

9.1 Advertising

According to the survey results, advertising is very visible in Taiwan and the majority of the respondents also pay quite much attention to it. Taiwan is after all the fourth largest advertising market in Asia. When comparing men and women, it can be seen that generally women pay more attention to advertising than men. Advertising appears to be also rather important for Taiwanese young adults. The clear majority of the respondents answered that advertising is either somewhat important or important to them. Again, advertising seems to be slightly more important to women than men.

The amount of Taiwanese young adults' attention paid to advertising and how important it is to them might be explained by the new trend to use emotional appeal in Taiwanese advertising. Advertisements that reach consumers' emotions might be very effective especially for young people who are trying to cope with their relationships with family and friends. Emotions usually appeal more to women than men, which might also explain why advertising catches mostly the female respondents' attention.

The visibility of advertising and the attention paid to it arouses a question about how Taiwanese students feel about the quantity of advertising. Due to the clear importance of advertising, the survey results about the amount are quite interesting. Although advertising is much appreciated, over a half of the respondents think that there is too much advertising. Nearly the other half of the respondents, however, was pleased with the amount of advertising. The answers of men and women did not have much variation.

The information seen in advertisements that Taiwanese young adults find the most useful is one way to find out why advertising might be important to them. Multiple response options included new products, sales and new stores. The new products alternative was chosen by the majority of female as well as male respondents. Both sales and new stores got only under 20.0 per cent each of the total answers. As mentioned in chapter 4.4, Taiwanese consumers are generally keen on new products, which might explain the majority of answers. The results could also be explained by the fact that usually advertisements are designed to promote new products or to be a reminder about the products that already exist in the markets.

9.2 Consumer behaviour

The results on the importance of advertising might explain the buying behaviour of Taiwanese students. That is, for majority of the respondents (64.6%) advertising sometimes has an effect on their buying decisions. There were also 23.6 per cent of “yes” answers among all respondents, and only 10.8 per cent of “no” answers. Also the great amount of advertising might affect consumer behaviour.

In the second stage of the purchasing process the consumer conducts a search for information and the role of advertising in this stage is to help the search process by providing information. As said in chapter four about Taiwanese consumer behaviour, Taiwanese consumers are very active to search for information about new products. The most popular information channel is the Internet but advertising might also have mentally a crucial role in the information search, which further has an effect on purchase decisions.

According to the total survey results, advertising has the most effect on food (57.2%), electronic equipment (38.7%) and cosmetics (34.5%). Advertising affects also music and free time with the amounts of 32.5 per cent and 32.0 per cent of total answers. Among female respondents food, cosmetics and music are the major products advertising has the most effect on. The respective products among male respondents are electronic equipment, food and free time. Electronic equipment, however, got nearly the same number of answers when comparing men and women with the results of 19.1 per cent and 19.6 per cent.

The products advertising has the most effect on among Taiwanese students might be explained by common consumer behaviour patterns in Taiwan. Generally food and other grocery products are considered as necessities in Taiwan and they are bought when needed. However, Taiwanese have become very price sensitive and try to choose products with lower prices. Rather busy lifestyles might also explain why advertising has such an effect on food. Taiwanese consumers eat out frequently and Western cuisines and fast-food chains are becoming very popular in Taiwan.

Taiwanese consumers are also quite devoted to new products, which could explain the great effect of advertising on electronic equipment. Electronic products also need rather thorough information search in which advertisements are very helpful. Cosmetics, music and free time might also be explained by the interest in the latest items and the willingness to keep up with current trends.

9.3 Appeals

Factors that pleased the respondents the most were humour, imagination and plot, as well as glamour, intelligence and fantasy. The success of using humour in advertising is based on the fact that it causes viewers to watch, laugh and remember which is proven to be true according to the results. Fantasy is commonly related to sex, love and romance. However, most of the respondents, especially women, considered fantasy as a pleasing factor, but erotics as an irritating factor in advertising,.

Other factors that irritated the most were unclearness, unreality, dishonesty and over-promises, as well as lack of plot and information. Advertising is a target of criticism, and as mentioned earlier, many consumers consider advertising unethical, because it affects the price of products, is untruthful, tricks people or targets vulnerable people. That may be the reason why at least dishonesty and over-promising were some of the most irritating factors in advertisements. Women considered dishonesty and unreality more irritating than men, whereas men considered over-promising more irritating.

Advertising in Taiwan is considered vivid, creative and innovative. The respondents reinforced the belief, as they named factors such as imagination, plot and intelligence as pleasing. In addition to this, in almost all different media Taiwanese young adults named colours, humour and plot as things that influence them in an advertisement. Also music was named as an effective appeal in TV and radio advertising. The reason for that might be that music easily catches the attention of the viewer and is commonly linked to emotions and memories.

Taiwan has its own style in advertising, and young university students like the cultural and vivid style. However, traditions were not mentioned as a remarkably important factor in an ad. In all media traditions were slightly more important to men than to women. As for advertising, Taiwanese may be more in to a modern and innovative, but still local style. The local style includes also local celebrities, and as the results show, most of the respondents were affected the most when there were celebrities in advertisements. Foreigners were not considered as an effective factor, which also explains the importance of Taiwanese creativeness and original ideas.

Emotions were also effective to Taiwanese young adults in an advertisement. Using an emotional appeal is an ongoing trend in Taiwan, and it is more important to present relationships and interaction than the product. In TV and radio commercials emotions were more important to women, whereas in magazine and billboard advertisements emotions were slightly more important to men. Although, as the results showed, also rational information in print media was found to be effective. Commonly Taiwanese advertisements present facts, and link the product to a place, an event, or a person. It can be said that young people appreciate both rational and emotional advertisements in Taiwan.

9.4 Media

The majority of the respondents named TV as the most influential advertising channel. As described, the cable television reaches 80 per cent of all households, which has clearly influenced the results of the survey. The television has been a popular channel in advertising for many years, and it is more versatile than other media. The television easily attracts viewers because of the advantage of sound and vision. These advantages also stood out in the results, when the respondents named music and colours among the most effective factors in TV advertising.

Among students the radio is not as popular as among employed people in Taiwan, only few of the respondents named the radio as the most influential media. As said earlier, students who listen to the radio prefer music, movie star gossips, entertainment and travel-related programs. According to the result of the survey, some of the most effective factors in radio commercials were music, celebrities, humour and plot.

The same issue as with the radio is concerning also newspapers. Even though it is said that newspapers are one of the most important media used in Taiwan, young adults do not consider them as an influential and popular advertising channel. The most effective features in newspaper advertising were rational things, such as information, location and size.

According to the results, magazines were the second most influential media for Taiwanese young adults. Magazines offer excellent visual quality, which gives an opportunity to create attractive advertisements. Young people in Taiwan consider features like colours, humour and celebrities effective in magazine advertising. One major advantage of magazines is the ability to use promotional tools such as samples. Samples were also named as the most effective things in magazine advertising.

The billboard is the most common way of outdoor advertising. Outdoor advertising has become more popular since new technologies for advertising have emerged, but still most of the respondents considered simplicity effective in billboard advertising. Other effective factors were colours, humour, plot and celebrities.

9.5 Comparison between Taiwan and China

When comparing the survey results to the similar research made in China there are not any remarkable differences between these two studies. Advertising seems to be very visible in both countries due to the attention paid to it and the respondents' feelings towards the amount of advertising. The majority of Chinese students, however, pay slightly more attention to advertising. Also the majority of them consider the amount of advertising to be too much in China, and only the minority answered that there is the right amount or too little. The importance of advertising among Chinese students is also very high.

The consumer behavioural aspects in the Chinese advertising environment also appear to be very similar when compared to Taiwan. The majority of Chinese students answered that advertising does affect their buying decisions either sometimes or always. Interesting similarities, according to the survey results, were also in the product categories advertising has the most effect on. Taiwanese students chose food, electronic equipment and cosmetics, and the total results from the Chinese study were almost exactly the same. The only difference was that Chinese students answered electronic equipment more frequently than food. Among male and female respondents there were also more variations between Taiwanese and Chinese students.

As for pleasing and irritating factors in advertising, there were no significant differences between Taiwanese and Chinese young adults' opinions. In Beijing the most pleasing factors were imagination, intelligence and plot, when in Taipei those were humour, imagination and plot, and intelligence as the fourth most pleasing factor. The most irritating factors in Beijing were repetition, dishonesty and over-promising, and in Taipei unclearness, unreality and dishonesty, over-promising was also found among the most irritating factors. The fact that Chinese considered repetition as irritating might be explained by the fact that the common opinion of the amount of advertising in China was too much.

The most influential media was the same as well. In both countries television was named as the most influential advertising channel, and also other media were ranked to the same order in both countries. The only noticeable difference was that in Taiwan few people mentioned the radio as an influential media, whereas in China none of the respondents named the radio.

The survey made in China included questions only about two media, TV and magazines, which were the most influential ones in both countries. Again, there were no notable differences in the results. In both countries humour, colours and music were among the most effective factors in TV advertising, and colours, humour, nature and celebrities among the most effective factors in magazine advertising. In both media Taiwanese considered celebrities as more effective in an ad than Chinese.

As a conclusion, there were not any significant differences when comparing the consumer behaviour and feelings towards advertising between Taiwan and China. Even though the two countries have slightly different cultural heritage, there seems to be little difference in opinions when it comes to advertising. It might be that the internationalization of the capital cities, and people living there, has had an effect on the decrease of traditions seen in everyday life. The two universities have students from all over the world, and it can be claimed that the act of universities becoming international has affected the similarity of opinions among students. Also the different economic situations might have had an influence on the amount of advertising and opinions towards it.

10 CONCLUSIONS

According to the results of the research advertising is a very visible part of Taiwanese university students' life. Advertising also impacts somewhat to their purchasing decisions. A common feeling towards advertising seems to be that it is an important channel especially to get information about new products. Humour, intelligence and plot are considered the most important factors to appeal young Taiwanese people, whereas unclearness, unreality and dishonesty are experienced as repulsive. When the two studies were compared the results appeared to be quite similar.

This research has given an overview of the behaviour of Taiwanese young adults studying in university, but the sample size being rather small, it is not advisable to generalise the results. Consequently, the results cannot be generalized to all consumers of Taiwan. The research can be used as a guideline when wanting to advertise for young people in Taiwan, but it does not give solutions on how to operate and get good results. As a suggestion for the future, it could be said that a more thorough survey of the Taiwanese market and the behaviour of young adults would offer more reliable results. The same research could also be conducted in another country but not necessarily in Asia. Due to internationalization there might be similar results even if the same research was made in a Western country.

It was intriguing to find out the feelings and behaviour of young adults in another country by conducting the survey. The research actualized as planned and the response rate was surprisingly high. The study of the theoretical part as well has been challenging but interesting to execute. When there are two persons writing the same thesis it might lead to problems such as poor communication or failed work distribution. There are also benefits in cooperation including the ease of problem solving and work efficiency. In this thesis the distribution of work was even, and when problems arose, it was easy to solve them together.

SOURCES

BBC. Country profile: Taiwan. Available in URL-format:
http://news.bbc.co.uk/2/hi/asia-pacific/country_profiles/1285915.stm (Read 4.11.2009)

Bradley, F. 2002. International Marketing Strategy. Fourth edition. Essex, England: Pearson Education Ltd.

Brown, M. 2004. Is Taiwan Chinese? : The Impact of Culture, Power and Migration on Changing Identities. Ewing: University of California Press.

Cant, M, Strydom, J. & Jooste, C. 2009. Marketing Management. Fifth edition. Cape Town, South Africa: Juta & Co. Ltd. Available in URL-format:
<http://books.google.fi/books?id=6uU-Dz-sCIQC&printsec=frontcover&dq=marketing+management&lr=#v=onepage&q=&f=false> (Read 4.11.2009)

CIA – The World Factbook. Taiwan. Available in URL-format:
<https://www.cia.gov/library/publications/the-world-factbook/geos/tw.html> (Read 6.10.2009)

Clow, K. & Baack, D. 2007. Integrated Advertising, Promotion and Marketing Communications. Third edition. New Jersey: Pearson Education Inc.

Doole, I. & Lowe, R. 2008. International Marketing Strategy: Analysis, Development and Implementation. Fifth edition. London: Cengage Learning EMEA. Available in URL-format:
<http://books.google.fi/books?id=UU1yPY2UwhMC&pg=PP1&dq=international+marketing+strategy#v=onepage&q=&f=false> (Read 8.11.2009)

FITA. The Federation of International Trade Associations. Taiwan. Available in URL-format:
<http://www.fita.org/countries/taiwan.html> (Read 5.5.2009)

GIO. Government Information Office, Republic of China. The Republic of China Yearbook – Taiwan 2001. Available in URL-format:
<http://www.gio.gov.tw/taiwan-website/5-gp/yearbook/2001/chpt04-3.htm> (Read 8.11.2009)

Hollensen, S. 2003. Marketing Management: A Relationship Approach. First edition. Essex, England: Pearson Education Ltd.

Horowitz, S. 2007. Identity and Change in East Asian Conflicts: The Cases of China, Taiwan and the Koreas. Gordonsville: Palgrave Macmillan.

Jones, J. 1999. The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications. California: Sage Publications, Inc. Available in URL-format:

<http://books.google.fi/books?id=4H1qxQl6maYC&pg=PP1&dq=the+advertising+business#v=onepage&q=&f=false>

Kelley, L. & Jugenheimer, D. 2006. Advertising Account Planning: A Practical Guide. Armonk, New York: M.E. Sharpe, Inc.

Kao, T. Marketing professor in Shih Chien Univeristy. Interview. 3.6.2009.

Kuo, T. Area Studies: Cross-strait Studies lecturer in Shih Chien University. Interview. 19.5.2009.

Mooij, M. 2009. Global Marketing and Advertising: Understanding Cultural Paradoxes. Third edition. California, USA: Sage Publications Inc. Available in URL-format:
<http://books.google.fi/books?id=WMeFtpTRtT8C&pg=PP1&dq=global+marketing+and+advertising#v=onepage&q=&f=false> (Read 6.11.2009)

Monle, L. & Johnson, C. 2005. Principles of Advertising: a Global Perspective. Second edition. New York: Haworth Press. Available in URL-format:
<http://books.google.com/books?id=3TjXcAKGKUIC&pg=PP1&dq=principles+of+advertising&lr=&hl=fi#v=onepage&q=&f=false>

Mühlbacher, H, Leihs, H. & Dahringer, L. 2006 International Marketing, a Global Perspective. Third edition. London: Thomson Learning.

Nielsen Company. News Release: Value for Money and Low Prices Now Key Drivers for Taiwan's Grocery Shoppers. Available in URL-format:
<http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/04/taiwan-shoppertrends0401e.pdf> (Read 8.11.2009)

Pecotich, A. 2005. Handbook of Markets and Economies: East Asia, Southeast Asia, Australia and New Zealand. Armonk: M.E. Sharpe, Inc.

Pecotich, A. & Shultz, J. 2006. Handbook of Markets and Economies : East Asia, Southeast Asia, Australia, and New Zealand. Armonk, New York: M.E. Sharpe, Inc. Available in URL-format:
<http://books.google.fi/books?id=zdqAakpAeloC&printsec=frontcover&dq=handbook+of+markets+and+economies#v=onepage&q=&f=false> (Read 8.11.2009)

Roberge, M. & Lee, Y. 2009. China-Taiwan Relations. Available in URL-format:
http://www.cfr.org/publication/9223/chinataiwan_relations.html (Read 4.11.2009)

Schiffman, L, Hansen, H. & Kanuk, L. 2008. Consumer Behaviour: a European Outlook. First edition. Essex, England: Pearson Education Ltd. Available in URL-format:
http://books.google.fi/books?id=hOt8Cud4FMwC&pg=PP1&dq=consumer+behaviour+as_brr=3#v=onepage&q=&f=false

Solomon, M, Bamossy, G. & Askegaard, S. 2002. Consumer Behaviour: A European Perspective. Second edition. Essex, England: Pearson Education Ltd.

Taiwan Information. Available in URL-format: <http://www.asia-planet.net/taiwan/culture.htm> (Read 8.10.2009)

Tanner, M. 2007. Chinese Economic Coercion against Taiwan: A Tricky Weapon to Use. Santa Monica, CA: Rand Corporation.

Taylor, R. & Raymond, M. 2000. An analysis of product category restrictions in advertising in four major East Asian markets. *International Marketing Review* 17. 287-304.

Tourism Bureau, Republic of China (Taiwan). Welcome to Taiwan. Available in URL-format: <http://eng.taiwan.net.tw/> (Read 4.10.2009)

Tucker, N. 2005. Dangerous Strait: The U.S. – Taiwan – China Crisis. New ork: Columbia University Press.

Tung, C. 2004. Economic relations between Taiwan and China. UNISCI Discussion Papers. Available in URL-format: <http://nccuir.lib.nccu.edu.tw/bitstream/140.119/11158/1/TUNG4M.pdf> (Read 3.11.2009)

Walden Publishing Ltd. 2006. Taiwan Profile. Cambridge: World of Information.

Wells, W, Burnett, J. & Moriarty, S. 2000. Advertising Principles & Practice. Fifth edition. New Jersey: Prentice Hall Inc.

Yläraakkola, H. 2007. Advertising in China – How Chinese Students Feel About Advertising. Etelä-Karjalan ammattikorkeakoulu. Kansainvälisen kaupan koulutusohjelma. Opinnäytetyö.

SAIMAA UNIVERSITY
OF APPLIED SCIENCES
Business administration
International business
Jenna Viklund
Mirva Koponen

COVER LETTER

26 April 2009

Dear respondent,

We are two International business students from Saimaa University of Applied Sciences, Finland. Currently we are studying in Shih Chien University in an exchange programme and at the same time writing our Bachelor's thesis. We invite you to participate in our research in the form of a questionnaire.

Our Bachelor's thesis is about advertising in Taiwan. With this questionnaire our aim is to find out how Taiwanese university students feel about advertising and do advertisements have an effect on buying decisions. In addition to buyer behaviour, we also want to find out the most effective channels and forms of advertising. The reason for this kind of research is our interest towards international marketing. Also because Asia has become an attractive marketplace for international companies, it is important to understand the challenges of marketing in a different culture.

The questionnaire includes 16 simple questions, which all have multiple answering choices. To complete the questionnaire takes not more than 15 minutes. After you have filled in the survey, please return it to the professor who will deliver them to us.

The questionnaire will not define any of your personal information, we will only ask for gender and age as background information. The questionnaires will be answered anonymously and handled confidentially. The forms will not be published, but we will analyse the results with help of SPSS program. The analyzed results will be published in our Bachelor's thesis in Saimaa University of Applied Sciences.

Thank you for your time and cooperation!

Yours sincerely,

Jenna Viklund and Mirva Koponen

26 April 2009

Taiwanese students' attitudes towards advertising in Taipei, Taiwan
台灣學生對台灣，台北在地廣告的看法

1. Gender/
性別

☐ Male/
男性

☐ Female/
女性

2. Age/
年紀

☐ 18 – 20 ☐ 21 – 23 ☐ 24 – 26 ☐ 26 <

3. How much do you pay attention to advertising?
你會有多注意廣告呢?

☐ very much/
很常

☐ much/
經常

☐ somewhat/
有時

☐ a little/
稍為

☐ not at all/
幾乎不

4. How important is advertising to you?/
廣告對你有多重要呢?

☐ very important/
非常重要

☐ important/
重要

☐ somewhat important/
有時重要

☐ not very important/
不太重要

☐ not important at all/
幾乎不重要

5. What do you think about the amount of advertising?/
你覺得廣告量如何?

☐ too much/
太多

☐ the right amount/
剛好

☐ too little/
太少

6. What kind of information seen in advertisements do you find useful?/
在你看到的廣告中有那種資訊是對你有用的?

☐ new products/
新產品

☐ sales/
拍賣

☐ new stores/
新店家

26 April 2009

7. Does advertising affect your buying decisions?/

廣告會影響你的購買決策嗎？

☐ yes/
會

☐ sometimes/
有時候

☐ no/
不會

8. If advertising does affect your buying decisions, what kind of products or services does it have the most effect on? Choose 3 most important ones./

假如廣告會影響你的購買決策，那種商品或服務最容易受到影響？請選最易受影響的三種。

☐ food/
食物

☐ music/
音樂

☐ electronic equipment/
電器・品

☐ sports equipment/
運動器材

☐ clothes/
衣物

☐ cosmetics/
化妝品

☐ furnishing/
傢・

☐ travelling/
旅遊

☐ hobbies/
嗜好

☐ free time/
閒暇時間的消遣

9. What kind of things in advertising please you the most? Choose 3 most important ones./

有那種性質的廣告最得你的喜愛？請選最重要的三樣特點。

☐ plot/
情節

☐ imagination/
想像力

☐ intelligence/
智慧

☐ glamour/
魅力

☐ traditions/
傳統

☐ humour/
幽默感

☐ irony/
諷刺

☐ cartoons/
卡通

☐ appearance/
外顯的

☐ erotic/
情色的

☐ fantasy/
奇幻

☐ simplicity/
簡樸

10. What kind of things in advertising irritate you the most? Choose 3 most important ones./

有那種性質的廣告令你反感？請選最重要的三樣特點。

☐ over-promising/
過度承諾

☐ unclearness/
不清不楚

☐ dishonesty/
不誠實

☐ lack of plot/
沒劇情

☐ naivety/
太天真

☐ erotic/
情色的

☐ unreality/
不真實 做作

☐ length/
太長

☐ simplicity/
過於簡單

☐ over informative/
太多情報

☐ lack of information/
缺乏訊息

26 April 2009

11. Which is the most influential advertisement channel in your opinion? Choose only 1./

依照你的看法下列那項為最具影響力的廣告管道呢? 請只選一樣。

- | | | |
|---|--|---|
| <input type="checkbox"/> TV/
電視 | <input type="checkbox"/> Radio/
收音機 | <input type="checkbox"/> Newspaper/
報紙 |
| <input type="checkbox"/> Magazines/
雜誌 | <input type="checkbox"/> Billboards/
廣告招牌 | |

12. What kind of things in TV advertisements have the most effect on you? Choose 3 most important ones./

電視上有那種性質的廣告最容易影響你呢? 請選最重要的三樣特點。

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> celebrities/
名人 | <input type="checkbox"/> animals/
動物 | <input type="checkbox"/> children/
孩童 | <input type="checkbox"/> humour/
幽默 |
| <input type="checkbox"/> colours/
色調 | <input type="checkbox"/> traditions/
傳統 | <input type="checkbox"/> music/
音樂 | <input type="checkbox"/> foreigners/
外國人 |
| <input type="checkbox"/> nature/
自然 | <input type="checkbox"/> cartoons/
卡通 | <input type="checkbox"/> repetition/
重複 | <input type="checkbox"/> women/
女人 |
| <input type="checkbox"/> men/
男人 | <input type="checkbox"/> emotions/
感性 | <input type="checkbox"/> appearance/
人物外貌 | <input type="checkbox"/> plot/
劇情 |

13. What kind of things in radio advertisements have the most effect on you? Choose 3 most important ones./

廣播中那種性質的廣告最容易影響你呢? 請選最重要的三樣特點。

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> celebrities/
名人 | <input type="checkbox"/> children/
孩童 | <input type="checkbox"/> humour/
幽默 | <input type="checkbox"/> traditions/
傳統 |
| <input type="checkbox"/> music/
音樂 | <input type="checkbox"/> foreigners/
外國人 | <input type="checkbox"/> repetition/
重複 | <input type="checkbox"/> women/
女人 |
| <input type="checkbox"/> men/
男人 | <input type="checkbox"/> emotions/
感性 | <input type="checkbox"/> plot/
情節 | <input type="checkbox"/> sound effects/
音效 |

14. What kind of things in newspaper advertisements have the most effect on you? Choose 3 most important ones./

報紙上那種性質的廣告最容易影響你呢? 請選最重要的三樣特點。

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> celebrities/
名人 | <input type="checkbox"/> animals/
動物 | <input type="checkbox"/> children/
孩童 | <input type="checkbox"/> colours/
色調 |
| <input type="checkbox"/> traditions/
傳統 | <input type="checkbox"/> foreigners/
外國人 | <input type="checkbox"/> nature/
自然 | <input type="checkbox"/> cartoons/
卡通 |
| <input type="checkbox"/> repetition/
重複 | <input type="checkbox"/> women/
女人 | <input type="checkbox"/> men/
男人 | <input type="checkbox"/> appearance/
人物外貌 |
| <input type="checkbox"/> size/
尺寸 | <input type="checkbox"/> simplicity/
簡樸 | <input type="checkbox"/> location/
位置 | <input type="checkbox"/> information/
資訊 |

26 April 2009

15. What kind of things in magazine advertisements have the most effect on you? Choose 3 most important ones./

雜誌上那種性質的廣告最容易影響你呢？請選最重要的三樣特點。

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> celebrities/
名人 | <input type="checkbox"/> animals/
動物 | <input type="checkbox"/> children/
孩童 | <input type="checkbox"/> humour/
幽默 |
| <input type="checkbox"/> colours/
色調 | <input type="checkbox"/> traditions/
傳統 | <input type="checkbox"/> samples/
試用品 | <input type="checkbox"/> foreigners/
外國人 |
| <input type="checkbox"/> nature/
自然 | <input type="checkbox"/> cartoons/
卡通 | <input type="checkbox"/> repetition/
重複 | <input type="checkbox"/> women/
女人 |
| <input type="checkbox"/> men/
男人 | <input type="checkbox"/> emotions/
感性 | <input type="checkbox"/> appearance/
人物外貌 | <input type="checkbox"/> plot/
情節 |

16. What kind of things in billboard advertisements have the most effect on you? Choose 3 most important ones./

廣告招牌上那種性質的廣告最容易影響你呢？請選最重要的三樣特點。

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> celebrities/
名人 | <input type="checkbox"/> animals/
動物 | <input type="checkbox"/> children/
孩童 | <input type="checkbox"/> humour/
幽默 |
| <input type="checkbox"/> colours/
色調 | <input type="checkbox"/> traditions/
傳統 | <input type="checkbox"/> foreigners/
外國人 | <input type="checkbox"/> nature/
自然 |
| <input type="checkbox"/> cartoons/
卡通 | <input type="checkbox"/> repetition/
重複 | <input type="checkbox"/> women/
女人 | <input type="checkbox"/> men/
男人 |
| <input type="checkbox"/> emotions/
感性 | <input type="checkbox"/> appearance/
人物外貌 | <input type="checkbox"/> plot/
描繪 | <input type="checkbox"/> simplicity/
簡明 |

Thank you for your answers!
感謝你的回答

05 May 2009

Interview about Taiwanese history, culture and relations with Mainland China

- How has Taiwanese culture changed and how does it differ from Chinese culture?
- How does Taiwanese culture differ from Western culture?
- Are there any traditions seen in everyday life?
- What kind of relations does Taiwan have with Mainland China? How have the relations between the two countries developed? Do You have any opinion about the future?
- How noticeable is the influence of Western culture towards Taiwanese or Chinese culture?
- Possible sources for additional information?

This interview will be recorded in order to more reliably transfer the information to the theoretical part of our Bachelor's thesis.

05 May 2009

Interview about Taiwanese media, advertising and consumer behaviour

- What kind of different media are there in Taiwan? What are the most popular ones?
- What is advertising like in Taiwan? How does it differ from Western or Chinese advertising?
- Are there any restrictions or rules in advertising in Taiwan or Asia?
- Are there any influences from other cultures or becoming trends in marketing/advertising?
- How would You define consumer behaviour in Taiwan?
- Possible sources for additional information?

This interview will be recorded in order to more reliably transfer the information to the theoretical part of our Bachelor's thesis.

Table 1: The age of respondents

The age of the respondent * The gender of the respondent Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
The age of the respondent	18-20	Count	17	31	48
		% within The age of the respondent	35,4%	64,6%	100,0%
		% within The gender of the respondent	23,0%	25,8%	24,7%
		% of Total	8,8%	16,0%	24,7%
	21-23	Count	45	76	121
		% within The age of the respondent	37,2%	62,8%	100,0%
		% within The gender of the respondent	60,8%	63,3%	62,4%
		% of Total	23,2%	39,2%	62,4%
	24-26	Count	8	7	15
		% within The age of the respondent	53,3%	46,7%	100,0%
		% within The gender of the respondent	10,8%	5,8%	7,7%
		% of Total	4,1%	3,6%	7,7%
	26<	Count	4	6	10
		% within The age of the respondent	40,0%	60,0%	100,0%
		% within The gender of the respondent	5,4%	5,0%	5,2%
		% of Total	2,1%	3,1%	5,2%
Total	Count	74	120	194	
	% within The age of the respondent	38,1%	61,9%	100,0%	
	% within The gender of the respondent	100,0%	100,0%	100,0%	
	% of Total	38,1%	61,9%	100,0%	

Table 2: The amount of attention paid to advertising

Attention to advertising * The gender of the respondent Crosstabulation

			The gender of the respondent		Total
			Male	Female	
Attention to advertising	very much	Count	18	23	41
		% within Attention to advertising	43,9%	56,1%	100,0%
		% within The gender of the respondent	24,3%	19,2%	21,1%
		% of Total	9,3%	11,9%	21,1%
	much	Count	30	62	92
		% within Attention to advertising	32,6%	67,4%	100,0%
		% within The gender of the respondent	40,5%	51,7%	47,4%
		% of Total	15,5%	32,0%	47,4%
	somewhat	Count	17	28	45
		% within Attention to advertising	37,8%	62,2%	100,0%
		% within The gender of the respondent	23,0%	23,3%	23,2%
		% of Total	8,8%	14,4%	23,2%
	a little	Count	6	5	11
		% within Attention to advertising	54,5%	45,5%	100,0%
		% within The gender of the respondent	8,1%	4,2%	5,7%
		% of Total	3,1%	2,6%	5,7%
	not at all	Count	3	2	5
		% within Attention to advertising	60,0%	40,0%	100,0%
		% within The gender of the respondent	4,1%	1,7%	2,6%
		% of Total	1,5%	1,0%	2,6%

Total	Count	74	120	194
	% within Attention to advertising	38,1%	61,9%	100,0%
	% within The gender of the respondent	100,0%	100,0%	100,0%
	% of Total	38,1%	61,9%	100,0%

Table 3: The importance of advertising

Importance of advertising * The gender of the respondent Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Importance of advertising	very important	Count	9	14	23
		% within Importance of advertising	39,1%	60,9%	100,0%
		% within The gender of the respondent	12,2%	11,6%	11,8%
		% of Total	4,6%	7,2%	11,8%
	important	Count	20	42	62
		% within Importance of advertising	32,3%	67,7%	100,0%
		% within The gender of the respondent	27,0%	34,7%	31,8%
		% of Total	10,3%	21,5%	31,8%
	somewhat important	Count	28	42	70
		% within Importance of advertising	40,0%	60,0%	100,0%
		% within The gender of the respondent	37,8%	34,7%	35,9%
		% of Total	14,4%	21,5%	35,9%

not very important	Count	11	22	33
	% within Importance of advertising	33,3%	66,7%	100,0%
	% within The gender of the respondent	14,9%	18,2%	16,9%
	% of Total	5,6%	11,3%	16,9%
not important at all	Count	6	1	7
	% within Importance of advertising	85,7%	14,3%	100,0%
	% within The gender of the respondent	8,1%	,8%	3,6%
	% of Total	3,1%	,5%	3,6%
Total	Count	74	121	195
	% within Importance of advertising	37,9%	62,1%	100,0%
	% within The gender of the respondent	100,0%	100,0%	100,0%
	% of Total	37,9%	62,1%	100,0%

Table 4: The amount of advertising

Amount of advertising * The gender of the respondent Crosstabulation

			The gender of the respondent		Total
			Male	Female	
Amount of advertising	too much	Count	40	69	109
		% within Amount of advertising	36,7%	63,3%	100,0%
		% within The gender of the respondent	54,8%	57,0%	56,2%
		% of Total	20,6%	35,6%	56,2%
	the right amount	Count	32	52	84
		% within Amount of advertising	38,1%	61,9%	100,0%
		% within The gender of the respondent	43,8%	43,0%	43,3%
		% of Total	16,5%	26,8%	43,3%
	too little	Count	1	0	1
		% within Amount of advertising	100,0%	,0%	100,0%
		% within The gender of the respondent	1,4%	,0%	,5%
		% of Total	,5%	,0%	,5%
Total		Count	73	121	194
		% within Amount of advertising	37,6%	62,4%	100,0%
		% within The gender of the respondent	100,0%	100,0%	100,0%
		% of Total	37,6%	62,4%	100,0%

Table 5: The most useful information in advertisements

Information in advertisements * The gender of the respondent Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Information in advertisements	new products	Count	50	86	136
		% within Information in advertisements	36,8%	63,2%	100,0%
		% within The gender of the respondent	67,6%	71,1%	69,7%
		% of Total	25,6%	44,1%	69,7%
	sales	Count	14	23	37
		% within Information in advertisements	37,8%	62,2%	100,0%
		% within The gender of the respondent	18,9%	19,0%	19,0%
		% of Total	7,2%	11,8%	19,0%
	new stores	Count	10	12	22
		% within Information in advertisements	45,5%	54,5%	100,0%
		% within The gender of the respondent	13,5%	9,9%	11,3%
		% of Total	5,1%	6,2%	11,3%
Total	Count	74	121	195	
	% within Information in advertisements	37,9%	62,1%	100,0%	
	% within The gender of the respondent	100,0%	100,0%	100,0%	
	% of Total	37,9%	62,1%	100,0%	

Table 6: Effects on buying decisions

Affect on buying decisions * The gender of the respondent Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Affect on buying decisions	yes	Count	14	32	46
		% within Affect on buying decisions	30,4%	69,6%	100,0%
		% within The gender of the respondent	19,4%	26,4%	23,8%
		% of Total	7,3%	16,6%	23,8%
	sometimes	Count	43	83	126
		% within Affect on buying decisions	34,1%	65,9%	100,0%
		% within The gender of the respondent	59,7%	68,6%	65,3%
		% of Total	22,3%	43,0%	65,3%
	no	Count	15	6	21
		% within Affect on buying decisions	71,4%	28,6%	100,0%
		% within The gender of the respondent	20,8%	5,0%	10,9%
		% of Total	7,8%	3,1%	10,9%
Total		Count	72	121	193
		% within Affect on buying decisions	37,3%	62,7%	100,0%
		% within The gender of the respondent	100,0%	100,0%	100,0%
		% of Total	37,3%	62,7%	100,0%

Table 7: Products advertising has the most effect on

\$Effectivity*Gender Crosstabulation

		The gender of the respondent		Total
		Male	Female	
Products advertising has the most effect ^a	Food			
	Count	33	78	111
	% within \$Effectivity	29,7%	70,3%	
	% within Gender	45,2%	64,5%	
	% of Total	17,0%	40,2%	57,2%
Music	Count	22	41	63
	% within \$Effectivity	34,9%	65,1%	
	% within Gender	30,1%	33,9%	
	% of Total	11,3%	21,1%	32,5%
ElectronicEquipment	Count	37	38	75
	% within \$Effectivity	49,3%	50,7%	
	% within Gender	50,7%	31,4%	
	% of Total	19,1%	19,6%	38,7%
SportsEquipment	Count	16	4	20
	% within \$Effectivity	80,0%	20,0%	
	% within Gender	21,9%	3,3%	
	% of Total	8,2%	2,1%	10,3%
Clothes	Count	23	32	55
	% within \$Effectivity	41,8%	58,2%	
	% within Gender	31,5%	26,4%	
	% of Total	11,9%	16,5%	28,4%

Cosmetics	Count	5	62	67
	% within \$Effectivity	7,5%	92,5%	
	% within Gender	6,8%	51,2%	
	% of Total	2,6%	32,0%	34,5%
Furnishing	Count	5	3	8
	% within \$Effectivity	62,5%	37,5%	
	% within Gender	6,8%	2,5%	
	% of Total	2,6%	1,5%	4,1%
Travelling	Count	20	35	55
	% within \$Effectivity	36,4%	63,6%	
	% within Gender	27,4%	28,9%	
	% of Total	10,3%	18,0%	28,4%
Hobbies	Count	22	33	55
	% within \$Effectivity	40,0%	60,0%	
	% within Gender	30,1%	27,3%	
	% of Total	11,3%	17,0%	28,4%
Freetime	Count	32	30	62
	% within \$Effectivity	51,6%	48,4%	
	% within Gender	43,8%	24,8%	
	% of Total	16,5%	15,5%	32,0%
Total	Count	73	121	194
	% of Total	37,6%	62,4%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 8: Pleasing factors in advertising

\$Pleasing*Gender Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Pleasing factors in advertising ^a	Plot	Count	28	65	93
		% within \$Pleasing	30,1%	69,9%	
		% within Gender	38,4%	53,7%	
		% of Total	14,4%	33,5%	47,9%
	Imagination	Count	48	89	137
		% within \$Pleasing	35,0%	65,0%	
		% within Gender	65,8%	73,6%	
		% of Total	24,7%	45,9%	70,6%
	Intelligence	Count	12	25	37
		% within \$Pleasing	32,4%	67,6%	
		% within Gender	16,4%	20,7%	
		% of Total	6,2%	12,9%	19,1%
	Glamour	Count	25	38	63
		% within \$Pleasing	39,7%	60,3%	
		% within Gender	34,2%	31,4%	
		% of Total	12,9%	19,6%	32,5%
	Traditions	Count	8	3	11
		% within \$Pleasing	72,7%	27,3%	
		% within Gender	11,0%	2,5%	
		% of Total	4,1%	1,5%	5,7%
	Humour	Count	49	94	143
		% within \$Pleasing	34,3%	65,7%	
		% within Gender	67,1%	77,7%	
		% of Total	25,3%	48,5%	73,7%
	Irony	Count	10	6	16
		% within \$Pleasing	62,5%	37,5%	
		% within Gender	13,7%	5,0%	
		% of Total	5,2%	3,1%	8,2%

Cartoons	Count	4	10	14
	% within \$Pleasing	28,6%	71,4%	
	% within Gender	5,5%	8,3%	
	% of Total	2,1%	5,2%	7,2%
Appearance	Count	8	10	18
	% within \$Pleasing	44,4%	55,6%	
	% within Gender	11,0%	8,3%	
	% of Total	4,1%	5,2%	9,3%
Erotic	Count	11	0	11
	% within \$Pleasing	100,0%	,0%	
	% within Gender	15,1%	,0%	
	% of Total	5,7%	,0%	5,7%
Fantasy	Count	11	13	24
	% within \$Pleasing	45,8%	54,2%	
	% within Gender	15,1%	10,7%	
	% of Total	5,7%	6,7%	12,4%
Simplicity	Count	4	9	13
	% within \$Pleasing	30,8%	69,2%	
	% within Gender	5,5%	7,4%	
	% of Total	2,1%	4,6%	6,7%
Total	Count	73	121	194
	% of Total	37,6%	62,4%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 9: Irritating factors in advertising

Irritating*Gender Crosstabulation			The gender of the respondent		Total
			Male	Female	
Irritating factors in advertising ^a	OverPromising	Count	29	26	55
		% within \$Irritating	52,7%	47,3%	
		% within Gender	39,7%	21,5%	
		% of Total	14,9%	13,4%	28,4%
	Unclearness	Count	41	62	103
		% within \$Irritating	39,8%	60,2%	
		% within Gender	56,2%	51,2%	
		% of Total	21,1%	32,0%	53,1%
	Dishonesty	Count	29	50	79
		% within \$Irritating	36,7%	63,3%	
		% within Gender	39,7%	41,3%	
		% of Total	14,9%	25,8%	40,7%
	LackOfPlot	Count	21	37	58
		% within \$Irritating	36,2%	63,8%	
		% within Gender	28,8%	30,6%	
		% of Total	10,8%	19,1%	29,9%
	Naivety	Count	8	7	15
		% within \$Irritating	53,3%	46,7%	
		% within Gender	11,0%	5,8%	
		% of Total	4,1%	3,6%	7,7%
	Erotic	Count	5	38	43
		% within \$Irritating	11,6%	88,4%	
		% within Gender	6,8%	31,4%	
		% of Total	2,6%	19,6%	22,2%

	Unreality	Count	29	54	83
		% within \$Irritating	34,9%	65,1%	
		% within Gender	39,7%	44,6%	
		% of Total	14,9%	27,8%	42,8%
	Length	Count	16	35	51
		% within \$Irritating	31,4%	68,6%	
		% within Gender	21,9%	28,9%	
		% of Total	8,2%	18,0%	26,3%
	Simplicity	Count	4	6	10
		% within \$Irritating	40,0%	60,0%	
		% within Gender	5,5%	5,0%	
		% of Total	2,1%	3,1%	5,2%
	OverInformative	Count	6	4	10
		% within \$Irritating	60,0%	40,0%	
		% within Gender	8,2%	3,3%	
		% of Total	3,1%	2,1%	5,2%
	LackOfInformation	Count	31	42	73
		% within \$Irritating	42,5%	57,5%	
		% within Gender	42,5%	34,7%	
		% of Total	16,0%	21,6%	37,6%
Total		Count	73	121	194
		% of Total	37,6%	62,4%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 10: The most influential advertising channel

The most influential advertising channel * The gender of the respondent Crosstabulation

			The gender of the respondent		Total
			Male	Female	
The most influential advertising channel	TV	Count	57	99	156
		% within The most influential advertising channel	36,5%	63,5%	100,0%
		% within The gender of the respondent	78,1%	81,8%	80,4%
		% of Total	29,4%	51,0%	80,4%
	Radio	Count	3	1	4
		% within The most influential advertising channel	75,0%	25,0%	100,0%
		% within The gender of the respondent	4,1%	,8%	2,1%
		% of Total	1,5%	,5%	2,1%
	Newspaper	Count	0	6	6
		% within The most influential advertising channel	,0%	100,0%	100,0%
		% within The gender of the respondent	,0%	5,0%	3,1%
		% of Total	,0%	3,1%	3,1%
	Magazines	Count	10	11	21
		% within The most influential advertising channel	47,6%	52,4%	100,0%
		% within The gender of the respondent	13,7%	9,1%	10,8%
		% of Total	5,2%	5,7%	10,8%
	Billboards	Count	3	4	7
		% within The most influential advertising channel	42,9%	57,1%	100,0%
		% within The gender of the respondent	4,1%	3,3%	3,6%
		% of Total	1,5%	2,1%	3,6%

Total	Count	73	121	194
	% within The most influential advertising channel	37,6%	62,4%	100,0%
	% within The gender of the respondent	100,0%	100,0%	100,0%
	% of Total	37,6%	62,4%	100,0%

Table 11: Attention in TV advertising

\$TV*Gender Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Attention in TV advertising ^a	Celebrities	Count	26	36	62
		% within \$TV	41,9%	58,1%	
		% within Gender	35,1%	29,8%	
		% of Total	13,3%	18,5%	31,8%
	Animals	Count	8	13	21
		% within \$TV	38,1%	61,9%	
		% within Gender	10,8%	10,7%	
		% of Total	4,1%	6,7%	10,8%
	Children	Count	4	13	17
		% within \$TV	23,5%	76,5%	
		% within Gender	5,4%	10,7%	
		% of Total	2,1%	6,7%	8,7%
	Humour	Count	53	68	121
		% within \$TV	43,8%	56,2%	
		% within Gender	71,6%	56,2%	
		% of Total	27,2%	34,9%	62,1%
	Colours	Count	13	33	46
		% within \$TV	28,3%	71,7%	
		% within Gender	17,6%	27,3%	
		% of Total	6,7%	16,9%	23,6%

Traditions	Count	4	2	6
	% within \$TV	66,7%	33,3%	
	% within Gender	5,4%	1,7%	
	% of Total	2,1%	1,0%	3,1%
Music	Count	24	55	79
	% within \$TV	30,4%	69,6%	
	% within Gender	32,4%	45,5%	
	% of Total	12,3%	28,2%	40,5%
Foreigners	Count	2	5	7
	% within \$TV	28,6%	71,4%	
	% within Gender	2,7%	4,1%	
	% of Total	1,0%	2,6%	3,6%
Nature	Count	10	20	30
	% within \$TV	33,3%	66,7%	
	% within Gender	13,5%	16,5%	
	% of Total	5,1%	10,3%	15,4%
Cartoons	Count	5	8	13
	% within \$TV	38,5%	61,5%	
	% within Gender	6,8%	6,6%	
	% of Total	2,6%	4,1%	6,7%
Repetitions	Count	15	11	26
	% within \$TV	57,7%	42,3%	
	% within Gender	20,3%	9,1%	
	% of Total	7,7%	5,6%	13,3%
Women	Count	10	2	12
	% within \$TV	83,3%	16,7%	
	% within Gender	13,5%	1,7%	
	% of Total	5,1%	1,0%	6,2%
Men	Count	2	0	2
	% within \$TV	100,0%	,0%	
	% within Gender	2,7%	,0%	
	% of Total	1,0%	,0%	1,0%

	Emotions	Count	19	31	50
		% within \$TV	38,0%	62,0%	
		% within Gender	25,7%	25,6%	
		% of Total	9,7%	15,9%	25,6%
	Appearance	Count	5	13	18
		% within \$TV	27,8%	72,2%	
		% within Gender	6,8%	10,7%	
		% of Total	2,6%	6,7%	9,2%
	Plot	Count	20	53	73
		% within \$TV	27,4%	72,6%	
		% within Gender	27,0%	43,8%	
		% of Total	10,3%	27,2%	37,4%
Total		Count	74	121	195
		% of Total	37,9%	62,1%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 12: Attention in radio advertising

\$Radio*Gender Crosstabulation					
		The gender of the respondent		Total	
		Male	Female		
Attention in radio advertising ^a	Celebrities	Count	19	27	46
		% within \$Radio	41,3%	58,7%	
		% within Gender	26,0%	22,3%	
		% of Total	9,8%	13,9%	23,7%
	Children	Count	2	5	7
		% within \$Radio	28,6%	71,4%	
		% within Gender	2,7%	4,1%	
		% of Total	1,0%	2,6%	3,6%
	Humour	Count	46	62	108
		% within \$Radio	42,6%	57,4%	
		% within Gender	63,0%	51,2%	
		% of Total	23,7%	32,0%	55,7%

Traditions	Count	5	4	9
	% within \$Radio	55,6%	44,4%	
	% within Gender	6,8%	3,3%	
	% of Total	2,6%	2,1%	4,6%
Music	Count	41	92	133
	% within \$Radio	30,8%	69,2%	
	% within Gender	56,2%	76,0%	
	% of Total	21,1%	47,4%	68,6%
Foreigners	Count	2	5	7
	% within \$Radio	28,6%	71,4%	
	% within Gender	2,7%	4,1%	
	% of Total	1,0%	2,6%	3,6%
Repetitions	Count	17	19	36
	% within \$Radio	47,2%	52,8%	
	% within Gender	23,3%	15,7%	
	% of Total	8,8%	9,8%	18,6%
Women	Count	7	0	7
	% within \$Radio	100,0%	,0%	
	% within Gender	9,6%	,0%	
	% of Total	3,6%	,0%	3,6%
Men	Count	1	2	3
	% within \$Radio	33,3%	66,7%	
	% within Gender	1,4%	1,7%	
	% of Total	,5%	1,0%	1,5%
Emotions	Count	17	26	43
	% within \$Radio	39,5%	60,5%	
	% within Gender	23,3%	21,5%	
	% of Total	8,8%	13,4%	22,2%
Plot	Count	29	47	76
	% within \$Radio	38,2%	61,8%	
	% within Gender	39,7%	38,8%	
	% of Total	14,9%	24,2%	39,2%

SoundEffects	Count	33	73	106
	% within \$Radio	31,1%	68,9%	
	% within Gender	45,2%	60,3%	
	% of Total	17,0%	37,6%	54,6%
Total	Count	73	121	194
	% of Total	37,6%	62,4%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 13: Attention in newspaper advertising

\$Newspaper*Gender Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Attention in newspaper advertising ^a	Celebrities	Count	22	33	55
		% within \$Newspaper	40,0%	60,0%	
		% within Gender	29,7%	27,5%	
		% of Total	11,3%	17,0%	28,4%
	Animals	Count	5	5	10
		% within \$Newspaper	50,0%	50,0%	
		% within Gender	6,8%	4,2%	
		% of Total	2,6%	2,6%	5,2%
	Children	Count	2	5	7
		% within \$Newspaper	28,6%	71,4%	
		% within Gender	2,7%	4,2%	
		% of Total	1,0%	2,6%	3,6%
	Colours	Count	28	51	79
		% within \$Newspaper	35,4%	64,6%	
		% within Gender	37,8%	42,5%	
		% of Total	14,4%	26,3%	40,7%
	Traditions	Count	7	3	10
		% within \$Newspaper	70,0%	30,0%	
		% within Gender	9,5%	2,5%	
		% of Total	3,6%	1,5%	5,2%

Foreigners	Count	0	7	7
	% within \$Newspaper	,0%	100,0%	
	% within Gender	,0%	5,8%	
	% of Total	,0%	3,6%	3,6%
Nature	Count	13	24	37
	% within \$Newspaper	35,1%	64,9%	
	% within Gender	17,6%	20,0%	
	% of Total	6,7%	12,4%	19,1%
Cartoons	Count	8	8	16
	% within \$Newspaper	50,0%	50,0%	
	% within Gender	10,8%	6,7%	
	% of Total	4,1%	4,1%	8,2%
Repetition	Count	10	10	20
	% within \$Newspaper	50,0%	50,0%	
	% within Gender	13,5%	8,3%	
	% of Total	5,2%	5,2%	10,3%
Women	Count	11	1	12
	% within \$Newspaper	91,7%	8,3%	
	% within Gender	14,9%	,8%	
	% of Total	5,7%	,5%	6,2%
Men	Count	1	1	2
	% within \$Newspaper	50,0%	50,0%	
	% within Gender	1,4%	,8%	
	% of Total	,5%	,5%	1,0%
Appearance	Count	16	23	39
	% within \$Newspaper	41,0%	59,0%	
	% within Gender	21,6%	19,2%	
	% of Total	8,2%	11,9%	20,1%
Size	Count	20	40	60
	% within \$Newspaper	33,3%	66,7%	
	% within Gender	27,0%	33,3%	
	% of Total	10,3%	20,6%	30,9%

	Simplicity	Count	14	11	25
		% within \$Newspaper	56,0%	44,0%	
		% within Gender	18,9%	9,2%	
		% of Total	7,2%	5,7%	12,9%
	Location	Count	28	55	83
		% within \$Newspaper	33,7%	66,3%	
		% within Gender	37,8%	45,8%	
		% of Total	14,4%	28,4%	42,8%
	Information	Count	36	79	115
		% within \$Newspaper	31,3%	68,7%	
		% within Gender	48,6%	65,8%	
		% of Total	18,6%	40,7%	59,3%
Total		Count	74	120	194
		% of Total	38,1%	61,9%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 14: Attention in magazine advertising

\$Magazine*Gender Crosstabulation

			The gender of the respondent		Total
			Male	Female	
Attention in magazine advertising ^a	Celebrities	Count	24	51	75
		% within \$Magazine	32,0%	68,0%	
		% within Gender	32,4%	42,1%	
		% of Total	12,3%	26,2%	38,5%
	Animals	Count	2	6	8
		% within \$Magazine	25,0%	75,0%	
		% within Gender	2,7%	5,0%	
		% of Total	1,0%	3,1%	4,1%
	Children	Count	2	2	4
		% within \$Magazine	50,0%	50,0%	
		% within Gender	2,7%	1,7%	
		% of Total	1,0%	1,0%	2,1%

Humour	Count	22	26	48
	% within \$Magazine	45,8%	54,2%	
	% within Gender	29,7%	21,5%	
	% of Total	11,3%	13,3%	24,6%
Colours	Count	32	77	109
	% within \$Magazine	29,4%	70,6%	
	% within Gender	43,2%	63,6%	
	% of Total	16,4%	39,5%	55,9%
Traditions	Count	5	1	6
	% within \$Magazine	83,3%	16,7%	
	% within Gender	6,8%	,8%	
	% of Total	2,6%	,5%	3,1%
Samples	Count	25	60	85
	% within \$Magazine	29,4%	70,6%	
	% within Gender	33,8%	49,6%	
	% of Total	12,8%	30,8%	43,6%
Foreigners	Count	0	13	13
	% within \$Magazine	,0%	100,0%	
	% within Gender	,0%	10,7%	
	% of Total	,0%	6,7%	6,7%
Nature	Count	14	19	33
	% within \$Magazine	42,4%	57,6%	
	% within Gender	18,9%	15,7%	
	% of Total	7,2%	9,7%	16,9%
Cartoons	Count	9	7	16
	% within \$Magazine	56,3%	43,8%	
	% within Gender	12,2%	5,8%	
	% of Total	4,6%	3,6%	8,2%
Repetition	Count	16	8	24
	% within \$Magazine	66,7%	33,3%	
	% within Gender	21,6%	6,6%	
	% of Total	8,2%	4,1%	12,3%

	Women	Count	15	10	25
		% within \$Magazine	60,0%	40,0%	
		% within Gender	20,3%	8,3%	
		% of Total	7,7%	5,1%	12,8%
	Men	Count	2	2	4
		% within \$Magazine	50,0%	50,0%	
		% within Gender	2,7%	1,7%	
		% of Total	1,0%	1,0%	2,1%
	Emotions	Count	17	14	31
		% within \$Magazine	54,8%	45,2%	
		% within Gender	23,0%	11,6%	
		% of Total	8,7%	7,2%	15,9%
	Appearance	Count	23	55	78
		% within \$Magazine	29,5%	70,5%	
		% within Gender	31,1%	45,5%	
		% of Total	11,8%	28,2%	40,0%
	Plot	Count	14	12	26
		% within \$Magazine	53,8%	46,2%	
		% within Gender	18,9%	9,9%	
		% of Total	7,2%	6,2%	13,3%
	Total	Count	74	121	195
		% of Total	37,9%	62,1%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table 16: Attention in billboard advertising

\$Billboard*Gender Crosstabulation					
			The gender of the respondent		Total
			Male	Female	
Attention in billboard advertising ^a	Celebrities	Count	21	27	48
		% within \$Billboard	43,8%	56,3%	
		% within Gender	28,4%	22,3%	
		% of Total	10,8%	13,8%	24,6%
	Animals	Count	5	3	8
		% within \$Billboard	62,5%	37,5%	
		% within Gender	6,8%	2,5%	
		% of Total	2,6%	1,5%	4,1%
	Children	Count	1	2	3
		% within \$Billboard	33,3%	66,7%	
		% within Gender	1,4%	1,7%	
		% of Total	,5%	1,0%	1,5%
	Humour	Count	33	43	76
		% within \$Billboard	43,4%	56,6%	
		% within Gender	44,6%	35,5%	
		% of Total	16,9%	22,1%	39,0%
	Colours	Count	33	73	106
		% within \$Billboard	31,1%	68,9%	
		% within Gender	44,6%	60,3%	
		% of Total	16,9%	37,4%	54,4%
	Traditions	Count	9	5	14
		% within \$Billboard	64,3%	35,7%	
		% within Gender	12,2%	4,1%	
		% of Total	4,6%	2,6%	7,2%
	Foreigners	Count	0	3	3
		% within \$Billboard	,0%	100,0%	
		% within Gender	,0%	2,5%	
		% of Total	,0%	1,5%	1,5%

Nature	Count	11	25	36
	% within \$Billboard	30,6%	69,4%	
	% within Gender	14,9%	20,7%	
	% of Total	5,6%	12,8%	18,5%
Cartoons	Count	4	5	9
	% within \$Billboard	44,4%	55,6%	
	% within Gender	5,4%	4,1%	
	% of Total	2,1%	2,6%	4,6%
Repetition	Count	11	8	19
	% within \$Billboard	57,9%	42,1%	
	% within Gender	14,9%	6,6%	
	% of Total	5,6%	4,1%	9,7%
Women	Count	11	2	13
	% within \$Billboard	84,6%	15,4%	
	% within Gender	14,9%	1,7%	
	% of Total	5,6%	1,0%	6,7%
Men	Count	3	1	4
	% within \$Billboard	75,0%	25,0%	
	% within Gender	4,1%	,8%	
	% of Total	1,5%	,5%	2,1%
Emotions	Count	6	5	11
	% within \$Billboard	54,5%	45,5%	
	% within Gender	8,1%	4,1%	
	% of Total	3,1%	2,6%	5,6%
Appearance	Count	18	27	45
	% within \$Billboard	40,0%	60,0%	
	% within Gender	24,3%	22,3%	
	% of Total	9,2%	13,8%	23,1%
Plot	Count	23	59	82
	% within \$Billboard	28,0%	72,0%	
	% within Gender	31,1%	48,8%	
	% of Total	11,8%	30,3%	42,1%

Simplicity	Count	33	73	106
	% within \$Billboard	31,1%	68,9%	
	% within Gender	44,6%	60,3%	
	% of Total	16,9%	37,4%	54,4%
Total	Count	74	121	195
	% of Total	37,9%	62,1%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.