2008

Content dimensions of web advertising: A cross-national comparison between United States and Thailand

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Recommended Citation

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https://scholarworks.lib.csusb.edu/etd-project/3415

CONTENT DIMENSIONS OF WEB ADVERTISING: A CROSS-NATIONAL

COMPARISON BETWEEN UNITED STATES AND THAILAND

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A Project

Presented to the

Faculty of

California State University,

San Bernardino

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In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

_____

by

Kuntida Traiwanatham

March 2008

CONTENT DIMENSIONS OF WEB ADVERTISING: A CROSS-NATIONAL
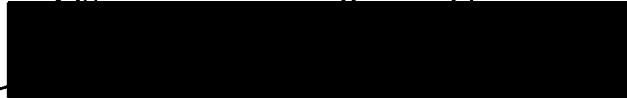
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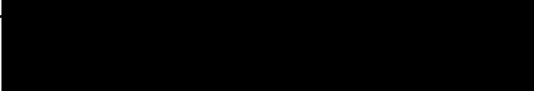

. by

Kuntida Traiwanatham

March 2008

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Dr. Victoria Seitz, Committee Chair,   Date
Marketing

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Dr. Nabil Razzouk

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J.D. Lloyd Peake, Interim Department Chair

ABSTRACT

The Internet has become an important advertising channel during the past years. It enhances marketers' ability to target and interact with the audiences and then measure its effectiveness in ways no other medium offers.

The purpose of this study was to determine whether and how web advertising differs across countries of diverse cultures (between U.S. and Thailand) in such areas as creative appeal used, the amount and type of information contained, and selected descriptive characteristics. A content analysis of 150 leading multinational corporations' advertisements (75 from U.S. and 75 from Thai websites) was performed.

The results showed that similarities and differences in various content dimensions existed among Thai and U.S. web advertisements on companies' homepages especially regarding creative appeals and type of information used. For instance, there was a greater usage of emotional appeals in Thai web ads while rational appeals were used more in U.S. ads. The use of technological elements such as hyperlinks, images, audio, and video was comparable between the two countries. Advertising implications for global marketers regarding the findings were then discussed along with the limitations of the study.

DEDICATION

To Traiwanatham family

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BACKGROUND

Introduction

The World Wide Web performs a variety of marketing functions including advertising, marketing research, selling, customer service, public relations, and business communications (Kanso & Nelson, 2004). Advertising on the World Wide Web began in 1994 when the first banner advertisements were sold (Stevenson et al., 2000). Morgan Stanley estimated there would be more than 750 million Internet users worldwide in year 2004 with the number expected to grow over 15% annually for the next several years including expectations of stronger growth in non-U.S. markets (Kanso & Nelson, 2004). According to Jupiter Research (2004), U.S. web advertising expenditures are projected to reach $15 billion by 2008, greater than magazine advertising spending. Besides, the Internet was assumed to lead to increased efficiencies in consumer information search costs (Alba & Lynch 1997; Barwise et al., 2002; Thorbjornsen et al., 2002), which made it a unique setting for promoting goods and services.

Traditional media follows a passive one-to-one communication mode "whereby a firm reaches a mass of

current and potential customers segmented or not through marketing messages that allow little feedback from the customer" (Hoffman & Novak, 1996, p. 50). The Internet made possible many-to-many, where customers could interact with the medium whenever they chose to (Steuer, 1992; Peppers & Rogers, 1993; 1997; Wind & Rangaswamy, 2001; Shankar et al., 2003).

Regarding the high usage of the World Wide Web, the importance of the Internet has been unquestionable (Ju-Pak, 1999). Multinational corporations (MNCs) have tremendously shifted their communications strategies into cyberspace (Okazaki, 2003) with total online advertising revenues $28 billion worldwide in 2005 (NE Asia online, 2000). According to Okazaki (2003), consumers across the world can interact with the company and find information regarding it, its products and services from various websites (Hwang et al., 2003; Roberts & Ko, 2001). Thus, multinational corporations have offered their websites in different languages to meet global consumers' needs, such as Hewlett Packard.

Problem Statement

The development of advertising campaigns has been especially difficult for firms that market their products

internationally (Okazaki, 2003). This difficulty occurred because two alternatives were available to market their goods: 1) was whether to standardize their advertising campaigns across countries; or 2) to adapt their programs for every country (Ju-Pak, 1999). However, some researchers say that because of the Internet, the world is more homogenized since everyone has access to the same products and services through it (Argyriou, Kitchen, & Melewar, 2005).

Cross-cultural advertising practices are very important for the success of global marketers. According to a recent survey, there are at least 678.3 million people online in the world (Global Reach, 2003). Further, Jupiter Research (2004) reported that businesses spent $378 million on analytics software and services last year to enhance the effectiveness of lead generation, loyalty and enhanced customer experiences. That number is expected to increase the cost of customer relationship management (CRM) to $931 million by the end of 2009 (Jupiter Research, 2004). With the Internet's interactive and integrating features, it presents unlimited direct marketing capabilities, crossing the limits of traditional direct mail, public relations, sales promotion and media advertising (Keller et al., 1998; Low, 2000).

Despite the massive growth of the Internet as the global advertising medium, relatively little has been known about advertising practices on it (Ju-Pak, 1999). Porter (2001) stated that the Internet had not only strengths, but also limits and weaknesses, and business people should explore these issues. Therefore, this research sought to clarify significant cross-national differences in various content dimensions on the Internet.

Research Purpose

The purpose of this study was to determine whether and how web advertising differs across countries of diverse cultures (between U.S. and Thailand) in such areas as creative appeal used, the amount and type of information contained, and selected descriptive characteristics that are unique to this relatively new medium.

Specifically, the objectives of the study were to:

1. Examine web advertising between the U.S. and Thailand regarding creative appeals used,

2. Determine web advertising between the U.S. and Thailand regarding the amount and type of information contained, and

3.   Determine web advertising between the U.S. and Thailand regarding the extent of standardization versus adaptation.

Benefits of the Study

The project contributes to the understanding of the web as an advertising medium in U.S. and Thailand regarding creative appeals used, and the amount and type of information contained. In addition, results of this study will aid advertisers as they plan and execute advertising messages on the web for global audiences.

Organization of the Study

The project was divided into five chapters. Chapter One provided an introduction to the context of the problem, purpose and objectives of the study, the benefits of the research, and the limitations of the study. Chapter Two consisted of a review of relevant literature. Chapter Three provided the methodology and steps to conduct the research. The results were presented in Chapter Four while Chapter Five drew the conclusions and implications generated from the study. Lastly, project references and then appendices were provided.

Limitations of the Study

This study was limited to the examination of web ads in the U.S. and Thailand only. Analysis of web advertising was complex because there were some problems with content analysis functions to web study. Mostly, identifying sampling and unit of analysis were difficult because of the differences between the web's characteristics and traditional media. Moreover, the number of web pages was impractical to quantify and subsequent pages number varied greatly (McMillan, 2000). Besides, many web pages were continuously updated. However, as detailed in Chapter 3, steps were taken to address these concerns.

CHAPTER TWO

REVIEW OF THE LITERATURE

Introduction

Chapter two presented the theoretical framework and literature that were relevant in the field of the web as a distinctive advertising medium. First, the communication model was reviewed. Subsequently, several concepts were discussed as followed: advertising standardization versus adaptation, the various typologies for identifying creative appeal and strategy, the information content in advertising, and the different national aspects of web ads.

The web is a collection of documents that includes text, graphics, sound and even video, and often links to other documents, which in turn links to others, ad infinitum (Ju-Pak, 1999). In fact, Hoffman and Novak (1996) noted:

> "The web combines elements from a variety of traditional media, yet is more than sum of the parts" (p. 55).

The web is among the most flexible medium, with an ability to quickly and simply change copy in response to competitive and market conditions (Batschelet, 2001; Lane,

King, & Russell, 2005). Maintaining a webpage frequently is also less costly than traditional media like mail-order catalogs (Kanso & Nelson, 2004). According to Ko, Roberts, and Cho (2006), unlike most traditional media, delivery of advertising on the Internet is not constrained by the delivery schedule of an advertising vehicle such as television or magazines. Moreover, the Internet allows 24-hour-a-day interactions and information retrieval and exchange among individuals and organizations from different countries (Ko, Roberts, & Cho, 2006). The Internet's growing role as a global advertising or marketing medium is further supported by the various types as well as number of alliances being established between advertisers and websites (Kanso & Nelson, 2004). For example, Unilever PLC began sponsoring the Microsoft Network (MSN) and MSN Women Central in the United States and in countries such as the United Kingdom, Germany, and France as early as 2000 (Kanso & Nelson, 2004). These are major factors that explain the growth of the Internet.

Communication Models

According to Hoffman and Novak (1996), the main idea of Figure 1 is the one-to-many communication process. The firm (F) attempts to gain consumers' (C) attentions by

sending out message through a medium. In this model, there is no communication between consumers and the firm. Most of the existing mass media models are developed from this traditional communication model (Kotler, 1994).

However, in Figure 2, Hoffman and Novak presented a simplified model of interpersonal communication that was based on traditional communication models (1996). A flow of communication from beginning to end of a medium for two different persons was presented by the solid and dashed lines in Figure 2. A view of interactivity incorporated by this model is consistent with Rafaeli's (1988, p. 111) definition of interaction as "an expression of the extent that in a given series of communication exchanges, any third (or later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions." According to Hoffman and Novak (1996), although Figure 2 is shown for one-to-one communication between two consumers, the model can be used to signify many-to-many interpersonal communication. In general, Figure 2 model is also implied word-of-mouth communication pattern (Hoffman & Novak, 1996).

The difference between Figure 2 and Figure 1 is the person-interactivity. It is defined as interactivity between people that occurs from side to side of a medium

(Hoffman & Novak, 1996). Regarding interactivity, media are "important only as a conduit, as a means of connecting sender and receiver, and are only interesting to the extent that they contribute to or otherwise interfere with the transmission of messages from sender to receiver" (Steuer, 1992, p. 77-78).

Since Figure 2 allows consumers and firms to provide and communicate through the medium, the opportunity for customer interaction is tremendous. This can be used in many ways, including new product designs, product and marketing strategy development, and content innovation (Hoffman & Novak, 1996). The interactive medium provides consumer self-determination of option and better control, which is different from non-interactive mass media, such as TV and print (Hwang, McMillan, & Lee 2003).

Note: F= firm; C= consumer

Source: Hoffman, Donna L., Novak, Thomas P. (1996). P.50
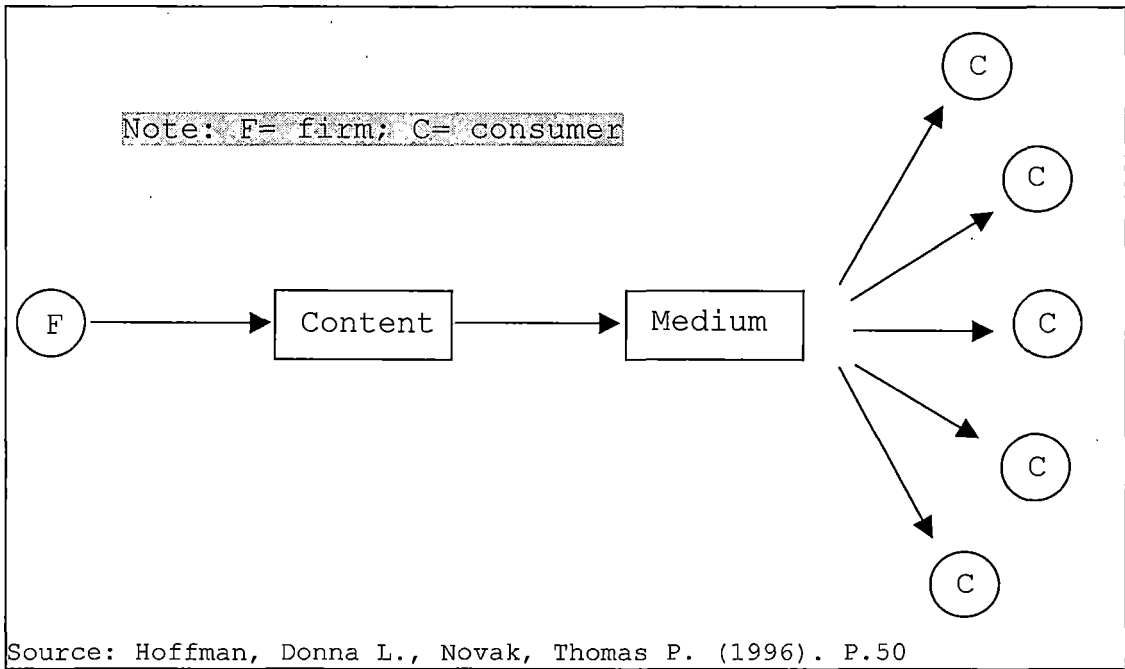
Figure 1. Traditional One-To-Many Marketing Communications

Model for Mass Media

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```
  ◯ ───▶  [Content] ───────┐
  △ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ▼
                    [Medium] ──────────────┐
                      △ ─ ─ ─ ─ [Content] ◁ ─ ─ ◯
                                              C
```

Source: Hoffman, Donna L., Novak, Thomas P. (1996). P.50
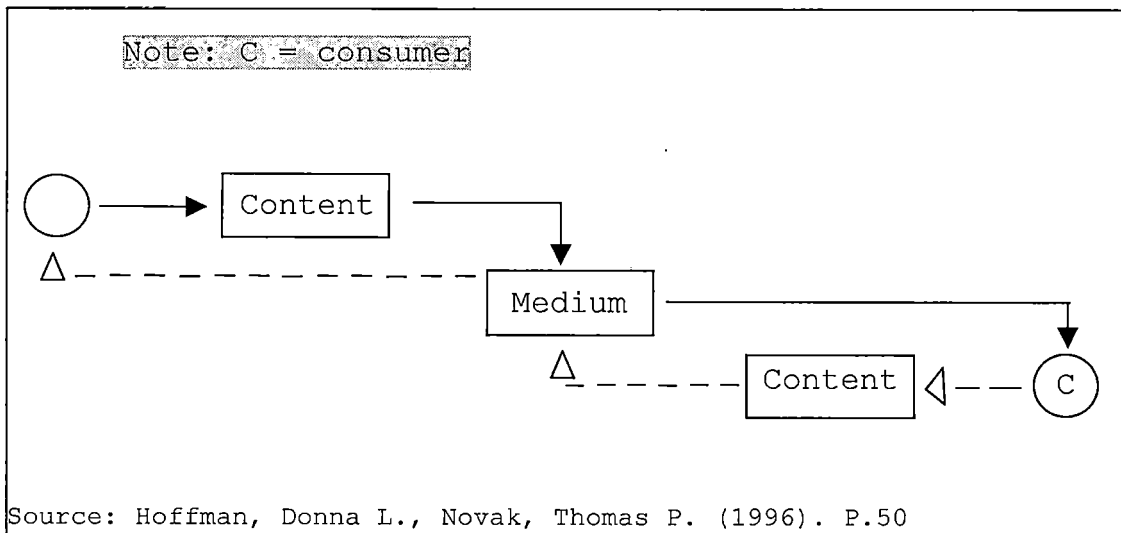
Figure 2. Model of Interpersonal and Computer-Mediated Communication

Advertising Standardization/Adaptation

For firms that market their products on a worldwide basis, the development of advertising campaigns is a difficult task. Global advertisers continued to deal with the issue of whether to standardize (globalize) or adapt (localize) advertising strategy (Agrawal, 1995; Ryans et al., 2003).

Standardization occurs when the execution tactics of advertising elements (e.g. advertising copy, visuals) are kept to promote the same product across countries' advertisements (Nelson & Paek 2007).

According to Harris and Attour (2003), standardization is a flexible strategy, which can be

adapted to a range of situations and differing market conditions. Analysis of advertising standardization strategies conducted by Laroche, Kirpalani, and Darmonan (1999) showed that there were three different options: transfer of the same campaign, adaptation of the campaign to local conditions, and local campaign development. However, some advertisers who followed the localized approach stated that consumers differed from country to country and must be reached by advertising and other forms of promotion tailored to their respective country cultural needs (Kanso & Kitchen, 2004).

Few campaigns were fully standardized, but many ads were partly standardized rather than entirely adapted (Harris & Attour, 2003; Mueller, 1989). This confirms Mueller's study (1992), where print and TV advertisements appearing in Germany, Japan, and in the U.S. for American products, were analyzed using the U.S. advertisements as reference objects. Mueller (1992) found that fully standardized campaigns were a rarity; product names and packaging were more likely to be standardized than creative elements.

Prior research has suggested that the benefits associated with standardization included the ability to create a global brand image, the achievement of cost

savings, the ability to appeal to cross-national market segments, and improved coordination between headquarters and subsidiaries (Taylor & Okazaki, 2006). Sirisagul (2000) found that U.S. firms viewed building a uniform brand image worldwide as a primary objective, whereas Japanese firms were concerned with both creating brand awareness and building a uniform brand image.

Creative Appeals

Researchers have developed various typologies for identifying creative appeals. For instance, Aaker and Norris (1982) proposed a dichotomy for creative appeal used in advertising: emotional/feeling appeals and rational/cognitive appeals. A Similar system was developed by Frazer (1983) and Laskey et al. (1989) which first categorize ads into either rational or emotional appeals and then into a specific strategy within appeal type. According to Okazaki and Rivas (2002), Simon's classifications of creative strategies (1971) were employed to provide "useful instructions for choosing the most effective types of advertisements for various market and product-brand situations."

Results of Okazaki and Rivas' analysis of 60 multinational corporations' Internet homepages (2002)

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revealed that the use of creative strategies was very different in the U.S., Japan, and Spain. The U.S. market provided more complex online appeals, while mixing rational, entertaining and emotional appeals (Okazaki & Rivas, 2002).The Japanese market used more symbolic and metaphoric appeals, which are concurrent with Lin's findings (1993). In contrast, Cutler and Javalgi (1992) found that U.S. magazine ads relied on a direct portrayal approach rather than indirect approaches like metaphors.

Some cross-cultural studies of creative strategies have reported contradictory findings. For example, Ramaprasad and Hasegawa (1992) found no significant differences between Japanese and American television commercials regarding creative appeals used when they used a modified version of the Laskey et al. system. On the other hand, an earlier content analysis by Hong et al. (1987) indicated that Japanese magazine advertisements were more likely to use emotional appeals than American ads. Past research reported that the Japanese placed more emphasis on a small but important detail in advertising appeals while Americans preferred direct and explicit selling messages (Ramaprasad & Hasegawa, 1992; Mueller, 1987; Lin, 1993).

Result of Ju-Pak's analysis of 310 commercial websites from the U.S., the UK, and South Korea (1999), revealed some differences in creative strategies preferences particularly with verbal and visual content. Fact-based appeals were dominant in the U.S. (67%) and the UK (53%), whereas emotional and symbolic appeals were dominant in South Korea (57%). The UK demonstrated the highest rate of text-heavy layout, whereas South Korea demonstrated the highest rate of text-limited, visual layout (Ju-Pak, 1999).

Some additional design characteristics analyzed by Ju-Pak (1999) showed that South Korea used much more multimedia presentations (text, sound, and/or video) than the U.S. and the UK, whereas presentations more often were based on text only. Finally, Ju-Pak's (1999) research showed that the degree of interactivity according to number of hyperlinks or clickable items was higher in South Korea (55%) than the U.S. (50%) and the UK (35%).

Information Content in Advertising

The examination of information content of advertising has generated much research activity (Keown, 1992; Abernethy & Franke, 1996). Many studies have been conducted comparing advertising content between the U.S.

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and other countries including China (Cheng & Schweitzer, 1996), Sweden (Wiles, Wiles, & Tjernlund, 1996), Japan (Javalgi, Cutler, & Malhotra, 1995), and France (Biswas, Olsen, & Carlet, 1992).

Resnik and Stern (1977) developed an instrument to analyze content in ads (see Table 1). It involved 14 criteria and an "informative ad" was defined to contain at least one of these criteria. According to Okazaki and Rivas' Analysis of 60 multinational corporations' Internet homepages (2002), Japan was more likely to include public certification, industry accreditation, and third party surveys to stress the company's reputation. In contrast, the U.S. tended to present factual and verifiable attributes associated with product benefits (Okazaki & Rivas, 2002). The result of analysis of 1,120 U.S. and Korean magazine ads revealed that Korean advertisements contained more information cues than U.S. magazine ads (Weun, Hunt, & Scribner, 2004). Further, over half of the Korean advertisements contained four or more information cues, compare to only 14% of U.S. magazine ads (Weun, Hunt, & Scribner, 2004).

Zandpour et al. (1994) examined television commercials and found that British TV ads contained less information than American or Korean ones. Further, Madden,

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et al. (1986) used the instrument to examine information content, as opposed to persuasiveness of magazine advertising messages between the U.S. and Japan. The researchers noted that Japanese magazine advertising was more informative than U.S. ones and credited this difference to the needs of the Japanese culture (Madden et al., 1986). They concluded that there are basic underlying differences across cultures that make it crucial to use market representative from that country in developing advertising messages (Madden et al., 1986).

However, there is a depth of studies that have examined both the creative appeal and information content. Ju-Pak (1999) noted that the two aspects of advertisements should be evaluated at the same time. However, in examining online advertising, Ju-Pak (1999) and Yoon and Cropp (1999) reported no significant differences between UK, U.S. and Korean web ads, while Oh et al. (1999) found U.S. ads offered more information (85%) than their Korean counterparts (48%). Several researchers have reported empirical evidence demonstrating that the Internet contains a higher level of information because it is a highly involved medium, primarily because it can be viewed as a combination of both electronic and print media (Hoffman & Novak, 1996; Yoon, 2000).

Table 1. Information Content Classification Scheme

Information cues	Questions to consider
Price/value	What does the product cost? What is its value-retention capability? What is the need-satisfaction capability?
Quality	What are the product's characteristics that distinguish it from competing products, based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority, superiority of personnel, attention to detail, or special services?
Performance	What does the product do, and how well does it do what it is designed to do in comparison to the alternative products?
Components/contents	What is the product composed of? What ingredients does it contain?
Availability	Where can the product be purchased? When will the product be available for purchase?
Special offers	What limited-time, non-price deals are available with a particular purchase?
Taste	Is evidence presented that the taste of a particular product is perceived as superior in taste be a sample of potential customer? The opinion of the advertiser is inadequate.
Nutrition	Are specific data given concerning the nutrition content of a particular product, or is a direct specific comparison made with other products?
Packaging or shape	What package is the product available in which make it more desirable than alternatives? What kind of shape is the product?
Guarantee/warranty	What post-purchase assurances accompany the product?
Safety	What safety features are available on particular product compared to alternative choices?

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Information cues	Questions to consider
Independent research	Are result presented from research gathered by an 'independent' research firm?
Company research	Are data presented from a company's comparison of its product with a competitor's?
New ideas	Is a totally new concept introduced during the commercial? Are its advantages presented?
Explicit comparison	Is the product compared with other brands, or are specific competing brands mentioned?
Implicit comparison	Is the product positioned within its class in terms of a particular attribute, but without mentioning competing brand names?

Source: Categories and Descriptions are from Resnik and Stern (1977) and Muller (1991).

CHAPTER THREE

METHODOLOGY

Introduction

This chapter explained the process of collecting the data and outlined the sampling methods and procedures used. The study relied on primary data available through content analysis of web advertisements in Thailand and U.S. Content analysis is a qualitative method but in many instances, involves also a number of quantitative analysis (Berelson, 1952; Stern, 1989). In recent explorations, content analysis has proven to be an effective method of identifying basic characteristics of Internet communications (Dou et al., 2002; Ghose & Dou, 1998; Hwang et al., 2003; Philport & Arbittier, 1997).

According to Ju-Pak (1999), web advertising was defined as those commercial messages that clearly promote a firm and/or its products or services. This study was concerned with advertisements that were on a company's website; however, banner ads were excluded because they did not contain enough visual or verbal material to allow a significant analysis of advertising content (Phillport & Arbittier, 1997). Moreover, advertisers claimed that the

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purpose of banners were to lead viewers to the actual ads (Harvey, 1997).

<div align="center">Sample/ Unit of Analysis</div>

The unit of analysis in the study was an advertisement on the homepage on each selected website. When there were multiple ads on the site, the main or the first ad was analyzed. According to Hwang *et al.* (2003), companies' homepages were central to web-based communication because its role was of such importance much like headlines in print ads. Most website visitors decide whether they will keep on browsing a site based on initial impressions of the homepage (Ha & James, 1998). Homepages have become more important in recent years because they serve as a relationship marketing tool in an integrated marketing communication (IMC) campaign (Watson, Zinkhan, & Pitt, 2000).

Additionally, since websites vary greatly, evaluating an entire site would not only be very time-consuming but confusing as well (Ha & James, 1998). Hence, using only the homepages as the unit of analysis, websites of various sizes were more uniformly evaluated. Bates and Lu (1997) pointed out that with the number of websites proliferating

on a daily basis, selecting a random sample could become a frustrating task.

Hence, leading multinational corporations providing multiple versions of global sites in local languages to reach non-English speaking markets were chosen. Consequently, 75 corporations drawn from the Fortune Global 500 (CNN Money, 2006) were chosen for analysis. These corporations had to have websites in the U.S. and Thailand so that the researcher could examine each sites created for both markets. The content analysis was performed on a sample of 150 web advertisements, 75 from American homepages and another 75 from Thai homepages (see Table 2). Additionally, a time frame for the analysis was established. According to McMillan (2000), in content analysis of traditional media, one of the first steps is to define the time period of the study (e.g., a constructed week of newspaper issues). However, in analyzing the websites, the researcher placed emphasis on the time frame from June 2007 to July 2007 for the study (McMillan, 2000).

Table 2. Fortune Global 500 Corporate Websites Studied
(Ranked by Corporate Size)

Company	Website
Exxon Mobil	www.exxonmobil.com www.exxonmobil.com/Thailand-Thai/PA/TH_HomePage.asp
General Motor	www.gm.com www.gmthailand.com
Ford Motor	www.ford.com www.ford.co.th
Citi Group	www.citigroup.com www.citibank.co.th
American Intl. Group	www.aig.com www.aig.co.th
Intl. Business Machines	www.ibm.com www.ibm.com/th/
Hewlett Packard	www.hp.com www.hp.com/country/th/
Pfizer	www.pfizer.com www.pfizer.co.th
Microsoft	www.microsoft.com/en/us www.microsoft.com/thailand
Motorola	www.motorola.com www.motorola.co.th
American Express	www.americanexpress.com www.americanexpress.com/Thailand
Ingram Micro	www.ingrammicro.com www.ingrammicro.co.th
NewYork Life Insurance	www.newyorklife.com www.scnyl.com/thai
Johnson Controls	www.johnsoncontrols.com www.yorkthai.com
Cisco Systems	www.cisco.com www.cisco.com/web/th/index.html
Abbott Laboratories	www.abbott.com www.abbott.co.th
Merck	www.merck.com www.merck.co.th
McDonald's	www.mcdonalds.com www.mcthai.co.th
Goodyear	www.goodyear.com www.goodyear.co.th
Kimberly-Clark	www.kimberly-clark.com www.kimberly-clark.com/thailand/

Company	Website
Xerox	www.xerox.com www.fujixerox.co.th
Whirlpool	www.whirlpool.com www.whirlpool.co.th
Heineken Holding	www.heineken.com www.heinekenthai.com
Eastman Kodak	www.kodak.com www.kodak.com/th/
Nike	www.nike.com www.nike.in.th/nike/
DaimlerChrysler	www.daimlerchrysler.com www.daimlerchrysler.co.th
Toyota Motor	www.toyota.com www.toyota.co.th
Total	www.total.com www.total.com/th/
AXA	www.axa.com www.axa.co.th
Allianz	www.allianz.com www.allianz.com/en/regions_countries/ asian_pacific_Thailand
Siemens	www.usa.siemens.com www.siemens.co.th
HSBC Holdings	www.hsbc.com www.hsbc.co.th
Honda Motor	www.honda.com www.honda.co.th
Hitachi	www.hitachi.us www.hitachi.co.th
Nissan Motor	www.nissanUSA.com www.nissan.co.th
Samsung Electronics	www.samsung.com www.samsung.co.th
Matsushita Elec. Industrial	www.panasonic.com www.panasonic.co.th
Sony	www.sony.com www.sony.co.th
LG	www.lg.com www.lge.com
BMW	www.bmwusa.com www.bmw.co.th
Toshiba	www.toshiba.com www.toshiba.co.th
Unilever	www.unileverusa.com www.unilever.co.th

Company	Website
Mitsubishi	www.mitsubishielectric.com www.mitsubishi-mcp.co.th
NEC	www.necam.com www.nec.co.th
Nokia	www.nokiausa.com www.nokia.co.th
Fujitsu	www.fujitsu.com/us/ www.fujitsu.com/th
Royal Phillips Electronics	www.usa.phillips.com www.phillips.co.th
Mitsui	www.mitsui.com www.mitsui.co.th
Bayer	www.bayer.com www.bayer.co.th
Canon	www.usa.canon.com www.canon.co.th
Volvo	www.volvocars.us www.volvocars.co.th
FedEx	www.fedex.com/us/ www.fedex.com/th/
Denso	www.densocorp-na.com www.denso.co.th
Mazda Motor	www.mazdausa.com www.mazda.co.th
Sharp	www.sharpusa.com www.sharp_th.com
Bridgestone	www.bridgestone-firestone.com www.bridgestone.co.th
Suzuki Motor	www.suzuki.com www.thaisuzuki.co.th
Fuji Photo Film	www.fujifilm.com www.fujifilm.co.th
Adecco	www.adeccousa.com www.adecco_asia.com/thailand/home.asp
ABB	www.abb.us www.abb.co.th
Sanyo Electric	www.us.sanyo.com www.sanyo.co.th
Japan Airlines	www.ar.jal.com/en/ www.th.jal.com
Michelin	www.michelin-us.com www.michelin.co.th
L'Oral	www.lorealusa.com www.lorealthailand.com
United Airline	www.united.com www.united.com/th/

Company	Website
Electrolux	www.electrolux.usa.com www.electrolux.co.th
Ricoh	www.ricoh-usa.com www.ricoh.co.th
Manpower	www.manpower.com www.manpower.th.com
Nippon Express	www.nipponexpressusa.com www.nipponexpress.co.th
British Airways	www.britishairways.com www.britishairways.com/th/
Komatsu	www.komatsuamerica.com www.komatsu.co.th
Cemex	www.cemexusa.com www.cemexthailand.com
Shneider Electric	www.us.schneider-electric.com www.schneider-electric.co.th
Ebay	www.ebay.com www.ebay.co.th
Yahoo	www.yahoo.com www.th.yahoo.com

Instrument

Based on the research by Ju-Pak (1999), an instrument was developed to determine the objectives set forth in the present study. The design characteristics of the web ads were coded into five categories: length, copy format, multimedia use, number of hyperlinks/clickable items in main menu, and number of hyperlinks/clickable items in the ad. Furthermore, to measure creative strategy, the researcher utilized a typology classifying ads into rational appeals (built on facts or logic) or emotional appeals (built on image or feelings) (Ju-Pak, 1999).

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In examining the amount and the type of information cues used in the web advertising, a modified version of Lasnik and Stern's scheme was employed (see Table 1). Mueller (1991) modified the instrument by adding two categories that was included in the present study:

1) "Explicit Comparison Information: Is the product compared with other brands or are specific competing brands mentioned? (p.31)" and,

2) "Implicit Comparison Information: Is the product positioned in its class regarding some attribute, but without mentioning competing brand names? (p. 31)"

The coder analyzed each online ad by determining the presence of any of the 16 information cues while simultaneously counted the total number of information cues contained in each message (Figure 3). The degree of interactivity employed in an ad was measured by the use and number of hyperlinks (clickable icons) in the main menu for the web site as well as, in the menu for the advertising section.

Finally, based on Ju-Pak's research (1999), 12 categories were used to separate the advertisements by product types. These categories included digital products/services, arts/entertainment, financial, real

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estate, travel, car/auto parts, health and personal hygiene, food/drink, home care, sports, fashions and cosmetics, and others.

Coding Procedure

The coder was trained to code the content and coding reliability was ensured by applying the technique employed by Massey and Levy (1999). The problem of changing content was diminished by having all sites evaluated twice with the second visit made 24 hours after the initial visit.

Analysis Procedure

The Statistical Program of Social Science (SPSS) was utilized as a tool to analyze the data. Cross tabulations were used to identify differences in frequency distributions among categories to determine the relationship between variables. Measures of central tendency were also used.
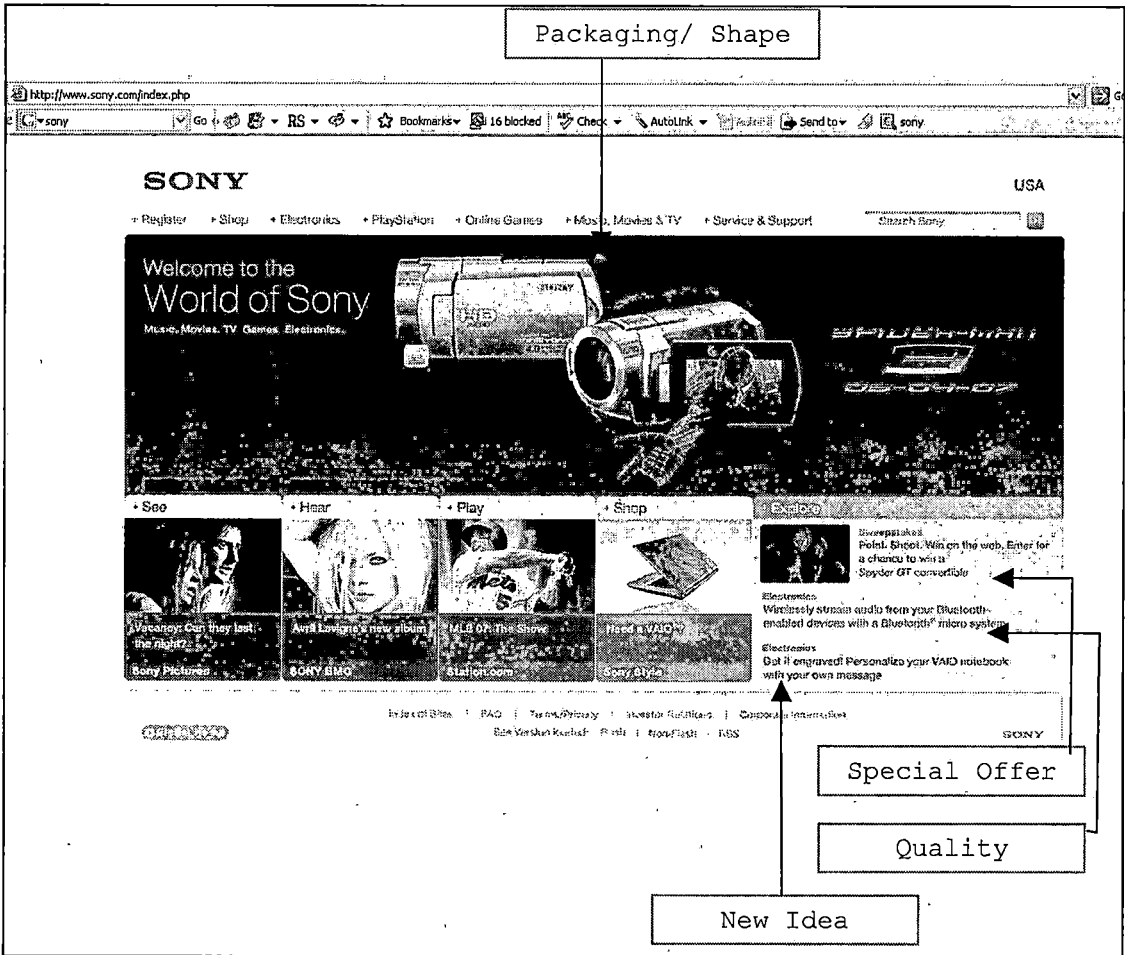
Figure 3. An Example of Coding Procedures for Information Content

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

Homepages or the first screens when entering website
(75 from Thai websites and 75 from U.S. websites) were
examined and compared regarding similarities and
differences of selected design characteristics, creative
appeals, information content, and different national
aspects of the web ads. The advertisements were analyzed
via Statistical Package for Social Sciences (SPSS).

Results

Regarding the selected design characteristics in both
countries, three-quarters (77.3%) of the 150 ads studied
were one to two pages in length. Only 4.0% to 12.0% of web
ads in each country were three or more pages in length.
Table 3 showed that half (55.3%) of the ads studied were
text-visually balanced, with visual elements taking from a
quarter to three-quarters of the screen. Only 24.7% of the
ads contained more visual than verbal material
(text-limited). The remaining 20.0% were text-heavy, with
verbal text having presence in more than three-quarters of
ad space. The majority (81.3%) of the ads used text and
photos or illustrations. Only eight percent of the 150 ads

examined used sound or streaming video in spite of the multimedia capacity of web ads today. Text only ads were used more in the U.S. (13.3%) than in Thailand (8.0%) (see Table 3).

Regarding the amount of interactivity in the ads, the use of hyperlinks or clickable items in the main menu was a common element regardless of country. The U.S. (100.0%) used a menu with at least one clickable icon or hyperlink on their main page slightly more than Thai ads (97.4%). In fact, the majority of Thai (62.7%) and U.S. (61.3%) homepages had six or more clickable icons. However, most advertising sections of Thai (69.3%) and U.S. (78.7%) web sites rarely featured a menu with hyperlinks (see Table 3).

Table 3. Design Characteristics of Web Advertising

Design Characteristics	All (n=150)	U.S. (n=75)	Thailand (n=75)
Length			
Less than 1 page	14.7%	12.0%	17.3%
1-2 pages	77.3%	84.0%	70.7%
3 or more	8.0%	4.0%	12.0%
Copy format			
Text-heavy	20.0%	29.4%	10.7%
Text-visual balanced	55.3%	45.3%	65.3%
Text-limited	24.7%	25.3%	24.0%
Multimedia use			
Text only	10.7%	13.3%	8.0%
Text and photo/illustration	81.3%	78.7%	84.0%
Text and sound and/or video	8.0%	8.0%	8.0%
No.of hyperlinks/clickable items in main menu			
None	1.3%	0.0%	2.7%
1-5	36.7%	38.7%	34.7%
6 or more	62.0%	61.3%	62.7%
No.of hyperlinks/clickable items in ad menu			
None	74.0%	78.7%	69.3%
1-5	22.7%	17.3%	28.0%
6 or more	3.3%	4.0%	2.7%

The researcher examined creative appeals used in the web ads apart from the visuals section and the verbal text. Regarding creative appeals used (Table 4), the two countries were different in the use of both visual and verbal text in the web ads.

One hundred and thirty-four ads out of 150 studied included visual elements (photos or illustrations). Only

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10.7% of the ads selected were without visuals. Over half (52.2%) containing visual elements used emotional appeals. The use of visuals varied when comparing the two countries' sites. The U.S. (56.9%) was more likely than Thailand (39.1%) to use rational appeals along with visuals, while Thai ads (60.9%) tended to use emotional appeals with visual elements more than the U.S. (43.1%).

Regarding verbal text of the web ads between the two countries, the majority (72.7%) was more likely to contain fact-based, rational appeals than emotional ones. Only 27.3% of the ads used an emotional appeal. The copy in U.S. (82.7%) ads relied more heavily on the rational appeals than Thai (62.7%) ones. Regarding visuals and creative appeals, Thai (60.9%, 37.3%) ads tended to use emotional appeals more than U.S. ads (43.1%, 17.3%).

Table 4. Creative Appeal Used

Creative Appeal	All	U.S.	Thailand
Visual appeal	n=134	n=65	n=69
Rational	47.8%	56.9%	39.1%
Emotional	52.2%	43.1%	60.9%
Verbal/copy appeal	n=150	n=75	n=75
Rational	72.7%	82.7%	62.7%
Emotional	27.3%	17.3%	37.3%

Regarding information cues, Table 5 showed the percentage of web ads examined that contain any of the 16 cues listed in Table 1. The number of the information cues ranged from one to five. Regardless of the country studied, those ads that contained at least one information cue were considered to be informative.

U.S. web advertisements contained, in average, 2.21 information cues while Thai ads contained 2.12 cues. Table 5 showed that the web ads studied used 14 types of information cues that included packaging or shape, special offers, implicit comparison, quality, company research, performance, availability, price/value, independent research, new ideas, safety, components/contents, taste, and guarantees/warranties. Nutrition and explicit comparison were not used in either country.

Among the 14 categories, packaging and/or shape was the most common type of information cue in almost half (46.7%) of the web ads studied. Regarding the frequency of appearance, special offer cues ranked second (29.3%), followed by implicit comparisons (28.0%), quality (25.3%), company research (18.0%), performance (16.7%), and availability (16.0%). The remaining seven categories such as price/value, new ideas, and safety cues were used less than 8.0% (1.3%-8.0%) of the ads examined.

Thailand was more likely to use packaging and/or shape (50.7%), special offers (33.3%), and availability (24.0%) cues more than U.S. (42.7%, 25.3%, and 8.0%). On the other hand, the U.S. tended to use implicit comparison (33.3%), company research (20.0%), performance (18.7%), independent research (10.7%), new ideas (9.3%), safety (8.0%), and components/contents (8.0%) cues more than Thai (22.7%, 16.0%, 14.7%, 4.0%, 4.0%, 5.3%, and 2.7%) ads. U.S. ads (33.3%) tended to use implicit comparisons of the firm's product or service offerings with competitors to a greater extent than Thai ads (22.7%). Quality and price/value cues were used equally in U.S. and Thai ads. These findings contradict those of Ju-Pak (1999) who found U.S. ads were more likely to contain price/value and quality cues. Results also showed that 8.0% of U.S. ads contained information cues about components/contents, while only 2.7% of Thai ads did. As well, none of the Thai ads contained guarantee/warranty cues, while 2.7% of U.S. ads contained them. Surprisingly, none of the ads studied used explicit comparison.

Table 5. Amount and Type of Information Cues Used

Information Cue	All (n=150)	U.S. (n=75)	Thailand (n=75)
Mean no. of cues	2.17	2.21	2.12
Special Offers			
Present	29.3%	25.3%	33.3%
Absent	70.7%	74.7%	66.7%
Implicit comparison			
Present	28.0%	33.3%	22.7%
Absent	72.0%	66.7%	77.3%
Quality			
Present	25.3%	25.3%	25.3%
Absent	74.7%	74.7%	74.7%
Company research			
Present	18.0%	20.0%	16.0%
Absent	82.0%	80.0%	84.0%
Performance			
Present	16.7%	18.7%	14.7%
Absent	83.3%	81.3%	85.3%
Availability			
Present	16.0%	8.0%	24.0%
Absent	84.0%	92.0%	76.0%
Price/value			
Present	8.0%	8.0%	8.0%
Absent	92.0%	92.0%	92.0%
Independent research			
Present	7.3%	10.7%	4.0%
Absent	92.7%	89.3%	96.0%
New ideas			
Present	6.7%	9.3%	4.0%
Absent	93.3%	90.7%	96.0%
Safety			
Present	6.7%	8.0%	5.3%
Absent	93.3%	92.0%	94.7%
Components/contents			
Present	5.3%	8.0%	2.7%
Absent	94.7%	92.0%	97.3%
Taste			
Present	1.3%	1.3%	1.3%
Absent	98.7%	98.7%	98.7%
Guarantee/warranty			
Present	1.3%	2.7%	0.0%
Absent	98.7%	97.3%	100.0%
Explicit comparison			
Present	0.0%	0.0%	0.0%
Absent	100.0%	100.0%	100.0%

Table 6 showed that products were advertised more frequently than services in the 150 ads examined. Almost half (49.3%) of the ads promoted were products, with 21.3% featuring services and 29.3% featuring both. Digital products and services were the most frequently promoted category (22.7%) among the ads studied. The second largest category advertised was car and automotive products (18.7%). The remaining of the ads consisted of home appliances (10.7%), financial services (9.3%), health and personal hygiene (6.7%), manufacturing products (5.3%), travel services (4.0%), and energy firms (4.0%).

Table 6. Products/Services Advertised

Product Types / Categories	All (%)
Type	
Products	49.3%
Services	21.3%
Products and services	29.3%
Categories	
Digital products/services	22.7%
Car/automotive products	18.7%
Financial	9.3%
Health/personal hygiene	6.7%
Travel	4.0%
Food/drink	2.7%
Arts/entertainment/information	2.7%
Home care	1.3%
Sports	1.3%
Fashion/cosmetics	1.3%
Other	9.3%
Other-Household appliances	10.7%
Other-Manufacturing products	5.3%
Other-Energy firm	4.0%

Due to cross-national differences, the creative appeal used in the type of products and/or services advertised was also observed. Table 7 showed that concerning appeals used, regardless of the type of products and/or services advertised, both Thai and U.S. ads used more rational appeals than emotional. However, the percentage using rational appeals in the U.S. (75.7%, 87.5%, and 90.9%) was much higher than in Thailand (54.1%, 75.0%, and 68.2%).

Table 7. Cross-Tabulation of Product/Service Advertised with Creative Appeal Used (Verbal/Copy Appeal)

	Verbal/Copy Appeal	Products (n=74)	Services (n=32)	Products and Services (n=44)
Thailand	Rational	54.1%	75.0%	68.2%
	Emotional	45.9%	25.0%	31.8%
U.S.	Rational	75.7%	87.5%	90.9%
	Emotional	24.3%	12.5%	9.1%

Regarding visual elements, there were differences in between the two countries. As indicated in Table 8, Thai ads were more likely to contain emotional visuals than rational ones particularly with product types (64.9%). When only services were advertised, Thai websites used emotional visual elements (50.0%) rather than rational ones (25.0%). For products and services, both Thai (50.0%)

and U.S. (54.5%) ads employed rational visual elements
more than emotional ones on the companies' homepages.

Table 8. Cross-Tabulation of Product/Service Advertised
with Creative Appeal Used (Visual Appeal)

	Visual Appeal	Products (n=74)	Services (n=32)	Products and Services (n=44)
Thailand	No Visual	2.7%	25.0%	4.5%
	Rational	32.4%	25.0%	50.0%
	Emotional	64.9%	50.0%	45.5%
U.S.	No Visual	8.1%	31.3%	9.1%
	Rational	48.6%	43.8%	54.5%
	Emotional	43.2%	25.0%	36.4%

CHAPTER FIVE

CONCLUSIONS AND IMPLICATIONS

Introduction

This study examined the similarities and differences
regarding web advertising in U.S. and Thailand. A content
analysis of 150 advertisements (75 from U.S. and 75 from
Thai websites) was conducted. Discussion of the findings
and implications were presented in this chapter.

Conclusions

As the impact of global media increases,
understanding how marketers advertise in different markets
is necessary. In the present study, similarities and
differences existed between Thai and U.S. web
advertisements on companies' homepages. Regarding the
selected design characteristics, the majority of web ads
in both countries were one to two pages in length. This
finding differs from Ju-Pak's (1999) study where most of
the ads were less than one page in length. Further, half
of the ads were text-visual balanced with text and photos
or illustrations. Only few web ads contained sound or
video. This finding suggests that regardless of multimedia
capacity of the medium, the advertisers did not use it to
its full potential. This could be due to the time it takes

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to download the ads and as well as the time to download a company's homepage. The use of hyperlinks or clickable items in the main menu was common in both countries' companies' homepages. A possible reason for this result might be that technology levels employed in web advertising are similar across different countries.

Regarding creative appeals used, almost 90.0% of the web ads included visual elements (photos or illustrations); however, regarding rational and emotional visual appeals, there were noticeable differences. Results showed that U.S. web ads used more rational visual appeals than Thai ones. On the other hand, symbolic or emotional visual appeals were employed more in Thai ads than in U.S ones.

Regarding verbal copy, both Thai and U.S. web ads used fact-based or rational appeals. U.S. web ads relied more heavily on rational appeals than Thai ones; however, there was higher percentage of emotional visual and verbal content in Thai web ads.

The fourteen types of information cues used were packaging or shape, special offers, implicit comparison, quality, company research, performance, availability, price/value, independent research, new ideas, safety, components/contents, taste, and guarantee/warranty.

Packaging or shape was shown in the majority of the web ads followed by special offer cues, implicit comparisons, quality, company research, performance, and availability. These findings differ with Ju-Pak's (1999) results where quality and special offers cues were used to a greater extent than performance and components/contents cues.

The present study found that products were advertised more often than services. Regarding product categories, digital products and services were most frequently advertised, followed by car and automotive products, home appliances, financial services, health and personal hygiene, manufacturing products, travel services, and energy firms.

Further analysis regarding creative appeals used and the type of products and/or services was conducted to observe cross-national differences. Rational verbal appeals were used more frequently used in U.S. web ads than in Thai ones. Regarding visual appeals, findings showed that Thai ads used more emotion visual appeals for product types than the U.S. while both Thailand and the U.S. equally emphasized rational visual appeals in product and service types.

Implications

While the differences between Thailand and U.S.
websites reveal the various dimensions of the two markets,
these differences are attributed to the different phase of
e-commerce expansion and also the influence of a wide
range of values with respect to Internet usage (Rose,
Evaristo, & Straub, 2003). Further, findings point to not
only e-commerce development but market development as
well. The configuration of the advertising appeals helps
marketers understand the different features of national
advertising in U.S. and Thailand. The U.S. is a highly
competitive market with many brands in most
product/service categories. In Thailand, this may not be
the case so intense competition in the U.S. leads
marketers to use more information cues in ads than in
Thailand.

A company's homepage generates the first impression
of a firm and its product/service offerings (Singh & Dalai
1999). According to Harris and Attour (2003), homepage
complexity influences consumer attention, attitudes, and
purchase intent. Moreover, the right combinations of
elements used to create a homepage depends on several
factors, including the type of company and its competitive
environment (Harris and Attour, 2003). Hence, Thai and

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U.S. advertisers should provide quality of information, ease of use, visual appearance, and interactivity to the audiences.

Based on findings from the present study, general guidelines for web advertising are proposed. Advertisers should focus on length and number of hyperlinks or clickable items used on their company's homepage. The findings suggest that the appropriate length of the homepage is one to two pages. This is concurrent to previous research that indicated scrolling level required to view all information on the homepage influenced the visible degree of the homepage (Harris & Attour, 2003).

Moreover, companies should provide multiple links to help viewers navigate websites. The recommended number of hyperlinks or clickable items is six or more for both Thai and U.S. homepages.

The findings suggest that information needed in advertisement differs from country to country. Thai and U.S. advertisers should employ a rational approach for the verbal or copy content in web ads. However, Thai advertisers do not need to provide as much information in advertising as needed for U.S. advertisers. Since visual messages in advertising are easier and faster to be processed and more effective in getting attention than

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verbal messages (Lester, 2000; Wells et al., 2003), Thai advertisers should emphasize emotional visual appeals for products/services ads. For example, lifestyles, images of products and mood-creating symbols that generate impact should be emphasized. In contrast, U.S. advertisers should focus more on rational visual appeals. For instance, web ad visuals identify brand or company name, and provide detailed product information such as price, quality, and performance. Since Thai consumers prefer affiliation to competitiveness in advertising, competitive and comparative advertising should be avoided.

<center>Future Research</center>

Since obtaining a complete sampling frame that includes all multinational advertisers is difficult, this study's sample may not entirely represent the population of interest. This study examined only two countries and was based on a small sample of web ads. Future research should be extended to a bigger sample and a wider scope of countries such as European and Central and South American nations. Further, since websites change rapidly and are regularly updated, a longitudinal study should be considered to track changes over time to better understand the web as a global and evolutional advertising medium.

APPENDIX A

CODE SHEET

Code sheet

ID Number of the advertisement _____
Company Name   _____
URL   http:// _____
Date   _____
From what country: 1 Thailand   2 U.S.

1.   Design Characteristics:
      Length
            _____Less than 1 page
            _____1-2 pages
            _____3 or more
      Copy Format
            _____Text-heavy
            _____Text-visual balanced
            _____Text-limited
      Multimedia use
            _____Text only
            _____Text and photo/illustration
            _____Text and sound and/or video
      No. of hyperlinks/clickable items in main menu
            _____None
            _____1-5
            _____6 or more
      No. of hyperlinks/clickable items in ad menu
            _____None
            _____1-5
            _____6 or more

2.   Creative Appeal Used:
      Visual appeal   _____ Rational _____ Emotional
      Verbal/ copy appeal   _____ Rational _____ Emotional

3.   Amount and Type of Information Cues Used (1 = Present, 2 = Absent):
      _____ Price/value   _____ Independent research
      _____ Quality   _____ Company research
      _____ Performance   _____ New ideas
      _____ Components/contents   _____ Explicit comparison
      _____ Availability   _____ Implicit comparison
      _____ Special offers
      _____ Taste
      _____ Nutrition
      _____ Packaging or shape
      _____ Guarantee/warranty
      _____ Safety

4. Products/ Services Advertised:
    Type
    _____Products
    _____Services
    _____Products and services
    Category
    _____Digital products/services
    _____Arts/entertainment/info
    _____Financial
    _____Real Estate
    _____Travel
    _____Car/automotive products
    _____Health/personal hygiene
    _____Food/drinks
    _____Home care
    _____Sports
    _____Fashion/cosmetics
    _____Other

APPENDIX B

RESULTS TABLES

Design characteristics

Frequency Table

Design Characteristics - Length

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 page	22	14.7	14.7	14.7
	1- 2 Pages	116	77.3	77.3	92.0
	3 or more	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Design Characteristics - Copy format

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Text - Heavy	30	20.0	20.0	20.0
	Text - Visual balanced	83	55.3	55.3	75.3
	Text - Limited	37	24.7	24.7	100.0
	Total	150	100.0	100.0	

Design Characteristics - Multimedia use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Text only	16	10.7	10.7	10.7
	Text and photo/illustration	122	81.3	81.3	92.0
	Text and sound and/or video	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Design Characteristics - No. hyp./click. items in main menu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	2	1.3	1.3	1.3
	1 - 5	55	36.7	36.7	38.0
	6 or more	93	62.0	62.0	100.0
	Total	150	100.0	100.0	

Design Characteristics - No. hyp./click. items in ad menu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	111	74.0	74.0	74.0
	1 - 5	34	22.7	22.7	96.7
	6 or more	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Design Characteristics - Length * From What Country	150	100.0%	0	.0%	150	100.0%
Design Characteristics - Copy format * From What Country	150	100.0%	0	.0%	150	100.0%
Design Characteristics - Multimedia use * From What Country	150	100.0%	0	.0%	150	100.0%
Design Characteristics - No. hyp./click. items in main menu * From What Country	150	100.0%	0	.0%	150	100.0%
Design Characteristics - No. hyp./click. items in ad menu * From What Country	150	100.0%	0	.0%	150	100.0%

Design Characteristics - Length * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Design Characteristics - Length	Less than 1 page	13	9	22
	1- 2 Pages	53	63	116
	3 or more	9	3	12
Total		75	75	150

Design Characteristics - Copy format * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Design Characteristics - Copy format	Text - Heavy	8	22	30
	Text - Visual balanced	49	34	83
	Text - Limited	18	19	37
Total		75	75	150

Design Characteristics - Multimedia use * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Design Characteristics - Multimedia use	Text only	6	10	16
	Text and photo/illustration	63	59	122
	Text and sound and/or video	6	6	12
Total		75	75	150

Design Characteristics - No. hyp./click. items in main menu * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Design Characteristics - No. hyp./click. items in main menu	None	2		2
	1 - 5	26	29	55
	6 or more	47	46	93
Total		75	75	150

Design Characteristics - No. hyp./click. items in ad menu * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Design Characteristics - No. hyp./click. items in ad menu	None	52	59	111
	1 - 5	21	13	34
	6 or more	2	3	5
Total		75	75	150

Creative appeals used

Frequencies

Statistics

Creative Appeals Used - Visual Appeal

N	Valid	134
	Missing	16

Creative Appeals Used - Visual Appeal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rational	64	42.7	47.8	47.8
	Emotional	70	46.7	52.2	100.0
	Total	134	89.3	100.0	
Missing	System	16	10.7		
Total		150	100.0		

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Creative Appeals Used - Visual Appeal * From What Country	134	89.3%	16	10.7%	150	100.0%
Creative Appeals Used - Verbal/Copy Appeal * From What Country	150	100.0%	0	.0%	150	100.0%

Creative Appeals Used - Visual Appeal * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Creative Appeals Used - Visual Appeal	Rational	27	37	64
	Emotional	42	28	70
Total		69	65	134

Creative Appeals Used - Verbal/Copy Appeal * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Creative Appeals Used - Verbal/Copy Appeal	Rational	47	62	109
	Emotional	28	13	41
Total		75	75	150

Frequencies

Statistics

Creative Appeals Used - Verbal/Copy Appeal

N	Valid	150
	Missing	0

Creative Appeals Used - Verbal/Copy Appeal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rational	109	72.7	72.7	72.7
	Emotional	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

Type of information cues used

Frequency Table

Type of Info Cue Used - Price/Value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	12	8.0	8.0	8.0
	Absent	138	92.0	92.0	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	38	25.3	25.3	25.3
	Absent	112	74.7	74.7	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Performance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	25	16.7	16.7	16.7
	Absent	125	83.3	83.3	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Components/contents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	8	5.3	5.3	5.3
	Absent	142	94.7	94.7	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	24	16.0	16.0	16.0
	Absent	126	84.0	84.0	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Special Offers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	44	29.3	29.5	29.5
	Absent	105	70.0	70.5	100.0
	Total	149	99.3	100.0	
Missing	System	1	.7		
Total		150	100.0		

Type of Info Cue Used - Taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	2	1.3	1.3	1.3
	Absent	148	98.7	98.7	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Nutrition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absent	150	100.0	100.0	100.0

Type of Info Cue Used - Packaging or shape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	70	46.7	46.7	46.7
	Absent	80	53.3	53.3	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Guarantee/warranty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	2	1.3	1.3	1.3
	Absent	148	98.7	98.7	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	10	6.7	6.7	6.7
	Absent	140	93.3	93.3	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Independent Research

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	11	7.3	7.3	7.3
	Absent	139	92.7	92.7	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Company Research

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	27	18.0	18.0	18.0
	Absent	123	82.0	82.0	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - New Ideas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	10	6.7	6.7	6.7
	Absent	140	93.3	93.3	100.0
	Total	150	100.0	100.0	

Type of Info Cue Used - Explicit Comparison

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absent	149	99.3	100.0	100.0
Missing	System	1	.7		
Total		150	100.0		

Type of Info Cue Used - Implicit Comparison

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	42	28.0	28.0	28.0
	Absent	108	72.0	72.0	100.0
	Total	150	100.0	100.0	

Crosstabs

Type of Info Cue Used - Price/Value * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Price/Value	Present	6	6	12
	Absent	69	69	138
Total		75	75	150

Type of Info Cue Used - Quality * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Quality	Present	19	19	38
	Absent	56	56	112
Total		75	75	150

Type of Info Cue Used - Performance * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Performance	Present	11	14	25
	Absent	64	61	125
Total		75	75	150

Type of Info Cue Used - Components/contents * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Components/contents	Present	2	6	8
	Absent	73	69	142
Total		75	75	150

**Type of Info Cue Used - Availability * From What Country
Crosstabulation**

Count

| | | From What Country | | Total |
		Thailand	U.S.	
Type of Info Cue Used - Availability	Present	18	6	24
	Absent	57	69	126
Total		75	75	150

**Type of Info Cue Used - Special Offers * From What Country
Crosstabulation**

Count

| | | From What Country | | Total |
		Thailand	U.S.	
Type of Info Cue Used - Special Offers	Present	25	19	44
	Absent	49	56	105
Total		74	75	149

**Type of Info Cue Used - Taste * From What Country
Crosstabulation**

Count

| | | From What Country | | Total |
		Thailand	U.S.	
Type of Info Cue Used - Taste	Present	1	1	2
	Absent	74	74	148
Total		75	75	150

**Type of Info Cue Used - Nutrition * From What Country
Crosstabulation**

Count

| | | From What Country | | Total |
		Thailand	U.S.	
Type of Info Cue Used - Nutrition	Absent	75	75	150
Total		75	75	150

Type of Info Cue Used - Packaging or shape * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Packaging or shape	Present	38	32	70
	Absent	37	43	80
Total		75	75	150

Type of Info Cue Used - Guarantee/warranty * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Guarantee/warranty	Present		2	2
	Absent	75	73	148
Total		75	75	150

Type of Info Cue Used - Safety * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Safety	Present	4	6	10
	Absent	71	69	140
Total		75	75	150

Type of Info Cue Used - Independent Research * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Independent Research	Present	3	8	11
	Absent	72	67	139
Total		75	75	150

Type of Info Cue Used - Company Research * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Company Research	Present	12	15	27
	Absent	63	60	123
Total		75	75	150

Type of Info Cue Used - New Ideas * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - New Ideas	Present	3	7	10
	Absent	72	68	140
Total		75	75	150

Type of Info Cue Used - Explicit Comparison * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Explicit Comparison	Absent	74	75	149
Total		74	75	149

Type of Info Cue Used - Implicit Comparison * From What Country Crosstabulation

Count

		From What Country		Total
		Thailand	U.S.	
Type of Info Cue Used - Implicit Comparison	Present	17	25	42
	Absent	58	50	108
Total		75	75	150

Products and/or services advertised

Frequency Table

Type of Products/Services advertised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Products	74	49.3	49.3	49.3
	Services	32	21.3	21.3	70.7
	Products and Services	44	29.3	29.3	100.0
	Total	150	100.0	100.0	

Category of Products/Services advertised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Digital Products/Services	34	22.7	22.7	22.7
	Arts/Entertainment	2	1.3	1.3	24.0
	Financial	14	9.3	9.3	33.3
	Travel	6	4.0	4.0	37.3
	Car	26	17.3	17.3	54.7
	Health/Personal Hygiene	10	6.7	6.7	61.3
	Food/drink	4	2.7	2.7	64.0
	Home care	2	1.3	1.3	65.3
	Sports	2	1.3	1.3	66.7
	Fashion/cosmetics	2	1.3	1.3	68.0
	Other	32	21.3	21.3	89.3
	Other-Home Appliances/Electronic	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

Cross-tabulation of products and/or services advertised with creative appeals used

Crosstabs

Creative Appeals Used - Verbal/Copy Appeal * Type of Products/Services advertised * From What Country Crosstabulation

From What Country				Products	Services	Products and Services	Total
				Type of Products/Services advertised			
Thailand	Creative Appeals Used - Verbal/Copy Appeal	Rational	Count	20	12	15	47
			% within Type of Products/Services advertised	54.1%	75.0%	68.2%	62.7%
			% of Total	26.7%	16.0%	20.0%	62.7%
		Emotional	Count	17	4	7	28
			% within Type of Products/Services advertised	45.9%	25.0%	31.8%	37.3%
			% of Total	22.7%	5.3%	9.3%	37.3%
	Total		Count	37	16	22	75
			% within Type of Products/Services advertised	100.0%	100.0%	100.0%	100.0%
			% of Total	49.3%	21.3%	29.3%	100.0%
U.S.	Creative Appeals Used - Verbal/Copy Appeal	Rational	Count	28	14	20	62
			% within Type of Products/Services advertised	75.7%	87.5%	90.9%	82.7%
			% of Total	37.3%	18.7%	26.7%	82.7%
		Emotional	Count	9	2	2	13
			% within Type of Products/Services advertised	24.3%	12.5%	9.1%	17.3%
			% of Total	12.0%	2.7%	2.7%	17.3%
	Total		Count	37	16	22	75
			% within Type of Products/Services advertised	100.0%	100.0%	100.0%	100.0%
			% of Total	49.3%	21.3%	29.3%	100.0%

Creative Appeals Used - Visual Appeal * Type of Products/Services advertised * From What Country Crosstabulation

From What Country				Products	Services	Products and Services	Total
						Type of Products/Services advertised	
Thailand	Creative Appeals Used - Visual Appeal	No Visual	Count	1	4	1	6
			% within Type of Products/Services advertised	2.7%	25.0%	4.5%	8.0%
			% of Total	1.3%	5.3%	1.3%	8.0%
		Rational	Count	12	4	11	27
			% within Type of Products/Services advertised	32.4%	25.0%	50.0%	36.0%
			% of Total	16.0%	5.3%	14.7%	36.0%
		Emotional	Count	24	8	10	42
			% within Type of Products/Services advertised	64.9%	50.0%	45.5%	56.0%
			% of Total	32.0%	10.7%	13.3%	56.0%
	Total		Count	37	16	22	75
			% within Type of Products/Services advertised	100.0%	100.0%	100.0%	100.0%
			% of Total	49.3%	21.3%	29.3%	100.0%
U.S.	Creative Appeals Used - Visual Appeal	No Visual	Count	3	5	2	10
			% within Type of Products/Services advertised	8.1%	31.3%	9.1%	13.3%
			% of Total	4.0%	6.7%	2.7%	13.3%
		Rational	Count	18	7	12	37
			% within Type of Products/Services advertised	48.6%	43.8%	54.5%	49.3%
			% of Total	24.0%	9.3%	16.0%	49.3%
		Emotional	Count	16	4	8	28
			% within Type of Products/Services advertised	43.2%	25.0%	36.4%	37.3%
			% of Total	21.3%	5.3%	10.7%	37.3%
	Total		Count	37	16	22	75
			% within Type of Products/Services advertised	100.0%	100.0%	100.0%	100.0%
			% of Total	49.3%	21.3%	29.3%	100.0%

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