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学位論文審査報告書

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Message Strategies, Informativeness and Value Appeals in Chinese Television Advertising: An Empirical Study

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1. 学位论文題目

Message Strategies, Informativeness and Value Appeals in Chinese Television Advertising: An Empirical Study

2. 論文概要

Chapter 1 positions the dissertation in the context of the debate on standardization versus adaptation in international advertising and reviews extant studies on the topic. The chapter notes a relative lack of research on Chinese advertising and points out that extant studies on Chinese advertising tend to use analytical and conceptual frameworks that were originally developed in Western countries. Consequently, the chapter questions the validity and appropriateness of these frameworks in a non-Western context such as that of China. In order to address the relative lack of recent research on advertising in China, the dissertation proposes to examine the characteristics of Chinese advertising in terms of three aspects of advertising content that extant studies in the field often examine: message strategy, informativeness, and value appeals. The chapter then introduces the overall research framework and explains how each of the three advertising aspects and their subcategories are essentially based on -or linked to- the distinction between cognition and emotion in human communication.

Chapter 2 introduces two models for cultural analysis and one advertising classification scheme to which the dissertation frequently refers. The chapter reviews two models used for analyzing cultural differences among countries: Hofstede's cultural dimensions model and Hall's high/low context communication model. It also describes the FCB grid advertising strategy-planning model that divides product categories into four grids based on two axes or dimensions: level of involvement with the product category (high versus low), and product involvement type (think versus feel). These models of culture and the FCB grid are used for formulating specific hypotheses in chapters 4, 5, and 6. China is classified as a collectivistic (Hofstede) and high-context communication culture (Hall) and in Chapters 4, 5, and 6 this is expected to generally make its advertising more affective rather than cognitive in terms of message strategy, more symbolic rather than utilitarian in its use of value appeals, and less focused on including product information.

Chapter 3 describes the empirical methodology of content analysis used in the dissertation. This chapter also describes in detail how the study's sample was collected and the resulting sample profile. The chapter reports that one-year of systematic structured sampling resulted in a sample of 1439 non-duplicated commercials.

Chapter 4 first concentrates on the modification of an integrated typology of message

strategy. The chapter then reviews previous studies on advertising message strategies, and formulates research questions and hypotheses. Next, using the modified typology of message strategy described earlier in the chapter, this chapter describes the coding procedures. Finally, findings of a content analysis are reported and discussed. Results show that affective message strategy (82.3%) is the most frequently used, followed by cognitive message strategy (54.1%), and that conative strategy is the least frequently used (12%). Furthermore, the chapter reports that around one third of commercials use both affective and cognitive strategies simultaneously. In regard to brand origin, commercials for foreign brands use more cognitive message strategies. Comparison between goods and services ads indicates that goods ads contain significantly more cognitive strategies whereas services ads contain more conative strategies. Product category is shown to be an important factor influencing the usage of advertising message strategy. Results of analyses using the FCB grid model indicate that ads for low-involvement products use more affective and conative strategies than those for high-involvement products, while ads for think products use more cognitive but less affective message strategies than those for feel products.

Chapter 5 reports results of a content analysis pertaining to the informativeness of Chinese television commercials. It reviews extant studies on the topic and formulates hypotheses. The chapter then discusses how Resnik and Stern's (1977) framework for measuring informativeness was expanded, and describes the coding procedures. Finally, the chapter reports and discusses the empirical results. In general, results show that the informativeness in this study is significantly higher than that reported in Chan and Chan (2005). The current study finds that 76.3% of ads contain at least one information cue and that an average of 1.6 cues are used in Chinese TV advertising. The most frequently used information cues are performance, variety, and components/contents. In terms of brand origin, ads for foreign brands use more information cues than those for local brands. Furthermore, ads for goods use more information cues than ads for services. Hypotheses related to product involvement level and product durability are not supported since ads for high-involvement products do not use more information cues than those for low-involvement products. In addition, ads for durable products do not use more information cues than ads for non-durable products. On the other hand, ads for think products contain more information content than those for feel products. In addition, results also indicate that also on basis of a more fine-grained product categorization, product category influences the usage of information content.

Chapter 6 focuses on cultural value appeals. The chapter first reviews previous studies on the topic and formulates hypotheses. To offset the inherent Western bias of existing value appeal frameworks, the chapter describes the procedure through which more Eastern value appeals were added to the existing framework, which was originally developed by Pollay (1983). Subsequently, the chapter describes coding procedures and reports results of the content analysis. Results show that the most frequently used value appeals are enjoyment/leisure,

effectiveness, quality, and trustworthiness. Trustworthiness is one of the typical Chinese values that were added to the categorization framework. The chapter notes that most probably because of the high-context communication and collectivism characteristics of Chinese culture, symbolic as well as Eastern value appeals are used significantly more frequently than utilitarian and Western value appeals, respectively. Furthermore, ads for domestic brands use more appeals that are Eastern whereas ads for foreign brands use more appeals that are Western. Moreover, ads for high-involvement products contain more utilitarian and less symbolic appeals than those for low-involvement products while ads for think products contain more utilitarian appeals than those for feel products. In addition, ads for goods contain more utilitarian and Western appeals while ads for services contain more symbolic and Eastern appeals. Consistent with these findings, results indicate that value appeals also vary across products as classified by a more fine-grained product categorization scheme.

Chapter 7 presents a summary of the study's main findings and discusses its main conclusions. It examines the influence of brand origin, product category, involvement level, and involvement type on advertising content in terms of the three main research topics of message strategies, informativeness, and value appeals. Findings tend to demonstrate consistency in respect to the influence of brand origin and product category. However, the two dimensions (involvement level and involvement type) of the FCB grid model are found to exhibit inconsistent patterns in relation to the use of message strategies, informativeness, and value appeals in Chinese television commercials. Finally, the chapter discusses the dissertation's limitations and implications for advertising researchers and practitioners, and suggests venues for future research.

3. 所見

(1) 論文テーマの重要性

The research is set against the backdrop of the increasing internationalization and globalization of corporations. Marketers at these international and global corporations are constantly faced with decisions as to whether they can standardize or should adapt aspects of their marketing mix. One of the elements of the international marketing mix is advertising. The pros and cons of standardization, local adaptation or a combination of these approaches have been extensively debated by both advertising academics and practitioners. Many studies have investigated to what extent advertisers have standardized or adapted a number of aspects of their advertising across a large number of countries. The current dissertation focuses on the characteristics of television advertising in China, a large market that has received increasing attention from both advertising researchers and practitioners. Nevertheless, the knowledge about advertising in China is still relatively limited. The dissertation makes a number of important contributions to the field of international advertising in general and the study of advertising in China in particular.

The importance of the dissertation's research topics is further corroborated by the fact that its three main chapters (i.e., chapters 3, 4, and 5) have been subjected to and approved by international peer review for inclusion in the international conference proceedings of the European Academy of Advertising's ICORIA 2013 and 2014 conferences, one of the two leading international conferences in the field of advertising research. In addition, the paper on informativeness in Chinese advertising has been included in the *Advances in Advertising* (Vol. V) series containing the best papers presented at the 2013 ICORIA conference, and a paper on message strategies in Chinese advertising will also be published as part of the same *Advances in Advertising* series containing the best papers of the 2014 ICORIA international conference. This is a clear indication of the interest in advertising in China in general and underlines the strong interest in the dissertation's themes among leading researchers in the field in particular. It also confirms the high quality of the research presented in this dissertation as it has been approved and highly evaluated by external leading specialists in the field.

(2) 論述の一貫性

The study first introduces and reviews international advertising research and positions the current research in the field. It then introduces the general theoretical research framework in which the interrelationship among the three main themes is clarified. I also explains a few key

constructs and the FCB advertising planning tool that are necessary for the non-initiated reader to understand the remaining chapters. The dissertation then explains the methodology and sampling procedures used for the three empirical studies on each of the three research topics. The three next chapters are based on stand-alone papers that were presented at international peer-reviewed conferences and published as part of conference proceedings or books containing best papers of these conferences. The dissertation concludes with a chapter discussing the main findings of the three studies, their limitations, and venues for further research. The dissertation is thus logically built-up and is cohesive from start to finish.

(3) 先行研究及び関連分野に関する理解

The dissertation is thoroughly grounded in the extant literature in the field and the author exhibits an excellent grasp of the interrelationships among several strands of research in the field.

(4) 研究方法の妥当性

The problem formulation, literature review, formulation of the hypotheses and research questions, the construction of the research model, the use of content analysis and statistical analysis, and the overall analysis and discussion of the results all follow conventional research practices. The research methods employed in this dissertation can therefore be considered appropriate and valid.

(5) 独創性

The study's originality lies in its combination of three strands of research: advertising message strategies, informativeness or information content, and value appeals.

The study's first major contribution to international advertising studies in terms of measurement is that it expands the well-established research frameworks of advertising information content, cultural value appeals, and message strategy. It improves the validity of these frameworks for use outside of the traditional Western context in which these frameworks were grounded.

The study's second contribution is that it is the first study to build a theoretical framework that clarifies the relationships at a more fundamental level among these three traditional strands of research, which have tended to develop independently of one another.

The third contribution is that it thoroughly and empirically analyzes an unusually large sample (1400 unique advertisements) of Chinese television advertising. This makes the results more robust and made it possible to analyze the sample from several different angles such as brand origin, goods versus services, product category, product involvement level, and

involvement type. This has not been common in other previous international advertising studies and other studies on Chinese advertising. The three empirical studies presented in this dissertation thus raise the bar for future studies in international advertising in terms of sample size, cross-cultural sensitivity of content analytical frameworks, and multiple angles of analysis.

(6) 体裁

The dissertation's structure, formatting of the main text, references and use of footnotes follow well-established standards and are appropriate for an academic dissertation.

The candidate defended his dissertation in public before four examiners on January 29, 2015. At the end of the defense the examiners agreed that the dissertation fulfilled and exceeded all the requirements of the grading criteria for a Doctoral dissertation.