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影響產品客製化的因素：

對於具爭議性質的產品之跨文化研究

Factors Influencing Product Customization:

A Cross-Cultural Research on Controversial Product

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*I especially dedicate this thesis to my two-year life in Taiwan*

# 摘要

本研究意圖測定文化因素與全球爭議性產品之客製化決策的關連性，採用行銷全球的爭議性產品「Playboy 雜誌」作為研究標的。透過對美國、荷蘭、印尼以及日本四國版本進行內容分析，本研究對 Hofstede 的文化構面以及 Hall 的高低文化脈絡與雜誌文章、圖像與廣告三元素建立假說並測試之。

在本研究所討論的文化構面中，女性風格/男性風格構面對雜誌內容影響最大，該構面與文章類別、圖像人物裸露程度、爭議性產品廣告數量、以及廣告中所使用的資訊線索數量有關。至於不確定性趨避構面則與廣告資訊線索多寡有關。此外個人主義/群體主義構面則與是否使用男性模特兒與模特兒裸露程度有關。最後，高低文化脈絡也與廣告資訊線索數量有關。

**關鍵字：**產品客製化、Hofstede文化構面、Hall高低文化脈絡、爭議性產品

## ABSTRACT

This study intends to determine the relationship between cultural factors and customization strategy of a global controversial product using Playboy magazine - a global coverage product that also perceived to be controversial – as a research target. Through a content analysis of four nation editions; i.e. the USA, the Netherlands, Indonesia and Japan; the relationships between Hofstede's cultural dimensions and Hall's high-low context and the three main components of the magazine (i.e. articles, images and advertisement) are hypothesized and tested.

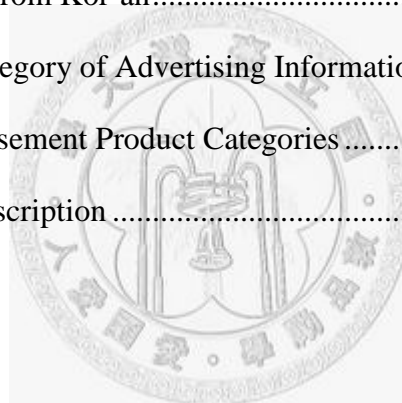
Among those cultural dimensions, femininity/masculinity influences the content of the magazine the most. This dimension especially determines type of articles, model's level of nudity, number of advertisement of controversial product and number of information cues disclosed in advertisements. As to uncertainty avoidance, it affects advertiser's decision in disclosing information cues. Furthermore, individualism/collectivism influences editor's decision in posting images of male models and determining model's level of nudity. Finally, Hall's high-low context also relates to the arrangement of number of information cues conveyed in advertisement.

**Key Words:** product customization, Hofstede's cultural dimension, Hall's high-low context, controversial product

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# Chapter 1 – INTRODUCTION

## 1.1 Research Background

Debate on standardization versus customization strategy for going global has been a never ending topic yet no final result has been decided (Duncan & Ramaprasad, 1995). Even though many scholars argued that increasing number of world traveler and the improvement of technology create a homogeneous market (Levitt, 1983; Bartlet *et al.*, 2004), many studies illustrated that customization is still affecting sales (Cavusgil *et al.* 1993; Duncan & Ramaprasad, 1995; Viswanathan & Dickson, 2007), since many differences and constraint between countries defeat the feasibility of standardization approach (Viswanathan & Dickson, 2007). Therefore, it is no longer the time to keep this issue on the surface. Instead, research on factor influencing the need for global product customization (Powers & Loyka, 2007) and degree of product customization are more suggested (Cavusgil *et al.* 1993; Duncan & Ramaprasad, 1996; Leonidou, 1996; Viswanatahn & Dickson, 2007).

Consistent with the aforementioned argument, the existing researches on controversial product explained that differences and constraint between countries are also affecting people perceive level of offensiveness toward products. It is thus controversial products exist in the market (Wilson & West, 1981; Waller, 1999;

Fam & Waller 2003; Waller *et al.*, 2004; Waller *et al.*, 2005), in which some of them are categorized as everyday products (Katsanis, 1994). Among various factors, culture and religion turn to be the major factors. Thus, it is expected that the presentation of controversial products in different markets should be customized in accordance to host country's culture and religion (Wilson & West, 1981; Waller *et al.*, 2004; Waller *et al.*, 2005). Nevertheless, none of the existing cross-country researches on controversial products examined the relation between cultural dimensions and product customization strategy, whereas it is needed in order to make marketers know how to penetrate the market. It is thus this research intends to have it studied by using Playboy magazine as the illustration. It is because Playboy magazine is considered as a global controversial product that already exists in twenty-three different countries with various national editions.

Wilson and West (1981) also argued that people's perception toward controversial product will change over time; people are becoming more tolerant, following the cultural transformation (Hofstede, 2001). As such, a global controversial product is also expected to change. In respond to that, the author will also verify this argument using empirical data collected.

The importance of culture in marketing a global product leads to the subsistence of various great cross-cultural researches (de Mooij, 1998; Hofstede,

2001). Most of those researches have employed Hofstede's cultural dimensions and Hall's high-low context culture (de Mooij, 1998; Hofstede, 2001; Singh & Matsuo, 2004; An, 2007; Baack & Singh, 2007; Soares *et al.*, 2007) due to their validity and relevancy on cross-cultural studies (de Mooij, 1998; Power & Loyka, 2007; Baack & Singh, 2007; Soares *et al.*, 2007). As such, the author finds the relevancy in employing these two cultural concepts as cultural factors influencing global controversial product's customization strategy in this study.

## 1.2 Research Objective

The objectives of this study can be divided into two. Firstly, this study hopes to contribute additional empirical support on the importance of cultural factors influencing product customization strategy, especially on a global controversial magazine.

Secondly, the result of this study is expected to help marketers of controversial product, such as editors of controversial magazine and advertisers for being acknowledged with cultural dimensions that should be considered and/or could be disregarded during the marketing of controversial products in different markets. Thus, over and under customization practice can be avoided since it will jeopardize global brand image and boost the customization cost.

## Chapter 2 – LITERATURE REVIEW

*Culture is heavy with values, and values imply judgment.*

*Morality is in the eye of the beholder, not in the act itself.*

*There is no one best way, in social or in sexual relationships:*

*any solution is best according to the norms that come with it (Hofstede, 2001)*

### 2.1 Debate on Customization/Standardization Strategy

The development of information technology allows people from various countries share the same information. Together with the increment in mobility, they enhance people to have the same way of thinking, same needs as well as preferences; and thus, homogeneous market is created. Also, supported by trade liberalization and economic integration, marketers are suggested to apply product standardization strategy in going global. By so doing, marketers can be benefited from the realization of economies of scale in all value-adding activities and can achieve a low-cost competitive position in global competition (Cavusgil *et al.*, 1993) that becoming more significant in the current market situation (Levitt, 1983). Furthermore, applying standardization strategy helps headquarter imposing closer management control over its overseas subsidiaries, deriving maximum benefit

from good ideas know-how created within the total organization and generating the consistent brand image in different markets (Leonidou, 1996).

However, there are too many differences and constraint between countries that might defeat the feasibility of standardization approach (Viswanathan & Dickson, 2007), such as differences in culture, government regulations, product use patterns, level of economic development and education (Duncan & Ramaprasad, 1995; Roth, 1995; Ghemawat, 2001). It is thus applying customization strategy is needed. It may bring profit maximization for marketers since revenue gained from product modifications may raise by more than expenses of the customization process (Cavusgil *et al.*, 1993; Terpstra & Sarathy, 1994). Additionally, this strategy can encourage creative thinking and innovations within the firm due to pressure in finding ways to adjust the product to meet specific overseas customers' requirement (Czinkota & Ronkainen, 1995).

As aforementioned arguments, neither absolute standardization nor customization strategy applied will bring total success for marketers in entering overseas markets (Cavusgil *et al.*, 1993). Each strategy holds its own benefits. Thus, marketers are suggested not to keep debating the issue. Instead, they are suggested to move the research ahead into factors influencing global product customization and the degree of product customization (Cavusgil *et al.* 1993; Duncan &

Ramaprasad, 1995; Leonidou, 1996; Viswanatahn & Dickson, 2007). In respond to the suggestion, this study intends to empirically asses factors influencing global product customization.

## 2.2 Controversial Product

Some marketers, they do not purposely offer controversial products to the market. Instead, controversial products are created as the result of people's perceived level of offensiveness towards those particular products (Wilson & West, 1981; Katsanis, 1994; Waller *et al.*, 2005). Therefore, quite a number of everyday products are considered as controversial by consumers; and thus marketers find difficulty in marketing those products (Wilson & West, 1981; Katsanis, 1994).

In respond to that argument, existing researches suggested the importance of having a further research on controversial product, especially identifying type of products that perceived as controversial by people from different culture, and determining factors classifying controversial products (Katsanis, 1994; Waller *et al.*, 2005).

Many existing researches on controversial product have been analyzing those two research gaps (Wilson & West, 1981; Waller *et al.* 2004; Waller *et al.*, 2005).

The first prominent study of controversial product was done by Wilson and West

(1981) that used the term of ‘unmentionable’ to represent controversial. They defined unmentionable as products, services or concepts that for reasons of delicacy, decency, morality or even fear, tend to elicit reactions of distaste, disgust, offense or outrage when mentioned or presented in public. Later, this term is simplified into any objects that the existence is considered to be offensive, unmentionable and socially sensitive, either by all or certain group of people (Waller *et al.*, 2005). Aside from ‘unmentionable’ product, other terms used for representing controversial products in the further studies including ‘socially sensitive products’ (Rehman & Brooks, 1987), and ‘indecent products’ (Triff *et al.*, 1987).

There are various examples of the unmentionable, counting inside are anything containing indecent language, nudity, sexiest images and subject too personal. Wilson and West (1981) grouped them into three categories; including controversial products, controversial services and controversial concepts. Furthermore, Waller, Fam and Erdogan (2004) also divided them into four different groups; namely social/political groups, addictive products, gender/sex related products and health and care products. In addition, providers of nudity issues and sexy images are also considered as controversial (Waller *et al.*, 2005). Categories and examples of the controversial are summarized in Table 1.

Table 1 - Example of the Controversial

Authors	Category	Examples
Wilson & West's (1981) - Three Groups of the 'Unmentionable'	Product	Personal hygiene, Defense related products, Drugs for terminal illness, Birth control
	Service	Abortion, Vasectomy and Sterilization, Venereal disease treatment for mental illness, Material preparation for death, Artificial insemination
	Concept	Extreme political idea, Emotional preparation for death, Unconventional sexual activities, Racial or religious prejudice, Terrorism
Waller <i>et al.</i> (2004) – Four Groups of the 'Controversial'	Social/Political	Racially extreme groups, Religious denominations, Guns and armaments, Funeral services, Political parties
	Addictive Products	Cigarettes, Alcohol, Gambling
	Gender/Sex related Products	Female & male underwear, Condoms, Female contraceptive, Female hygiene products
	Health & Care Products	Weight-loss programs, Charities & sexual disease drugs
Waller <i>et al.</i> (2005)	Nudity/Sexist Images	Porn magazine, Porn movie

Different people perceive controversial level differently. One product can be seen as fully offensive by a group of people, whereas seen as a conventional product by the rest. People's demographics (e.g. gender and age), cultural background, religion and social norm, personal inhibitions as well as welfare are several factors contributing this variance (Wilson & West, 1981; Waller, 1999; Waller *et al.*, 2004; Waller *et al.*, 2005). For instance, Waller (1999) defined that male and female have different opinion about things considered to be offensive. Females tended to be



more offended than males by alcohol advertisement and sexiest advertisement (since females are usually the targets of sexist comments, images, etc.), whereas males were more offended by advertisements about male underwear.

In the context of cross-cultural scope, consumers' from different countries perceive offensiveness and reasons for the offensiveness differently (Fam & Waller, 2003). Those who share the same cultural background will tend to share the same opinion on the 'unmentionable' (Fam & Waller, 2003; Waller *et al.*, 2004). For example, a research examining people behavior toward the unmentionable in China, Taiwan, Malaysia and New Zealand concluded that Chinese, Malaysian and Taiwanese (representing Asian value) saw social/political groups and addictive products as the most offensive one, while New Zealanders (representing Western value) saw them as moderately offensive.

Religion is as well taken part in determining level of offensiveness (Fam & Waller, 2003; Waller *et al.*, 2004). Chinese, Malaysian and Taiwanese shared the same opinion on level of offensiveness on social/political groups and addictive products. However, Malaysian, who is a predominantly Moslem country, put higher degree of offensiveness toward gender related products as well as products/services containing nudity and sexiest images (Waller *et al.*, 2005) than that of Chinese and Taiwanese (Fam & Waller, 2003). One of principles in Islam

indicates that both men and women must cover their torso and upper legs at all times. In this case, only her face's skin may be exposed (Deng & Hassan, 1994)<sup>1</sup>.

A cross-country study on controversial was also conducted to examine if geographic position would also affect people's perception toward the unmentionable in four different countries; namely Turkey and the UK representing Eurasia, and New Zealand and Malaysia representing Australasian (Waller *et al.*, 2005). The result suggested that geographic location gave no effect on the differences in considering the unmentionable, which is shown as an inconsistency with Wilson and West's (1981) argument that degree of controversial can vary according to place.

In summary, the aforementioned literature review concludes that culture and religion are two major factors affecting people's perception toward the controversial products. Thus, the presentation of controversial products in different markets might better to be customized in accordance to host country's culture and religion (Wilson & West, 1981; Waller *et al.*, 2004; Waller *et al.*, 2005). Marketers can apply similar product customization strategy in countries that share similar culture and religion background despite of its location (Waller *et al.*, 2005).

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<sup>1</sup>Refers to Appendix II for two verses from Koran related to how women should dress-up and behave

In respond to the importance of conducting previous mentioned research gaps on controversial products, the author also feels the need for analyzing the relationship between factors classifying controversial product and controversial product customization strategy, so as to make marketers be acknowledged with the way they should penetrate the market. However, none of the existing research is discussing this issue. It is thus this research intends to have it studied.

On their research, Wilson and West (1981) also argued that while customers' religiosity, social mores and personal inhibitions create many controversial products, services or ideas around daily life, people's perception toward controversial might be shifted as the time goes by. Once the sensitive issues and taboos are removed, promotion of the controversial products would transform a controversial product into a conventional product. As the example is the Independent Broadcasting Authority (IBA) that responsible for censoring the controversial advertisement. In the past, advertisements concerning several products were being banned including advertisements of pregnancy testing, sanitary napkins, and contraceptives tools (Wilson & West, 1981). These days, advertisement on sanitary napkins and toilet papers are frequently viewed in the public together with the image of the products. In response to the above argument,

the author is triggered to assess empirically if the presentation of controversial products will change over time as a result of alteration in people's perception toward the "unmentionable".

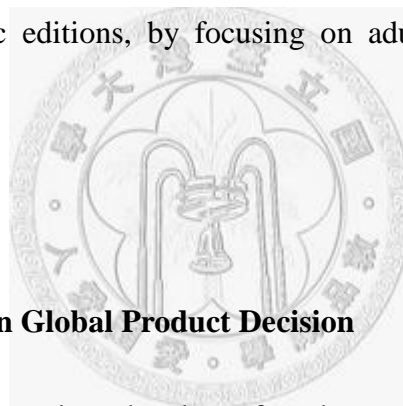
Some of the existing researches on controversial products have used and discussed about adult magazine (Attwood, 2002; Wongsurawat, 2006), which is also known as porn magazine. Adult magazine is perceived to be controversial since it is sexually oriented, in which the content is dominated by photographs of attractive women and or men along together with other illustration of nudity and sexual activities, such as oral sex, sexual intercourse and other various forms of such activities. Adult magazines may also enclose articles of serious nature; e.g. science, computer, culture and politics. Nowadays, most of adult magazines available in the market are aimed toward male as male populate the vast majority of the market<sup>2</sup>.

Several famous adult magazines have gone global, such as Playboy and Penthouse. As previously suggested, the presentation of adult magazine as a controversial product should be adjusted in accordance to local markets' culture and religion (Wilson & West, 1981; Waller *et al.*, 2004); and hence, it will lead to some discrepancies in the content of magazine among countries. In what way and

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<sup>2</sup>[http://en.wikipedia.org/wiki/Adult\\_magazine](http://en.wikipedia.org/wiki/Adult_magazine), May 2008

to what extent the content differs are two problems need to be investigated. However, no existing studies on global adult magazine discussing about these two problems can be found. Most of the existing researches were discussing about effect of pornography offered by adult magazines on individual's life (Attwood, 2002; Wongsurawat, 2006) and content of the magazine that mainly focus on the images (Winick, 1985; Bogaert *et al.*, 1993). Thus, this study intends to respond to the first problem that is the way the content of adult magazines differs among various nation-specific editions, by focusing on adult magazine targeting male readers.



### **2.3 Culture's Influence on Global Product Decision**

Among various factors, culture has been found as a focal point of much existing researches on global products strategy. Culture defeats the possibility in applying product standardization strategy (Cavusgil *et al.*, 1993; Power & Loyka, 2007; Baack & Singh, 2007), especially for consumer goods, printed medium (Ghemawat, 2001) as well as controversial products (Wilson & West, 1981). Given that culture is identified as the primary determinant of consumer behavior toward controversial goods in different countries (de Mooij, 1998; Hsieh *et al.*, 2004), this study will

only incorporates culture as the key factors influencing global controversial product customization.

Most of the existing studies have been using Hofstede cultural dimensions as basis to determine cultural differences between countries (An, 2007; Baack & Singh, 2007; Soares *et al.*, 2007). In that, four aspects of cultural dimensions: (1) power distance, (2) uncertainty avoidance, (3) individualism/collectivism and (4) masculinity/femininity, were proposed. Even though Hofstede's cultural index score were based on work-related values and applied to human resources management, the results were validated with numerous cross-cultural studies of product standardization (Power & Loyka, 2007; Baack & Singh, 2007), product usage (de Mooij, 1998), consumer innovativeness (Soares *et al.*, 2007) and brand image (Roth 1995, Hsieh *et al.*, 2007). It is thus the author finds the relevancy in employing Hofstede cultural dimensions as factor influencing product customization in this study.

The first cultural dimension proposed by Hofstede is **power distance** that describes as “the extent of human inequality to which the less powerful members of institutions and organization within a country expect and accept that power is distributed unequally” (Hofstede, 2001: p98). The inequality is happened in the society and it is based on hierarchy, age and gender (Aberle *et al.*, 1950; Schwartz,

1994). Most of the content-analysis studies implementing Hofstede's power distance dimension analyzed the disclosure of organizational structure as well as names and titles of important people in corporate communication strategy (Hofstede, 2001; Singh & Matsuo, 2004; Baack & Singh, 2007). A cross-cultural research on global corporate website, for instance, found that Japanese website enclosed detail information on organizational structure as well as important people's name, rank and title on their websites, which is rarely found in American websites. As a country with the highest score of power distance, Japanese people consider ranks, hierarchy and status as an innate part in the society (Singh & Matsuo, 2004).

The second dimension is **uncertainty avoidance**. It simply describes as the extent to which members of a culture feel threatened by uncertain or unknown situations (Hofstede, 2001). In order to avoid any ambiguous situations, people in high uncertainty avoidance culture will look for more information during the decision making process (Soares, 2007). Researches on consumer behavior indicate that people from high uncertainty avoidance country will prefer clear and informative advertisements (Thai & Chan, 2001) to help them reduce the perceived risk during purchase decision process (Hofstede, 2001).

The third dimension is called **individualism**, as opposed to **collectivism**. It portrays the connection among individual in a given society; whether a person is self-oriented or group-oriented (Schwartz, 1994; Hofstede, 2001). People within collective culture are more group-oriented and attached closely to the group, whereas people from individualist culture are self-oriented, concern only about themselves and their immediate family (Hofstede, 2001). Singh & Matsuo (2004) found that Japanese based corporations depicted more features of family themes and link to online clubs, features that barely found in American corporations' website. Due to the nature that less attached to other, people from individualist culture are dare to stand differently than other; and hence, they are more innovative than people from collective culture (Parthasarathy *et al.*, 1997; Soares, *et al.*, 2007).

The fourth dimension is **masculinity**, with **femininity** in reverse. Masculinity stands for a society in which social gender role are clearly distinct (Aberle *et al.*, 1950, Hofstede, 2001). Men in this society are supposed to be assertive, tough and focus on material success, while women are supposed to be more modest, tender and concerned with the quality of life. As the opposition of masculinity is femininity, a society in which social gender roles overlap: Both men and women are supposed to be modest, tender and concerned with the quality of life (Hofstede,



1998; 2001). This dimension is frequently applied in cross-cultural research related to gender role, such as the portrayal of female models in advertisements (Schroder *et al.*, 2001; Saad, 2004; Khairullah & Khairullah, 2005). The result of those studies described that in masculine countries, female is frequently portrayed as a sex object (Schroder *et al.*, 2001), less portrayed in a working role (Schroder *et al.*, 2001; Khairullah & Khairullah, 2005) and characterized as being younger (Schroder *et al.*, 2001; Saad, 2004).

Aside from Hofstede's cultural dimension concept, many cross cultural communication studies are also applying Hall's high-low context due to its validity and relevancy with linguistic and communication (Hofstede, 2001; Singh & Matsuo, 2004; An, 2007). In this concept, Hall (1977) argued that in a high-context culture, communication is mostly done in physical context or internalize in the person, and less frequent in the explicit, transmitted part of the message. The concept is worked conversely for the low-context culture.

Hall's high-low context culture is frequently related to Hofstede's collectivism/individualism dimension. High-context culture is related to collectivism whereas low-context culture is related to individualism (Hofstede, 2001; Singelis & Brown, 1995). People within high-context culture have closer

contacts with each other. During these interaction processes, a lot of information is already shared, so they prefer a more informal, indirect and often based on symbols or pictures mode of communication (Hall & Hall, 1990). In this society, people value indirectness, politeness, ambiguity and group membership (Singelis & Brown, 1995). Conversely, people from low-context cultures have less personal contact with each other. Therefore, they prefer a more detail and explicit mode of communication. People from low-context culture also prefer written form than verbal communication method. Thus, people here will value direct confrontation and clarity (Bove´e *et al.*, 2003; Guffey, 2003; Locker & Kaczmarek, 2001).

Examples of high-context countries are including Chinese, Korean, Japanese, Arab and Greek. And as the examples of low-context countries are the Netherlands, German, the USA, and Scandinavian (Hall, 1977; Bove´e *et al.*, 2003; Roman & Ruiz, 2003). A cross-country research comparing Japanese and American websites found that Japanese Websites were rich in color, aesthetics and elements of soft-sell approach, a characteristic of high-context communication style that could not be found in American websites (Singh & Matsuo, 2004).

Aside from Hofstede’s cultural dimensions, this study will also employ Hall’s high-low context concept since this concept is valid and relevant with linguistic

and communication; and this research is targeting a global controversial magazine that categorized as a communication medium.

In summary, debating about either absolute standardization or customization strategy for going global is no longer important (Cavusgil *et al.*, 1993). Because differences in culture, social and economic condition between countries as well as pressure for being competitive in the market entail companies to explore factors affecting the necessity for product customization in going global (Cavusgil *et al.*, 1993; Powers & Loyka, 2007). Among those mentioned differences and through several empirical researches, culture is frequently found as a focal point on marketing program of global products (Cavusgil *et al.*, 1993; de Mooij, 1998; Power & Loyka, 2007; Baack & Singh, 2007), especially during the presentation of consumer goods, printed medium (Ghemawat, 2001) and controversial products (Wilson & West, 1981). In regard with the controversial product, existing researches suggested the importance of having further researches on controversial product, since every product exists in the market has the same possibility to be perceived as controversial. Once a product is perceived as controversial, marketers will find it difficult to market the product.

Many empirical researches have been employing Hofstede's cultural dimensions (Baack & Singh, 2007; Soares *et al.*, 2007) and Hall's high-low context (Hofstede, 2001;

Singh & Matsuo, 2004; An, 2007) due to their validity and relevancy on cross-cultural marketing program (de Mooij, 1998; Power & Loyka, 2007; Baack & Singh, 2007; Soares *et al.*, 2007). However, it is exceptional for cross-cultural research targeting controversial product despite of the importance of having a further research on this issue. It is thus this study is intended to fill in up this shortage.



## Chapter 3 –RESEARCH FRAMEWORK & HYPOTHESIS

### 3.1 Research Framework

As previously mentioned, this study focuses on culture as the influencing factor because culture has been founded as an important factor on global consumer products' customization strategy, especially for controversial product (Wilson & West, 1981, Cavusgil *et al.*, 1993; Ghemawat, 2001). As the cultural factors, Hofstede's cultural dimensions and Hall's high-low context are being applied due to their relevancy and validity on a cross-cultural marketing study (Hofstede, 2001; An, 2007; Baack & Singh, 2007; Soares *et al.*, 2007). Those cultural factors are postulated to influence three components of a controversial magazine, namely article, image and advertisement.

Additionally, this study will also include several variables; i.e. "Civil Liberties", "Islam", "Female Model", "Advertisement Product Categories", "Size" and "Color" of the advertisements as well as "Internal Advertisement", as covariates. "Civil Liberties" is used because country's level of liberalization is expected to affect information disclosed on the mass media (Laza, 2007). "Islam" and "Female Model" are used because they are expected to influence model's level of nudity (Waller *et al.*, 2005). Finally, "Advertisement Product Categories",

“Size” and “Color” of the advertisement as well as “Internal Advertising” are expected to influence the disclosure of information cues on the advertisement (Abernethy & Franke, 1996).

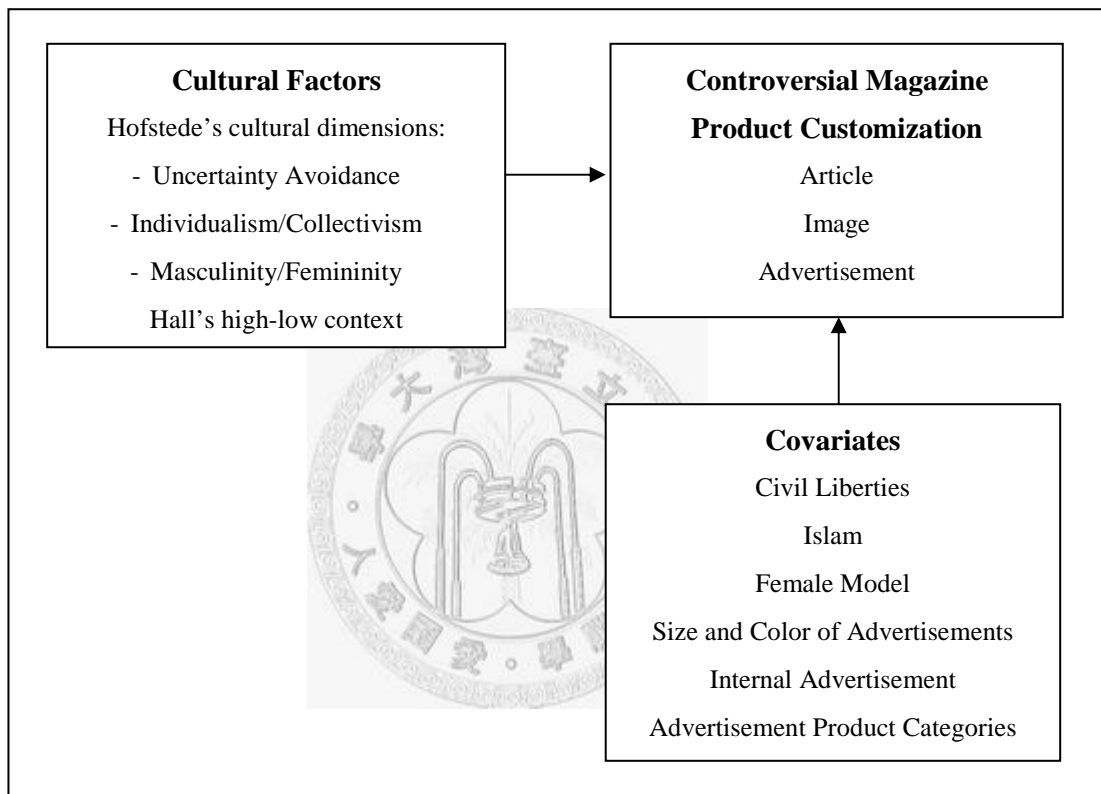


Figure 1 - Relationship between Cultural Factors and Controversial Magazine Product Customization

Figure 1 illustrates the effects of cultural factors on a global product's customization decision, with a global controversial magazine as the target. The relationship shows in the framework is used for developing hypotheses described in the following section.

### 3.2. Research Hypothesis

These following paragraphs will explain the first ten hypotheses of this study in which the presentation will be divided into three main components of magazine; namely the article, image and advertisement. Following to that, covariates considered in the research framework will be explained. Finally, two additional hypotheses related to transformation of global controversial product will be addressed.

#### *Article*

Adult magazine may offer various articles range from political, social issue, culture and entertainment that can be written by either local or foreign writers. Those foreign written articles can be taken from other countries' edition, a step of standardization strategy. Decision to present local or foreign written articles on each edition should contingent upon the target readers' preference and acceptance level of foreign topics. Here, the author postulate that publishers' decision on this regard is in relation to the national markets level of uncertainty avoidance.

By nature, people from high uncertainty avoidance cultures are more reluctant to accept new things brought by other culture than that of their counterpart (Hofstede, 2001), and hence, it is postulated that adult magazine readers from high

uncertainty avoidance culture are more favoring local written articles than foreign written articles. Therefore, the first hypothesis is stated as:

*H1. A global adult magazine presents more local written articles in countries characterized as high uncertainty avoidance.*

A global adult magazine usually provides both fiction and nonfiction with topic range from sexual activities, political and social issue as well as entertainment.

Decision to present number of fiction and/or nonfiction should contingent upon the target readers' preference and acceptance level of fiction and nonfiction. Here, the author postulate that publishers' decision on this regard is in relation to the national markets level of masculinity/femininity. As argued by de Mooij (1998), people from masculine cultures are more concerned with data and facts, thus favoring nonfiction, whereas people from feminine culture are more interested in the story behind the facts, thus preferring fiction. Therefore, the second hypothesis is stated as:

*H2. A global adult magazine presents more fiction in countries characterized as high feminine.*



## *Images*

Some global adult magazines offer story of successful people and lifestyle information in which can be used by the readers as a resource for references. The presentation of these articles is frequently accompanied by the emergence of images of the male model since the target of this research is adult magazine for men.

Here, the author postulate that publishers' decision on this regard is in relation to the national markets level of collectivism. People from collective culture tend to follow and imitate other members of a group in which they are belong (Hofstede, 2001) given that they are more reluctant to be seen as different (Sun *et al.*, 2004) and less innovatives (Parthasarathy *et al.*, 1997; Soares *et al.*, 2007). The more collective a country is, the more articles the editor might disclose as for readers' references, and hence, more images of male models can be found on the magazine. Therefore, the third hypothesis is stated as:

*H3. A global adult magazine discloses more images of male models in countries characterized as high collective.*

The content of adult magazine is dominated by photographs showing attractive and nude female models portrayed as sex object that makes this magazine considered

as controversial. Existing researches argued that people will have different purchase decisions in buying controversial product during the presence or absence of others (Dahl *et al.*, 2001; Ratner & Khan, 2002).

People, especially those from high collective culture, are afraid of being discovered by other during buying and/or reading a controversial magazine. It is because people from high collective culture are afraid of being judged negatively by others; whereas for them, having a good impression from others is considered to be important (Mourali *et al.*, 2005). In the absence of the possibility to privately order the magazine via internet or telephone, people from high collective culture might reluctant to purchase and/or read the magazine in public. Less people buying the magazine means less income for the publisher. Here, the author postulates that in order to attract people from high collective country buying the magazines in public without being worried, editors will adjust the image by disclosing “soft-core” images as a way to trim down models’ level of nudity. Disclosing less nude pictures helps the magazine to be perceived as less controversial, so people are more willing to buy and read it in public. Therefore, the forth hypothesis is stated as:

H4. *A global adult magazine presents lower degree of nudity in countries characterized as high collective.*

Further, the author also postulates that publishers' decision on degree of nudity on models posing for the magazine is in relation to national markets level of masculinity/femininity. Because most of the models appeared nude in the magazine are female models, and because people from feminine culture will feel more insulted seeing women being portrayed as sex object with high degree of nudity (Saad, 2004) due to gender equality in this culture (Hofstede, 2004); publishers might consider exhibiting images with lower level of nudity to meet the tolerance level of local people in country characterized as feminine. Therefore, the fifth hypothesis is stated as:

*H5. A global adult magazine presents lower degree of nudity in countries characterized as feminine.*

An adult magazine is not merely showing images of attractive female and or male models, but also exhibiting written articles with topic range from politic, social, culture and entertainment. Decision to present a good quantity composition between of written articles and images on each edition should contingent upon target readers' preference. Here, the author postulates that publishers' decision on this regard is in relation to national markets' communication context. People within high-context culture are more visually oriented, and thus, make them prefer

to see more images (Hall & Hall, 1990; de Mooij, 1998; Hofstede, 2001); whereas people within low-context culture are more verbally oriented, and thus, make them prefer to read more written articles. Therefore, the sixth hypothesis is stated as:

*H6. A global adult magazine discloses more images in countries characterized as high-context.*

### *Advertisement*

Magazine is one of advertising medium, in which type of products/services advertised on a magazine will depend upon the nature of the magazine itself. As a consequence, an adult magazine may have many advertisements of controversial products. Nevertheless, the author postulates that number of advertisement of controversial product is affected by people acceptance on controversial product, whereas people acceptance on controversial product is influenced by national markets level of femininity/masculinity.

Country's level of femininity/masculinity affects people's acceptance level toward controversial product (de Mooij, 1998; Hofstede, 2001). People from feminine culture see sex issue as a less taboo topic, so seeing controversial products being discussed and/or advertised publicly is less irritating for them than for people from masculine culture (Hofstede, 2001). As such, marketers of

controversial product may have more chances to advertise their product in feminine country than that of in masculine country. This situation leads to many advertisement of controversial product in feminine country; presumably that advertisement of controversial products in adult magazine is dominated by sex/gender related tools or services; such as underwear, sex tool kit and condoms.

Therefore, the seventh hypothesis is stated as:

*H7. A global adult magazine has more advertisement of controversial products in countries characterized as high feminine culture.*

Consumers prefer advertisement that can facilitate their decision making, so they tend to prefer informative advertisements (Abernethey & Franke, 1996). However, level of informativeness is depending upon media type, level of economic development, product durability (Abernethey & Franke, 1996), and cultural values (Thai & Chan, 200). Level of informativeness itself can be measured by number of information cues disclosed.

Advertisement's level of informativeness in global adult magazine, a type of printed advertisement medium, might be differed across national editions. Here, the author postulates that advertisers' decision on this regard is in relation to Hall's high-low context. People from high-context culture are more attached to the

communities and will have a lot of information exchanged during the interaction (Hall & Hall, 1976; de Mooij, 1998; Hofstede, 2001). As such, advertisers may find the option for using less information cues in country characterized as high-context. Therefore, the eighth hypothesis is stated as:

*H8. A global adult magazine shows advertisement containing less information cues in countries characterized as high-context.*

The author also postulates that advertisers' decision on number of information cues used on advertisement is also in relation with level of uncertainty avoidance. As risk avoider human being (Hofstede, 2001), people in high uncertainty avoidance culture might in favor of advertisement with more information cues in order to reduce their perceived risk before the procurement takes place. Therefore, the ninth hypothesis is stated as:

*H9. A global adult magazine shows advertisement containing more information cues in countries characterized as high uncertainty avoidance.*

Furthermore, the author postulates that advertisers' decision on number of information cues used on advertisement is also in relation with country's level of masculinity/femininity. Hofstede (2001) argued that people from masculine culture are more confidence toward advertisement. As such, advertisers might feel the

need to disclose more information cues in order to maintain people's confidence level toward the advertisement. Therefore, the tenth hypothesis is stated as:

*H10. A global adult magazine shows advertisement containing more information cues in countries characterized as masculine.*

### *Covariates*

Aside from variables mentioned during the hypotheses development, this study also includes several control variables. Controlling for these variables allows for strongest tests of the hypotheses. Among the covariates, "Civil Liberties" that symbolized the principle of basic human rights (Laza, 2007) is used. This variable is expected to affect decision on product customization strategy of controversial magazine because a country's freedom of expression, speech and press are believed to influence publishers' freedom in selecting articles, images and other information to be disclosed in the magazine. The more liberal a county is, the more freedom the publishers have.

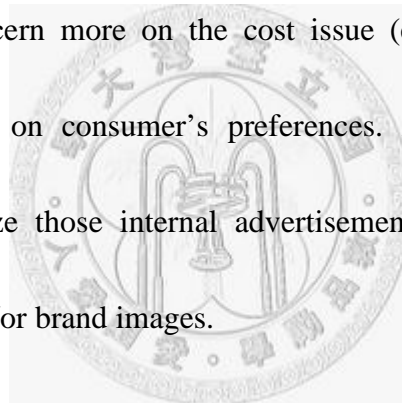
Further, "Islam" is included for representing religion, because religion is also known as a major factor influencing people perception toward controversial products (Fam & Waller, 2003; Waller *et al.*, 2004). Especially for Islam, existing researches point out that in a high populous Moslem country, people would have

higher degree of offensiveness toward gender related products as well as products/services containing nudity and sexiest images (Waller *et al.*, 2005). Therefore, it is postulated that Playboy will disclose images with lower level of nudity in a country that has higher Muslim population. “Female Model” is also used for representing model’s gender, in which it is postulated that model’s gender will influence level of nudity. As previous mentioned, this research is using adult magazine targeting male readers, hence it is female model that is expected to be portrayed as nude and sexy.

Finally, “Advertisement Product Categories”, “Size” and “Color” of the advertisement as well as “Internal Advertising” are taken into account because each of these variables is postulated to affect information cues disclosed on the advertisement differently. Multiple colors advertisements are more expensive, and from aesthetic point of view, bigger size multiple colors advertisements are better than small size multiple colors advertisement. Simultaneously, bigger size advertisements are supposed to let the advertisers disclose as much information cues as possible. Therefore, “Size” and “Color” are expected to influence the decision in number of information cues on advertisements that should be disclosed. Further, “Advertisement Product Categories” is used based on the consideration that different products may have different information needed to be informed to the



audience, and thus, type of product will affect number of information cues on the advertisement (Abernethy & Franke, 1996). Finally, “Internal Advertising” is taken into consideration by assuming that, first, following the nature of Playboy Enterprise, internal products being advertised are also expected to be controversial products that may have different pattern of information cues from conventional products. Second, it is presumably that advertisement on company’s own products/services is for filling up the empty space on the magazine, and thus, advertisers might concern more on the cost issue (e.g. use less color, put less information) and less on consumer’s preferences. And third, the company is expected to standardize those internal advertisements in order to build and/or maintain company and/or brand images.



### *Longitudinal Research*

As argued in literature review, people will tend to increase their tolerance level toward the controversial due to cultural value that change over time (Wilson & West, 1981; Hofstede, 2001). Due to that argument, the author is attracted to conduct a longitudinal research to see if the content of a global adult magazine will also be adjusted following the transformation in people’s perception toward the unmentionable.

This longitudinal study is focus on two controversial issues on the magazine, including model's level of nudity and number of advertisement of controversial products. Level of nudity is expected to increase over time since people are expected to be more open and welcome toward sexy and nude images (Wilson & West, 1981). As shown on a research done by Bogaert, Turkovich and Hafes (1993), model's level of nudity in American Playboy edition from year 1950s to 1980s was increased over time. Therefore, the eleventh hypothesis is stated as:

*H11. In a global adult magazine, the model's level of nudity has been increasing over time.*

Simultaneously, advertisement on controversial product in Playboy magazine is expected to decrease. When people's tolerance level toward the unmentionable is increased, people are less irritated seeing controversial product being advertised publicly. As a consequence, advertisers of controversial products do not need to rely on controversial medium like adult magazine. Instead, they can use medium that can grab greater scope of audience. Therefore, the twelfth hypothesis is stated as:

*H12. In a global adult magazine, the number of advertisement of controversial products has been reducing over time.*

Table 2 - Summary of the Hypotheses

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Hypotheses	
H1	<i>A global adult magazine presents more local written articles in countries characterized as high uncertainty avoidance.</i>
H2	<i>A global adult magazine presents more fiction in countries characterized as high feminine.</i>
H3	<i>A global adult magazine discloses more images of males models in countries characterized as high collective.</i>
H4	<i>A global adult magazine presents lower degree of nudity in countries characterized as high collective.</i>
H5	<i>A global adult magazine presents lower degree of nudity in countries characterized as feminine.</i>
H6	<i>A global adult magazine discloses more images in countries characterized as high-context.</i>
H7	<i>A global adult magazine has more advertisement of controversial products in countries characterized as high feminine.</i>
H8	<i>A global adult magazine shows advertisement containing less information cues in countries characterized as high-context.</i>
H9	<i>A global adult magazine shows advertisement containing more information cues in countries characterized as high uncertainty avoidance.</i>
H10	<i>A global adult magazine shows advertisement containing more information cues in countries characterized as masculine.</i>
H11	<i>In a global adult magazine, the model's level of nudity has been increasing over time.</i>
H12	<i>In a global adult magazine, the number of advertisement of controversial products has been reducing over time.</i>

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## Chapter 4 – RESEARCH METHOD

### 4.1 Introduction of Playboy

In order to test the hypotheses developed in previous chapter, this study uses Playboy magazine (hereinafter written as Playboy) as the illustration because Playboy contains images of sexy and nude attractive models as well as illustrations on sexual activities as well as political and social issues, and has been offering different editions for different countries in addition to the flagship magazine in the USA since 30 years ago. As of 2007, Playboy is available in twenty-three countries, including Argentina, Brazil, Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Hungary, Indonesia, Japan, Mexico, the Netherlands, Poland, Romania, Russia, Serbia, Slovenia, Slovakia, Spain, Ukraine and Venezuela<sup>3</sup>, through a franchise system.

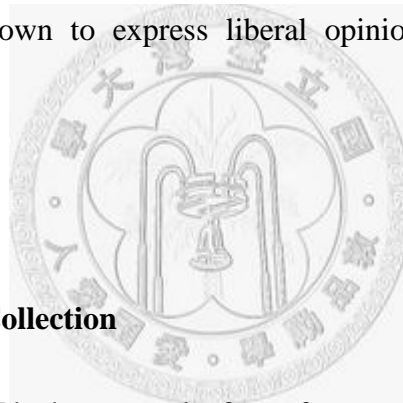
As described in literature review, controversial products are products that contain of indecent language, nudity, sexiest images and subject too personal (Wilson & West, 1981, Waller *et al.*, 2004, Waller *et al.*, 2005). A concrete example of it is Playboy, a long-lasting adult male magazine that provides various lifestyle related articles including fashion, sports, consumer goods and public

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<sup>3</sup>[http://www.playboyenterprises.com/home/content.cfm?content=t\\_template&packet=00077802-06C6-1C74-8FEA8304E50A010D&artTypeID=000A2BE7-0596-1C74-8FEA8304E50A010D](http://www.playboyenterprises.com/home/content.cfm?content=t_template&packet=00077802-06C6-1C74-8FEA8304E50A010D&artTypeID=000A2BE7-0596-1C74-8FEA8304E50A010D), August 2007

figures as well as short fictions by top literary writers and specifically focuses on stylized images of nude women. It offers a guide for men to a revolutionary yet healthy attitude toward sexuality (Dolinger, 2001).

Playboy is always completed with the Playmate centerfold section – a three-page pinup of a featured monthly model together with the model's background information. Though, nude images in Playboy are still categorized as 'soft-core' in comparison with its followers; such as Penthouse<sup>4</sup>. Furthermore, Playboy has been known to express liberal opinions on most major political issues<sup>5</sup>.



#### **4.2 Sampling and Data Collection**

This study collected Playboy sample from four countries, including American, Dutch, Indonesian and Japanese editions. American edition is selected since it is the origin of Playboy and for representing western culture. Indonesian Playboy and Japanese Playboy are chosen as a representative from Asian culture, whereas Dutch Playboy is selected to represent the European culture.

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<sup>4</sup>[http://en.wikipedia.org/wiki/Playboy\\_magazine](http://en.wikipedia.org/wiki/Playboy_magazine), June 2007

<sup>5</sup>[www.rendymaulana.com/archives/2006/06/08/majalah-playboy-indonesia-edisi-ke-2](http://www.rendymaulana.com/archives/2006/06/08/majalah-playboy-indonesia-edisi-ke-2), May 2007

Nine issues are collected from each country. The issues are selected in accordance to the issues available in Indonesia between 2006 and 2007; and hence, cross-sectional comparison of four countries can be conducted under the same time frame (Table 3). To test hypotheses 11 and 12, additional 10 issues from American and Dutch editions are collected, respectively. It is the August issue from year 1998 to 2007 that are randomly selected.

Table 3 - Sample List

Country	Edition	Total
Indonesia	Year 2006: April, June, July, September, November, December	6
	Year 2007: January, February, April	3
Japan	Year 2006: April, June, July, September, November, December	6
	Year 2007: January, February, April	3
The Netherlands	Year 2006: April, June, July, September, November, December	6
	Year 2007: January, February, April	3
	Year 1998-2007: August	10
The USA	Year 2006: April, June, July, September, November, December	6
	Year 2007: January, February, April	3
	Year 1998-2007: August	10
<b>Total</b>		<b>56</b>

For the data resources, data for variables related to Hofstede's cultural dimension are taken from Hofstede's cultural dimension index score<sup>6</sup>, whereas Civil Liberties is taken from 'The Economist Intelligence Unit democracy index 2006'. The later index is frequently used for investigating the relationship between democracy and

<sup>6</sup>Refers to Appendix I

various economy and social variables (Laza, 2007). The other variables are gathered from coding the magazine's content as summarized in Table 5.

### 4.3 Coding Scheme and Procedure

This study is applying a content-analysis approach. This method has been widely used in international marketing research for measuring information content from a recorded communication medium, such as articles in newspaper as well as advertisement in magazines and television (Abernethy & Franke, 1996; Schröder *et al.*, 2002).

Some argue that content analysis is vulnerable to bias due to methods used in collecting as well as interpreting or analyzing the data (Schröder *et al.* 2002, Gummesson, 2005). However, the problem can be eliminated if the consistency and persistency during the coding process is maintained; once the problem is eliminated, this approach can make a meaningful contribution to theory development and testing (Schröder *et al.*, 2002).

The coding process firstly started by dividing the content of the magazine into three elements; i.e. article, image and advertisement. In the article part, coders count the number of articles in a magazine and measure the size of every article.

Next, the coders determine whether an article is written by local or foreign writer. Finally, coders group the content into eight different categories: advertisement, comic, department, fashion, features, fiction, forum, interview and pictorial; according to the presentation of American edition, where Playboy is originated.

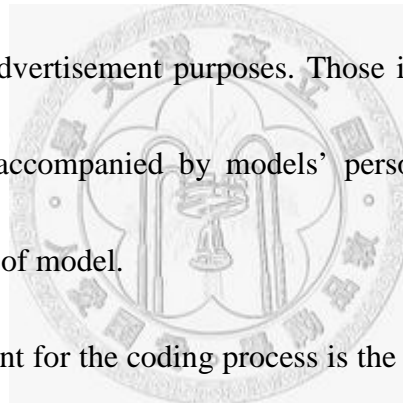
As for the image is coded, coders firstly count the number of images in every magazine and measure the size of every image. Secondly, the coders start to decide whether an image is a photograph (define as an image captured by camera and is not being modified/edited significantly) or an illustration. Models emergence in a non-photography images will be excluded from the hypothesis testing related to model's level of nudity. It is because these images are usually being short of information on model's country origin needed for determining the use of foreign model. Next, the coders also decide whether the model is female, male or merely an object, and whether the model is a local model or not. Finally, coders define the models' level of nudity into several categories based on extent to which specific parts of body is covered, as shown in Table 4.



Table 4 - Models' Level of Nudity

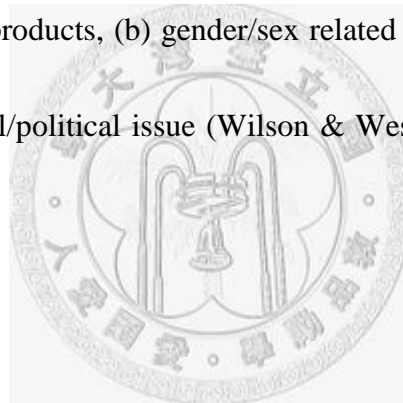
Level	Description
1	Totally covered
2	At most breast partially uncovered
3	At most buttock partially uncovered, with or without occurrence on level 2
4	At most pubic hair uncovered, with or without occurrence on level 2 and 3
5	At most genital is partially uncovered and or totally naked, with or without occurrence on level 2, 3 and 4

There is a sample limitation in coding the image. The image is limited to any image with minimum size of one fourth of a page, including the cover image and excluding image for advertisement purposes. Those images are excluded because they are usually not accompanied by models' personal information needed for determining the origin of model.



The last component for the coding process is the advertisement. Similar to the coding process needed for article and image, the process begins with measuring the size of each advertisement in terms of number of pages, and follow by determining whether the advertisement is an internal advertisement or not. Internal advertisement here means advertisement of Playboy group's own products or services, such as Playboy apparel. Next, coders determine information cues embedded on each advertisement. The information cues are categorized into fourteen content categories based on Resnik & Stern's work (1977), which is

widely used in measuring advertising information. The categories are price, quality, performance, components, availability, special offers, taste, nutrition, packaging, warranties, safety, independent research, company research and new ideas<sup>7</sup>. As a final step, coders categorized all advertisements into eleven clusters<sup>8</sup> based on the characteristic of the advertized goods/services; and in separately, coders also determine if the products being advertised is a controversial or conventional products. The definition of controversial product is taken from the literature review that are (a) addictive products, (b) gender/sex related products, (c) health and care products and (d) social/political issue (Wilson & West, 1981, Waller *et al.*, 2004, Waller *et al.*, 2005).



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<sup>7</sup>Refers to Appendix III

<sup>8</sup>Refers to Appendix IV

Variables used in this research along together with the description and resources are summarized on table 5.

Table 5 - Summary of Variables, Description and Data Sources

<b>Variable Name</b>	<b>Description</b>	<b>Sources</b>
<b>Dependent Variable</b>		
Local Written Article	Translated = 1; Otherwise = 0	Coding result
Fiction	Fiction = 1; Otherwise = 0	Coding result
Male Model	Male = 1; Otherwise = 0	Coding result
Controversial Product	Controversial = 1; Otherwise = 0	Coding result
Total Cue	Amount of information cue based on 14 categories; Max = 14, Min = 0	Coding result
Degree of Nudity	Table 4	Coding result
Image	Image Ratio	Coding result
<b>Independent Variable</b>		
Uncertainty Avoidance	A country's level of uncertainty avoidance	Hofstede's Culture Dimension Index Score
Masculinity/Femininity	A country's level of masculinity/femininity	Hofstede's Culture Dimension Index Score
Individualism	A country's level of individualism	Hofstede's Culture Dimension Index Score
High-Context	A country's level of individualism	Hofstede's Culture Dimension Index Score
<b>Control Variable</b>		
Civil Liberties	Max = 10 (the highest liberties); Min = 1 (the lowest liberties)	The Economist Intelligence Unit democracy index 2006
Islam	Moslem population in a country (in %)	The U.S. Department of States
Size	Size per advertisement	Coding result
Color	Color > 2 = 1; Color <=2 = 0	Coding result
Internal Advertising	Internal Advertising = 1, Otherwise = 0	Coding result
2C; Alcohol; Apparel; AV; Book; Car; Cigarette; Cosmetic; Medicine; Mobile; Sexual	Meet the category = 1, Otherwise = 0	Coding result
Female Model	Yes = 1; Otherwise = 0	Coding result

The coding process is done by two researchers. Inter-coder agreement is made before the coding process takes place in order to maintain the consistency that is important for content analysis research (Abernethy & Franke, 1996). The coders, will meet periodically to discuss problems that occur during the process. The coding decision would be based on an agreement made by both of the coders. If no single consensus is made between coders, a third person will be invited and the final decision is made based on the major opinion.

#### **4.4 Analytical Model**

This study uses regression models to test the hypotheses. Due to the differences in the scale of dependent variables, three regression models are applied to serve different needs. Logistic Regression is employed for H1, H2, H3 and H7; Stereotype Ordinal (logistic) Regression (SOR) for H4 and H5; and Ordinary Least Square (OLS) Regression for H8, H9 and H10.

Hypotheses related to the article, namely H1 and H2, are tested using Logit Regression. In this case, the dependent variables include “Local Written Article” and “Fiction”. Country’s level of “Uncertainty Avoidance” and “level of Masculinity” are used as independent variables respectively. And a control variable; i.e. “Civil Liberties”, is incorporated.

For H3, the dependent variable is “Male Model” and the independent variable is country’s level of “Individualism”. A control variable, “level of Masculinity”, is included since it is postulated that the more masculine a country is, the more images of male model will be disclosed, in which those models are portrayed as success person (Khairullah & Khairullah, 2005).

Finally, for H7, the dependent variable here is number of “Controversial Product” being advertised. The independent variable is country’s “level of Femininity”. “Civil Liberties”, “Size” and “Color” of the advertisement, type of advertisement “Internal Advertisement” and several product categories of advertisements are used as control variables.

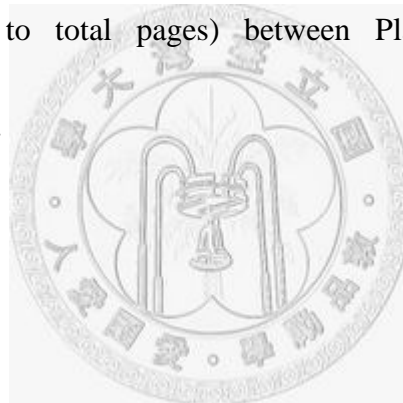
The second model, SOR is used for hypotheses related to image, namely H4 and H5. The dependent variable of this model is model’s “level of Nudity”; with independent variables as of “level of Masculinity” and “level of Individualism”. For these hypotheses, “Islam” and “Female Model” are also used as control variables. Variables used in these hypotheses are categorized as ‘assessed’ ordered categorical variables that are suitable to be processed by SOR model (Anderson, 1984), and are easier to be processed by using STATA programs (Hendrickx).

The third regression model, OLS, is used for the three hypotheses related to advertisement, namely H8, H9 and H10. The dependent variable is number of

information cues on advertisements, i.e. “Total Cue”. The independent variables are “High Context”, “Uncertainty Avoidance” and “Masculinity”. There are several controlled variables in these hypotheses, including type of the product “Controversial Product”, “Size”, “Color”, “Internal Advertisement” and “Advertisement Product Categories”.

Finally, Mann-Whitney Test, a non parameter mean-test is used to test H6.

The test is used to determine if there is any differences on images proportion (number of images to total pages) between Playboy in low-context and high-context countries.



## Chapter 5 – RESEARCH RESULT

### 5.1 Data Description

There are in total 1,119 articles, 1,770 images and 869 advertisements being gathered from 36 issues from 4 countries. As Table 6 shows, American edition has the most advertisement (25.95%) compare to the other editions. Among eight categories of Playboy content, 'Pictorial' is turned out as the dominant content in both American edition (25.94%) and Dutch edition (33.46%); whereas 'Features' is dominant in both Indonesian edition (34.57%) and Japanese edition (40.67%). In term of translated articles, Indonesian edition has the most translated articles (20.16%), followed by Japanese edition (11.35%), Dutch edition (4.43%) and American edition (0.33%). No fiction is found in Japanese edition and Dutch edition, and between Indonesian edition and American edition, Indonesian edition has more fiction than that of American edition (4.62% versus 3.62%).

As for the topic, social and political issues are the dominant topics being discussed on Indonesian edition; such as in April 2006 issue, there is an article discussing about some ethnicities in Indonesia that are still being discriminated when dealing with government officers, and there is an article in February 2007 issue that discussing about The Free Aceh Movement (GAM). Similar to

Indonesian edition, American edition also offered a number of articles related to social and political. In February 2007 edition, there is an article discussing about the plan of American Congress and the Federal Communications Commission to change some policies related to media freedom in which the new regulation is believed would be beneficial for some political parties, and in November 2006 issue, there is an article discussing about wars in the Middle East that turn from nation into religion affair. Nevertheless, American edition was also offering more sexology articles than that of Indonesian edition; such as an article discussing about the trend on vagina surgery embedded in June 2006 issue.





Table 6 – Content of Playboy Magazine

Category	The USA (n = 9, %)			The Netherlands (n = 9, %)			Indonesia (n = 9, %)			Japan (n = 9, %)		
	Local	Trans.	Total	Local	Trans.	Total	Local	Trans.	Total	Local	Trans.	Total
Advertisement	25.94	0.00	25.94	14.35	0.00	14.35	6.12	0.00	6.12	11.74	0.00	11.74
(s.d.)	(5.57)	(0.00)	(5.57)	(4.27)	(0.00)	(4.27)	(4.94)	(0.00)	(4.93)	(0.94)	(0.00)	(0.94)
Pictorial	17.71	0.00	17.71	32.32	1.14	33.46	16.78	0.61	17.39	11.84	0.00	11.84
(s.d.)	(2.00)	(0.00)	(2.00)	(5.22)	(3.42)	(5.45)	(4.08)	(1.82)	(3.69)	(2.37)	(0.00)	(2.37)
Department	16.41	0.00	16.41	19.63	0.00	19.63	14.72	2.16	16.88	9.33	1.81	11.15
(s.d.)	(1.56)	(0.00)	(1.56)	(2.27)	(0.00)	(2.27)	(2.12)	(1.49)	(1.55)	(0.37)	(0.21)	(0.42)
Features	15.73	0.00	15.73	8.69	2.29	10.99	20.56	14.02	34.57	35.24	5.42	40.67
(s.d.)	(2.31)	(0.00)	(2.31)	(4.93)	(2.27)	(4.29)	(7.12)	(5.94)	(5.20)	(10.82)	(10.14)	(2.69)
Comic	7.03	0.00	7.03	2.94	0.00	2.94	2.17	0.00	2.17	0.77	0.00	0.77
(s.d.)	(0.75)	(0.00)	(0.75)	(1.43)	(0.00)	(1.43)	(1.01)	(0.00)	(1.01)	(0.35)	(0.00)	(0.35)
Interview	5.72	0.00	5.72	10.46	0.99	11.46	7.52	0.89	8.41	2.93	4.11	7.04
(s.d.)	(0.59)	(0.00)	(0.59)	(4.52)	(1.49)	(4.96)	(2.99)	(1.06)	(2.41)	(2.84)	(2.96)	(0.50)
Fashion	4.36	0.00	4.36	4.04	0.00	4.04	4.93	0.00	4.93	0.00	0.00	0.00
(s.d.)	(1.10)	(0.00)	(1.10)	(7.13)	(0.00)	(7.13)	(2.28)	(0.00)	(2.28)	(0.00)	(0.00)	(0.00)
Fiction	3.29	0.33	3.62	0.00	0.00	0.00	4.62	0.00	4.62	0.00	0.00	0.00
(s.d.)	(1.59)	(0.99)	(1.04)	(0.00)	(0.00)	(0.00)	(1.22)	(0.00)	(1.22)	(0.00)	(0.00)	(0.00)
Forum	3.47	0.00	3.47	3.14	0.00	3.14	2.43	2.49	4.92	16.79	0.00	16.79
(s.d.)	(0.39)	(0.00)	(0.39)	(1.92)	(0.00)	(1.92)	(2.99)	(0.91)	(3.06)	(1.32)	(0.00)	(1.32)
Translated			0.33			4.43			20.16			11.35
(s.d.)			(0.99)			(4.70)			(6.59)			(8.31)

In term of image, table 7 shows that among four national editions, Indonesian edition turns out to have the most images (in average of 54.67 images per magazine) compare with its counterparts. Following Indonesian is Japanese edition (in average of 52.78 images per magazine), American edition (50 images per magazine) and Dutch edition (in average of 39.22 images per magazine). In terms of female models, American edition, in average, uses the most female models (in average of 30.11 models per magazine), followed by Dutch edition (in average of 28 models per magazine), Japanese edition (in average of 25.67 models per magazine) and Indonesian edition (in average of 24.11 models per magazine). As for the male models, Japanese edition uses the most male models, followed by Indonesian, Dutch and American edition with average of 11 models per magazine, 8.33 models per magazine, 5.56 models per magazine and 4.11 models per magazine, respectively. Japanese edition also founds to use the most foreign models (in average of 24 models per magazine), whereas Indonesian edition uses the least foreign models (in average of 5.94 models per magazine). Dutch and American editions turn to use almost the same amount of foreign models; in average of 9.22 and 10.78 models per magazine, respectively.

Table 7 – Images Composition on Playboy Magazine

Category	The USA				The Netherlands				Indonesia				Japan			
	Foreign (n=9)	Local (n=9)	Total (n=9)	Size (n=450)	Foreign (n=9)	Local (n=9)	Total (n=9)	Size (n=353)	Foreign (n=9)	Local (n=9)	Total (n=9)	Size (n=492)	Foreign (n=9)	Local (n=9)	Total (n=9)	Size (n=475)
Photo																
Female	9.11	21.00	30.11	0.91	7.78	20.22	28.00	1.21	4.22	19.89	24.11	1.13	21.44	4.22	25.67	0.92
(s.d.)	(5.75)	(5.61)	(4.31)	(0.57)	(7.56)	(5.87)	(4.39)	(0.54)	(3.46)	(4.17)	(4.51)	(0.50)	(5.05)	(3.50)	(7.01)	(0.61)
Male	1.00	3.11	4.11	0.94	1.22	4.33	5.56	0.73	1.33	7.00	8.33	0.75	7.67	3.33	11.00	0.68
(s.d.)	(2.00)	(2.42)	(2.32)	(0.26)	(1.72)	(3.84)	(3.57)	(0.32)	(1.58)	(3.61)	(3.97)	(0.41)	(4.80)	(2.55)	(3.50)	(0.29)
Both gender	0.67	3.78	4.44	0.88	0.22	0.67	0.89	0.85	0.33	3.78	4.11	1.03	1.00	0.44	1.44	0.83
(s.d.)	(1.12)	(2.54)	(3.09)	(0.27)	(0.44)	(0.87)	(0.78)	(0.54)	(0.50)	(1.64)	(1.69)	(0.57)	(1.00)	(0.53)	(1.42)	(0.55)
Object			7.44	0.81			4.00	1.09			11.89	0.80			10.11	0.73
(s.d.)			(4.85)	(0.64)			(2.06)	(1.29)			(4.22)	(0.53)			(5.46)	(0.48)
Illustration			3.89	1.06			0.78	0.66			6.22	1.24			4.56	0.51
(s.d.)			(1.62)	(0.50)			(1.30)	(0.44)			(2.22)	(0.51)			(2.19)	(0.32)
Total	10.78	27.89	50.00	0.91	9.22	25.22	39.22	1.11	5.89	30.67	54.67	1.01	30.11	8.00	52.78	0.80
(s.d.)	(5.89)	(5.40)	(6.04)	(0.54)	(9.32)	(7.41)	(3.23)	(0.65)	(3.62)	(5.98)	(9.67)	(0.53)	(7.83)	(4.27)	(9.22)	(0.53)

As for models' level of nudity, Playboy in Indonesia disclosed the most images with the lowest level of nudity. In average of 70.52% of its total images are showing totally covered models (Table 8). In the opposite pole, American edition has the most images with the highest level of nudity; in average of 18.97% of its total images show models with at least uncovered genital and/or totally naked (Table 9). In all countries, level of nudity is found to be high of female models than of male models. None of the male model is appeared with uncovered genital and or totally naked on those magazines.

Table 8 – Nudity Level of Models in Indonesian edition

Level of Nudity	Indonesia									
	Female			Male			Both Gender			Grand
	Foreign	Local	Total	Foreign	Local	Total	Foreign	Local	Total	Total
1	26	102	128	12	62	74	2	28	30	232
	7.90%	31.00%	38.91%	3.65%	18.84%	22.49%	0.61%	8.51%	9.12%	70.52%
2	11	73	84	0	1	1	1	4	5	90
	3.34%	22.19%	25.53%	0.00%	0.30%	0.30%	0.30%	1.22%	1.52%	27.36%
3	1	3	4	0	0	0	0	2	2	6
	0.30%	0.91%	1.22%	0.00%	0.00%	0.00%	0.00%	0.61%	0.61%	1.82%
4	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
5	0	1	1	0	0	0	0	0	0	1
	0.00%	0.30%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%
Total	38	179	217	12	63	75	3	34	37	329
	11.55%	54.41%	65.96%	3.65%	19.15%	22.80%	0.91%	10.33%	11.25%	100.00%
Average	1.34	1.46	1.44	1.00	1.02	1.01	1.33	1.35	1.35	1.33
Std. Dev.	0.53	0.59	0.58	0.00	0.13	0.12	0.58	0.98	0.95	0.60

Table 9 – Nudity Level of Models in American edition

Level of Nudity	The USA									
	Female			Male			Both Gender			Grand
	Foreign	Local	Total	Foreign	Local	Total	Foreign	Local	Total	Total
1	5	9	14	9	23	32	2	24	26	72
	1.44%	2.59%	4.02%	2.59%	6.61%	9.20%	0.57%	6.90%	7.47%	20.69%
2	23	50	73	0	5	5	4	9	13	91
	6.61%	14.37%	20.98%	0.00%	1.44%	1.44%	1.15%	2.59%	3.74%	26.15%
3	25	44	69	0	0	0	0	1	1	70
	7.18%	12.64%	19.83%	0.00%	0.00%	0.00%	0.00%	0.29%	0.29%	20.11%
4	12	37	49	0	0	0	0	0	0	49
	3.45%	10.63%	14.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.08%
5	17	49	66	0	0	0	0	0	0	66
	4.89%	14.08%	18.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	18.97%
Total	82	189	271	9	28	37	6	34	40	348
	23.56%	54.31%	77.87%	2.59%	8.05%	10.63%	1.72%	9.77%	11.49%	100.00%
Average	3.16	3.35	3.30	1.00	1.18	1.14	1.67	1.32	1.38	2.84
Std. Dev.	1.22	1.25	1.24	0.00	0.39	0.35	0.52	0.53	0.54	1.40

Table 10 – Nudity Level of Models in Dutch edition

Level of Nudity	The Netherlands									
	Female			Male			Both Gender			Grand
	Foreign	Local	Total	Foreign	Local	Total	Foreign	Local	Total	Total
1	4	11	15	9	39	48	1	2	3	66
	1.29%	3.55%	4.84%	2.90%	12.58%	15.48%	0.32%	0.65%	0.97%	21.29%
2	26	75	101	1	0	1	1	1	2	104
	8.39%	24.19%	32.58%	0.32%	0.00%	0.32%	0.32%	0.32%	0.65%	33.55%
3	13	36	49	1	0	1	0	1	1	51
	4.19%	11.61%	15.81%	0.32%	0.00%	0.32%	0.00%	0.32%	0.32%	16.45%
4	17	34	51	0	0	0	0	2	2	53
	5.48%	10.97%	16.45%	0.00%	0.00%	0.00%	0.00%	0.65%	0.65%	17.10%
5	10	26	36	0	0	0	0	0	0	36
	3.23%	8.39%	11.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.61%
Average	70	182	252	11	39	50	2	6	8	310
Std. Dev.	22.58%	58.71%	81.29%	3.55%	12.58%	16.13%	0.65%	1.94%	2.58%	100.00%

Table 11 – Nudity Level of Models in Japanese edition

Level of Nudity	Japan									
	Female			Male			Both Gender			Grand
	Foreign	Local	Total	Foreign	Local	Total	Foreign	Local	Total	Total
1	52	34	86	68	29	97	5	3	8	191
	15.16%	9.91%	25.07%	19.83%	8.45%	28.28%	1.46%	0.87%	2.33%	55.69%
2	49	4	53	1	1	2	3	0	3	58
	14.29%	1.17%	15.45%	0.29%	0.29%	0.58%	0.87%	0.00%	0.87%	16.91%
3	42	0	42	0	0	0	0	1	1	43
	12.24%	0.00%	12.24%	0.00%	0.00%	0.00%	0.00%	0.29%	0.29%	12.54%
4	46	0	46	0	0	0	1	0	1	47
	13.41%	0.00%	13.41%	0.00%	0.00%	0.00%	0.29%	0.00%	0.29%	13.70%
5	4	0	4	0	0	0	0	0	0	4
	1.17%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%
Total	193	38	231	69	30	99	9	4	13	343
	56.27%	11.08%	67.35%	20.12%	8.75%	28.86%	2.62%	1.17%	3.79%	100.00%
Average	2.49	1.11	2.26	1.01	1.03	1.02	1.67	1.50	1.62	1.88
Std. Dev.	1.18	0.31	1.20	0.12	0.18	0.14	1.00	1.00	0.96	1.15

Result in Table 12 shows that American edition is also found to have the utmost existence of advertisement of controversial product. There are in average of 24.78 advertisements per magazine of controversial products in American edition, while Dutch edition, Japanese edition and Indonesian edition have in average of 6 advertisements, 2.44 advertisements and 2.11 advertisements per magazine, respectively. Specifically, the advertisement of controversial product in American edition is dominated by addictive products, Japanese edition is dominated by health and care products, and both Dutch and Indonesian editions are dominated by gender related products (Table 13).

Table 12 – Advertisement Composition based on Controversial/Conventional Products

	The USA		The Netherlands		Indonesia		Japan	
	Count	Size	Count	Size	Count	Size	Count	Size
Conventional Product	20.11 (7.61)	0.93 (0.10)	19.44 (6.37)	1.12 (0.20)	7.22 (7.03)	0.90 (0.34)	14.44 (1.24)	1.10 (0.04)
Controversial Product	24.78 (5.78)	0.80 (0.06)	6.00 (1.87)	1.09 (0.27)	2.11 (1.62)	1.19 (0.35)	2.44 (1.24)	1.19 (0.50)
Total Advertisement	44.89 (12.80)	0.86 (0.04)	25.44 (6.67)	1.13 (0.19)	9.33 (8.06)	1.06 (0.08)	16.89 (1.54)	1.11 (0.05)

Table 13 – Advertisement Composition based on Product Categories

	The USA		The Netherlands		Indonesia		Japan	
	Count	%	Count	%	Count	%	Count	%
Product type								
2C	6	1.49	32	13.97	4	4.76	10	6.58
Alcohol	75	18.56	15	6.55	0	0.00	1	0.66
Apparel	38	9.41	19	8.30	21	25.00	4	2.63
AV	47	11.63	14	6.11	4	4.76	41	26.97
Book	27	6.68	27	11.79	10	11.90	48	31.58
Car	13	3.22	38	16.59	3	3.57	6	3.95
Cigar	39	9.65	0	0.00	3	3.57	1	0.66
Cosmetic	17	4.21	18	7.86	5	5.95	0	0.00
Medicine	21	5.20	0	0.00	2	2.38	15	9.87
Mobile	59	14.60	38	16.59	9	10.71	2	1.32
Sexual	17	4.21	0	0.00	2	2.38	2	1.32
Others	45	11.14	28	12.23	21	25.00	22	14.47
Controversial Product								
Addictive	115	28.47	16	6.99	3	3.57	5	3.29
Gender	88	21.78	38	16.59	14	16.67	5	3.29
Social	0	0.00	0	0.00	0	0.00	3	1.97
Health	26	6.44	0	0.00	2	2.38	15	9.87
Total	404	100.00	229	100.00	84	100.00	152	100.00



With regard to information cues used in advertisement, advertisement in Japanese edition is found to embed the most information cues, especially on information related to components, product availability and price. American edition is in second position with main cues on packaging, availability and components. In the third place is Dutch edition. The most used information cues here are packaging, availability and price. Finally, there is Indonesian edition that uses the least information cues that focus on information related to availability, packaging and components. The result can be seen in Table 14.

Table 14 – Number of Information Cues

	The USA		The Netherlands		Indonesia		Japan	
	Count	%	Count	%	Count	%	Count	%
Total Products	404	100	229	100	84	100	152	100
Cue								
Price	120	29.70	79	34.50	2	2.38	97	63.82
Quality	99	24.50	20	8.73	6	7.14	23	15.13
Performance	59	14.60	77	33.62	21	25.00	39	25.66
Components	136	33.66	78	34.06	36	42.86	112	73.68
Availability	221	54.70	106	46.29	59	70.24	106	69.74
Special offers	68	16.83	44	19.21	9	10.71	18	11.84
Taste	8	1.98	1	0.44	0	0.00	0	0.00
Packaging	280	69.31	156	68.12	38	45.24	88	57.89
Guarantees	29	7.18	5	2.18	6	7.14	0	0.00
Safety	1	0.25	4	1.75	2	2.38	2	1.32
Independent research	3	0.74	0	0.00	0	0.00	0	0.00
Company research	2	0.50	0	0.00	0	0.00	0	0.00
New idea	36	8.91	5	2.18	0	0.00	12	7.89
Total Cues	942	233.17	496	216.59	177	210.71	400	263.16

## 5.2 Hypotheses Testing

### *Images*

H1 stated that a global adult magazine presents more local written articles in countries characterized as high uncertainty avoidance. In testing this hypothesis, American edition is excluded since only one translated article found.

Based on the data gathered from Playboy, the result (Table 15) shows that there is a significant and negative correlation between local written article and a country's level of uncertainty avoidance (z score = -4.46,  $p < 0.01$ ). Given the effect of other variables held constant, the higher a country's level of uncertainty avoidance is, the lesser the number of local written articles in that country's Playboy. Although the coefficient is significant, the result does not support the prediction. Thus, *H1 is rejected*.

Table 15 - Test Result of H1

Dependent Variable: Local Written Article	Coef.	z	P> z
Independent Variable:			
Uncertainty Avoidance	-0.034889	-4.460	0.000 ***
Control Variable:			
Civil Liberties	0.8738324	7.290	0.000 ***
Size	-0.0010303	-0.050	0.962
Constant	-2.946735	-4.910	0.000
Number of Observation	1407		
LR chi <sup>2</sup> (3)	101.27		
Prob > chi <sup>2</sup>	0.0000		
Pseudo R <sup>2</sup>	0.1008		
* p<0.1. **p<0.05. ***p<0.01			

H2 stated that a global adult magazine presents more fiction in countries characterized as high feminine. There are a total of 1,299 pieces of articles being gathered, excluding Japanese edition and Dutch edition since no fiction exists in these two issues (Table 6). The result (Table 16) shows a significant and negative correlation between fiction as a type of articles and a country's level of masculinity (z score = -3.72,  $p < 0.01$ ). On the other words, type of article and country's level of femininity is positively correlated. Thus, *H2 is supported*.

Table 16 - Test Result of H2

Dependent Variable: Fiction	Coef.	Z	P> z
Independent Variable:			
Masculinity	-0.093637	-3.720	0.000 ***
Constant	1.276459	0.990	0.324
Number of Observation	1299		
LR chi <sup>2</sup> (1)	15.48		
Prob > chi <sup>2</sup>	0.0001		
Pseudo R <sup>2</sup>	0.0542		
*p<0.1. **p<0.05. ***p<0.01			

H3 stated that a global adult magazine discloses more images of male models in countries characterized as high collective. The result (Table 17) shows that, given the other variables held constant, the presentation of male models in Playboy has a significant and negative correlation with a country's level of individualism (z score = -3.14,  $p < 0.01$ ). Thus, *H3 is supported*.

Table 17 - Test Result of H3

Dependent Variable: Male Mode	Coef.	z	P> z
Independent Variable:			
Individualism	-0.006252	-3.14	0.002 ***
Control Variable:			
Masculinity	0.004137	1.92	0.054 *
Constant	-1.163575	-6.33	0.000
Number of Observation	1631		
LR chi <sup>2</sup> (3)	15.74		
Prob > chi <sup>2</sup>	0.0004		
Pseudo R <sup>2</sup>	0.0092		
*p<0.1. **p<0.05. ***p<0.01			

H4 stated that a global adult magazine presents lower degree of nudity in countries characterized as high collective. Table 18 shows that, there is a significant and positive correlation between degree of nudity with a country's level of individualism (z score =5.68,  $p < 0.01$ ) in Playboy. Thus, *H4 is supported*.

H5 stated that a global adult magazine presents lower degree of nudity in countries characterized as feminine. Based on data gathered from Playboy, the result (Table 18) shows a significant yet negative correlation between degree of nudity and a country's level of masculinity (z score = -2.035,  $p < 0.05$ ). Thus, *H5 is rejected*.

Table 18 - Test Result of H4 and H5

Dependent Variables: Degree of Nudity	Coef.	z	P> z
Independent Variable:			
Individualism	0.0442	5.685	0.0000 ***
Masculinity	-0.0090	-2.035	0.0419 **
Control Variable:			
Islam	-3.0115	-4.473	0.0000 ***
Female	14.5552	14.107	0.0000 ***
Number of Observation	8155		
LR chi <sup>2</sup> (8)	2230.56		
Prob > chi <sup>2</sup>	0.0000		
Pseudo R <sup>2</sup>	0.4249		
*p<0.1. **p<0.05. ***p<0.01			

H6 stated that a global adult magazine discloses more images in countries characterized as high-context. Table 19 shows that in Playboy, a country's high-low context is insignificantly correlated with ratios of images being presented in Playboy magazine. Thus, *H6 is rejected*.

Table 19 - Test Result of H6

Category	Low Context (n = 18, %)	High Context (n = 18, %)	Shapiro -Wilk Test		Mann-Whitney
			(p-value)		Test
			Low Context	High Context	(p-value)
Image	35.01 (9.81)	31.56 (7.68)	0.026*	0.353	0.411

\*p<0.1. \*\*p<0.05. \*\*\*p<0.01

H7 stated that a global adult magazine has more advertisement of controversial products in countries characterized as high feminine culture. Table 20 shows that, given all else held constant, the existence of advertisement of controversial product in Playboy is significantly and negatively correlated with country's level of masculinity (z score = -6.14,  $p < 0.01$ ). Thus, *H7 is supported*.

Table 19 shows five product categories of the advertisements; i.e. apparel, audio visual, book, medicine and mobile; as controlled variables instead of 11 product categories set prior the hypothesis testing. This model specification is because some of product categories are either obviously controversial; namely alcohol, cigarette and sexual related tools; or absolutely conventional products;

namely car and cosmetic. Hence, these variables are automatically dropped during the data running.

Table 20 - Test Result of H7

Dependent Variable:	Coef.	z	P> z
<b>Advertisement of Controversial Product</b>			
Independent Variable:			
Masculinity	-0.032848	-6.14	0.000 ***
Control Variable:			
Civil Liberties	-0.539746	-3.80	0.000 ***
Size	-1.035518	-2.89	0.004 ***
Color	0.598903	0.57	0.566
Internal Advertisement	2.419770	7.64	0.000 ***
Apparel	-1.394956	-1.74	0.082 *
Audio Visual	1.494512	3.29	0.001 ***
Book	1.413476	3.17	0.002 ***
Medicine	5.505693	8.61	0.000 ***
Mobile	1.342575	3.26	0.001 ***
Constant	3.744592	2.31	0.021
Number of Observation	562		
LR chi <sup>2</sup> (3)	260.19		
Prob > chi <sup>2</sup>	0.0000		
Pseudo R <sup>2</sup>	0.3844		
*p<0.1. **p<0.05. ***p<0.01			

H8 stated that a global adult magazine shows advertisement containing less information cues in countries characterized as high-context. Table 21 illustrates that in Playboy, the amount of cue used in the advertisement is significantly and negatively correlated with country's communication context (t score = -3.28,  $p < 0.01$ ). Advertisements on high-context culture have more information cues than that of in low context culture. Thus, *H8 is supported*.

H9 stated that a global adult magazine shows advertisement containing more information cues in countries characterized as high uncertainty avoidance. Table 21 describes that amount of cue used in the advertisement is significantly and positively correlated with country's level of uncertainty avoidance (t score = 1.78,  $p < 0.1$ ). Given all other variables remain constant, the higher a country's level of uncertainty avoidance is, the more information disclosed in advertisement. Thus, *H9 is supported*.

H10 stated that a global adult magazine shows advertisement containing more information cues in countries characterized as masculine. Table 21 illustrates that amount of cue used in the advertisement is significantly and positively correlated with country's level of masculinity (t score = 4.75,  $p < 0.01$ ). Thus, *H10 is supported*.



Table 21 - Test Result of H8, H9 and H10

Dependent Variable: Total Cue	Coef.	t	P> t
Independent Variable:			
High Context	-0.544389	-3.28	0.001 **
Uncertainty Avoidance	0.008476	1.78	0.075 *
Masculinity	0.011351	4.75	0.000 ***
Control Variable:			
Controversial Product	0.044383	0.27	0.789
Size	-0.026084	-0.32	0.753
Color	0.892701	2.92	0.004 **
Internal Advertisement	-0.595790	-3.32	0.001 **
2C	0.202753	0.86	0.390
Alcohol	-0.909687	-3.60	0.000 ***
Apparel	-0.551292	-2.72	0.007 *
Audio Visual	0.063920	0.33	0.740
Book	0.644795	2.92	0.004
Car	1.037232	4.57	0.000
Cigar	-1.115144	-3.73	0.000
Cosmetic	-0.905902	-3.53	0.000
Medicine	-0.011712	-0.04	0.969
Mobile	0.011070	0.06	0.955
Sexual	0.541253	1.49	0.137
Constant	1.043971	2.74	0.006
Number of Observation	869		
F(18,850)	9.7		
Prob > F	0.0000		
R-squared	0.1704		
Adj R-squared	0.1529		
Root MSE	1.3783		
*p<0.1. **p<0.05. ***p<0.01			

H11 stated that in a global adult magazine, model's level of nudity has been increasing over time. The result in Figure 2 shows no evidence that degree of nudity is increasing over time since a stable pattern is drawn from the data. Thus, *H11 is rejected.*

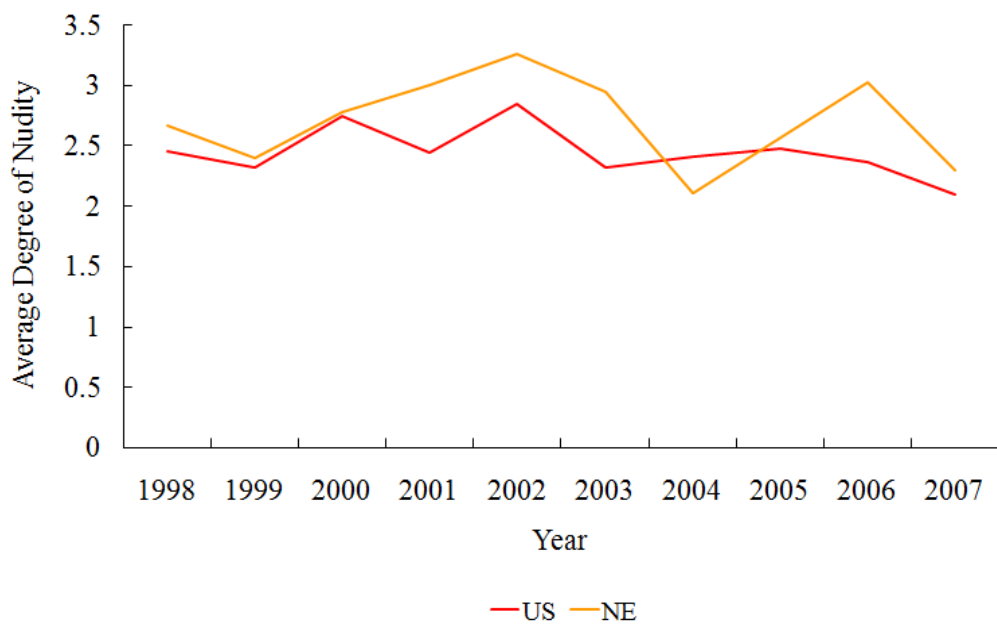


Figure 2- Result of Degree of Nudity over time

Finally, H12 stated that in a global adult magazine, the number of advertisement of controversial products has been reducing over time. Figure 3 shows downward trend on American edition, based on the hypothesis; whereas shows a stable yet low number in Dutch edition. Thus, *H12 is partially supported*.

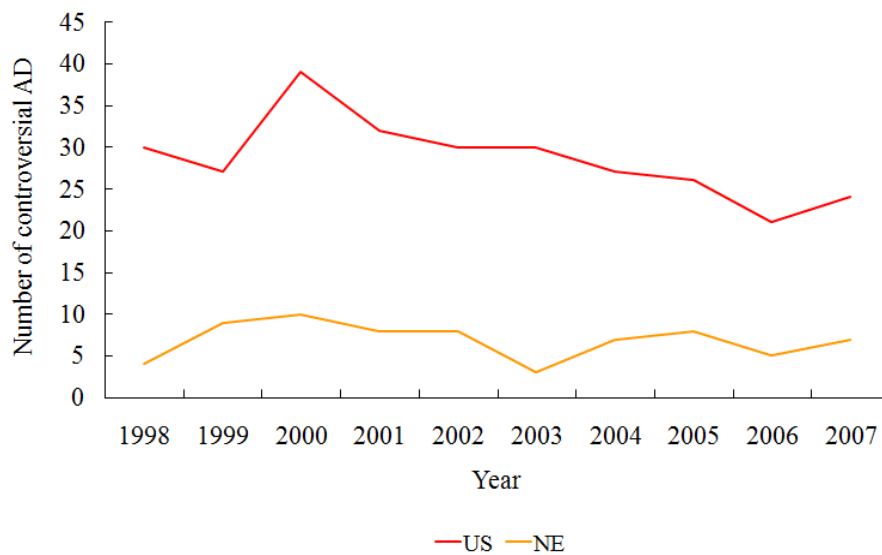


Figure 3 - Result of Number of Advertisement on Controversial Products

In order to detect whether there is any problem of multicollinearity for H4, H5, H7 to H10, Variance Inflation Factors (VIF) is used. The result shows that none of independent variable in all models is greater than 10 (max = 2.91). Hence, all of the variables are within the tolerance, and thus, the problem of multicollinearity is minor in this study.

Table 22 summarized the finding of this study's hypotheses.

Table 22 - Summary of the Results

Hypotheses	Result
H1 <i>A global adult magazine presents more local written articles in countries characterized as high uncertainty avoidance.</i>	Rejected
H2 <i>A global adult magazine presents more fiction in countries characterized as high femininity.</i>	Supported
H3 <i>A global adult magazine discloses more images of males models in countries characterized as high collectivism.</i>	Supported
H4 <i>A global adult magazine presents lower degree of nudity in countries characterized as high collective.</i>	Supported
H5 <i>A global adult magazine presents lower degree of nudity in countries characterized as feminine.</i>	Rejected
H6 <i>A global adult magazine discloses more images in countries characterized as high-context.</i>	Rejected
H7 <i>A global adult magazine has more advertisement of controversial products in countries characterized as high feminine culture.</i>	Supported
H8 <i>A global adult magazine shows advertisement containing less information cues in countries characterized as high-context.</i>	Supported
H9 <i>A global adult magazine shows advertisement containing more information cues in countries characterized as high uncertainty avoidance.</i>	Supported
H10 <i>A global adult magazine shows advertisement containing more information cues in countries characterized as masculine.</i>	Supported
H11 <i>In a global adult magazine, the model's level of nudity has been increasing over time.</i>	Rejected
H12 <i>In a global adult magazine, the number of advertisement of controversial products has been reducing over time.</i>	Partially supported

## Chapter 6 – FINDING & DISCUSSION

The research findings indicate that, in general, Hofstede's cultural dimensions and Hall's high-low context concept, as cultural factors, are significantly related to global controversial magazine's customization strategy. There are some reasonable explanations behind the results that will be discussed below.

### **Hofstede's Cultural Dimensions**

#### *Uncertainty Avoidance*

Uncertainty Avoidance is found to influence advertiser's decision on the use of information cues on advertisements. Among other countries, Japan has the highest level of uncertainty avoidance, and advertisement in Japanese Playboy revealed the most information cues (Table 13). This result is consistent with Thai and Chan's (2001) study; found that people from high uncertainty avoidance country prefer to have advertisement with more information cues, especially information on product content, product design and packaging as well as guarantee, to avoid ambiguity.

Hofstede (1998) argued that level of uncertainty avoidance influences people's tolerance level toward the unknown. Uncertainty avoidance also affects people's information exchange behavior, innovativeness and preferences on advertising appeals

(Soares, 2007). Following this fashion, country's level of uncertainty avoidance should have led Playboy's editor to offer more local written articles in country characterized as high uncertainty avoidance. However, this study finds a reverse result. In a country with the lowest uncertainty avoidance index in this study, American edition turned out to disclose the most local written article (Table 6). One reason to explain this result is the fact that the USA is where Playboy originated, Playboy has been in this market for more than 50 years, and thus, Playboy has cultivated more local authors. Yet, in the other country (e.g. Indonesia), Playboy is relatively new, short of local writer, and thus, use more foreign written articles.

Nowadays, people are easily getting exposed to foreign information due to current technology development. This condition supposes to make people be more tolerant and be more insensitive toward foreign information despite of their aversion toward ambiguity or uncertain condition. The exposure might also change people's perception from rejecting into favoring foreign information, or even feel the need to keep up with the latest foreign information. As such, this situation might allow Playboy's editors to reveal more foreign written articles in an edition of country characterized as higher uncertainty avoidance.

Decision in disclosing more foreign written articles might also be influenced by Civil Liberties (Table 15). In a least liberal country, local people are supposed to be less

desirable to express themselves; particularly if it is considered to be an unmentionable act. This condition made local people hesitated to submit their ‘controversial’ works to ‘controversial’ media, so the editors of Playboy might have less local resources and decided to use more foreign resources.

### *Individualism*

Individualism/collectivism dimension is found to affect the decision in embedding image of male models and degree of nudity in Playboy. Indonesia is the most collective country, followed by Japan, the Netherlands and the USA (Table 23). As illustrated by the result, male models, especially local models, were appeared the most in Indonesian edition, followed by Japanese, Dutch and American edition (Table 7). It means, Playboy tended to be revealed with more male models in collective country than in individualist country. Those models might emerged with articles about story of success people or models showing the current fashion style that could be used by male readers as their role models, given that people in high collective country are afraid of being different (Sun *et al.*, 2004) and less innovative compare to their counterparts (Parthasarathy *et al.*, 1997).

Furthermore, this dimension is found to influence nudity level of female models in Playboy. Consumer buying behavior is affected by the presence of others, especially in

collectivist country, and during the consumption of controversial products (Dahl *et al.*, 2001; Ratner & Khan, 2002; Murali *et al.*, 2005). Lowering the level of nudity in collectivist country may reduce the controversial image people have on Playboy. Hence, people will not feel embarrassed when buying and/or reading it in public.

### *Masculinity/Femininity*

The result of this study shows that masculinity/femininity influences the presentation of fiction, advertisement of controversial product and the use of information cues in advertisement embedded in Playboy, as expected; as well as image's level of nudity and, in reverse to the postulation.

Consistent with de Mooij (1998), this study found that more fiction was appeared in Indonesian edition, which has a relatively low level of masculinity (Table 6). This study also shows that advertisement of controversial product was appeared more frequently in Dutch edition, in which the Netherlands is characterized as a feminine country, rather than in Japanese and Indonesian editions. It is thus consistent with the hypothesis that was developed from Hofstede's argument (2001) stating that people from feminine culture see sex issue as a less taboo topic, so seeing controversial products being advertised publicly is less irritating for them than for people from masculine culture (Hofstede, 2001). However, the result shows an exception for the



USA. Despite of the USA's characteristic as a masculine country, American edition disclosed the most advertisement of controversial product. It might be because as a liberal country, marketers of controversial product in the USA are not being forced to demarket their products (Wilson & West, 1981), so they have more chances to advertise their product than that of marketers in the other countries, such as Indonesia. Due to the argument that advertisers of controversial product in masculine culture might find limited medium to advertise their products, the marketers thus concentrate on adult magazine as advertising media. Additionally, religion as an influential factor might also explain the fact that less advertisement of controversial product appeared on Indonesian edition. Furthermore, level of masculinity/femininity also influences the disclosure of information cues in advertisements. In a masculine country, advertisers attached more information cues on advertisements. As postulated, it might be because people in masculine culture think more logically, and hence, during the decision making process they rely more on useful information. It is thus they have more confidence on informative advertisements (Hofstede, 2001). As a consequence, advertisers find the need to maintain people's level of confidence toward advertisements by disclosing more information cues.

Previously, it was expected that images on the adult magazine would have lower level of nudity in a country characterized as feminine. However, this study shows the

reverse result. In the USA and the Netherlands more images with high level of nudity appeared on Playboy; whereas in Japan, the most masculine country, Playboy disclosed less images with high level of nudity. It might be because people in feminine culture see sex issue as a less taboo topic (Hofstede, 2001), hence they can accept the existence of adult magazine in the market. However, different argument is given for Indonesian edition. In Indonesia, images in Playboy had the lowest level of nudity among others despite of its character as feminine country. As shown on Table 18, religion might be the best factor explaining this result. Indonesia is the most populous Moslem-majority country in the world. As Moslem, people will put higher degree of offensiveness toward gender related products as well as products/services containing nudity and sexiest images (Waller *et al.*, 2005), in which Islam's principles indicating certain behaviors its followers should obey in regards with sex and/or sexiest related behavior.

Aside from the aforementioned influences, the result (Table 7) found that in Japan, a country with high degree of masculinity, Playboy used foreign models the most. The result shows a consistency with Hofstede's argument (2001) denoting that masculine people are favoring foreign goods more than local goods. In addition, Japanese younger generation is also known as having stronger preferences toward American products due to world changes after World War II (Nagashima, 1970), in which the USA happened to take control over Japan and became an important ally with this country.

The result (Table 11) also shows that gender stereotyping appeared in masculine country (Khairullah & Khairullah, 2005), which is in high masculine country, i.e. Japan, most of male models appeared on Playboy were portrayed with a fully covered outfit. This result shows a consistency with Hofstede's (2001) argument stating that men in masculine country are supposed to be assertive, tough and focus on material success.

### **Hall's Communication Context**

#### *High and Low-context*

This study supports the argument that in high-context culture, advertisement will use less information cues (Abernethy & Franke, 1996) since a lot of information has been transferred during face-to-face interaction with others (Hall, 1977; Hofstede, 2001).

However, the result is exceptional for Japanese edition. In Japan, a high-context country, advertisements on Playboy were relatively full of information cues. Several reasons can explained this finding. Firstly, aside from being categorized as a high-context country, Japan is also categorized as a high uncertainty avoidance country, so people might in favor of informative advertisements to reduce their perceived risk. As such, this study finds advertisement in Japanese revealed a lot of information cues. Secondly, result (Table 21) shows that high-context has a strong influenced on number of information cues compare to level of uncertainty avoidance, but the result is applied in reverse for

Japan; level of uncertainty avoidance had stronger effect on information cues than that of high-context. It might be because this study used collectivism index to represent high-low context level due to the absence of similar index in high-low context concept, in which Japan scored under median for this dimension (Table 24).

Furthermore, this study found that high-low context gave no influence on composition ratio between image and written article in a magazine. As an adult magazine in general, Playboy might primarily focus on image rather than on written illustration<sup>9</sup>. As such, country's high-low context gave no influence on this matter.



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<sup>9</sup> [http://en.wikipedia.org/wiki/Adult\\_magazine](http://en.wikipedia.org/wiki/Adult_magazine), May 2008

Table 23 summarized the relation between Hofstede’s cultural dimensions and Hall’s high-low context as cultural factors and Playboy’s product customization decision.

Table 23 - Correlation between Cultural Factors and Product Customization Strategy

<b>Market Factors</b>	<b>Correlation</b>	<b>Product Customization</b>
Uncertainty Avoidance	Negative	Local Written Article
	Positive	Information Cues on Advertisement
Individualism	Negative	Number of Male Model
	Positive	Model's Level of Nudity
Masculinity	Negative	Type of Article (Fiction)
	Negative	Model's Level of Nudity
	Negative	Number of Advertisement of Controversial Product
	Positive	Information Cues on Advertisement
High-Context	Insignificant	Number of Images
	Negative	Information Cues on Advertisement

As for the longitudinal study, the results show no special pattern in regard with model’s level of nudity, both in American and Dutch editions. Thus, this result does not support the hypothesis. Two possible reasons can explain the result are, first, sample from 10 consecutive years might still be considered to be too short in detecting this phenomenon. Second, Playboy has been positioning itself as male entertainment magazine offering soft core images, and Playboy might tries to maintain that position over time in order to stand differently from its competitors (e.g. Penthouse) despite of the cultural factors.

This finding is consistent with Bogaert, Turkovich and Hafer's (1993) finding that level of nudity in American edition was tended to increase from 1950s to 1970s, and began to leveling off in 1980s. This trend might reflect a ceiling effect in Playboy magazine in which level of nudity would reach a maximum level given that level of nudity must have its upper bounds. As such, the graph shows a consistent yet middle level of nudity for both American and Dutch Playboy. Additionally, this result is also in line with the finding that level of masculinity/femininity is insignificantly influence model's level of nudity.

In regard to number of advertisement of controversial product that was postulated to have a declining pattern in both countries; the results shows a declining pattern in American edition, as predicted, and shows a stable pattern with small number in Dutch edition. The occurrence in the Netherlands can be because as a feminine country, people in the Netherlands have higher acceptance level toward controversial product since long time ago. Thus, marketers of controversial products have more chances to advertise their product in medium that can grab bigger audience; such as flyer or television, instead of Playboy magazine that has a limited scope.

## Chapter 7 – CONCLUSION

*But all endings are also beginnings. We just don't know it at the time.*

*(Mitch Albom on the Five People You Meet In Heave)*

### 7.1 Conclusion

In this study, the author intends to explain the relation between cultural factors and customization strategy of a global product. This study is conducted due to existing literatures that suggested the importance of cultural influence in consumers' attitude toward global products (Cavusgil *et al.* 1993; Powers & Loyka, 2007). As for the cultural factors, this study employed Hofstede's cultural dimensions and Hall's high-low context due to their validity and relevancy on cross-cultural research (Hofstede, 2001; de Mooij, 2004; Soares *et al.*, 2007). Furthermore, this study extends the existing researches to controversial product and uses Playboy as the illustration due to Playboy's global coverage and Playboy's image as controversial product (bbc.com, 2007).

In total, there are twelve hypotheses being developed and tested. Ten hypotheses were developed from investigating the relation between cultural factors and adult magazine product components; namely articles, images and advertisement;

and two additional hypotheses were developed to identify the pattern of adult magazine transformation.

Four national editions of Playboy were used; i.e. American, Dutch, Indonesian and Japanese editions; with nine issues for each edition in accordance to the issues available in Indonesia between 2006 and 2007. To test the last two hypotheses, additional 10 issues between year 1998 to year 2007, from American and Dutch editions were collected, respectively. Next, the content of those magazines were analyzed and coded with coding procedure summarized in Table 5.

This study used three different analytical models due to differences scale of dependent variables, there are: Logistic Regression for H1, H2, H3 and H7, Stereotype Ordinal (logistic) Regression (SOR) for H4 and H5 and Ordinary Least Square (OLS) Regression for H8, H9 and H10. Finally, Mann-Whitney Test is used for H6. The result of this study is summarized as follow:

1. Country's level of Uncertainty Avoidance might have influenced advertiser's decision in disclosing information cues on the advertisements. In country characterized as high uncertainty avoidance, advertiser disclosed more information cues on the advertisement when advertising their products in Playboy.
2. Country's level of Individualism/Collectivism might have influenced editor's



decision in disclosing images of male models and model's level of nudity. In country characterized as individualist, Playboy's editor disclosed fewer images of male models and more images with high level of nudity.

3. Country's level of Masculinity/Femininity might have influenced editor's decision in offering fiction article and decision in disclosing high level of nudity images, advertiser's decision in disclosing information cues on the advertisements, as well as the existence of advertisement of controversial product. In country characterized as masculine, Playboy's editor disclosed less fiction and more images with lower level of nudity, advertiser disclosed more information cues when advertising their products in Playboy, and there was less advertisement of controversial product.
4. Country's high-low context might have influenced advertiser's decision in disclosing information cues on the advertisements. In country characterized as high-context, advertiser disclosed less information cues on the advertisement when advertising their products in Playboy.

## **7.2 Implication**

Academically, this study provides additional empirical support on the importance of cultural factors influencing product customization strategy. Specifically, the

current study decomposes a global magazine into three main components; namely article, image and advertisement; and examine the effect of cultural factors on each individual component. Furthermore, the research target of this study; i.e. controversial product; has rarely been studied, particularly on the influence of cultural factors on the product customization strategy. It is thus worth investigating this topic.

The result of this study might contribute knowledge for marketers of global magazines and controversial products as well as advertisers on the importance of cultural dimensions in offering global product in different markets. Managers can be acknowledged with cultural dimensions that should be considered and can be disregarded in offering global magazine, in general, and controversial magazine, in particular. As such, over and under customization practice can be avoided since it will jeopardize global brand image and boost the cost.

### **7.3 Limitation & Future Research**

As does empirical study, this research has several limitations that present opportunity for further research. The limitations are including: (1) small sample size, (2) lack of information on performance indicators, such as market share, sales volumes or sales income, and (3) the finding might be subject to type of product.

First, budget, time and language proficiency constraints lead to small sample size used in the current study. As such, the result of the study could be biased and the second research gap, which is measuring degree of customization across market (Cavusgil *et al.* 1993; Duncan & Ramaprasad, 1996; Leonidou, 1996; Viswanatahn & Dickson, 2007), could not be done. Future research can add more national editions from other countries as the sample unit for being able to investigate the second research gap in standardization/customization topic. Second, this study is lack of information on performance of the magazine in each market. Thus, the effectiveness of product customization strategy could not be measured (Roth, 1995). Future research on similar study can attempt to find information on product performance. Third, this study was targeting a global controversial magazine. Thus, the relationship between cultural factors and the magazine in this study might be subject to change when applied in a similar study targeting global conventional magazine. Therefore, it is worth to have a further investigation on the relationship between cultural factors and a global conventional magazine.

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## APPENDICES



## Appendix I – Hofstede’s Cultural Dimensions Index

Table 24 - Index Scores and Ranks for Countries and Regions from the IBM<sup>10</sup>

Country	Power Distance		Uncertainty Avoidance		Individualism/Collectivism		Masculinity/Femininity	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Argentina	49	35-36	86	10-15	46	22-23	56	20-21
Australia	36	41	51	37	90	2	61	16
Austria	11	<b>53</b>	70	24-25	55	18	79	2
Belgium	65	20	94	5-6	75	8	54	22
Brazil	69	14	76	21-22	38	26-27	49	27
Canada	39	39	48	41-42	80	4-5	52	24
Chile	63	24-25	86	10-15	23	38	28	46
Colombia	67	17	80	20	13	49	64	11-12
Costa Rica	35	42-44	86	10-15	15	46	21	48-49
Denmark	18	51	23	51	74	9	16	50
Ecuador	78	8-9	67	28	8	52	63	13-14
Finland	33	46	59	31-32	63	17	26	47
France	68	15-16	86	10-15	71	10-11	43	35-36
Germany	35	42-44	65	29	67	15	66	9-10
Great Britain	35	42-44	35	47-48	89	3	66	9-10
Greece	60	27-28	112	<b>1</b>	35	30	57	18-19
Guatemala	95	2-3	101	3	6	<b>53</b>	37	43
Hong Kong	68	15-16	29	49-50	25	37	57	18-19
Indonesia	78	8-9	48	41-42	14	47-48	46	30-31
India	77	10-11	40	45	48	21	56	20-21
Iran	58	29-30	59	31-32	41	24	43	35-36
Ireland	28	49	35	47-48	70	12	68	7-8
Israel	13	52	81	19	54	19	47	29
Italy	50	34	75	23	76	7	70	4-5
Jamaica	45	37	13	52	39	25	68	7-8
Japan	54	33	92	7	46	22-23	95	<b>1</b>

(continue)

<sup>10</sup> Hofstede, G. (2001), Culture’s Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations, Thousand Oaks: Sage p. 500

Country	Power Distance		Uncertainty Avoidance		Individualism/Collectivism		Masculinity/Femininity	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Korea (south)	60	27-28	85	26-27	18	43	39	41
Malaysia	104	<b>1</b>	36	46	26	36	50	25-26
Mexico	81	5-6	82	18	30	32	69	6
Netherlands	38	40	53	35	80	4-5	14	51
Norway	31	47-48	50	38	69	13	8	52
New Zealand	22	50	49	39-40	79	6	58	17
Pakistan	55	32	70	24-25	14	47-48	50	25-26
Panama	95	2-3	86	10-15	11	51	44	34
Peru	64	21-23	87	9	16	45	42	37-38
Philippines	94	4	44	4	32	31	64	11-12
Portugal	63	24-25	104	2	27	33-35	31	45
South Africa	49	35-36	49	39-40	65	16	63	13-14
Salvador	66	18-19	94	5-6	19	42	40	40
Singapore	74	13	8	<b>53</b>	20	39-41	48	28
Spain	57	31	86	10-15	51	20	42	37-38
Sweden	31	47-48	29	49-50	71	10-11	5	<b>53</b>
Switzerland	34	45	58	33	68	14	70	4-5
Taiwan	58	29-30	69	26	17	44	45	32-33
Thailand	64	21-23	64	30	20	39-41	34	44
Turkey	66	18-19	85	16-17	37	28	45	32-33
Uruguay	61	26	100	4	36	29	38	42
United States	40	38	46	43	91	<b>1</b>	62	15
Venezuela	81	5-6	76	21-22	12	50	73	3
Yugoslavia	76	12	88	8	27	33-35	21	48-49
Regions:								
Arab countries	80	7	68	27	38	26-27	53	23
East Africa	64	21-23	52	36	27	33-35	41	39
West Africa	77	10-11	54	34	20	39-41	46	30-31

## **Appendix II – Verses from Kor'an**

In Moslem's holy book, Koran, there are several verses explaining how a Moslem woman should dress. In particular, Surah an-Nur verse 31 and Surah al-Ahzab verse 59.

### **Surah an-Nur verse 31 reads:**

And say to the faithful women to lower their gazes, and to guard their private parts, and not to display their beauty except what is apparent of it, and to extend their head coverings (khimars) to cover their bosoms, and not to display their beauty except to their husbands, or their fathers, or their husband's fathers, or their sons, or their husband's sons, or their brothers, or their brothers' sons, or their sisters' sons, or their womenfolk, or what their right hands rule (slaves), or the followers from the men who do not feel sexual desire, or the small children to whom the nakedness of women is not apparent, and not to strike their feet (on the ground) so as to make known what they hide of their adornments. And turn in repentance to God together, O you the faithful, in order that you are successful.

### **Surah al-Ahzab verse 59 reads:**

O Prophet! Say to your wives and your daughters and the women of the faithful to draw their outer garments (jilbabs) close around them; that is better that they will be recognized and not annoyed. And God is ever Forgiving, Gentle.

### Appendix III –The Category of Advertising Information Cues

Table 25 - Category of Advertisement Information Cues<sup>11</sup>

Category	Explanation
1. Price	Information on the selling price
2. Quality	Information indicating product's characteristics that distinguish it from competitors products based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority, superiority of personnel, attention to detail, or special services.
3. Performance	Information on the function of the product in comparison to alternative purchases.
4. Components	Information on material comprising the product; i.e. ingredients.
5. Availability	Information on places and time in which the product can be purchased.
6. Special Offers	Information on the availability of limited-time non-price deals.
7. Taste	Information on the taste of the product.
8. Nutrition	Information about specific data concerning the nutritional content of the product.
9. Packaging	Information on the package or shape of the product available that can make it more desirable than alternatives.
10. Warranties	Information on post-purchase assurances that accompany the product.
11. Safety	Information on the availability of safety features on the product compared to alternatives.
12. Independent Research	Information indicating research result of product comparison with competitors.
13. Company Research	Information on data gathered by the producer.
14. New Ideas	Information if the product has a new concept.

<sup>11</sup>Source: Resnik, A., & Bruce, S. L. (1977). An Analysis of Information Content in Television Advertising. *Journal of Marketing*, 41, 50-53.

## Appendix IV –Advertisement Product Categories

Table 26 - Advertisement Product Categories

Category	Product/Service
2C	DVD Player, TV, cable connection/service, camera, digital (video) camera, keyboard, webcam, MP4 player, mobile multimedia player, headphone, LCD screen, notebook, printer
Audio/ Video	(Adult) channel, TV program, radio channel, CD, DVD, film/movie, game disc, game console
Alcohol	Wine, beer
Apparel	Clothing(T-shirts, underwear, pajama,...), (sun)glasses, shoes, sandals, watch
Book	Book, magazine
Car	Car, motorcycle, tire
Cigar	Cigar, cigarette, tobacco
Cosmetics	Cosmetic, deodorant, perfume, cologne, shower gel
Medicine	Clinic, energetic pill (supplement), hair-care product, lost-weight product, pheromone Website, on-line shop, on-line entertainment, cell phone, mobile game
Sexual product	Condom, furniture for sex, sex lotion
Others (reference group)	Events (game, exhibition, party, campaign, wanted), GPS, radar tester, gamble, organization (NGO, foundation), resort/hotel, department store, restaurant/café, shoe-pads, air filter, airline, artifact(coin, jewelry), bank, soft drink, (body)shaver, candy, chair, course, cruise, glass, paper, toothbrush, washing machines, body-build machine

## Appendix V –Data Description

Table 27 – Advertisement Composition based on Controversial/Conventional Products

	The USA		The Netherlands		Indonesia		Japan	
	Count	Size	Count	Size	Count	Size	Count	Size
Conventional Product	20.11	0.93	19.44	1.12	7.22	0.90	14.44	1.10
	(7.61)	(0.10)	(6.37)	(0.20)	(7.03)	(0.34)	(1.24)	(0.04)
Controversial Product	24.78	0.80	6.00	1.09	2.11	1.19	2.44	1.19
	(5.78)	(0.06)	(1.87)	(0.27)	(1.62)	(0.35)	(1.24)	(0.50)
Total Advertisement	44.89	0.86	25.44	1.13	9.33	1.06	16.89	1.11
	(12.80)	(0.04)	(6.67)	(0.19)	(8.06)	(0.08)	(1.54)	(0.05)

Table 28 – Advertisement Composition based on Product Categories

	The USA		The Netherlands		Indonesia		Japan	
	Count	%	Count	%	Count	%	Count	%
Product type								
2C	6	1.49	32	13.97	4	4.76	10	6.58
Alcohol	75	18.56	15	6.55	0	0.00	1	0.66
Apparel	38	9.41	19	8.30	21	25.00	4	2.63
AV	47	11.63	14	6.11	4	4.76	41	26.97
Book	27	6.68	27	11.79	10	11.90	48	31.58
Car	13	3.22	38	16.59	3	3.57	6	3.95
Cigar	39	9.65	0	0.00	3	3.57	1	0.66
Cosmetic	17	4.21	18	7.86	5	5.95	0	0.00
Medicine	21	5.20	0	0.00	2	2.38	15	9.87
Mobile	59	14.60	38	16.59	9	10.71	2	1.32
Sexual	17	4.21	0	0.00	2	2.38	2	1.32
Others	45	11.14	28	12.23	21	25.00	22	14.47
Controversial Product								
Addictive	115	28.47	16	6.99	3	3.57	5	3.29
Gender	88	21.78	38	16.59	14	16.67	5	3.29
Social	0	0.00	0	0.00	0	0.00	3	1.97
Health	26	6.44	0	0.00	2	2.38	15	9.87
Total	404	100.00	229	100.00	84	100.00	152	100.00