

Are Values Reflected in Online Skincare Advertisements from the Philippines and Taiwan the Same?

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Abstract : In recent years, some scholars established the reflection of cultural values in advertisements. However, despite the Internet's rapid development, few studies have focused on observing cross-cultural differences of values reflected in online advertisements. As mirrors of culture, advertisements are believed to reflect values relevant to consumers. Therefore, this research aims to examine the cultural values reflected on online skincare advertisements between countries with different cultural influences. We argue that culture affects the values presented in the slogans, endorsers, brand prominence, and product prominence of online advertisements; a concept that challenges the standardized manner of communication utilized by most multinational brands. Results highlight that the Philippines and Taiwan are neither located on extreme low-context nor extreme high-context cultures. Moreover, although advertisements reflect culture, it may be affected by potential value shifting caused by globalization, standardized communication, and the advertisers' marketing priorities.

Keywords : cross-culture, cultural values, online advertising, prominence, beauty

Conference Title : ICMM 2015 : International Conference on Marketing Management

Conference Location : Tokyo, Japan

Conference Dates : May 28-29, 2015