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THE SIMILARITIES AND DIFFERENCES OF CULTURAL VALUES IN
TELEVISION ADVERTISING: A COMPARISON OF MALAYSIA AND THE
UNITED STATES

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ABSTRACT

This study compares the cultural values in television advertising between Malaysia and the United States. Malaysia is a growing Muslim nation with a diverse population that has a number of ethnic groups with their own individual habits and traditions. United States is Malaysia's fourth largest trading partner. With the growing relationship between the two countries, it is important that companies and advertisers understand the cultural differences and similarities of both countries. This study used a content analysis method, where commercials were taken from television media channels of both countries during their prime time over the period of September 2014. Cheng and Schweitzer's (1996) modified version of 32 cultural values are used for coding. The study indicated that Malaysia portrayed similar to cultural values from the American advertisements. Thus, the results showed no significant differences in cultural values of TV ads of both countries due to modernization of Malaysia in the last two decades. These findings are consistent with Khairullah and Khairullah's (2013) results, where they concluded that the Indian society is adopting Western cultural values, thus suggesting modernization. The findings contribute to the debate of localization versus standardization in global marketing.

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Chapter 1: Introduction

Understanding cultural differences is a necessity for successful global advertising (Kalliny & Gentry, 2007). Cultural awareness is crucial in international marketing because consumers are more willing to respond to messages that are consistent with their cultural values. Furthermore, the future of international marketing will be to focus on the details of particular cultures. As a result, one of the challenges that multinational marketing companies face is the issue of standardization versus localization, that is, whether to portray the same advertising messages and tools across nations or to adapt to a particular foreign country's culture (Cheong, Zheng, & Kim, 2011). This is a rising issue particularly in an emerging Southeast Asian country – Malaysia.

This study will contribute to the international marketing literature by filling the research gap regarding Malaysian television advertising. Malaysia is a growing economy of an upper-middle income country with an open economy. As of 2013, Malaysia had a gross domestic product (GDP) of $313.2 billion U.S. Dollars (World Bank, 2015). In the last quarter of 2013, the GDP expanded at a faster pace of 2.1%, up from 1.7% in the past 3-month period. In addition, Malaysia's GDP is forecasted to grow from 5.7% in 2015 to 5.1% and 5.2% in 2016 and 2017, respectively. Malaysia has also progressed from being a producer of raw materials (tin and rubber) to a diversified economy and a leading exporter of electrical appliances, electronic parts and components, palm oil, and natural gas (World Bank, 2015). Since Malaysia stands at 11 in the ranking of 189 countries on the ease of trading, the country has the potential to grow its economy, as well as increase its relationship with foreign countries (World Bank, 2014).

Furthermore, with the integration of the Asia-Pacific Economic Cooperation (APEC), Malaysia, as one of the APEC nations, will have the opportunity to become a growing market. APEC is a forum that promotes economic growth, cooperation, trade, and investment in the Asia-Pacific region. APEC enhances growth in the region by supporting free and open trade investment. This will allow opportunities for Malaysia to grow even stronger in international trade and investment. Thus, with the growing economy in Malaysia, it is imperative that international businesses understand the Malaysian market. This thesis will also shed some light on the current television advertising market in Malaysia – thus, benefitting global marketers.

Malaysia acts as a leading voice for Muslim countries by being an active participant in the Organization of Islamic Conferences (OIC), as well as launching the initiative of the Global Movement of Moderates (GMM) (Rinhart, 2014). These involvements help the country to improve the public image of Muslims worldwide. Thus, Malaysia could also be representative of other Muslim Southeastern countries as majority of Malaysians are Muslim. Global marketers can apply the results from this study to other Muslim countries in the Southeast, such as Indonesia, Brunei, and elsewhere. The comparison between Malaysia and the United States is also imperative as it could imply cultural changes, such as modernization, especially since Malaysia is a conservative country.

The partnership between the United States and Malaysia is an important strategy, as the former country is rebalancing its resources and attention to the Asia-Pacific region (Rinehart, 2014). The two countries are major trading partners, where Malaysia was the 25th largest market for U.S. exports in 2013, and the 18th largest supplier of U.S. imports.

On the other hand, the United States was Malaysia's 4th largest export market and the 4th largest supplier of imports. The partnership is further strengthened from both countries' involvement in the Trans-Pacific Partnership Negotiations (TPP), which aims to create trade agreement among the 12 countries.

However, Malaysia faces some restrictions and issues, which hinder bilateral trading between the country and the United States. These issues include Malaysia's government procurement policies, provisions for intellectual property rights protection, and market access for key commodities and services. The country limits foreign ownership in certain sectors, which consequently blocks access for U.S. companies to enter the Malaysian market. Thus, understanding Malaysia's television advertising will aid in marketers and businesses that want to enter the country's market.

Chapter 2: Literature Review

Post marketing studies have examined cultural values in television advertising. Most of these studies focused on comparing two different cultures in order to find any similarities or differences (Khairullah & Khairullah, 2013; Lin, 2001; Punyapiroje & Morrison, 2007; Kalliny & Gentry, 2007). Ultimately, these prior studies took the findings and applied them to the major challenge that international marketers face today: the debate of localization vs. standardization. Essentially, these authors concluded that international marketers have to take the cultural differences into account. Understanding a foreign culture plays a crucial role in marketing products and services effectively, as consumers are more responsive to advertising messages that pertain to their own unique cultures. Thus, examining prior studies will allow this current thesis to analyze what has been done and found regarding cultural values in television advertising, and what still needs to be done in the future.

2.1. Background of Malaysia and the United States

2.1.1. Malaysia. Malaysia is located in Southeast Asia. It borders with Thailand, Brunei, and Indonesia. As of July 2013, Malaysia had an estimated population of 29,628,392. Malaysia is considered "Truly Asia" in the world of tourism due to the fact that it is a melting pot of many cultures. There are five ethnic groups in Malaysia: Malay (50.4%), Chinese (23.7%), native (11%), Indian (7.1%), and others (7.8%) (Central Intelligence Agency, 2014). There are many languages that are spoken in Malaysia: Bahasa Malaysia (the official language), English, Chinese, Tamil, Thai, and many dialects. This ethnic diversity is also manifested through the different religions including Muslim (60.4%), Buddhist (19.2%), Christian (9.1%), Hindu (6.3%), traditional Chinese

religions (2.6%), no religion (0.8%), and unknown (1.5%). These statistics suggest that Malaysia is an Islamic country. Islamic religion plays a major part in how marketers use visuals, texts, and audio in their advertisements. Abdullah and Lim (2001) described Malaysia as a "minefield of cultural sensitivities." He argued that despite the various languages, cultures, and religions, the people of Malaysia have managed to coexist harmonically in one nation.

However, even with the diverse cultures, the regulation for advertising is strict in Malaysia due to the government's cautious stance towards foreign cultural influences appearing in advertisements (Wah, 2005). In addition, Wah mentioned that the Advertising Code for Television and Radio, a policy established by the Ministry of Information in Malaysia, restricts the adaptation or projection of foreign culture that is not acceptable to the Malaysian society. This restriction depicts that Malaysia is conservative in its advertising content and presentation.

2.1.2. The United States. The United States is located in North America (between Canada and Mexico), and borders both the North Atlantic Ocean and the North Pacific Ocean. Compared to the size of Malaysia, the United States is far bigger in size and in population, with 316,438,601 people reported in July 2013 (Central Intelligence Agency, 2014). Similar to Malaysia, the United States has a diverse ethnicity. According to the CIA Factbook, the biggest groups include Caucasian (including Hispanics) (80%), African American (13%), and Asian (4.43%). Unlike Malaysia, English is the official language in the United States, with 82.1% people speaking it, followed by Spanish at 10.7%. The CIA Factbook also outlines how the majority of the people are of the

Protestant religion (51.3%), followed by Roman Catholic (23.9%), Mormon (1.7%), Jewish (1.7%), Buddhist (0.7%), and Muslim (0.6%). Comparing Malaysia and the United States, Muslims are a minority in the latter country, whereas they are a majority in Malaysia. These statistics suggest that there might be a difference in religious messages portrayed in potential television advertisements.

Prior studies have described the American culture. For example, Lin (2001) claimed that the U.S. way of life is more focused on individualism and has a greater emphasis on "self-reliance" (p. 83). The study further stated that the U.S. culture is future-oriented, emphasizing on change and movement. On the other hand, Malaysia has a normative culture. Such society prefers to maintain traditions and norms while viewing social changes with suspicion (Hofstede, 2011). This conservativeness is further reflected through Malaysia's advertising regulations, which this study will discuss.

2.2. Significance of Cultural Values in Advertisements

Prior studies have examined and compared cultural values in television advertising in Western and Eastern countries. These studies looked at the different types of cultural values portrayed in India (Khairullah & Khairullah, 2013), China (Zhang & Gelb, 1996), and Thailand (Punyapiroje & Morrison, 2007) and how their values differ from those in Western countries such as the United States and the United Kingdom. In addition, there have been prior studies focusing on television advertising in Malaysia. However, these studies did not conduct comparative analysis between Malaysia and other Western countries – thus, there is a research gap regarding how Malaysia's television advertising differs to that of Western countries. In this section, the author will examine

findings from prior studies regarding television advertising in Malaysia, as well as findings from studies that have looked at cultural values in television advertising.

2.2.1. Television Advertising in Malaysia. Waller and Fam (2000) examined Malaysian media professionals' perceptions regarding the advertising restrictions in their country. Specifically, their study analyzed the Advertising Code for Television and Radio (1990), where it states that culture and religion go hand-in-hand in Malaysia. The Code heavily promotes Islamic values, affecting the content, dress code, and messages in advertisements. Waller and Fam found that due to religious and cultural sensitivity, ads for certain products such as female contraceptives and hygiene products were omitted on the mass media. Consequently, these restrictions could hinder foreign companies' advertising strategies in Malaysia. The authors concluded that marketers must be aware of various marketing environmental differences, which they should address when entering a new market such as Malaysia. Consequently, analyzing the advertising restrictions in a foreign country will help marketers to better understand business communications in Southeast Asia, particularly in the Muslim countries.

Similar findings are shown in Wah's (2005) study where he compared cultural values portrayed in Malaysian and Singaporean television commercials. His study focused on the effect of religion on television content. His findings showed that the "sex" cultural value was completely absent in Malaysian commercials, whereas it was found twice in Singaporean advertisements. Wah's reasoning was that Islam plays a big role in the formation of advertising guidelines. He also made an argument that the advertising restrictions in Malaysia could discourage future advertisers from doing business in the country.

These restrictions already hint that cultural values portrayed in T.V. commercials in Malaysia and the United States will differ to a great extent because Malaysia's advertising is determined by the Islamic beliefs. According to a study by Erdogan, Fam, and Waller (2002), Islamic is based on the belief that "spiritual, social, political, and economic" values create a unity that must be incorporated into Islamic values (p. 541). The abovementioned authors found that their Muslim respondents consider the advertising of gender/sex related products, social/political groups, and health care products the most offensive (Erdogan, Fam, & Waller, 2002). Thus, their findings addressed how the Islamic religion affects advertising content.

Even though these studies provide background information on Malaysian television advertising and the effect of Islamic beliefs, they do not give insight to how Malaysia's use of cultural values in its advertisements differs to those of other countries, particularly Western countries, in which the cultures are significantly different.

2.2.2. Cultural Values in Advertising. Culture is defined as the "pattern of values, traits, or behaviors shared by the people within a region" (Herbig, 1998, p.11). Many studies have focused on the relationship between culture and advertising – mostly on comparing Asian countries and the United States (Khairullah & Khairullah, 2013; Lin, 2001; Punyapiroje & Morrison, 2007; Kalliny & Gentry, 2007). It is crucial to study cultural values in advertising as it is "seen as a mirror that only reflects and exposes existing cultural values and behaviors" (Pollay, 1986). Often, advertisements portray cultural values that are understood and accepted by the target audience.

Khairullah and Khairullah (2013) examined the cultural values depicted in Indian

television commercials. Specifically, they analyzed the cultural values found in Indian T.V. commercials and compared them to the Western brands portrayed in Indian T.V. commercials. Their findings outlined that there were several common cultural values between the T.V. commercials of Indian and Western brands and that their statistical analysis showed no significant difference between the cultural values in these two brands. Khairullah and Khairullah concluded that the findings reflect the impact of globalization, as seen as how marketers promote both Eastern and Western cultural values in their advertising campaigns. The reason for this finding may be attributable to the concept of "global village," in which the world is considered as a single community due to technological advancements (Dixon, 2009). The emergence of worldwide TV programs creates global village, where consumers expect identical benefits and treat advertising messages similarly, irrespective of religion, nationality, and residence (The State University of New York, 2015).

On the other hand, Kalliny and Gentry (2007) argued that ads produced in one country should not simply be standardized or directly translated for use in another. They compared the cultural values used in T.V. commercials in the Arab region and the United States. Their findings showed that these two cultures are different due to their religious backgrounds. They concluded that advertisers should pay special attention to significant religious values because it would be a great offense if advertisers were to go against them. However, Kalliny and Gentry made a similar point to Khairullah and Khairullah's (2013), as they assumed that the similarities were due to the influences from the Western world.

Similar to Kalliny and Gentry, Lin (2001) examined cultural values in television

commercials in China and the United States. Lin found that there were significant differences between the cultural values between these two countries. For example, she found that group consensus appeals were more apparent in Chinese commercials whereas individualism was mostly manifested from the American commercials. Lin argued that despite Western influences, Chinese ads still retain characteristics of the Chinese culture – which implies localization – where American products in China have been localized and are made into Chinese versions.

In short, these findings suggest that non-Western countries have adopted some cultural values from the Western world due to globalization. However, in spite of the similarities, global marketers still have to take the differences into consideration. These studies suggest that even with the adoption of Western cultural values, countries are still retaining their own cultural characteristics in order to market to their audience.

This research also takes Geert Hofstede's cultural dimensions into account to better understand those differences between Malaysia and the United States. Geert Hofstede's cultural dimensions have been implemented in research regarding international marketing and cross-cultural communication. Hofstede identified six dimensions that varied across countries: power distance, individualism, masculinity, uncertainty avoidance, pragmatism, and indulgence (Hofstede, 2011). Malaysia and the United States differed significantly in the dimensions of power distance and individualism, where the former country has a 104 score in power distance and a 26 score in individualism (Hofstede, 2001). On the other hand, United States scored a 40 and a 91 in power distance and individualism, respectively (Hofstede, 2001). Since Malaysia scored a 104 on the dimension of power distance, this means that the society accepts a

hierarchical order. On the contrary, the society in the U.S. tends to minimize inequalities and encourage individual difference with a low score of 40 in power distance. Consequently, the encouragement in individual differences also leads to the dimension of individualism, where the United States scored a high 91. People in an individualistic society tend to look after themselves, whereas people in a collective society, such as Malaysia, tend to integrate into groups (Hofstede, 2011). Although these dimensions do not illustrate the two country's cultures as a whole, they allow us to gain some insight into the cultural differences.

2.2.3. Sources of Cultural Values. Many prior studies that examined cultural values adopted some of Pollay's (1986) list of 42 advertising appeals and a list of appeals identified by Mueller (1987). Mueller studied the extent to which traditional or modern values existed in Japanese advertisements. He proposed two categories of appeals: 1) traditional and 2) Westernized and modern appeals. The traditional appeal included group consensus, soft-sell, veneration of elderly and traditional, status, and oneness with nature appeals. On the other hand, the Westernized and modern appeals included individualism and independence, hard-sell, youth and modernity, product merit, and manipulation of nature appeals. His study applied these appeals to the Japanese advertisements to examine which appeals were more apparent. Many prior studies have adopted Mueller's list of appeals in their cross-cultural studies as it provided a good contrast between the Western and Eastern cultures. For example, Lin (2001), examining T.V. advertising in China and the United States, adopted Mueller's appeals in her data and methodology. Lin argued that Mueller's appeals truly reflected the differences manifested between the two distinct cultures.

Similarly, Pollay (1986) composed a list of 42 appeals that can be found in advertisements. However, many studies did not adopt all of the 42 appeals, but instead used Cheng and Schweitzer's (1996) adaptation of Pollay's appeals and created a cultural value framework. The framework included values of: adventure, beauty, collectivism, competition, convenience, courtesy, economy, effectiveness, enjoyment, family, health, individualism, leisure, magic, modernity, natural, neatness, nurturance, patriotism, popularity, quality, respect for elderly, safety, sex, status, technology, tradition, uniqueness, wealth, wisdom, work, and youth (Cheng and Schweitzer, 1996).

A number of authors chose to use Cheng and Schweitzer's modified cultural values as the values can be applied to almost all studies that examine cultural values in advertisements. Khairullah and Khairullah (2013) took 26 cultural values out of Cheng and Schweitzer's 32 cultural values shown above to identify the values in Indian T.V. commercials. Khairullah and Khairullah divided the 26 cultural values into four groups based on descriptions and definitions adapted or proposed by past researchers. The groups were: modern, symbolic, traditional, and utilitarian values. Likewise, Kalliny and Gentry (2007) used nine of the values that were adopted by Cheng and Schweitzer, as well as from studies focused on the Arab world and the United States: tradition, feminine appearance and beauty enhancement, respect for the elderly, harmony with others, interdependence, competitiveness, attitude toward nature, and attitude toward enjoyment.

On the other hand, Punyapiroje and Morrison (2007) employed Komin's (2001) nine value clusters to determine if the message strategies exhibited Thai cultural values in Thai television commercials. In the same way, Fam and Grohs (2007) did not apply Cheng and Schweitzer's values but used Zandpour et al.'s (1994) strategy of examining differences in style, information, and strategy in advertisements.

In sum, the variety in the sources of cultural values is in accordance with the nature of the study. Both Khairullah and Khairullah (2013) and Kalliny and Gentry (2007) compared the cultural values used in two countries with significant cultural differences and both studies employed Cheng and Schweitzer's cultural values. Conversely, Punyapiroje and Morrison and Fam and Grohs focused on cultural values in one country and in multiple countries, respectively – thus, using different analyses.

2.2.4. Methodology Used in Cultural Value Studies. Khairullah and Khairullah (2013) argued that content analysis is widely used when it involves advertising and international marketing research because it "focuses on the content of verbal written, and pictorial communications of advertisements" (p. 270). Similarly, Punyapiroje and Morrison (2007) supported the use of content analysis by stating that it allows researchers to capture meanings, emphasis, and themes of messages. The popularity of content analysis suggests it is the most effective way of interpreting TV commercials.

Content analysis involves obtaining a sample of TV commercials from T.V. programs that broadcast worldwide. Commercials were recorded during prime time hours. Lin (2001) chose two national television networks in China, Channel One and Channel Two, and chose cable television networks in the U.S., which were NBC, ESPN, and A&E. Lin focused on these networks because they each provided different content, such as sports, entertainment, or news. Alternatively, Wah (2005) chose television networks in Singapore and Malaysia by their use of English. In Singapore, TCS 5 was selected as the study's sample channel as its programming was completely in English, whereas RTM 2 was chosen in Malaysia by its high percentage of English programming. Conversely, Kalliny and Gentry (2007) had two guidelines in selecting television channels: 1) the channel had to broadcast nationwide, and 2) the network was accessed for free and no subscription of any kind was required. Consequently, these three studies suggest several criteria in selecting television channels: 1) Channels that are primarily in English; 2) Channels that offer different content and; 3) Channels that are free and require no subscription.

Prime time hours were taken into account when studies chose to record

commercials. Punyapiroje and Morrison (2007) claimed that 7:00 p.m. and 10:00 p.m. were the most heavily viewed time period in Thailand. Likewise, Wah (2005) recorded commercials between 7:00 p.m. and 11:00 p.m., which he stated to be the prime time hours in Singapore and Malaysia. Lin (2001) also chose to record between the times of 8:00 p.m. and 11:00 p.m. for the Chinese and American television channels. The almost identical prime time hours used in the studies suggested that prime time hours are almost the same across nations.

The coding procedure consisted of coders to interpret the advertisements according to the cultural values given. Khairullah and Khairullah (2013) were the coders in their study examining cultural values in Indian T.V. advertising. These two authors were first-generation Indian immigrants to the U.S, so they were fluent in both English and Hindi. In contrast, Lin (2001) had two graduate students, one who was a native English speaker and another a native Mandarin speaker, to code the Chinese and American commercials.

Similarly, Wah (2005) used three undergraduate students to code the Malaysian and Singaporean T.V. commercials. Likewise, three U.S. undergraduate students and three bilingual Middle Eastern students coded the U.S. and Arab sample commercials, respectively, in Kalliny and Gentry's (2007) study. Patterns arose from examining the coding procedures of these studies: 1) Coders were either undergraduate or graduate students; 2) Coders were proficient in English and the language of the foreign country and; 3) Each study consisted of 2 or more coders. The reason for having several coders is that it eliminates bias and inaccuracy. Punyapiroje and Morrison (2007) had only one coder to code all 255 Thai commercials. However, a second Thai native coded 50% of

the commercials in order to reduce bias. In a similar manner, the coders in Khairullah and Khairullah's (2013) study compared their responses and resolved the differences through a brief discussion, which resulted in a consensus for the appropriate cultural values to be recorded.

2.2.5 Krippendorff's Alpha for Intercoder reliability. Content analysis requires data generated by trained human coders who transcribe elements of texts, pictures, or audio for analysis (Hayes & Krippendorff, 2007). By using human observers, researchers have to take the quality of the data into account, such as their reliability. While there are many intercoder measures in the content analysis literature, this study will use Krippendorff's alpha as a measure of reliability. This particular measure can be used with any number of observers, satisfies all criteria for a good measure of reliability, and can be used with missing data (Hayes & Krippendorff, 2007). By using Krippendorff's alpha, the findings from this study will be reliable for contribution to the topic of international marketing.

2.3. Challenges in International Marketing

A long debated issue in international marketing was the topic of standardization vs. localization. This debate is of long duration, which can be traced from as early as 1961 (Vrontis, 2003). Vrontis argued that individuals who supported standardization claimed that a single marketing strategy and marketing mix should be used in international markets. On the other hand, individuals who supported localization asserted the need for marketing adaptation to fit "the unique dimensions of each local market" (p.

284). This means that product or service offerings should be changed to meet the local foreign market's needs.

However, Cheong, Zheng, and Kim (2011) presented an alternative view. They proposed that instead of treating standardization and localization as two separate practices, marketers should integrate them. Having partially standardized and partially localized advertisements were much more common in international campaigns.

2.3.1. Frameworks by Prior Studies. Multiple studies have developed frameworks regarding the challenges marketers face. Luna and Gupta (2001) developed a framework that integrated and reinterpreted current research in cross-cultural consumer behavior. The need for this framework was the result of the world economy becoming increasingly cross-cultural, impacting global marketers, as they would need to understand how culture influences consumer behavior. The framework offers a dimensionalization of culture, provides a widely accepted definition of consumer behavior, and integrates and interprets current research.

Similarly, Zvobgo and Melewar (2011) presented a framework as a result of the current environment. The study mentioned how the marketing environment is becoming increasingly competitive. Consequently, marketers would have to embrace an integrated marketing communications (IMC) concept, the process of combining all elements of the promotional mix to deliver consistent messages. The study also outlined the concept of global integrated marketing communications (GIMC), the practice of IMC in international marketing. Thus, Zvobgo and Melewar (2011) proposed a framework that could be used to determine the factors that influence firms' decisions to implement

GIMC strategies. In consequence, this framework would especially help marketers be aware of different factors in the competitive target markets. Marketers can develop and implement appropriate marketing communication strategies.

Alternatively, Kaynak and Kara (2013) addressed a theoretical framework for international marketing and examined a critical case of advertising that appealed to religious, national, and cultural cues, and their impact on the ideological consumption. The issue examined in their study was the anti-American sentiments around the world due to recent conflicts in the Middle East and North Africa. These recent upheavals have negatively influenced consumer judgments about American-labeled global brands in international markets. As a result, this allows opportunities for new competitors to emerge, which may take significant market share from global U.S. brands. The authors concluded that it is crucial for marketers to use message strategies that will appeal to "religious, nationalistic, and cultural cues in order to defuse ideological tensions" (p. 86). The theoretical framework in their study outlined the consumer culture theory, which focused on the sociocultural dimensions of consumption. Essentially, their theory explained how symbolic meanings of products influence consumer behavior. Kaynak and Kara asserted that culture is crucial as it influences how an individual views the world, as well as influencing an individual's social action and behavior. Similarly, Cheong, Zheng, and Kim (2011) stated how values portrayed in advertisements influences consumers' purchase decisions. They argued how advertising reflects and creates a global target audience across nations who share the same values by portraying and communicating a shared set of signs and symbols.

In essence, researchers agree that marketers should take into account how their

products are being advertised. Some consumers may not respond well to certain advertising messages that do not pertain to their own cultures, beliefs, and ideas. Thus, one of the challenges that international marketers face is the portrayal of their products and adapting their advertising strategies in order to cater to foreign markets while not sacrificing consistency of the brand image. This issue motivates the current study by comparing the cultural values illustrated in two culturally diverse countries – Malaysia and the United States.

Chapter 3: Research Question and Hypotheses

3.1. Research Question

1. What are the dominant cultural values portrayed in the Malaysian and United States television advertisements?

3.2. Hypothesis

1. There is a relationship between cultural values and product categories in both Malaysian and the United States advertisements.

2. Malaysian advertisements use more traditional values than advertisements from the United States.

3. Malaysian advertisements use more symbolic values than advertisements from the United States.

Geert Hofstede's cultural dimensions provide reasoning for the third hypothesis. Cheng and Schweitzer (1996) placed values such as "enjoyment," "leisure," and "collectivism" as symbolic values. According to Hofstede's cultural dimensions, Malaysia scores a high score of 57 in the dimension of "indulgence" (2011). In addition, societies with a high score of indulgence place a high priority in leisure time, where they exhibit enjoyment by giving in to their impulses and desires. In addition, Malaysia is a collectivistic society, meaning it fosters strong relationships and values organizational benefits (Ting & Ying, 2013). Thus, Hofstede's cultural dimensions suggest that Malaysia may use symbolic values in its advertisements to appeal to the Malaysian consumers.

Chapter 4: Data and Methodology

4.1. Sampling Method

Three television channels were chosen for the Malaysian sample: Star World, TV 3, and TV 2. These channels were chosen because they have the highest percentage in terms of viewers in the country and cater to the general audience. TV 3 and TV 2 show both Malaysian and English programs, as well as news. Star World consists mostly of entertainment content and is primarily in English. The American channels that were chosen are: NBC, CBS, and ABC. Likewise, these channels were chosen because they have the highest percentage of viewers and provide a broad range of content. The local times for taping was from 7 p.m. to 10 p.m., three times a week in both countries. The choice in these times is selected because they are considered the prime time hours in the two countries. Samples were collected for four weeks during the month of September 2014. September was chosen because there were no significant holidays or religious events in both countries during that month.

The sampling procedure involved several steps. Firstly, T.V. channels from Malaysia were randomly paired with the ones in the United States. Secondly, days of the week and pairs of T.V. channels were randomized. Thirdly, the days of the weeks were randomly assigned to each of the randomized pairs. For example, Monday was assigned to the pair of Star World and NBC, Tuesday was assigned to TV 2 and CBS, and so on. This procedure allowed each T.V. channel to be recorded many times during the course of the four weeks.

The cultural values that were analyzed were taken from Cheng and Schweitzer's (1996) modified version of 32 cultural values seen from Table 26 in Appendix B, along

with the description of each value originally developed by Pollay (1983) and Mueller (1987). Khairullah and Khairullah (2013) argued that many of the 32 values are apparent in either Eastern or Western cultures. Thus, the values will provide a good contrast between Malaysian and American cultures. In addition, this study adopted Khairullah and Khairullah's (2013) four groups of categorizing the cultural values:

Group 1: Modern Values (M) consisting of modernity, sex, and youth

Group 2: Symbolic values (S) consisting of values suggesting human emotions

Group 3: Traditional values (T) consisting of family, health, traditions, and nurturance

Group 4: Utilitarian values (U) consisting of convenience, economy, safety, and wealth

The four groups were grouped into two pairings. Modern and traditional values were paired together, and symbolic and utilitarian values were paired together. Coders had to apply each cultural value to the commercial, while also coding whether the commercial was symbolic or utilitarian, and modern or traditional.

Additionally, ten product categories were adopted from Cheng and Schweitzer's study (1996). These categories were: automobile, beauty and personal care, clothing, food and drink, household appliances, medicine, services, travel, industrial products, and miscellaneous. Coders assigned one product category to each commercial.

4.2. Coding Procedure

Three independent undergraduate students, including the bilingual author who coded both sets of advertisements, were recruited to code the final sample of

advertisements. The coders for the Malaysian commercials were both fluent in both English and Malay, as most of the commercials in the Malaysian sample would be in Malay. In addition, since the current research is focused on the Malaysian and American T.V commercials, it was important that the coders are familiar with the respective cultural values and languages.

The coders were given the 32 cultural values to examine and become familiar with before the actual coding. Furthermore, the coders practiced coding commercials, which were not included in the study's final sample, until they were accustomed to the process in order to achieve an acceptable reliability standard.

Each cultural values, groups, and product categories were coded alphabetically, starting from 0. For example, the cultural value of adventure was coded 0 while the value of youth was coded 32. Utilitarian was coded as 0 and symbolic was coded as 1, modern was coded as 0 and traditional was coded as 1. Similarly, the first product category, automobile, was coded as 0 and the last category, miscellaneous, was coded as 9. This system was used so that the codes can be exported into SPSS.

The coders were instructed to identify the most dominant value in each advertisement during the actual coding procedure. The values were determined by the overall first impression of the commercial's "gestalt" – the overall first impression of the commercials – which was used by many previous researchers (Khairullah & Khairullah, 2013; Wah, 2005). The coders focused on the visuals such as the setting, or on elements such as audio messages, background music, or captions in order to determine the values.

Adopted from Khairullah and Khairullah's (2013) methodology, the coders coded the commercials independently on a coding sheet consisting of cultural values. The

coders also compared their responses to achieve intercoder reliability and conducted a brief discussion to reach consensus if there were any differences. In order to calculate the intercoder reliabilities from the two sets of coding procedures, Krippendorff's (1980) alpha was used, which is crucial as intercoder reliability enhances the validity of the results.

4.3. Analysis

A total of 366 television advertisements – 212 from the United States and 154 from Malaysia – were collected during the four weeks period in September 2014. Repeated commercials were taken out and not used during the coding procedure.

The frequency of each cultural value was calculated and compared between Malaysian and American commercials. This allows the author to analyze if a particular cultural value is more apparent in one country than the other. In addition, Chi-Square, correlations, and regression tests were conducted to answer the research question and to test the hypotheses.

Chapter 5: Results

5.1. Research Question: Dominant Values

The research question asked which dominant values were portrayed in the advertisements from Malaysia and the United States. To answer the research question, Table 1 and 2 present the frequencies of each cultural value in the American and Malaysian advertisements. The most frequently used cultural values in the American advertisements are "effectiveness," "economy," and "enjoyment" at 13.7%, 10.8%, and 8.5% respectively. The Malaysian advertisements also share cultural values of "enjoyment" and "effectiveness" as the most frequently used at 16.2% and 14.3% respectively, as well as the value of "family" at 10.4%.

Comparing the frequencies of the shared dominant values, "enjoyment" represented 8.5% of the overall American advertisements and 16.2% of the overall Malaysian advertisements. In addition, "effectiveness" was 13.7% of the American advertisements and 14.3% of the Malaysian advertisements. Even though "family" was not in the top three most frequently used value in the American advertisements, Table 1 shows that it was the fourth frequently used value at 8%. While "economy" was one of the top three values seen in the American advertisements at 10.8%, it placed very low in the Malaysian advertisements at 3.9%.

On the other hand, the three least frequently used cultural values in the American ads are "safety," "social status," and "patriotism" at 5% each. The two least frequently used cultural values in the Malaysian ads are safety and sex at 6% each. There are also six cultural values from the original list missing from the Malaysian advertisements sample: courtesy, neatness, patriotism, popularity, respect for the elderly, and social

status. The absent values mean that none of the 154 Malaysian advertisements portrayed these values. The sample from the United States only had four absent values: courtesy, magic, respect for the elderly, and wealth. Figure 1 and 2 show how the cultural values are distributed in the Malaysian and American advertisements.

Table 1: Frequencies of Cultural Values in American Advertisements

Cultural Values in American Advertisements

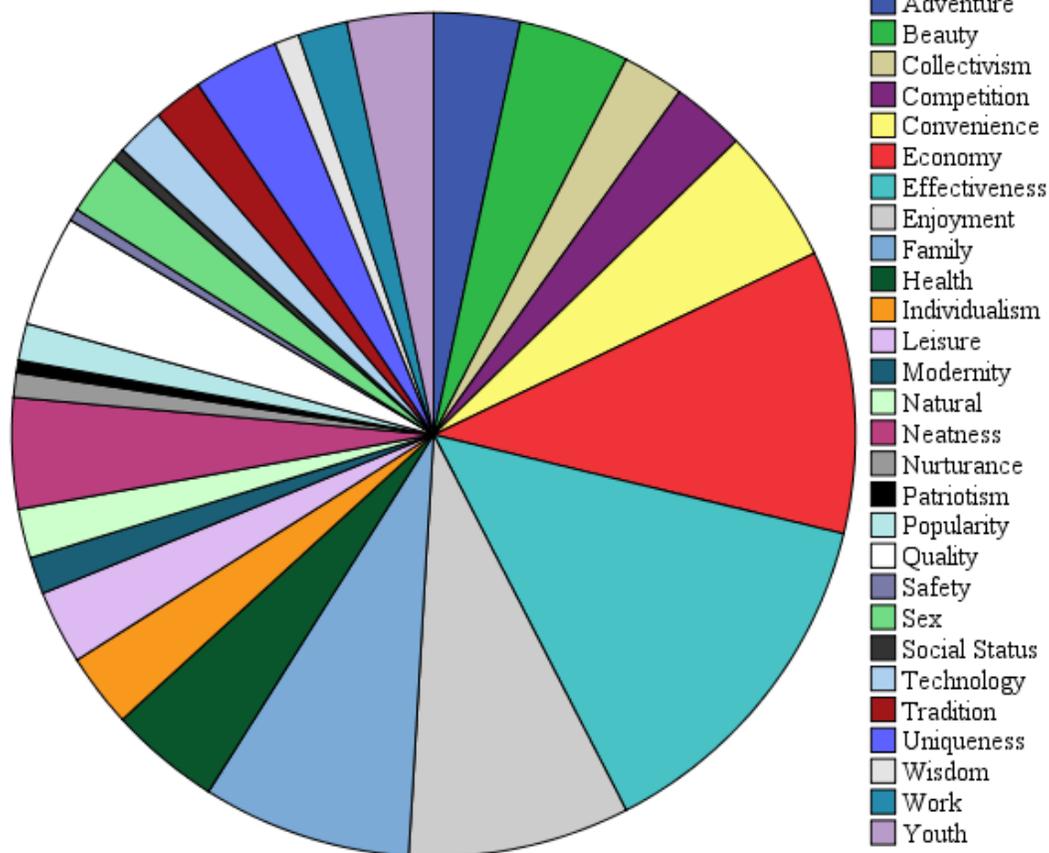|	Frequency	Percent	Valid Percent	Cumulative Percent
Adventure	7	3.3	3.3	3.3
Beauty	9	4.2	4.2	7.5
Collectivism	5	2.4	2.4	9.9
Competition	6	2.8	2.8	12.7
Convenience	11	5.2	5.2	17.9
Economy	23	10.8	10.8	28.8
Effectiveness	29	13.7	13.7	42.5
Enjoyment	18	8.5	8.5	50.9
Family	17	8.0	8.0	59.0
Health	9	4.2	4.2	63.2
Individualism	6	2.8	2.8	66.0
Leisure	6	2.8	2.8	68.9
Modernity	3	1.4	1.4	70.3
Natural	4	1.9	1.9	72.2
Neatness	9	4.2	4.2	76.4
Nurturance	2	.9	.9	77.4
Patriotism	1	.5	.5	77.8
Popularity	3	1.4	1.4	79.2
Quality	9	4.2	4.2	83.5
Safety	1	.5	.5	84.0
Sex	5	2.4	2.4	86.3
Social Status	1	.5	.5	86.8
Technology	4	1.9	1.9	88.7
Tradition	4	1.9	1.9	90.6
Uniqueness	7	3.3	3.3	93.9
Wisdom	2	.9	.9	94.8
Work	4	1.9	1.9	96.7
Youth	7	3.3	3.3	100.0
Total	212	100.0	100.0	

Table 2: Frequencies of Cultural Values in Malaysian Advertisements

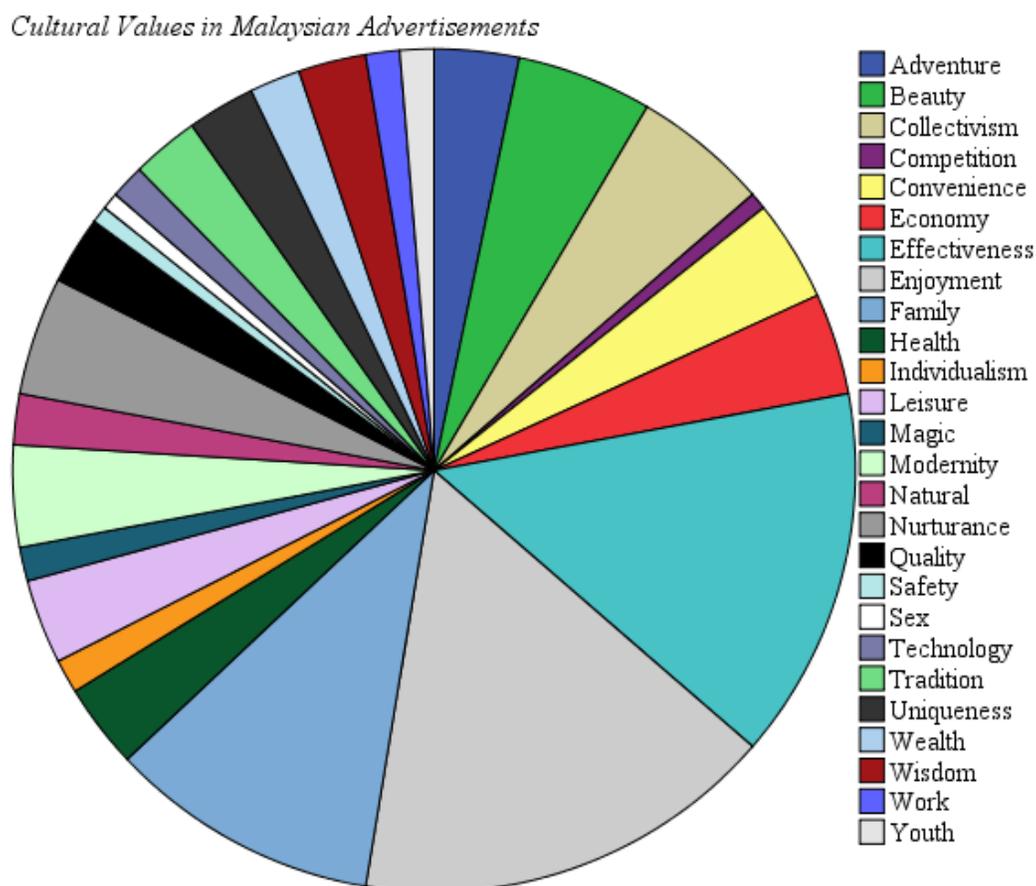*Cultural Values in Malaysian Advertisements*

	Frequency	Percent	Valid Percent	Cumulative Percent
Adventure	5	3.2	3.2	3.2
Beauty	8	5.2	5.2	8.4
Collectivism	8	5.2	5.2	13.6
Competition	1	.6	.6	14.3
Convenience	6	3.9	3.9	18.2
Economy	6	3.9	3.9	22.1
Effectiveness	22	14.3	14.3	36.4
Enjoyment	25	16.2	16.2	52.6
Family	16	10.4	10.4	63.0
Health	5	3.2	3.2	66.2
Individualism	2	1.3	1.3	67.5
Leisure	5	3.2	3.2	70.8
Magic	2	1.3	1.3	72.1
Modernity	6	3.9	3.9	76.0
Natural	3	1.9	1.9	77.9
Nurturance	7	4.5	4.5	82.5
Quality	4	2.6	2.6	85.1
Safety	1	.6	.6	85.7
Sex	1	.6	.6	86.4
Technology	2	1.3	1.3	87.7
Tradition	4	2.6	2.6	90.3
Uniqueness	4	2.6	2.6	92.9
Wealth	3	1.9	1.9	94.8
Wisdom	4	2.6	2.6	97.4
Work	2	1.3	1.3	98.7
Youth	2	1.3	1.3	100.0
Total	154	100.0	100.0	

Figure 1: Cultural Values in American Advertisements

Cultural Values American Advertisements

Adventure
Beauty
Collectivism
Competition
Convenience
Economy
Effectiveness
Enjoyment
Family
Health
Individualism
Leisure
Modernity
Natural
Neatness
Nurturance
Patriotism
Popularity
Quality
Safety
Sex
Social Status
Technology
Tradition
Uniqueness
Wisdom
Work
Youth

Figure 2: Cultural Values in Malaysian Advertisements

Cultural Values in Malaysian Advertisements

Legend:
- Adventure
- Beauty
- Collectivism
- Competition
- Convenience
- Economy
- Effectiveness
- Enjoyment
- Family
- Health
- Individualism
- Leisure
- Magic
- Modernity
- Natural
- Nurturance
- Quality
- Safety
- Sex
- Technology
- Tradition
- Uniqueness
- Wealth
- Wisdom
- Work
- Youth

5.2. Hypothesis 1: Cultural Value and Product Category

Descriptive statistics, bi-variate correlation, and regression tests were conducted to test the hypotheses. Hypothesis 1 stated that there is a relationship between cultural values and product categories in both Malaysian and the United States advertisements. Results support the hypothesis, where they show that there is a relationship between cultural values and product categories.

A Chi-Square test was conducted to compare the variables of cultural values and product category in order to test the hypothesis. Table 3 shows that there is a relationship found between cultural values and product category, X^2, (203, N= 366) = 466. 40, p =

0.000. Since the significance value of 0.000 is less than the alpha 0.05, the author can be 95% confident that the relationship between cultural values and product category is not due to chance.

Table 3: Cultural Value and Product Category Pearson Chi-Square Test

Cultural Value and Product Category Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	466.388[a]	203	.000
Likelihood Ratio	384.790	203	.000
Linear-by-Linear Association	.019	1	.892
N of Valid Cases	366		

a. 227 cells (94.6%) have expected count less than 5. The minimum expected count is .04.

Furthermore, the bi-variate correlation test was used to test the hypothesis. As shown in Table 4, the Pearson Correlation value is 0.007. According to literature in statistical analysis, the closer the correlation is to 1, the stronger the relationship is. Thus, the value of 0.007 signifies that the correlation between the variables is very weak, as it 0.007 is closer to 0 than to 1. However, since the value of 0.007 is a positive number, this illustrates that the relationship has a positive correlation. Thus, from the two statistical tests, the author concludes that while there is a relationship between cultural values and product category, that relationship is not a strong one.

Table 4: Cultural Value and Product Category Pearson Correlation Test

Cultural Value and Product Category Pearson Correlations

		CulturalValue	ProductCategory
CulturalValue	Pearson Correlation	1	.007
	Sig. (2-tailed)		.892
	N	366	366
ProductCategory	Pearson Correlation	.007	1
	Sig. (2-tailed)	.892	
	N	366	366

5.3. Hypothesis 2: Traditional Values

Hypothesis 2 stated that Malaysian advertisements use more traditional values than advertisements from the United States. Results show that there is a relationship between traditional values and country, where the Malaysian advertisements had more traditional values than the American advertisements.

A cross-tabulation was conducted to compare the two variables. It indicates that out of all the Malaysian ads, 56.4% were traditional values, compared to the 43.6% in the American ads (Table 5). The table also shows that the difference in modern values used in the two sets of ads is apparent, where the values are 61.8% of the American ads and 38.2% of the Malaysian ads. Table 6 shows that the Pearson Chi-Square was performed and a relationship was found between traditional value and country, X^2, (1, N = 366) = 8.36, p = .004. Since the significance value of 0.004 is less than the alpha 0.05, the author can be 95% confident that the relationship between the variables is not due to chance.

Table 5: Traditional Value and Country Cross-tabulation

Traditional Values and Country Cross-tabulation

| | | | Country | | |
			American	Malaysian	Total
Trad.	Modern	Count	178	110	288
		% within Trad.	61.8%	38.2%	100.0%
		% within Country	84.0%	71.4%	78.7%
	Traditional	Count	34	44	78
		% within Trad.	43.6%	56.4%	100.0%
		% within Country	16.0%	28.6%	21.3%
Total		Count	212	154	366
		% within Trad.	57.9%	42.1%	100.0%
		% within Country	100.0%	100.0%	100.0%

Table 6: Traditional Value and Country Pearson Chi-Square Test

Traditional Values and Country Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.356[a]	1	.004		
Continuity Correction[b]	7.626	1	.006		
Likelihood Ratio	8.264	1	.004		
Fisher's Exact Test				.004	.003
Linear-by-Linear Association	8.333	1	.004		
N of Valid Cases	366				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.82.

b. Computed only for a 2x2 table

Additionally, the bi-variate correlation test was performed to measure how strong the relationship between traditional values and country is. As shown in Table 7, the Pearson correlation value is 0.151. According to literature, there is a strong relationship between variables when Pearson correlation is close to 1. Since the value of 0.151 is closer to 0 than 1, the author can conclude that while there is a relationship between traditional values and country, that relationship is not a strong one. Since the result of

0.151 is a positive value, this depicts that as one variable increases in value, the second variable also increase in value. Thus, the author can assume that as the more Malaysian the advertisements are, the more symbolic the advertisements will be.

Table 7: Traditional Value and Country Pearson Correlation

Traditional Values and Country Pearson Correlations

		Country	Trad.
Country	Pearson Correlation	1	.151[**]
	Sig. (2-tailed)		.004
	N	366	366
Trad.	Pearson Correlation	.151[**]	1
	Sig. (2-tailed)	.004	
	N	366	366

**. Correlation is significant at the 0.01 level (2-tailed).

To further validate the results, a linear regression test was conducted to predict the value of the dependent variable based on the value of the independent variable. In this case, the dependent variable was the traditional values and the independent variable was the two countries. Table 8 presents the model summary of the linear regression test, where Pearson correlation (R) of 0.151 is confirmed from the previous test and the coefficient of determination, R^2, is 0.023. The R^2 measures how close the data are to the fitted regression line. Thus, R^2 value illustrates that the independent variable, country, can explain about 2.3% of the change in the dependent variable of traditional values.

Table 8: Traditional Value and Country Model Summary

Traditional Values and Country Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.151[a]	.023	.020	.406

a. Predictors: (Constant), Country

The ANOVA (Analysis of Variance) test shows whether the model can predict the dependent variable (traditional values) using the independent variable (country). The result from Table 9 shows that the significance value is 0.004, which further verifies that there is a relationship between traditional values and country.

Table 9: Traditional Value and Country ANOVA Test

Traditional Values and Country ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.401	1	1.401	8.505	.004[b]
	Residual	59.976	364	.165		
	Total	61.377	365			

a. Dependent Variable: Trad.

b. Predictors: (Constant), Country

The Beta (B) value in the Coefficients model shown in Table 10 is 0.160. This positive Beta value means that a positive relationship between traditional values and country exists, where one variable increases as the other increases. This pattern further attests to the Pearson correlation's values mentioned above. Through these tests, the author accepts hypothesis 2.

Table 10: Traditional Value and Country Coefficients

Traditional Values and Country Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.160	.028		5.753	.000
	Country	.125	.043	.151	2.916	.004

a. Dependent Variable: Trad.

5.4. Hypothesis 3: Symbolic Values

Hypothesis 3 stated Malaysian advertisements use more symbolic values than advertisements from the United States. Results support hypothesis 3, where they indicate that there is a relationship between symbolic values and country. Specifically, they show that symbolic values are more apparent in the Malaysian advertisements.

A cross-tabulation between the two variables is shown in Table 11, where it illustrates that there is not much difference in percentages between symbolic values being present in Malaysian and American advertisements. 48.6% of symbolic values are present in the American ads and 51.4% of symbolic values are present in the Malaysian ads. On the other hand, there is a much greater difference between the percentages in utilitarian values used. Table 11 illustrates that 62% of the American ads use utilitarian values and 38% of the Malaysian ads use utilitarian values. The author is able conclude that there are more symbolic values present in the Malaysian ads.

Table 11: Symbolic Value and Country Cross-tabulation

Symbolic Values and Country Cross-tabulation

			Country		Total
			American	Malaysian	
Sym.	Utilitarian	Count	158	97	255
		% within Sym.	62.0%	38.0%	100.0%
		% within Country	74.5%	63.0%	69.7%
	Symbolic	Count	54	57	111
		% within Sym.	48.6%	51.4%	100.0%
		% within Country	25.5%	37.0%	30.3%
Total		Count	212	154	366
		% within Sym.	57.9%	42.1%	100.0%
		% within Country	100.0%	100.0%	100.0%

To further determine if there is a relationship between the variables, the next test conducted was the Pearson Chi-Squared test, as shown in Table 12. The results showed that a relationship was found between symbolic values and country, X^2, (1, N = 366) = 5.62, p = .018. Since the significance value, 0.018, is less than alpha 0.05, it means that there is a 95% confidence level that the existing relationship between the variables is not due to chance.

Table 12: Symbolic Value and Country Pearson Chi-Square Test

Symbolic Values and Country Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.623[a]	1	.018		
Continuity Correction[b]	5.090	1	.024		
Likelihood Ratio	5.586	1	.018		
Fisher's Exact Test				.021	.012
Linear-by-Linear Association	5.608	1	.018		
N of Valid Cases	366				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.70.

b. Computed only for a 2x2 table

The Pearson correlation test result shows a value of 0.124. As mentioned earlier, there is a strong relationship between two variables if the Pearson correlation is closer to 1. However, since the value of 0.124 shown in Table 13 is closer to 0 than 1, the author can conclude that the relationship between symbolic values and country is not strong. Since the value of 0.124 is a positive number, this means that there is a positive correlation. Thus, it can be assumed that as the Malaysian advertisements increase, the amount of symbolic values will also increase.

Table 13: Symbolic Value and Country Pearson Correlation

Symbolic Values and Country Pearson Correlations

		Country	Sym.
Country	Pearson Correlation	1	.124[*]
	Sig. (2-tailed)		.018
	N	366	366
Sym.	Pearson Correlation	.124[*]	1
	Sig. (2-tailed)	.018	
	N	366	366

*. Correlation is significant at the 0.05 level (2-tailed).

Linear regression was also used to determine whether Malaysian advertisements use more symbolic values, as shown in Table 14. R^2 is 0.015, which means that the variable of country can explain 1.5% of the change in the variable of symbolic value.

Table 14: Symbolic Value and Country Model Summary

Symbolic Value and Country Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.124[a]	.015	.013	.457

a. Predictors: (Constant), Country

The result from ANOVA from Table 15 shows a value of 0.018, which is less than the alpha 0.05. This result confirms that there is a relationship between symbolic values and country, as indicated from the Chi-Square test above.

Table 15: Symbolic Value and Country ANOVA Test

Symbolic Value and Country ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.188	1	1.188	5.680	.018[b]
	Residual	76.148	364	.209		
	Total	77.336	365			

a. Dependent Variable: Sym.

b. Predictors: (Constant), Country

Beta (b) shows a value of 0.255, as illustrated from Table 16. Since the value is a positive number, this further validates that the relationship between symbolic values and country is positive. In addition, this correlation reflects the Pearson correlation's values shown above. Through these tests, the author accepts hypothesis 3.

Table 16: Symbolic Value and Country Coefficients

Symbolic Value and Country Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.255	.031		8.109	.000
	Country	.115	.048	.124	2.383	.018

a. Dependent Variable: Sym.

5.5 Relevant Tests

Other tests were conducted to further analyze Malaysian and American advertisements, and to determine if any other similarities and differences exist. The author conducted tests to determine if there is relationship between product category and country. A cross-tabulation table shows the frequencies of each product category among the Malaysian and American advertisements, where the category of Food and Drink appeared the most in both sets of advertisements (Table 17).

Furthermore, a linear regression test was implemented to further determine the relationship. The regression test was conducted to determine if the product category was affected by the country origin of the advertisements. In this case, the product category was the dependent variable and country was the independent variable. Table 18 shows the model summary of the linear regression, in which the R^2 value is 0.000. This value signifies that the independent variable, country, explains 0% of the change in the dependent variable of product category. Thus, the nonexistent change shows that there is no relationship between the two variables.

Table 17: Product Category and Country Cross-tabulation

Product Category and Country Cross-tabulation

| | | | | | | | ProductCategory | | | | | |
			Automobile	Beauty and Personal Care	Clothing	Food and Drink	Household Appliances	Medicine	Services	Miscellanaeous	Total
Country	American	Count	13	26	20	58	16	13	35	31	212
		% within Country	6.1%	12.3%	9.4%	27.4%	7.5%	6.1%	16.5%	14.6%	100.0%
		% within ProductCategory	43.3%	63.4%	100.0%	48.3%	84.2%	86.7%	57.4%	51.7%	57.9%
		% of Total	3.6%	7.1%	5.5%	15.8%	4.4%	3.6%	9.6%	8.5%	57.9%
	Malaysian	Count	17	15	0	62	3	2	26	29	154
		% within Country	11.0%	9.7%	0.0%	40.3%	1.9%	1.3%	16.9%	18.8%	100.0%
		% within ProductCategory	56.7%	36.6%	0.0%	51.7%	15.8%	13.3%	42.6%	48.3%	42.1%
		% of Total	4.6%	4.1%	0.0%	16.9%	0.8%	0.5%	7.1%	7.9%	42.1%
Total		Count	30	41	20	120	19	15	61	60	366
		% within Country	8.2%	11.2%	5.5%	32.8%	5.2%	4.1%	16.7%	16.4%	100.0%
		% within ProductCategory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	8.2%	11.2%	5.5%	32.8%	5.2%	4.1%	16.7%	16.4%	100.0%

Table 18: Product Category and Country Model Summary

Product Category and Country Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.019[a]	.000	-.002	2.775

a. Predictors: (Constant), Country

To further validate the non-correlation between the two variables, the analysis of variance (ANOVA) test was also used. Table 19 shows that the regression has a significance value of 0.712, which is higher than the alpha 0.05. Thus, the author can conclude that there is no relationship between product category and country.

Table 19: Product Category and Country ANOVA Test

Product Category and Country ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.053	1	1.053	.137	.712[b]
	Residual	2803.788	364	7.703		
	Total	2804.842	365			

a. Dependent Variable: ProductCategory

b. Predictors: (Constant), Country

The author also conducted the Pearson Chi-Square test and a linear regression test to determine if there is a relationship between cultural values and country. Table 20 presents a significance value of 0.021, where X^2 (29, $N = 366$) = 46.54, $p = 0.021$. Since the significance value 0.021 is less than alpha 0.05, the relationship is considered to be significant. Thus, the author can be 95% confident that the relationship between cultural values and country is not due to chance.

Table 20: Cultural Value and Country Pearson Chi-Square Test

Cultural Value and Country Pearson Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.540[a]	29	.021
Likelihood Ratio	54.570	29	.003
Linear-by-Linear Association	.280	1	.597
N of Valid Cases	366		

a. 34 cells (56.7%) have expected count less than 5. The minimum expected count is .42.

A Pearson correlation test was conducted to determine the strength of the relationship between the two variables. Table 21 shows that the Pearson Correlation value of -0.028 is both a negative number and is closer to 0 than 1. Since the value is a

negative number, this means that as one variable increases in value, the second variable decreases in value. In this case, the author can conclude that as the variable of country increases, the variable of cultural value decreases. The relationship between the two variables is also weak because -0.028 is closer to 0 than to 1. This signifies that changes in one variable are not correlated with changes in the second variable. Thus, the author concludes the relationship between cultural value and country weak and is negatively correlated.

Table 21: Cultural Value and Country Correlations

Cultural Value and Country Pearson Correlations

		Country	CulturalValue
Country	Pearson Correlation	1	-.028
	Sig. (2-tailed)		.597
	N	366	366
CulturalValue	Pearson Correlation	-.028	1
	Sig. (2-tailed)	.597	
	N	366	366

5.6 Krippendorff's Alpha Intercoder Reliability

In order to measure the reliability of results, the Krippendorff's alpha (α) test was used. This reliability coefficient allowed the author to measure the agreement among the three coders. The author used the following formula in order to measure reliability between the two coders with nominal data (Krippendorff, 2011):

$$\alpha = \frac{(n-1)\Sigma o_{cc} - \Sigma n_c(n_c - 1)}{n(n-1) - \Sigma n_c(n_c - 1)}$$

The formula indicates that n is the total number of coding decisions, o_{cc} is each agreement coincidence (where both coders agreed), and n_c is each coincidence marginal (where there was disagreement). The o_{cc} values are depicted as the diagonal cells in the matrix and the n_c values are illustrated as the grand total of each variable. Table 22 presents an example of a matrix table.

The intercoder reliabilities for the American sample show that there is a reliability of 85% for cultural values, 100% for the product category, 79% for the symbolic values, and 89% for traditional values. These percentages indicate that both coders completely agreed on the product category but had more disagreements on the symbolic values.

The intercoder reliabilities for the Malaysian sample show that there is a reliability of 95% for cultural values, 100% for product category, 100% for symbolic values, and 98% for traditional values. The reliabilities for the Malaysian sample are higher than the American sample. This could be due to the fact that both of the Malaysian sample coders were Malaysian, thus they may have perceived the advertisements similarly.

Table 22: Matrix Table of Cultural Values in the Malaysian Sample

Category	0	1	3	4	5	6	9	Grand Total
0	17							17
1		15						15
3			62					62
4				3				3
5					2			2
6						26		26
9							29	29
Grand Total	17	15	62	3	2	26	29	154

Chapter 6: Discussion

6.1. Cultural Values Manifested in Advertisements

    6.1.1. Dominant Values. The research question presented the dominant cultural values manifested from the Malaysian and American advertisements and allowed the author to determine the differences between them. The results indicate that both sets of advertisements share two cultural values, which are "effectiveness" and "enjoyment." However, Figure 1 shows that "enjoyment" was used more in the Malaysian advertisements, where it consisted of 16.2% out of the 154 samples, compared to the 8.5% in the American advertisements. The higher frequency in the Malaysian advertisements suggests that Malaysians respond more to messages that pertain to having fun. This notion corresponds to Geert Hofstede's cultural dimensions, in which Malaysia scored a high score of 57 in the dimension of "indulgence" (Hofstede, 2011). Societies with a high score in the mentioned dimension tend to exhibit enjoyment by giving in to their impulses and desires.

    The second shared cultural value, "effectiveness," does not have a significant difference in the frequencies, where it is 13.7% in the American sample and 14.3% in the Malaysian sample. The similar frequencies imply that both Malaysians and Americans prefer to see how a product or service work and solve their needs or problems. The fact that "effectiveness" was frequently used in the American advertisements further confirms that the American culture is a low-context culture (Kalliny & Gentry, 2007). This type of society values explicit information by it being "spelled out as concisely and thoroughly as possible" (p.18). An advertisement that manifests "effectiveness" would show how the product or service has the abilities to meet consumers' needs, thus explicitly letting

consumers know the functions and benefits of the product or service. Interestingly, "effectiveness" was the second more frequent cultural value used in the Malaysian sample. Unlike the United States, Malaysia is a high-context culture, meaning the society is indirect and favors the use of nonverbal communication (Salleh, 2005). Thus, it is surprising that a utilitarian value such as "effectiveness" placed highly in the Malaysian sample.

On the other hand, it was not surprising to learn that the value of "family," at 10.4%, was the third most frequent value used in the Malaysian advertisements. This finding aligns with literature regarding the Malaysian culture. According to Hofstede's (2011) cultural dimensions, Malaysia is a collectivistic society which places emphasis on relationships such as family. Consequently, this cultural dimension would be apparent in Malaysian advertisements, where local consumers would likely respond to messages and images consisting of family values.

The value "economy" placed as the second most frequent cultural value in the American advertisements, representing 10.8% out of the 212 samples. Commercials that manifested the "economy" value emphasized how the product or service is affordable and how it will save consumers costs. This value may reflect the economic status in the United States, suggesting that consumers are seeking products or services that are affordable.

6.1.2. Least Frequently Used Cultural Values. One key finding that stood out among the least frequently used cultural values in the Malaysian advertisements is the value of "sex." It was expected that this value would be completely absent from the Malaysian samples due to the country's Advertising Code for Television and Radio

(1990), where it states that sexually implicit content is prohibited, as well as the majority Muslim population in the country. During the data collection, the value of "sex" was coded once, making up for 0.6% of the 154 advertisements. In contrast, a prior study by Wah (2005) found that "sex" was absent from the Malaysian sample when he compared television advertising in Malaysia and Singapore. This study's finding may reflect the influence of Western values in Malaysia.

6.2. Symbolic and Traditional Values

The results from the cross-tabulation of traditional values and country show that 28.6% of the Malaysian advertisements manifested traditional values, whereas it was 16% for the American advertisements (see Table 5). This shows that Malaysian advertisements use more traditional values, thus accepting hypothesis 2. According to Khairullah and Khairullah (2013), traditional values include cultural values such as family, health, traditions, and nurturance. Since Malaysia is a collectivistic society compared to the individualistic society of the United States, it would only be fitting that Malaysia has more traditional values than the United States. However, the results show that the Malaysian advertisements portrayed more modern than traditional values as a whole. Modern values make up 71.4% of the Malaysian advertisements and 84% of the American advertisements. While it seems appropriate that a developed country like the United States would have more modern values, it is interesting to see the same results reflected in Malaysia, an advanced developing country. Like mentioned earlier, this may suggest that Malaysia is adopting more Western values.

Hypothesis 3 was also proven, where the author accepted the prediction that there would be more symbolic values used in the Malaysian advertisements than in the

American advertisements. Khairullah and Khairullah (2013) stated that symbolic values consist of values that suggest human suggestions, such as enjoyment, leisure, and wisdom. Table 11 shows that 37% of Malaysian advertisements were symbolic and 63% were utilitarian. It also shows that 25.5% of American advertisements were symbolic and 74.5% were utilitarian. The author expected a higher percentage of the Malaysian advertisements to be symbolic, since Malaysia scored high in Hofstede's (2011) cultural dimension of "indulgence." This means that Malaysia prioritizes leisure time, as well as exhibiting enjoyment. Cheng and Schweitzer (1996) stated that many of the values that fall under utilitarian, such as "individualism" and "modernity," are typically regarded as Western values. Since the United States is a low-context culture, it emphasizes more on factual and logical explanation (Lin, 2001). Hence, while it was not surprising to see that the American samples had a higher percentage of utilitarian values, it was interesting to see that utilitarian values made up 63% of the Malaysian samples.

Statistics show that Malaysia's advertising expenditure has increased from Ringgit (RM) 5.99 billion in 2013 to RM6.8 billion in 2014, reflecting a 14% growth ("Malaysian advertising," 2014). The past four years show that pay-TV (cable/satellite channels) have replaced newspapers as the medium with the highest revenue volume and market share in Malaysia's advertising expenditure. The change in medium may reflect societal changes in Malaysia, where it is becoming more modernized. The unexpected findings could also be attributed to the growth of television advertising.

6.3. Cultural Value and Product Category

Results indicate that there is a relationship between cultural value and product category, thus accepting hypothesis 1. Table 23 (see Appendix A) shows a cross-

tabulation between the two variables, where it indicates the frequency of each cultural value in a product category. The relationship may indicate that consumers respond better to advertisements of products when certain values are used to portray the intended message. The findings also show that advertisers tend to use a particular value when advertising a product, such as the value of "enjoyment" for food and drinks.

The study also determined if the cultural values used in product category differ across the two countries (Table 24 and 25). Major differences show that "adventure" is used to advertise automobile in the United States, whereas "modernity" and "effectiveness" were used in Malaysia. In addition, the value "economy" was the most portrayed for the category of services in the American sample, whereas the value of "nurturance" was most used in the Malaysian sample. On the other hand, there were some similarities between the two countries. Both samples showed that "beauty" was used most for the category of beauty and personal care, and "enjoyment" was used most for the category of food and drink. The differences in the portrayal of cultural value in product category show that Malaysians and Americans view products differently. In Malaysia, automobiles are seen as something modern, whereas they are seen as vehicles that provide adventure for the American consumers. The similarities may be due to a universal perception of food and drink, where advertisers portray the value of "enjoyment" to appeal to the respective countries.

6.4. Implications of Findings

One of the biggest challenges multinational companies face is developing marketing strategies that would effectively communicate intended messages to foreign cultures (Kaynak, 1989). Companies typically have to decide whether to use

standardization or a localization approach, where the former follows the "think global, act global" approach and the latter follows the "think local, act local" approach (Gamble, Peteraf, & Thompson, 2015). If they were to follow the localization approach, advertisers would have to take into account the cultural environment of that foreign country. On the other hand, a standardized approach would result in cost savings, as a company would offer the same promotional copies across countries, with just variations in functional and media features (Kaynak & Mitchell, 1981). The findings from this study may provide an opportunity for multinationals to use a standardized approach to appeal to the Malaysian society.

Many of the results indicate discrepancy between prior studies about Malaysian advertising and this study. This study's findings show that the Malaysian advertisements are adopting more Westernized values, seen from the value of "sex" and the high percentages of modern and utilitarian values. A study by Salleh (2005) further supports the mentioned suggestion, as evident through his focus on Malaysia and its high-context culture. Salleh concluded that the Malaysian society is going through communication changes by gradually becoming low-context. The author illustrates by giving evidence in the workplace, where interactions are more direct and individuals strive to get performance appraisal for themselves. In addition, social interactions between Malays are more low-context. Salleh describes how wedding receptions time are now fixed, as opposed to in the past, where guests can arrive any time after the announced time. The cause of this changing societal change may be due to global mobilization (Salleh, 2005). The world is becoming flatter (Friedman, 2005). People are more exposed to other cultures and even assimilate foreign cultural nuances into their own. Thus, the surprising

findings from this study have implications for international marketers, cross-cultural researchers, and companies.

While symbolic values were used more in the Malaysian than the American advertisements, results show that majority of the Malaysian samples had utilitarian values. Cheng and Schweitzer (1996) defined utilitarian values as product features or qualities, such as "economy" and "effectiveness." This finding shows that utilitarian values were used more than symbolic values in the Malaysian advertisements. This may present opportunities for Western companies wanting to enter the Malaysian market, where advertisers can successfully construct a marketing strategy by using utilitarian values. However, symbolic values are still widely used in Malaysia, as seen from the third frequently used value of "family" in the Malaysian advertisements. Regarded as a traditional value, "family" consisted of 10.4% out of the 154 Malaysian samples. Advertisers can take this finding into consideration by emphasizing family importance and values in marketing strategies in order to convey the intended message effectively.

The Western values that are present in the Malaysian advertisements further show the change in the advertising regulations in the country. Malaysia's Advertising Code for Television and Radio (1990) does not encourage portrayal of unacceptable foreign cultures in its advertisements. However, manifested values such as "sex" and "modernity" suggest that Malaysia is becoming more adaptable to other cultures and less conservative. This proposal may be due to Malaysia's growing open economy. As mentioned in the introduction, Malaysia is increasing its partnership with the United States, as well as other Asia Pacific countries, as seen as its involvement in the Asia-Pacific Economic Cooperation forum. Malaysia being a diversified economy also

signifies that its business with other countries will continue to rise, resulting in more cross-cultural interactions and less strict regulations. In addition, Malaysia's growth of television advertising may indicate that Malaysians are more exposed to foreign content in television programs.

Global marketers also face the problem of using local products to target local problems or using global products to satisfy the needs of consumers (Kaynak, 1989). As seen in the findings of cultural value and product category, they show that the cultural values portrayed in both countries' advertisements are affected by the advertised product categories. The findings suggest that while advertisers should be sensitive to the cultural values used in advertising messages in Malaysia, they should also take into account how product categories affect the cultural values portrayed. Thus, global marketers may use global products to satisfy Malaysian consumers' needs if they use the appropriate cultural values to advertise those products. For example, this study's results show that the value of "enjoyment" was used the most frequently in both the Malaysian and American advertisements for the product category of food and drink. This implies that global marketers can be successful in advertising a global food and drink product if they use the value of "enjoyment" in its advertising message.

The findings from this study present implications for foreign businesses wanting to enter the Malaysian market. The differences in findings from the Malaysian and American advertisements imply that marketers should not completely standardize their marketing strategies, as Malaysia presents some cultural differences. However, the similarities found from the findings also imply that marketers would not have to completely localize their marketing strategies. Perhaps, markets should follow Cheong,

Zheng, and Kim's (2011) proposal of integrating the standardization and localization approaches. By having a mix Western and Malaysian cultural values, marketers would not have to completely tailor their products or services to appeal to the Malaysian consumers.

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Chapter 7: Conclusion

7.1. Summary of Study and Findings

The purpose of this study was to compare two multicultural countries with different societal cultures. Malaysia, a high-context culture, and the United States, a low-context culture were the best countries for analysis, as they both represent opposite ends of the continuum in terms of culture, economy, and other factors. Since there have not been many studies focusing on Malaysia and a Western country, this study intended to fill the research gap. The author's research question focused on finding the dominant values in Malaysian and American advertisements, allow the author to determine the similarities and differences between the two countries. Testing the correlation between symbolic values, traditional values, and cultural values and product categories also allowed the author to make further comparisons.

The author accepts all three hypotheses from the results. The author concluded that while the hypotheses were accepted, the relationships between the variables are not strong. Other aspects of the findings were not as expected. Since the dominant values found were similar in both samples, making comparisons was challenging. Additionally, symbolic values were used more in the Malaysian than the American advertisements, as predicted. However, the analysis showed that utilitarian values were more apparent in the Malaysian samples than symbolic values. The same finding was applied for the traditional values. Findings also indicate that there is a relationship between cultural values and product categories. By conducting additional analysis for this prediction, the author found that the Malaysian and American advertisements had similar cultural values that were portrayed in certain product categories. However, the author also discovered

that both sets of advertisements portrayed different cultural values for the same product category.

7.2. Limitations and Future Research

Limitations should be taken into consideration when interpreting the results from this study. The time frame of when the advertisements were recorded was for a short duration of only four weeks. A longer duration would have allowed the author to collect more samples and would have allowed for a more accurate representation of the advertisements in Malaysia and the United States. Furthermore, the author of this study coded both samples, alongside a Malaysian undergraduate student and an American undergraduate student for the Malaysian and American advertisements, respectively. This may have presented some source bias. In the future, coders should include a mix of representatives of the samples by having a Malaysian and an American code the Malaysian and the American advertisements. Additionally, since little research has been done on television advertising in Malaysia, the author adapted a cultural framework that were used to examine cultural values in United States and Eastern countries such as China and Japan. Thus, the established cultural framework may not have been the most suitable to examine Malaysian cultural values.

Future research will allow a deeper analysis of Malaysian advertising. By having a larger sample, researchers may be able to see more differences. In addition, future research should take the different races in Malaysia into consideration, as this factor may have affected the advertisements. Malaysia should also be compared to other Western countries such as the United Kingdom, as well as other Asian countries. These

comparisons will paint an overall picture of how Malaysia's advertising differ from other parts of the world. Lastly, future research should include product origins such as "domestic," "joint-venture," and "imported," as these origins may have affected the advertising content shown.

Appendix A: Additional Data

Table 23: Cultural Value and Product Category Cross-tabulation

Cultural Value and Product Category Cross-tabulation

						Product Category					
			Automobile	Beauty and Personal Care	Clothing	Food and Drink	Household Appliances	Medicine	Services	Miscellaneous	Total
Cultural Value	Adventure	Count	4	0	2	2	0	0	3	1	12
		% within CulturalValue	33.3%	0.0%	16.7%	16.7%	0.0%	0.0%	25.0%	8.3%	100.0%
		% within ProductCategory	13.3%	0.0%	10.0%	1.7%	0.0%	0.0%	4.9%	1.7%	3.3%
	Beauty	Count	0	14	1	1	0	0	1	0	17
		% within CulturalValue	0.0%	82.4%	5.9%	5.9%	0.0%	0.0%	5.9%	0.0%	100.0%
		% within ProductCategory	0.0%	34.1%	5.0%	0.8%	0.0%	0.0%	1.6%	0.0%	4.6%
	Collectivism	Count	0	0	2	6	0	0	2	3	13
		% within CulturalValue	0.0%	0.0%	15.4%	46.2%	0.0%	0.0%	15.4%	23.1%	100.0%
		% within ProductCategory	0.0%	0.0%	10.0%	5.0%	0.0%	0.0%	3.3%	5.0%	3.6%
	Competition	Count	0	0	0	2	0	1	3	1	7
		% within CulturalValue	0.0%	0.0%	0.0%	28.6%	0.0%	14.3%	42.9%	14.3%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	1.7%	0.0%	6.7%	4.9%	1.7%	1.9%
	Convenience	Count	0	1	0	6	0	0	6	4	17
		% within CulturalValue	0.0%	5.9%	0.0%	35.3%	0.0%	0.0%	35.3%	23.5%	100.0%
		% within ProductCategory	0.0%	2.4%	0.0%	5.0%	0.0%	0.0%	9.8%	6.7%	4.6%
	Economy	Count	3	1	5	4	2	0	8	6	29
		% within CulturalValue	10.3%	3.4%	17.2%	13.8%	6.9%	0.0%	27.6%	20.7%	100.0%
		% within ProductCategory	10.0%	2.4%	25.0%	3.3%	10.5%	0.0%	13.1%	10.0%	7.9%
	Effectiveness	Count	4	10	1	14	4	3	5	10	51
		% within CulturalValue	7.8%	19.6%	2.0%	27.5%	7.8%	5.9%	9.8%	19.6%	100.0%
		% within ProductCategory	13.3%	24.4%	5.0%	11.7%	21.1%	20.0%	8.2%	16.7%	13.9%
	Enjoyment	Count	2	0	2	31	1	1	3	3	43
		% within CulturalValue	4.7%	0.0%	4.7%	72.1%	2.3%	2.3%	7.0%	7.0%	100.0%
		% within ProductCategory	6.7%	0.0%	10.0%	25.8%	5.3%	6.7%	4.9%	5.0%	11.7%
	Family	Count	4	1	1	13	3	1	4	6	33
		% within CulturalValue	12.1%	3.0%	3.0%	39.4%	9.1%	3.0%	12.1%	18.2%	100.0%
		% within ProductCategory	13.3%	2.4%	5.0%	10.8%	15.8%	6.7%	6.6%	10.0%	9.0%
	Health	Count	0	0	0	5	0	4	3	2	14
		% within CulturalValue	0.0%	0.0%	0.0%	35.7%	0.0%	28.6%	21.4%	14.3%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	4.2%	0.0%	26.7%	4.9%	3.3%	3.8%
	Individualism	Count	1	0	0	0	0	1	5	1	8
		% within CulturalValue	12.5%	0.0%	0.0%	0.0%	0.0%	12.5%	62.5%	12.5%	100.0%
		% within ProductCategory	3.3%	0.0%	0.0%	0.0%	0.0%	6.7%	8.2%	1.7%	2.2%
	Leisure	Count	0	0	0	6	1	1	3	0	11
		% within CulturalValue	0.0%	0.0%	0.0%	54.5%	9.1%	9.1%	27.3%	0.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	5.0%	5.3%	6.7%	4.9%	0.0%	3.0%
	Magic	Count	0	0	0	1	0	0	0	1	2
		% within CulturalValue	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	0.5%
	Modernity	Count	4	0	0	0	0	0	3	2	9
		% within CulturalValue	44.4%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	22.2%	100.0%
		% within ProductCategory	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	3.3%	2.5%
	Natural	Count	1	1	0	3	1	0	0	1	7
		% within CulturalValue	14.3%	14.3%	0.0%	42.9%	14.3%	0.0%	0.0%	14.3%	100.0%
		% within ProductCategory	3.3%	2.4%	0.0%	2.5%	5.3%	0.0%	0.0%	1.7%	1.9%
	Neatness	Count	0	0	0	0	5	0	0	4	9
		% within CulturalValue	0.0%	0.0%	0.0%	0.0%	55.6%	0.0%	0.0%	44.4%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	0.0%	26.3%	0.0%	0.0%	6.7%	2.5%
	Nurturance	Count	0	0	0	3	0	0	5	1	9
		% within CulturalValue	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	55.6%	11.1%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	8.2%	1.7%	2.5%
	Patriotism	Count	0	0	0	0	0	0	1	0	1
		% within CulturalValue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%
	Popularity	Count	0	0	0	3	0	0	0	0	3
		% within CulturalValue	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.8%
	Quality	Count	3	1	1	2	1	0	0	5	13
		% within CulturalValue	23.1%	7.7%	7.7%	15.4%	7.7%	0.0%	0.0%	38.5%	100.0%
		% within ProductCategory	10.0%	2.4%	5.0%	1.7%	5.3%	0.0%	0.0%	8.3%	3.6%
	Safety	Count	0	0	0	0	0	0	2	0	2
		% within CulturalValue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.5%
	Sex	Count	1	1	3	1	0	0	0	0	6
		% within CulturalValue	16.7%	16.7%	50.0%	16.7%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within ProductCategory	3.3%	2.4%	15.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.6%
	Social Status	Count	0	0	0	1	0	0	0	0	1
		% within CulturalValue	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
	Technology	Count	2	1	0	0	0	0	1	2	6
		% within CulturalValue	33.3%	16.7%	0.0%	0.0%	0.0%	0.0%	16.7%	33.3%	100.0%
		% within ProductCategory	6.7%	2.4%	0.0%	0.0%	0.0%	0.0%	1.6%	3.3%	1.6%
	Tradition	Count	0	0	0	4	0	0	0	4	8
		% within CulturalValue	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	6.7%	2.2%
	Uniqueness	Count	0	2	1	5	1	1	1	0	11
		% within CulturalValue	0.0%	18.2%	9.1%	45.5%	9.1%	9.1%	9.1%	0.0%	100.0%
		% within ProductCategory	0.0%	4.9%	5.0%	4.2%	5.3%	6.7%	1.6%	0.0%	3.0%
	Wealth	Count	0	1	0	1	0	0	1	0	3
		% within CulturalValue	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	100.0%
		% within ProductCategory	0.0%	2.4%	0.0%	0.8%	0.0%	0.0%	1.6%	0.0%	0.8%
	Wisdom	Count	1	1	0	1	0	0	1	2	6
		% within CulturalValue	16.7%	16.7%	0.0%	16.7%	0.0%	0.0%	16.7%	33.3%	100.0%
		% within ProductCategory	3.3%	2.4%	0.0%	0.8%	0.0%	0.0%	1.6%	3.3%	1.6%
	Work	Count	0	0	0	3	0	2	0	1	6
		% within CulturalValue	0.0%	0.0%	0.0%	50.0%	0.0%	33.3%	0.0%	16.7%	100.0%
		% within ProductCategory	0.0%	0.0%	0.0%	2.5%	0.0%	13.3%	0.0%	1.7%	1.6%
	Youth	Count	0	6	1	2	0	0	0	0	9
		% within CulturalValue	0.0%	66.7%	11.1%	22.2%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within ProductCategory	0.0%	14.6%	5.0%	1.7%	0.0%	0.0%	0.0%	0.0%	2.5%
Total		Count	30	41	20	120	19	15	61	60	366
		% within CulturalValue	8.2%	11.2%	5.5%	32.8%	5.2%	4.1%	16.7%	16.4%	100.0%
		% within ProductCategory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 24: Cultural Value and Product Category in American Advertisements Cross-tabulation

Cultural Value and Product Category in American Advertisements Cross-tabulation

Count

		ProductCategory								
		Automobile	Beauty and Personal Care	Clothing	Food and Drink	Household Appliances	Medicine	Services	Miscellanaeous	Total
CulturalValue	Adventure	3	0	2	0	0	0	2	0	7
	Beauty	0	7	1	0	0	0	1	0	9
	Collectivism	0	0	2	1	0	0	0	2	5
	Competition	0	0	0	2	0	1	2	1	6
	Convenience	0	1	0	4	0	0	4	2	11
	Economy	2	1	5	3	2	0	6	4	23
	Effectiveness	1	5	1	8	2	3	4	5	29
	Enjoyment	0	0	2	13	0	0	1	2	18
	Family	2	1	1	6	3	1	2	1	17
	Health	0	0	0	3	0	3	3	0	9
	Individualism	1	0	0	0	0	1	4	0	6
	Leisure	0	0	0	4	1	1	0	0	6
	Modernity	1	0	0	0	0	0	0	2	3
	Natural	0	0	0	2	1	0	0	1	4
	Neatness	0	0	0	0	5	0	0	4	9
	Nurturance	0	0	0	0	0	0	1	1	2
	Patriotism	0	0	0	0	0	0	1	0	1
	Popularity	0	0	0	3	0	0	0	0	3
	Quality	2	1	1	2	1	0	0	2	9
	Safety	0	0	0	0	0	0	1	0	1
	Sex	0	1	3	1	0	0	0	0	5
	Social Status	0	0	0	1	0	0	0	0	1
	Technology	0	1	0	0	0	0	1	2	4
	Tradition	0	0	0	3	0	0	0	1	4
	Uniqueness	0	2	1	1	1	1	1	0	7
	Wisdom	1	0	0	0	0	0	1	0	2
	Work	0	0	0	1	0	2	0	1	4
	Youth	0	6	1	0	0	0	0	0	7
Total		13	26	20	58	16	13	35	31	212

Table 25: Cultural Value and Product Category in Malaysian Advertisements

Cross-tabulation

Cultural Value and Product Category in Malaysian Advertisements Cross-tabulation

Count

		ProductCategory							
		Automobile	Beauty and Personal Care	Food and Drink	Household Appliances	Medicine	Services	Miscellanaeous	Total
CulturalValue	Adventure	1	0	2	0	0	1	1	5
	Beauty	0	7	1	0	0	0	0	8
	Collectivism	0	0	5	0	0	2	1	8
	Competition	0	0	0	0	0	1	0	1
	Convenience	0	0	2	0	0	2	2	6
	Economy	1	0	1	0	0	2	2	6
	Effectiveness	3	5	6	2	0	1	5	22
	Enjoyment	2	0	18	1	1	2	1	25
	Family	2	0	7	0	0	2	5	16
	Health	0	0	2	0	1	0	2	5
	Individualism	0	0	0	0	0	1	1	2
	Leisure	0	0	2	0	0	3	0	5
	Magic	0	0	1	0	0	0	1	2
	Modernity	3	0	0	0	0	3	0	6
	Natural	1	1	1	0	0	0	0	3
	Nurturance	0	0	3	0	0	4	0	7
	Quality	1	0	0	0	0	0	3	4
	Safety	0	0	0	0	0	1	0	1
	Sex	1	0	0	0	0	0	0	1
	Technology	2	0	0	0	0	0	0	2
	Tradition	0	0	1	0	0	0	3	4
	Uniqueness	0	0	4	0	0	0	0	4
	Wealth	0	1	1	0	0	1	0	3
	Wisdom	0	1	1	0	0	0	2	4
	Work	0	0	2	0	0	0	0	2
	Youth	0	0	2	0	0	0	0	2
Total		17	15	62	3	2	26	29	154

Appendix B: Raw Data

Table 26: Cheng and Schweitzer's (1996) 32 Cultural Values

Values	Descriptions
Adventure	This value suggests boldness, daring, bravery, courage, or thrill.
Beauty	This value suggests that the use of a product will enhance the loveliness, attractiveness, elegance, or handsomeness of an individual.
Collectivism	The emphasis here is on the individual in relation to others typically in the reference group. Individuals are depicted as integral parts of the group.
Competition	Emphasizes on distinguishing a product from its counterparts by aggressive comparisons.
Convenience	A product is suggested to be handy and easy to use.
Courtesy	Politeness and friendship toward the consumer are shown through the use of polished and affable language in the commercial.
Economy	The inexpensive, affordable, and cost-saving nature of a product is emphasized in the commercial.
Effectiveness	A product is suggested to be powerful and capable of achieving certain ends.
Enjoyment	Product will make its user wild with joy.
Family	Emphasizes on the family life and family members.
Health	Recommends that the use of a product will enhance or improve the vitality, soundness, strength, and robust of the body.
Individualism	Emphasizes on the self-sufficiency and self-reliance of an individual or on the individual as being distinct and unlike others.
Leisure	Suggests that the use of a product will bring one comfort or relaxation.
Magic	Emphasizes on the miraculous effect and nature of a product.
Modernity	Notion of being new, contemporary, up-to-date, and ahead of time is emphasized.

Natural	Suggests spiritual harmony between man and nature by making references to the elements, animals, vegetables, or minerals.
Neatness	Stresses on being clean and tidy.
Nurturance	Stresses giving charity, help, protection, support, or sympathy to the weak, disabled, young, or elderly.
Patriotism	The love of and the loyalty to one's own nation inherent in the nature or in the use of a product are suggested here.
Popularity	Focuses on universal recognition and acceptance of a certain product.
Quality	Emphasizes on the excellence and durability of a product.
Respect for the Elderly	Displays a respect for older people by using a model of old age or asking for the opinions, recommendations, and advice of the elders.
Safety	The reliable and secure nature of a product is emphasized.
Sex	The commercial uses glamorous and sensual models or has a background of lovers holding hands, embracing, or kissing to promote a product.
Social Status	Use of a product is claimed to be able to elevate the position or the rank of the user in the eyes of others.
Technology	The advanced and sophisticated technical skills to engineer and manufacture a particular product are emphasized.
Uniqueness	The unrivaled, incomparable, and unparalleled nature of a product is emphasized.
Wealth	Conveys the idea that being affluent, prosperous, and rich should be encouraged and suggests that a certain product or service will make the user well-off.
Wisdom	This value shows respect for knowledge, education, intelligence, expertise, or experience.
Work	This value shows respect for diligence and dedication of one's labor and skills.
Youth	The worship of the younger generation is shown through the depiction of younger models.

Table 27: Coding Sheet for American and Malaysian Advertisements

#	Country	Ad	CultVal	ProdCat	Sym.	Trad.
100	0	Xfinity "Real People Test"	27	6	0	0
101	0	Honda "Fan"	7	0	0	0
102	0	Constellation Home	8	6	0	0
103	0	Tom Wolf	32	9	0	0
104	0	Papa John's	22	3	0	1
105	0	Famous Footwear	8	2	0	0
106	0	Exedrin	11	5	0	1
107	0	Ice Breaker	9	3	1	0
108	0	Simon Premium Outlet	1	2	0	0
109	0	Clinique	1	1	0	0
110	0	Thinkthin "Text"	11	3	1	0
111	0	Clinical Strength	5	1	0	0
112	0	Turkey Hill	17	3	1	1
113	0	Frontline Plus	8	9	0	0
114	0	Walgreens	11	6	0	1
115	0	Farmville	9	9	0	0
116	0	Honda "Golf Cart"	22	0	0	0
117	0	McDonald's "It's Breakfast"	5	3	0	0
118	0	L'Oreal "Excellence Crème"	1	1	0	0
119	0	Twizzlers	9	3	1	0
120	0	Activia	11	3	0	0
121	0	Lowe's "Never Stop Improving"	7	4	0	0
122	0	Pet Smart	2	3	0	0
123	0	Nokia Lumia "Happy Anniversary"	4	6	0	0
124	0	Pillsbury	9	3	0	0
125	0	McDonald's "Eco-noms"	7	3	0	0
126	0	Walmart "Intel"	10	9	0	1
127	0	Farmer's Insurance	24	6	1	0
128	0	Applebee's	9	3	1	0
129	0	Amazon Fire Phone "Hipsters"	15	9	0	0
130	0	Walmart "Roller Derby Moms"	0	2	0	0
131	0	Fresh Step	8	9	0	0
132	0	Breu Ellipta	11	5	0	1
133	0	Tempur Pedic	13	4	1	0

134	0	Wendy's "To be with you"	9	3	1	0
135	0	AT&T "Gordon Ramsay"	7	6	0	0
136	0	State Farm "Road trip"	4	6	0	0
137	0	Quicken Loans	0	6	0	0
138	0	Nexgard "Chewables"	8	9	0	0
139	0	Pet Smart "Inspired by pets"	28	9	0	1
140	0	Jif "Kelly Ripa"	9	3	0	0
141	0	H&M	33	2	0	0
142	0	Advil	4	5	0	0
143	0	T-Mobile	7	6	0	0
144	0	Macy's "Super Saturday sale"	25	2	0	0
145	0	Chase Bank "Small business owners"	7	6	0	0
146	0	Reese's Chocolate	9	3	0	0
147	0	Kohl's "Savings in session"	7	2	0	0
148	0	USAA	20	6	1	1
149	0	Pearle Vision	19	6	0	1
150	0	Toyota "Music Controller"	12	0	1	0
151	0	Boost Mobile	12	6	1	0
152	0	The More you Know	19	9	0	1
153	0	Rolex "Deep Sea"	22	2	0	0
154	0	Walmart "Unlimited"	7	6	0	0
155	0	Remax	8	6	0	0
156	0	Glasses.com	7	1	0	0
157	0	Bath Fitter	5	6	0	0
158	0	Crohn's and Colitis	11	6	0	1
159	0	Fungi Nails	8	5	0	0
160	0	Chevrolet "Find summer"	0	0	0	0
161	0	FrizzEase	1	1	0	0
162	0	Honda "Rain"	8	0	0	0
163	0	Ross "Pet Accessories"	7	9	0	0
164	0	Progressive "Piggy"	7	6	0	0
165	0	Neutrogena "Julie Bowen"	33	1	0	0
166	0	Enbrel "Little Things"	11	5	0	1
167	0	V8 "Personal Trainer"	11	3	0	1
168	0	Merle Norman	1	6	0	0
169	0	L'Oreal Paris "Blake Lively"	1	1	0	0
170	0	Chevrolet Malibu	10	0	0	1
171	0	Glade Spray	17	4	0	1
172	0	Target "Teenage Mutant Ninja"	31	6	0	1
173	0	Johnson's "Nice Work"	10	1	0	1
174	0	Payless "Coolest Mom"	7	2	0	0
175	0	Pringles	9	3	1	0
176	0	Claritin	8	5	0	0

177	0	Lipton	8	3	1	0
178	0	Verizon "Birds"	5	6	0	0
179	0	Wellness "Pet Food"	8	9	0	0
180	0	Shoe Carnival	9	2	1	0
181	0	LG G3	29	2	0	0
182	0	Burlington	7	2	0	0
183	0	Honey Maid "This is Wholesome"	10	3	1	1
184	0	Gatorade Recover	8	3	0	0
185	0	Samsung "Childproof"	15	9	0	0
186	0	Red Lobster "Crabfest"	21	3	0	0
187	0	Toyota Camry "That Was Fast"	7	0	0	0
188	0	Quicksilver	29	6	0	0
189	0	Macy's "Lip dub"	3	2	1	0
190	0	Outback steakhouse	7	3	0	0
191	0	Staples	7	9	0	0
192	0	Pantene	1	1	0	0
193	0	Olive Garden	7	3	0	0
194	0	Sally Hansen	29	1	0	0
195	0	One a Day "Jim"	12	5	1	0
196	0	Mazda "Mia Hamm"	22	0	0	0
197	0	Babybel	17	3	0	0
198	0	Kraft "Classic Ranch"	8	3	1	0
199	0	Playtex "Be Uniquely You"	25	2	0	0
200	0	Listerine "Power to your mouth"	8	1	0	0
201	0	McDonald's "Break Time"	13	3	1	0
202	0	Covergirl "Ellen"	33	1	0	0
203	0	Twix Bites "Walkman"	5	3	1	0
204	0	Target "Back to School"	18	9	1	0
205	0	Verizon "Good More"	12	6	1	0
206	0	Trésemmé "Keratin Smooth"	1	1	0	0
207	0	Honey Maid Grahamful	10	3	1	1
208	0	Olay "Regenerist"	33	1	0	0
209	0	Chili's "Enchiladas"	29	3	0	0
210	0	Target "Good Morning"	10	2	1	1
211	0	Zzzquil	13	5	1	0
212	0	Greek Yogurt "Music City Taste Off"	4	3	1	0
213	0	ADT	8	6	0	0
214	0	Special K Protein Cereal "Doughnut"	8	3	0	0
215	0	Special K Protein Shake "Red car"	8	3	0	0
216	0	Yoplait	13	3	1	0

217	0	Bounty rolls "Again, Again"	18	9	0	0
218	0	Thinkthin "Runner"	25	3	0	0
219	0	Charmin "Airport Security"	18	9	0	0
220	0	Jolly Rancher	9	3	1	0
221	0	Intel "Look Inside"	27	9	0	0
222	0	Valspar Reserve "Mess Proof"	29	4	0	0
223	0	Tide "Blended Family"	10	4	0	1
224	0	Cinnamon Toast "Nom Nom"	9	3	1	0
225	0	Toaster Strudel	8	3	0	0
226	0	Cascade Platinum	18	4	0	0
227	0	Valspar Reserve "Video Call"	10	4	1	1
228	0	Hershey's Syrup	9	3	1	0
229	0	Dannon Oikos "Healthy vs. Tasty"	9	3	1	0
230	0	Aveeno "Jennifer Aniston"	1	1	0	0
231	0	Ziploc "Life Lessons"	8	4	1	0
232	0	Lancôme Paris "Kate Winslet"	33	1	0	0
233	0	Aflac "Yoga"	11	6	0	1
234	0	Sparkle "Fairy"	18	4	0	0
235	0	Special K "Chocolate Almond"	8	3	0	0
236	0	Pledge	18	4	0	0
237	0	Fiber One	26	3	1	0
238	0	OFF!	17	9	1	0
239	0	Swiffer Wet Jet	10	4	0	1
240	0	McDonald's "Fold and Flip"	13	3	1	0
241	0	Sprint "Hamster"	10	6	0	1
242	0	Scope "Moustache"	25	1	0	0
243	0	Zantac "Fireman"	29	5	0	0
244	0	Best Buy "Experience Shelf"	12	6	1	0
245	0	Froot Loops	9	3	1	0

246	0	Quilted Northern	22	4	0	0
247	0	Clorox "Disinfectant"	18	4	0	0
248	0	Folgers "Backyard Camp-out"	13	3	1	0
249	0	Energizer "Checkmate"	8	9	0	0
250	0	Best Buy "Lance"	12	6	1	0
251	0	Cadillac	15	0	0	0
252	0	Lyrica	32	5	1	0
253	0	Gold Bone	8	1	0	0
254	0	Apple "Yao Band"	5	9	1	0
255	0	Bayer "Flight Attendant"	8	5	0	0
256	0	KFC	28	3	0	1
257	0	Swiffer "Old Couple"	18	4	0	0
258	0	Aleve "Kathleen"	32	5	1	0
259	0	Cricket Wireless	9	6	0	0
260	0	Duke's Mayonnaise "Chicken Salad"	28	3	0	1
261	0	Tanger's Outlets	3	2	0	0
262	0	Sprint Unlimited	0	6	0	0
263	0	Kohl's	0	2	0	0
264	0	Kellogg "Mini Wheats"	32	3	0	0
265	0	Subaru Legacy "Jr. Driver"	31	0	1	0
266	0	Knorr "Pasta Sides"	5	3	0	0
267	0	Walmart "Savings Catcher"	8	3	0	0
268	0	Tylenol	10	5	0	1
269	0	Dixie Ultra Plates	22	9	0	0
270	0	Ross "Shoe Week"	7	2	0	0
271	0	Duke's Mayonnaise "Hamburger"	28	3	1	1
272	0	Ross "Shoe Week Women"	7	2	0	0
273	0	RoC "Julia Roberts"	33	1	0	0
274	0	Honda "Sonata Premiere"	0	0	0	0
275	0	Macy's "Shop For A Cause"	7	9	0	0
276	0	L'Oreal "Jennifer Lopez"	27	1	0	0
277	0	Honey Nut Cheerios "Grumpy Cat"	21	3	1	0
278	0	Intel "Coach"	3	9	1	0
279	0	Wal-Mart "Steak"	21	3	0	0
280	0	Lindt Excellence	22	3	0	0
281	0	Lowe's "Spread now, Spring later"	18	9	0	0
282	0	Xfinity "Mover's Edge"	5	6	0	0
283	0	Glad "60 more bags"	22	9	0	0
284	0	Lowe's "Deep sea Diver"	5	9	0	0
285	0	Extra gum	10	3	1	1
286	0	Amazon Fire Phone "Investment"	27	9	0	0
287	0	Lowe's "Washing Machine"	8	4	0	0
288	0	Mercedes Benz	0	0	0	0
289	0	Microsoft Surface Pro 3	4	9	1	0
290	0	L'Oreal "Julianne Moor"	33	1	0	0
291	0	Discover Card	8	6	0	0
292	0	Hebrew National	4	3	1	0
293	0	Colgate "Kelly Ripa"	8	1	0	0
294	0	HP Pavilion "Vines"	3	9	1	0
295	0	Neutrogena "Jennifer Garner"	8	1	0	0
296	0	Macy's "Labor Day"	7	9	0	0
297	0	Deli Fresh	10	3	1	1
298	0	Sprint "Whole Family"	7	6	0	0
299	0	Pier 1	7	4	0	0
300	0	Crest "White Strips"	22	1	0	0
301	0	Scott's "Tube Free"	8	1	1	0
302	0	V8 "Blender"	5	3	0	0
303	0	isterine "Everything Your Mouth Does	29	1	0	0
304	0	Subaru Legacy "Passengers"	10	0	1	1
305	0	Hanes	25	2	0	0
306	0	Wendy's "Smoked Chicken Gouda"	10	3	0	0
307	0	Staples "Back to School 2"	9	9	0	0
308	0	State Farm "Rob Schneider"	10	6	0	1
309	0	Home Depot "Carpet"	5	6	0	0
310	0	Marie Callender's "Time to Savor"	10	3	0	1
311	0	Macy's "Denim Nation"	9	2	0	0

500	1	Digi	10	6	1	1
501	1	Manis Pedas	9	3	1	0
502	1	Petronas	27	0	0	0
503	1	Organ Donation	19	6	1	1
504	1	Stacking	10	3	0	1
505	1	Nippon Paint	9	4	1	0
506	1	Mitsubishi	0	0	0	0
507	1	Lactogen	11	3	0	1
508	1	Lactokid	8	3	0	0
509	1	Honda City	27	0	0	0
510	1	Private Tutor	19	6	1	1
511	1	Yakult	9	3	1	0
512	1	All Star	9	9	1	0
513	1	Samy Value	7	9	0	0
514	1	Maxis	7	6	0	0
515	1	Maxis	9	6	0	0
516	1	Maxis	4	6	1	0
517	1	Dancer	9	6	0	0
518	1	Cybesafe	19	6	1	1
519	1	Digi	15	6	0	0
520	1	Digi	3	6	0	0
521	1	Digi	15	6	0	0
522	1	Cadbury	28	3	0	1
523	1	Cadbury	13	3	1	0
524	1	RHB	30	6	0	0
525	1	RHB	5	6	0	0
526	1	Coca-cola	3	3	1	0
527	1	Dutch Lady	9	3	0	0
528	1	Dutch Lady	3	3	0	0
529	1	Dutch Lady	30	3	0	0
530	1	Nippon Hydro	8	4	0	0
531	1	Body Shop	17	1	1	1
532	1	Petronas	10	9	1	1
533	1	Yoghurt	1	3	0	0
534	1	Mucinex	11	5	0	0
535	1	Maxis	10	9	1	1
536	1	Milo	8	3	0	0
537	1	Honda	22	0	0	0
538	1	Maggi	0	3	1	0
539	1	Maggi	29	3	0	0
540	1	Maggi	29	3	0	0
541	1	Kak ton	11	9	1	1
542	1	Kak ton	11	9	1	1
543	1	McDonalds	29	3	1	0
544	1	Beautiful Science	1	1	0	0
545	1	Aiman	14	3	1	1
546	1	Head and Shoulders	8	1	0	0
547	1	Maxis	13	6	0	0
548	1	Maxis	24	6	1	0
549	1	Maxis	12	6	1	1
550	1	Maxis	7	6	0	0
551	1	Maxis	8	6	0	0
552	1	Maxis	0	6	1	0
553	1	Maxis	13	6	1	0
554	1	Maxis	13	6	1	0
555	1	Maxis	15	6	0	0
556	1	Maxis DIY	5	6	0	0
557	1	Petronas Merdeka	28	9	1	1
558	1	Petronas CNY	10	9	1	1
559	1	Malaysia Airlines	3	6	1	0
560	1	McDonalds	9	3	0	0
561	1	Yakult	9	3	1	0
562	1	Dutch Lady	8	9	0	0
563	1	Dutch Lady	8	9	0	0
564	1	Dutch Lady	10	3	1	1
565	1	Dutch Lady	3	3	0	0
566	1	Dutch Lady	31	3	0	0
567	1	Dutch Lady	10	3	0	1
568	1	Dutch Lady	8	3	0	0
569	1	Dutch Lady	10	3	0	1
570	1	Tenaga	28	9	1	1
571	1	Mr. Tan	12	9	0	0

572	1	Tenaga	8	9	0	0
573	1	Tenaga	10	9	1	1
574	1	Tenaga	31	9	1	1
575	1	Tenaga	10	9	1	1
576	1	Astro	3	9	1	1
577	1	Nissan	8	0	0	0
578	1	Nissan	8	0	0	0
579	1	Nissan	15	0	0	0
580	1	Almera	10	0	0	1
581	1	Nissan	10	0	0	1
582	1	Nissan	9	0	0	1
583	1	Samantha	25	0	1	0
584	1	Daniel	7	0	1	0
585	1	Angeline	8	0	1	0
586	1	Opera Mini	8	9	0	0
587	1	Morning Moments	3	3	1	1
588	1	Coffee Revolution	13	3	0	0
589	1	Nescafe Cans	9	3	0	0
590	1	Dolce Gusto	8	3	0	0
591	1	Nescafe	9	3	1	0
592	1	Morning Moments	19	3	1	1
593	1	Lexus	15	0	0	0
594	1	KFC	10	3	0	1
595	1	Maru	9	3	1	0
596	1	Zinger	9	3	0	1
597	1	Premiums	9	3	0	0
598	1	Golden Egg	9	3	0	0
599	1	Tasty Travels	5	3	1	0
600	1	Spring Cleaning	5	3	1	0
601	1	Green Curry	8	3	0	0
602	1	Value Treat	7	3	0	0
603	1	Celebration	9	3	0	1
604	1	Crazy Crunch	8	3	1	0
605	1	Thomson	9	5	1	1
606	1	Min. of Malaysia	10	6	1	1
607	1	Scotch-Brite	8	4	0	0
608	1	Nivea	30	1	0	0
609	1	Nivea	1	1	0	0
610	1	Nivea	8	1	0	0
611	1	Dorothy	5	9	0	0
612	1	Nikon	22	9	0	0
613	1	Toppik	1	1	0	0
614	1	Toppik	8	1	0	0
615	1	Samsung	28	9	1	1
616	1	Samsung	22	9	0	0
617	1	Hybrid	31	9	0	1
618	1	Samsung	0	9	0	0
619	1	Samsung	8	9	1	0
620	1	Samsung	22	9	0	1
621	1	Nissan	9	0	1	0
622	1	Cadbury	9	3	1	0
623	1	Cadbury	10	3	0	0
624	1	Cadbury	9	3	0	0
625	1	Cadbury	9	3	0	0
626	1	Cadbury Black Forest	9	3	0	0
627	1	Cadbury	3	3	1	0
628	1	Zurich Insurance	19	6	1	1
629	1	Nestle	9	3	1	0
630	1	Nestle	32	3	1	0
631	1	Nestle	17	3	0	0
632	1	Tesco	5	9	0	0

633	1	Tesco	7	9	0	0
634	1	Tesco	14	9	0	0
635	1	Kia	17	0	1	1
636	1	Kia	15	0	0	0
637	1	Panasonic	1	1	0	0
638	1	Dove	1	1	0	0
639	1	Dove	1	1	0	0
640	1	Dove	1	1	0	0
641	1	Dove	8	1	0	0
642	1	Head and Shoulders	8	1	0	0
643	1	Horlicks	10	3	0	1
644	1	Horlicks	11	3	0	1
645	1	Horlick	19	3	0	1
646	1	Adam	19	3	0	1
647	1	F&N	32	3	0	0
648	1	Colgate	31	1	1	1
649	1	Maggi	29	3	0	0
650	1	Loreal	33	3	0	0
651	1	Revitalift	33	3	0	0
652	1	Coca-Cola	9	3	1	0
653	1	Coca-Cola	0	3	0	0

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