

A CONTENT ANALYSIS OF INDIAN VERSUS  
AMERICAN ADVERTISING IN NEWS  
MAGAZINES

By

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Scope of Method of Study: This study compares advertising in India Today to advertising in Time. All the ads from all six issues of India Today published between March and May 1981 were compared to all the ads from six issues of Time, chosen at random from the same time period. The Statistical Analysis System was used for the analysis.

Findings and Conclusions: Several major and minor differences were found between Indian and American advertising, which suggest to the international advertiser that it would be unwise to standardize international advertising.

ADVISER'S APPROVAL

  
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A CONTENT ANALYSIS OF INDIAN VERSUS  
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## CHAPTER I

### INTRODUCTION

International advertising has been a dilemma for marketers of multinational firms all over the world. Audiences in different countries belong to different cultures, and differ in economics, social values, psychographics, and distribution systems. They speak different languages and there are many other environmental and regulatory differences which hinder effective international advertising.

Multinational advertisers also have a lot of problems, as they must decide what media to use, what agency should advertise its products, etc. To overcome these problems, some multinational firms have tried to standardize their advertising in all countries, which serves to minimize costs. Some companies have also tried using a localized approach, whereby, a local agency and the local branch office handle all the advertising decisions.

The standardized approach is not always the best alternative. Although campaigns like the "Marlboro Man" transferred successfully from the U.S. to other countries, (Terpstra, 1972, Patterson, 1969) they could be considered the exceptions. There are many examples of the ineffectiveness of the standardized approach. Colgate-Palmolive introduced its Cue toothpaste in French speaking countries, without knowing that "Cue" is a pornographic word in French. General Motors' "body by Fisher" was translated as "Corpse by Fisher" in Flemish. "Come Alive with Pepsi," when translated into German, came out as "come alive out of the grave".

Though Exxon's "Put a tiger in your tank" was successful in most parts of the world, it did not come across favorably in Thailand because tigers are not symbols of power and strength there. (Ricks, Fu, and Arpan, 1974). Sorenson and Wiechmann found several unsuccessful attempts at standardized international advertising. They also pointed out that standardization does not always result in being the most cost efficient. Advertising is also very difficult to standardize due to regulatory restrictions, media availability, etc. (Dunn and Barban, 1978).

The localized approach is also not without its criticisms. A localized approach gives the parent corporation no control and the advertising may not reflect the company's marketing goals and objectives. It also reduces the effect of advertising economies of scale that the corporation has accumulated over the years and it is usually not the least expensive. (Peebles, Ryans, and Vernon, 1978).

Hence, the marketer should carefully analyze his foreign markets, and localized advertising, whereby the parent corporation should maintain a certain degree of control over their localized advertising. (Donnelly, 1970; Patterson, 1969). The marketer should also research his markets thoroughly and determine the key differences between his markets. One research instrument that can be used is content analysis.

(Content analysis was introduced to consumer research about two decades ago by Ferber and Wales (Kassarjian, 1977), but it has not been used much. There are a variety of definitions and purposes of content analysis. For the purposes of this paper, content analysis is defined as "a phase of information-processing in which communications content is transferred through objective and systematic application of categorization rules, into data that can be summarized and compared." (Paisley, 1969).

Content analysis is the study of the message itself, and is approached apart from the study of the communicator or its audience. It is objective, systematic and quantitative.

Content analysis, however, can be useful only when documentary evidence is available. It involves laborious coding of data, but at the same time, the coder should be trained and highly sensitive to changes in the variables being coded.

Content analysis can provide reliable, valid and quantitative answers to research questions comparing one country's advertising to another country's. (Kassarjian, 1977).

The purpose of this paper is to systematically examine advertisements in Indian news magazines versus American news magazines and compare them, look for differences and try to explain the cause/effects of the differences.

Singh and Huang (1962), compared ads in "The Illustrated Weekly of India", a leading Indian family magazine to "Life", a family magazine in America. They studied the ads in 36 issues of The Illustrated Weekly of India, and compared them to the ads in 34 copies of Life. They found that larger sized ads were found in America compared to India. They also found that American advertisers used more illustrations, more color, more isolation (white space) and more food, prestige, sex and "other appeals" than Indian advertisers.

Their operationalization of variables is questionable, and their methodology is unclear. For example, it is not mentioned how they operationalized "appeals" and "isolation". Besides they studied only five variables - size, color, illustrations, appeals and isolation.

Chapter II of this paper looks at some major differences between India and America. Chapter III explains the methodology used. Chapter



IV discusses the nature of expected results. Chapter V examines the results.

## CHAPTER II

### SOME IMPORTANT DIFFERENCES

India is very different from the U.S.A. India is the second most populated (670 million) and the fifteenth poorest country in the world. Seventy-five percent of its population lives in rural areas and "live off the land". In spite of this, (or perhaps because of this) the average farmer is very poor and barely lives at the subsistence level. He has no equipment and most often, does not own the land he tills. He is just learning to "beat the weather". Understandably, India is an urban-dominated economic system. It is the ninth largest industrial economy in the world. Although manufacturing has fallen since 1965, it has been recovering since the late seventies. The rural population has been migrating to the cities as urbanization continues in full swing (India: An Economic Survey, 1981).

America on the other hand, has a higher percent of urban population than India, and its economy is more stable. It is highly industrialized, and the literacy level is much higher than in India. In fact, the vast majority of Americans can read and write English.

The government of India maintains strict price controls which dissuade profits and modernization of plants and equipment. The government of India also discourages multinational corporations from operating in India, which contributes to a lack of inflow of technological know-how. (India: An Economic Survey, 1981). Thus, the Indian economy and the economics of doing business is very different from the American

standpoint.

Besides these general differences, there are some important differences for the international marketer to consider. Commercial radio and television are comparatively younger in India than in America, and hence less sophisticated. Until early 1980, Indian television did not have moving commercials. And even today, Indian television is not in color. It is totally black and white. Besides, television is not available in rural areas. Only in the big cities and medium sized towns. (Marketing in the 80's, 1981). Radio is preferred by advertisers to the print media, especially in rural India, as most of the people in rural India cannot read. In India, billboards are not restricted and are very widely used, while in America, regulatory restrictions prevent extensive use of billboards.

Another problem is that India is a diverse country with almost every state speaking its own different language, which poses a grave problem for the advertiser. In the case of print advertising, it is feasible only in the cities which can boast of a high average level (70%) of literacy. (Marketing in the 80's, 1981).

One difference of interest is that in most of India's print advertising, the advertising agencies' name or initial appears in the corner of the ad. This is a form of promotion for the agency itself, and a popular ad is usually associated with its agency (Marketing in the 80's, 1981). This popularity of the local agencies is one factor for the international advertiser in India to consider.

American advertising, overall, is about 40-50 years ahead of Indian advertising. (Singh and Huang, 1962). Marketing in India is not as aggressive as in America. This could be due to strict governmental

controls on price and output, and also less competition. India is a socialistic democracy which does not promote free enterprise. (Marketing in the 80's, 1981).

The next part of the paper deals with the methodology used in the analysis of the selected ads.

## CHAPTER III

### METHODOLOGY

#### Procedure

One representative news magazine each was selected from India and America for comparison. "India Today" - the leading Indian news magazine was chosen, and the advertisements in them were compared to the advertisements in "Time" - the leading American news magazine. India Today follows Time's basic format regarding the cover page, and headlines. It deals mainly with news in and about India, with only a small section devoted to world news and events. Hence, many people in India tend to read both India Today and Time for thorough coverage of national and world news. The Indian edition of India Today - a fortnightly - was compared to the Oklahoma edition of Time, which is a weekly magazine.

All six issues of India Today published between March and May 1981 were selected. Six issues of Time magazine were selected at random from the same time period. All the advertisements from each selected magazine were analyzed. There was a total of 412 and 270 advertisements in India Today and Time, respectively, for a total of 682 advertisements.

#### Variables

This content analysis of print ads is used to systematically, objectively, and quantitatively examine ads in Indian and American news

magazines, looking for key differences in the layout of advertising, types of products advertised, appeals used in ads, and the placement of ads between Indian and American advertising.

### 1. Product Variables

Product - this factor was divided into:

- services
- soft consumer goods
- hard consumer goods
- household goods
- automotive goods
- food products
- personal care and health products
- industrial goods
- leisure goods
- public service goods

Product number - number of times the same product has been advertised.

Public service - whether the ad was a public service ad or a product ad.

Differences in the variables will tell us what types of products are advertised in Indian news magazines as opposed to American news magazines.

### 2. Appeal Variables

Celebrity - whether a celebrity was used or not.

Endorse - whether the product being advertised was endorsed or not.

Sex appeal - whether the ad conveys any sex appeal, is not suggestive, or has no sexual connotation at all.

Appeal - an ad was considered to convey an emotional appeal if it appealed to any one of Maslow's five needs of hierarchy (Miner, 1980), that is,

- physiological need
- need for security
- need for belongingness
- need for esteem
- need for self-actualization

If the ad was not considered to appeal to any one of Maslow's hierarchy of needs, it was termed an informational ad. Analysis of these variables will reveal differences between the way Indian and American advertisers appeal to their segments.

### 3. Layout Variables

Logo - whether a corporate or company logo was used.

Balance - whether the ad is formally or informally balanced.

Coupon - whether a coupon for the product was provided.

Layout - whether the layout of the ad was, (Nelson, 1977),

- mondrian -- rectangular format, with lines or bars separating the rectangles.
- picture window -- with the picture at the top, and comparatively less copy below.
- copy heavy -- entire ad mostly made up of copy.
- frame -- ad framed with a border.
- circus -- filled with reverse blocks, oversize types, sunbursts, tilts and assorted gimmicks.
- multipanel -- panels used in checkerboard fashion.
- silhouette -- large and differing type.
- rebus -- pictures that suggest words or syllables.

Color - whether the ad was in color or black and white.

Color numbers - if in color, whether one, two or four (full) colors were used.

Bleed - whether the advertisement was bleeding or non-bleeding.

Body copy - amount of body copy in square inches.

Picture - whether a picture, or illustration, or neither of the two was used.

Slogan - whether a slogan was used or not.

Slogan type - if a slogan was used, whether it stressed, (Nelson, 1977),

- quality of the product
- popularity of the product
- price of the product
- taste of the product
- other features of the product

Headline - whether the function of the headline was, (Nelson, 1977),

- report news about a product
- offer advice
- make a promise
- issue a command
- arouse curiosity
- single out a segment of the audience

These variables deal with how the advertiser uses the print medium to advertise. That is, what types of layout, slogan, headline Indian advertisers tend to use compared to American, etc.

#### 4. Placement Variables

Pages - the number of pages that the length of the ad ran.

Size - whether the size of the ad was full page, half page, one-third page, or one-sixth of a page.



Location - whether the ad was located in the front inside cover, back inside cover, back cover, center, first half or second half of the magazine.

These variables will give us differences regarding the placement of the ads used by Indian and American advertisers.

## CHAPTER IV

### RESULTS AND DISCUSSION

The Statistical Analysis System (SAS) was used to analyze the data based obtained from the 682 ads. The results will be discussed according to Product variables, Appeal variables, Layout variables, and Placement variables. Specific variables that occurred very infrequently or that did not show significant differences between Indian and American advertising are not discussed.

#### Product Variables

The analysis of products being advertised reveals that a greater percentage of services, automobile goods, and leisure goods were advertised in Time than in India Today, while a greater percentage of consumer goods, household goods, food products and industrial goods were found in India Today. (Appendix 1). One reason for the difference in the mix of products advertised is media availability. In India, there are very few specialized magazines. Due to the multitude of languages, a publisher can print one type of magazine in many languages, thus increasing profitability with respect to cost. Another reason is the newness of commercial television in India. In America, however, there are a lot of specialized magazines, which provide an excellent medium for different products. Besides, in the United States, television pro-

vides an excellent medium especially for consumer food and personal care and health products, which can be more effectively advertised through a sender-oriented medium.

### Appeal Variables

The use of celebrities and endorsements is greater in the U.S. These differences may be a function of more aggressive marketing due to more intense competition in the U.S., wherein the advertiser tries harder to catch the attention of the audience. A startling result was that a greater percentage of ads in India Today conveyed sex appeal and were sexually suggestive compared to Time. It was found that 1.94% of the ads in India Today conveyed sex appeal while none of the ads in Time did so. 2.16% of the Indian ads were sexually suggestive, compared to 2.59% of the ads in Time (Appendix 2). The reasons for this are twofold: Urban Indian society is moving away from extreme conservatism and is becoming more "westernized", and thus, more liberal in its outlook. Also, Indian television is not very developed. It is totally black and white and moving ads on Indian television are but a couple of years old (Marketing in the 80's, 1981). Hence, it is more advantageous to Indian advertisers to depict sex in magazines where the use of color is available. American television is very well developed and is an excellent medium for using sex appeal in ads.

It was also found that a greater percentage of Indian ads conveyed an informational appeal while a greater percentage of American ads conveyed an emotional appeal. (Appendix 3). These differences show that though marketing in India is more aggressive than in the past, American

advertising is more aggressive than its Indian counterpart, possibly due to more intense competition in the U.S.

### Layout Variables

It was seen that 75% of the ads in India Today used a corporate or a company logo, while only 48.2% of the ads in Time did so. This is because most Indians identify products with company or corporate logos (Marketing in the 80's, 1981). This difference may also be attributed to the finding that a greater percentage of Indian ads are informational; wherein the ads just report news about a product, including the parent corporation.

A greater percentage of Indian ads had a copy heavy, frame, rebus or multipanel layout, while a greater percentage of American ads had a picture window, circus, or type specimen layout. This difference was significant at the .0001 level, with a Chi Square value of 42.28 (Appendix 4). This shows that the audience in India is more receptive to linear forms of layout, like frame and multipanel, while the American audience favors non-linear types of layout.

The analysis of the use of colors showed that 64% of the ads in Time were in color, while 71% of the ads in India Today were in black and white. This was significant at the .0001 level, with a Chi Square value of 81.29 (Appendix 5). This, as expected, is probably a function of the high cost of the color ads in India, which could not be justified relative to their effective attention value. This is because only a small percentage of the population dwells in cities and are literate enough to read and understand the English language read in India Today. In America, almost the entire population is able to read. Another factor

contributing to less use of color in India is that the quality of magazine newsprint is very inferior and not conducive to color advertising.

Bleed ads cost 15% more than non-bleed ads, but tend to stand out, especially in magazines, where there is less need to fence out competing ads (Nelson, 1977). An analysis of this factor shows that 47% of the ads in Time were bleed ads while only 20.4% of the ads in India Today were bleed ads. This difference was highly significant at the .0001 level, with a Chi Square value of 54.21. (Appendix 6).

It was noted that the average length of copy was 2.39 square inches for the 412 ads in India Today, while it was 3.01 square inches for the 270 ads in Time. The similarity of these results could be due to Indian marketers competing more aggressively than before, and the increase in literacy level in urban India.

Analysis of the use of pictures versus illustration showed that more photographs were used in American advertising than in Indian advertising. (Appendix 7). It is noted, however, that Indian ads use more illustrations than American ads. This could be a function of India's richer history of art and architecture compared to the U.S. In total, 98.3% of the ads in India Today depicted a picture or an illustration, while 95.9% of the ads in Time did so. This difference was significant at the .0001 level, with a Chi Square value of 30.75.

Contrary to expectations, 56% of the ads in India Today used a slogan compared to 47.4% in Time. This difference was significant at the .026 level, with a Chi Square value of 4.907. (Appendix 8). It was also found that a greater percentage of Indian ads stressed quality, popularity, and other features of their products in their slogans than

American ads. (Appendix 9). This is a result of consumers in India getting "smarter" in India. It has been shown that, today, consumers in India tend to evaluate available brands as to their attributes and features before making a decision to buy. In the past decade, there were not many brands to choose from. As a result, Indian marketers are getting more aggressive in their marketing, and are now trying to segment the market more than before to compete effectively (Marketing in the 80's, 1981).

In using headlines, a greater percentage of ads in India Today reported news about a product in their headlines, while a greater percentage of ads in Time offered advice or aroused curiosity by their headlines. (Appendix 10).

#### Placement Variables

Conceiving ad placement, 40.7% of Indian ads were placed in the first half of the magazine and 47.8% of the American ads were positioned in the second half, while 54.9% of the ads in India Today were in the second half of the magazine compared to 43.7% in Time. American advertisers and agencies have been pressing for positioning their ads in the first half. (Emmrich, 1981). In India, editorial policy still plays a very strong role in determining the positioning of ads, and, in most cases, editors discourage ads in the first half of the magazine in favor of editorial copy. (Marketing in the 80's, 1981). It is thus evident that Americans, in general, react more favorably to advertising and are willing to read some ads before editorial copy. Indians, on the other hand, do not have such a favorable attitude to advertising, and hence, ads are pushed towards the end of the Indian magazines.

### Summary of Results

From the content analysis of ads in Indian versus American ads, it was found that:

1. A greater percentage of services, auto goods and leisure goods were advertised in Time, while a greater percentage of consumer, household, food and industrial goods were advertised in India Today.
2. American advertising used more celebrities and endorsements. A greater percentage of Indian ads were informational, while a greater percentage of American ads were emotional. Yet, a greater percentage of Indian ads conveyed sex appeal and were sexually suggestive.
3. Indian ads had more copy heavy, frame, rebus or multipanel layouts, while American ads had a greater percentage of picture window, type specimen, or circus layout. American ads used more color, more bleed, and more pictures but less illustrations, and less body copy. Indian advertising used more slogans and stressed quality, popularity and other features more than American slogans. A greater percentage of Indian ads reported news about the products, while a greater percentage of American ads aroused curiosity or offered advice by their headlines.
4. A greater percentage of Indian ads were placed in the second half of the magazine, while a greater percentage of American ads were placed in the first half of the magazine.

Some variables did not exhibit a significant difference between Indian and American advertising. The analysis of these variables was not discussed. They are,

- the number of times a product has been advertised.

- whether the ad was formally or informally balanced.
- the length of the ad in pages.

Public service ads and the instance of coupons were not discussed as they occurred too infrequently in the sampled magazines to arrive at any conclusion.



## CHAPTER V

### CONCLUSION

Indian advertising is about 40-50 years behind American advertising (Singh and Huang, 1962, pp. 121), but it was seen that it is becoming more aggressive. Singh and Huang found the use of more illustrations, more use of color, more use of appeals and the use of more white space in American advertising than Indian advertising. This study revealed no significant differences between Indian and American advertising for size of ads in pages. However, it found more illustrations, more use of sex appeal, less use of color and less body copy in Indian advertising than American advertising.

There appears to be major differences between Indian and American advertising regarding media selection and advertising creation. This study has revealed many of these differences. Many of these differences are major and suggest that a standardized approach to international advertising would be foolhardy. Moreover, there are many other differences that appear minor, like bleed, size of the ad, etc. These minor differences argue even more strongly for a nonstandardized approach to international advertising.

The differences found in these results are from a comparison of an urban American news magazine to an urban Indian news magazine. Because 75% of India is rural there are probably a great many other differences in Indian advertising that are not captured in these results.

The conclusion is clear. Marketers should always consider cross-cultural variations in developing international advertising. There are just too many cross-cultural differences to do otherwise.

Future researchers in international advertising should consider developing more sophisticated data collection and more comprehensive data collection. Optical scanning technology would allow much more complete and quantitative content analysis. Also, future research should attempt to include more than one medium. Such changes would allow a more complete understanding of cross-cultural variations and international advertising.

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APPENDIXES

APPENDIX 1

TABLE OF PRODUCT BY MAG

PRODUCT	MAG	I.T.		TOTAL
		1	2	
services	1	70	73	143
		10.26	10.70	20.97
		48.95	51.05	
		16.99	27.04	
soft consumer goods	2	73	4	77
		10.70	0.59	11.29
		94.81	5.19	
hard consumer goods	3	1	6	7
		0.15	0.88	1.03
		14.29	15.71	
		0.24	2.22	
household goods	4	57	2	59
		8.36	0.29	8.65
		96.61	3.39	
		13.83	0.74	
automotive goods	5	27	53	80
		3.56	7.77	11.73
		33.75	36.25	
		6.55	19.63	
TOTAL		412	270	682
		60.41	39.59	100.00

(CONTINUED)

TABLE OF PRODUCT BY MAG

	PRODUCT	MAG	I.T.		TOTAL
			1	2	
	FREQUENCY				
	PERCENT				
	ROW PCT				
	COL PCT				
food products	6		24 3.52 100.00 5.83	0 0.00 0.00 0.00	24 3.52
personal care and health products	7		15 2.20 71.43 3.64	6 0.88 28.57 2.22	21 3.08
industrial goods	8		39 5.72 28.26 9.47	59 14.52 71.74 36.67	138 20.23
leisure goods	9		105 15.40 85.37 25.45	18 2.64 14.63 6.67	123 18.04
public service goods	10		1 0.15 10.00 0.24	9 1.32 90.00 3.33	10 1.47
TOTAL			412 60.41	270 39.59	682 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	227.958	DF = 9	PROB = 0.0001
PHI	0.577		
CONTINGENCY COEFFICIENT	0.500		
CRAMER'S V	0.577		
LIKELIHOOD RATIO CHISQUARE	222.163	DF = 9	PROB = 0.0001



APPENDIX 2

TABLE OF SEX BY MAG

SEX	MAG	I.T.		TOTAL	
		1	2		
no sex appeal	0	FREQUENCY	391	263	654
		PERCENT	57.33	38.56	95.89
		ROW PCT	59.79	40.21	
		COL PCT	94.90	97.41	
sex appeal	1	FREQUENCY	8	0	8
		PERCENT	1.17	0.00	1.17
		ROW PCT	100.00	0.00	
		COL PCT	1.54	0.00	
suggestive	2	FREQUENCY	13	7	20
		PERCENT	1.91	1.03	2.93
		ROW PCT	65.00	35.00	
		COL PCT	3.16	2.59	
TOTAL		412	270	682	
		60.41	39.59	100.00	

STATISTICS FOR 2-WAY TABLES

WARNING: OVER 20% OF THE CELLS HAVE EXPECTED COUNTS LESS THAN 5.  
 TABLE IS SO SPARSE THAT CHI-SQUARE MAY NOT BE A VALID TEST.

CHI-SQUARE	5.526	DF=	2	PROB=0.0631
PHI	0.090			
CONTINGENCY COEFFICIENT	0.090			
CRAMER'S V	0.090			
LIKELIHOOD RATIO CHISQUARE	5.345	DF=	2	PROB=0.0154

APPENDIX 3

TABLE OF APPEAL BY MAG

APPEAL	MAG	I.T.		Time	TOTAL
		1	2		
FREQUENCY					
PERCENT					
ROW PCT					
COL PCT					
informational	1	186	36		222
		27.27	5.28		32.55
		83.78	16.22		
		45.15	13.33		
emotional	2	226	234		460
		33.14	34.31		67.45
		49.13	50.87		
		54.65	56.67		
TOTAL		412	270		682
		60.41	39.59		100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	75.164	DF=	1	PROB=0.0001
PHI	0.332			
CONTINGENCY COEFFICIENT	0.315			
CRAMER'S V	0.332			
LIKELIHOOD RATIO CHISQUARE	81.315	DF=	1	PROB=0.0001
CONTINUITY ADJ. CHI-SQUARE	73.742	DF=	1	PROB=0.0001
FISHER'S EXACT TEST (2-TAIL)				PROB=0.0000
(1-TAIL)				PROB=1.0000

APPENDIX 4

TABLE OF LAYOUT BY MAG

LAYOUT	FREQUENCY PERCENT ROW PCT COL PCT	MAC		TOTAL
		I.T.		
		1	2	
no layout	0	2 0.29 100.00 0.49	0 0.00 0.00 0.00	2 0.29
picture window	2	96 14.68 54.24 23.30	81 11.88 45.76 30.00	177 25.95
copy heavy	3	32 4.69 68.09 7.77	15 2.20 31.91 5.56	47 6.89
frame	4	62 7.62 77.61 12.62	15 2.20 22.39 5.56	67 9.82
circus	5	26 3.81 42.62 6.31	35 5.13 57.38 12.96	61 8.94
multipanel	6	40 5.87 85.11 9.71	7 1.03 14.89 2.59	47 6.89
silhouette	7	117 17.16 60.31 28.40	77 11.29 39.69 28.52	194 28.45
rebus	8	37 5.43 48.68 8.58	39 5.72 51.32 14.44	76 11.14
	9	10 1.47 90.91 2.43	1 0.15 9.09 0.37	11 1.61
TOTAL		412 60.41	270 39.59	682 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	42.282	DF =	8	PROB = 0.0001
PHI	0.249			
CONTINGENCY COEFFICIENT	0.242			
CRAMER'S V	0.249			
LIKELIHOOD RATIO CHISQUARE	46.011	DF =	8	PROB = 0.0001

APPENDIX 5



TABLE OF COLORBY MAG

COLOR		MAG		TOTAL
FREQUENCY	PERCENT	I.T.		
		1	2	
ROW PCT	COL PCT			
color	1	120	173	293
		17.60	25.37	42.96
		40.46	59.04	
		29.13	44.07	
black and white	2	252	97	389
		42.82	14.22	57.04
		75.06	24.94	
		70.87	35.93	
TOTAL		412	270	682
		60.41	39.59	100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	61.296	DF=	1	PROB=0.0001
PHI	0.345			
CONTINGENCY COEFFICIENT	0.326			
CRAMER'S V	0.345			
LIKELIHOOD RATIO CHISQUARE	82.179	DF=	1	PROB=0.0001
CONTINUTY ADJ. CHI-SQUARE	79.876	DF=	1	PROB=0.0001
FISHER'S EXACT TEST (2-TAIL)				PROB=0.0000
(1-TAIL)				PROB=0.0000

APPENDIX 6

TABLE OF BLEED BY MAG

	BLEED	MAG	I.T.		Time	TOTAL
			1	2		
no bleed	0		328	143		471
			48.05	20.57		69.06
			69.64	30.36		
			79.01	52.96		
bleed	1		84	127		211
			12.32	18.62		30.94
			39.81	60.19		
			20.39	47.04		
TOTAL			412	270		682
			60.41	39.59		100.00

STATISTICS FOR 2-WAY TABLES

CHI SQUARE	54.212	DF =	1	PROB = 0.0001
PHI	0.282			
CONTINGENCY COEFFICIENT	0.271			
CRAMER'S V	0.282			
LIKELIHOOD RATIO CHISQUARE	53.700	DF =	1	PROB = 0.0001
CONTINUITY ADJ. CHI SQUARE	52.572	DF =	1	PROB = 0.0001
FISHER'S EXACT TEST (2-TAIL)				PROB = 0.0000
(1-TAIL)				PROB = 1.0000

APPENDIX 7

TABLE OF PICTUR BY MAG

PICTUR	MAG	FREQUENCY		TOTAL
		PERCENT	PERCENT	
		I.T.	Time	
		1	2	
no picture	0	7	11	18
		1.03	1.61	2.64
		38.89	61.11	
		1.70	4.07	
picture	1	185	172	357
		27.13	25.22	52.35
		51.82	48.18	
		44.90	63.70	
illustration	2	220	87	307
		32.26	12.76	45.01
		71.66	28.34	
		53.40	32.22	
TOTAL		412	270	682
		60.41	39.59	100.00

STATISTICS FOR 2-WAY TABLES

CHI SQUARE	30.748	DF=	2	PROB=0.0001
PHI	0.212			
CONTINGENCY COEFFICIENT	0.208			
CRAMER'S V	0.212			
LIKELIHOOD RATIO CHISQUARE	31.158	DF=	2	PROB=0.0001

APPENDIX 8

TABLE OF SLOGAN BY MAG

SLOGAN	MAG	I.T.		TOTAL
		1	2	
no slogan	0	181	142	323
		26.54	20.82	47.36
		56.04	43.96	
		43.93	52.59	
slogan	1	231	128	359
		33.87	18.77	52.64
		64.35	35.65	
		56.07	47.41	
TOTAL	412	270	682	
	60.41	39.59	100.00	

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	4.907	DF =	1	PROB = 0.0267
PHI	-0.085			
CONTINGENCY COEFFICIENT	0.085			
CRAMER'S V	0.085			
LIKELIHOOD RATIO CHISQUARE	4.908	DF =	1	PROB = 0.0267
CONTINUITY ADJ. CHI-SQUARE	4.566	DF =	1	PROB = 0.0326
FISHER'S EXACT TEST (2-TAIL)				PROB = 0.0326
(1-TAIL)				PROB = 0.0163

APPENDIX 9



TABLE OF SLOGTYP BY MAG

	FREQUENCY PERCENT ROW PCT COL PCT	MAG		TOTAL
		I.T.	Time	
		1	2	
no slogan	0	181 26.84 56.21 43.93	141 20.67 43.79 52.22	322 47.21
quality	1	40 5.87 71.43 9.71	16 2.35 26.57 5.93	56 8.21
popularity	2	33 4.84 71.74 8.01	13 1.91 28.26 4.81	46 6.74
price	3	7 1.03 70.00 1.70	3 0.44 30.00 1.11	10 1.47
taste	4	9 1.32 26.47 2.18	25 3.67 73.53 9.26	34 4.99
other features	5	142 20.82 66.36 34.47	72 10.56 33.64 26.67	214 31.38
TOTAL		412 60.41	270 39.59	682 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	27.608	DF=	5	PROB=0.0001
PHI	0.291			
CONTINGENCY COEFFICIENT	0.197			
CRAMER'S V	0.201			
LIKELIHOOD RATIO CHISQUARE	27.622	DF=	5	PROB=0.0001

APPENDIX 10

TABLE OF HEADLINE BY MAG

HEADLINE	MAG	I.T.		TOTAL
		1	2	
FREQUENCY	PERCENT	ROW PCT	COL PCT	
no headline	.	19	11	.
report news	1	142 21.72 67.30 36.13	69 10.58 32.70 26.64	211 32.36
offer advice	2	43 6.60 40.74 10.94	40 7.52 53.26 18.92	92 14.11
make a promise	3	78 11.96 62.50 19.65	45 7.06 37.19 17.76	124 19.02
issue a command	4	25 3.63 56.82 6.36	19 2.91 43.18 7.34	44 6.75
arouse curiosity	5	88 13.50 56.41 22.39	69 10.43 43.59 26.25	156 23.93
single out a segment	6	37 2.61 68.00 4.33	8 1.23 32.00 3.09	25 3.83
TOTAL		353 60.28	259 39.72	652 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	13.500	DF=	5	PROB=0.0187
PHI	0.144			
CONTINGENCY COEFFICIENT	0.143			
CRAMER'S V	0.144			
LIKELIHOOD RATIO CHISQUARE	13.498	DF=	5	PROB=0.0191

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