“The effectiveness of design elements like picture, text and color in aesthetic products advertisement”

(Comparing advertisement in two countries of Iran and Sweden)
Abstract

This research analyzes the effectiveness of design elements like picture, text and color in aesthetic products advertisement; it compares advertisements in the two countries of Iran and Sweden. Dependent variables in this research are the opinion of Iranian and Swedish consumers and Independent variables are pictures (model, endorser, endorser age, endorser nationality and appeal), color (colorful and black & white) and text (typeface and text concept). Based on the causal research design, I analyze how a change in the design elements affects the opinion of consumers in Iran and Sweden about the ad. This research emphasizes on three kinds of aesthetic Products including: jewelry, make up and clothing. The reason to choose the aesthetic products is because of their uniqueness comparing to other products which are to satisfy the psychological needs of the consumers. The Media that is analyzed here is visual advertisings like magazine, newspaper, billboards and posters.

Theoretical investigation was the data collection through secondary data; it was the library study, reading 151 articles and books related to the subject of this research; the primary data collection was through my own experience of cultural differences and also interview with advertisers in both countries and the finally the experiment targeted to the consumers. To do the experiment, a number of 200 females between 20-30 (100 Swedish and 100 Iranian) are chosen and they are asked to choose the ad which mostly attracts their attention. Ads are wisely chosen and each of them analyzes the change in one of the design elements and its effectiveness in attracting the attention of the consumers. This research is started with the purpose of the research and the research problem, then I bring the theoretical insights, the research questions and their relevant hypothesis; finally I bring the methodology, the experiment and the interviews and in the end, I do a qualitative analysis of the results.

Based on the result of the research, picture and text are very competitive in attracting the attention of the consumers to the ad. Aesthetic product advertisement is more effective in both countries if there is a use of an endorser instead of the product image; endorsers are most likely to be celebrities, in the age of below 20 and from a mix of nationalities; ads are most likely to be colorful and use the Serif typefaces. In designing the ads for the aesthetic products in Iran it is more effective to use the sex appeal while in Sweden it is more effective to use the slice of life appeal. Finally consumers in Iran are more attracted to the ad by the impression of the text concept comparing to Swedes.

The keywords of this research are: Design, Advertising, Aesthetic products and Cultural investigation.
Acknowledgement:

There are a number of people who have helped me in doing this research and I have to appreciate their kindness here:

Thanks God, my mom (Tahereh) and my sister (Hasti) for their support in all stages of my life,

Thanks Helen Anderson that always reminds me of my mom. She was a very punctual, supportive tutor with a very warm-hearted personality,

Thanks Gene Daniel for helping me to find my own favorite subject to put the base of this research on,

Thanks Roger Russel for his great knowledge in cultural differences which made me interested in comparing my research interest between two cultures of Iran and Sweden,

Thanks Hamid Jafari for supporting me in any stage of my research,

Thanks Sandy who was always there when I wanted any help in editing the thesis,

Thanks Erik Hunter for his useful advice in the experiment design,

Thanks David Dickner and Kazem Mollaie for their valuable analysis of advertising design in two cultures of Iran and Sweden,

And finally thanks all my friends especially Shima, Azade, Sanaz and Sohail for their great help in the experiment section of my research.
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Appendix

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Introduction

Unconsciously I knew what I was going to write my thesis about. That was something that I have been engaged with for a while. Something that has always attracted me while walking in the streets, while looking at the noticeboards, while reading a magazine…

Last year when I started thinking about the subject of my master thesis, I decided to talk to one of my professors at school. What he helped me in was to motivate me in what I really like and what I want to do as my career in the future. He made me think deeply about this issue, I believed that I really like advertisements and I always carefully notice them, especially in the Elle fashion magazine of which I rarely miss buying the monthly issues. Then I was eager to find out the ads I am interested in and what was the reason. Therefore I decided to go through the pages without reading the details just to find out what pages attracted my attention. I noticed carefully which my favorite pages were, trying to discover the why I was pausing on them. There were several advertisements for makeup, jewelry and clothing that were the most interesting ones with very nice colors, hot models or even with a very interesting headline. I knew a number of those celebrities advertising products and I was interested to see what they are endorsing. Sometimes I really could not figure out for what product was the ad.

This made me think deeply if other people are also interested in the same ad as I was. I was also thinking if the advertiser knew that someone in Iran may see this ad and will pause on it for seconds, and what the reasons are for it?

As I thought more, the subject became more interesting to me. Then I took my laptop and tried to find out in what other countries this magazine is printed and if they are edited differently. It was very exciting, the Chinese models in the Asian Elle magazine and the blond girls in Swedish version. The themes of the pictures were also different. I found the pictures sexier in the European one. Besides, the colors, the language, everything was different. I could never imagine that…

Then I smiled while putting the magazine aside. "I found the topic of my master thesis"

Since that day I have tried to contact some of my friends who were either designers or advertisers in both countries of Iran and Sweden and I asked them about the advertising industry in their countries and how it is influenced by people's desire under the regulation and cultural circumstances. Somehow I thought that there is a contrast between people's want and the regulation in Iran but there was not the same situation in Sweden. Besides there was a huge difference in the use of the aesthetic products and the opinion toward it in these two countries, so I guessed advertisers had to implement different themes in the advertisement in these two countries. Then, I carefully observed the ads in the magazines or on the billboards and I saved a copy of the aesthetic products advertisement on my bedroom wall. I tried to close my eyes and then look at them again and again. Some of them attracted my attention in the first second, some of them kept my eyes on them for another few seconds; they wanted me to discover the ad message. On the other hand, some ads did not make me motivated to look at them at all.

In the next step, I noticed carefully the ads which attracted my attention; I wanted to discover what was really impressive in the ads. Was it the color? The picture? Or even the headline or the text of the ad which was more challenging. I found it so complicated to answer this question, but it was still interesting for me to find out. To some extent, I could say what elements were more effective in attracting my attention, but the question was that: How these elements are chosen and put together
for a product advertisement? Does this ad attract the attention of all kinds of people in a similar way? Do the people have a similar viewpoint and perception toward ads? Do they define the models, colors and text concepts in a similar way?

All these questions made me more motivated to start writing my thesis about this subject. Here I start the 1\textsuperscript{st} chapter of my dissertation by defining the purpose of this research and the important question in the advertising industry that I am trying to solve. Then I define different issues related to the topic to give the reader a better idea of the subject. Following that in the 2\textsuperscript{nd} chapter, I define the questions and the hypothesis which I will analyze later in this paper. In chapter 3, I describe the methodology and my experiment. In the last chapter I analyze the responses and come to a conclusion.
Chapter 1: Research Problem/Purpose/Perspective

1.1 Research Problem

Although people live in different parts of the world with their own tradition they are encountered by information from all over the world. Based on the strength and attractiveness of the information they receive, they may be attracted by a part of this information and not by the other parts. Especially in terms of shopping behavior, people are aware of the online shopping and the variety of products they can buy with different quality and price. The important question that should be asked here is that how advertising industry should consider this phenomenon and design appropriate advertisement that can attracts the consumers based on their cultural characteristics.

Advertising is very crucial as it informs consumers about products or services and motivates them to have the desired response. It is very important to know how the design of an ad can be effective in catching an individual consumer’s eye based on how appropriates the design elements like image, text and color are chosen and put together in a product’s ad. One important issue that advertising companies should notice is how people in different cultural circumstances have different tastes and viewpoints toward advertising and therefore are impressed differently when exposed to similar ads. This is consistent to the Aesthetic industry when people have different attention to this segment based on the social-cultural environment of their country and how advertising has been effective in attracting the consumers to notice at these products advertisement.

There are researchers like Elinder who believe to have a standardized strategy for applying advertising in different countries but there are other researchers like Lenormand who believe in differentiation based on the culture of that region (Onkvisit & John, 1987). Kanso (1992) agreed to Lenormand by analyzing viewpoint of managers in the US about international advertising. He analyzed the affect of language, aesthetic, social structure and religion in advertising and he ended that advertisement should differ in terms of the local designs like picture, layout, symbols, theme and content. Researches completed by Wei and Jiang (2005) tests the advertising campaign for Nokia through the same strategy and the different implementation in two countries of US and China, the result was that culture impacts execution more than the creative strategy. He believes that there should be the same strategy but different implementation.

Besides, the consumers’ desires toward products are different. Some products satisfy the basic needs of the consumers and are considered more general around the world but some like the aesthetic products are for satisfying the psychological needs. Therefore the consumers around the world have different perception toward the use of these products and advertisers should plan different advertising targeted to them. For instance, Frith and Mueller (2003) analyzed advertising of the women’s fashion magazines in Singapore, Taiwan, and the U.S. They compare the beauty perception in these countries and found that beauty in the Asian ads is mostly related to the beauty of face, whereas in the U.S. ads were mostly focused on clothing and the beauty of body shape.

To produce the most appropriate ad for the aesthetic products relative to the culture of the target consumers, advertisers should seriously consider the design attributes of the ad. Mitchel (1986) analyzed the importance of the visual elements in advertisement and how consumers translate the visual elements of the design into a verbal information; he also discussed the combination of elements (verbal and visual) which should be fit correctly. He analyzed the products like toothpaste, ball point pen and deodorant. The result was that photographs have an affect on consumers’ attitude
toward the ad as well as the brand but they do not change consumers’ belief about the product attribute. There is another research which analyzes the role of color in advertising and how it should be chosen wisely to have the better impact on audience. This research focused on conceptual frameworks like hue, Chroma and the value of color in consumers’ attitude. The result was that ads containing suitable color are valued higher in terms of likability, and ads with higher level of Chroma are more effective to create more feeling in the consumers (Gorn, Chattopadhyay, Yi, & Dahl, 1997). McQuarrie and Mick (1999) analyzed the text in advertisement of American ads and it’s equally importance to the use of picture. They analyzed how text can be interpreted differently based on the culture of the consumers. They used the actual ads in the magazine about the products like mascara, almond, yogurt; they analyzed rhyme, antithesis, metaphor and pun by examining the undergraduate students in California. The result was that visual figures can alter the consumers’ elaboration of the ad as well as being so difficult to comprehend. Overall, it should be considered that in order for the consumers to understand the ad better, they should share common codes with the ad creator.

There are also other researches that I will discuss later in this research, they all discuss some other perspective to my question but not exactly what my research is going to find out. For instance there are not enough relevant researches which focus on the aesthetic product advertisement, either no research that compares Iran and Sweden in advertising design. Each previous piece of research analyzed one specific element of this topic but there is no research that shows specifically how the design of the ad for the aesthetic products should be chosen based on the consumers’ preferences. Therefore this research will answer this important question in the advertising industry which I will elaborate on more in the purpose below.

1.2 Purpose of study

The purpose of this research is to analyze:

the effectiveness of design elements like picture, text and color in aesthetic products advertisement by comparing advertisement in the two countries Iran and Sweden.

The reason to choose this subject is because of my own interest in advertising design and also my international experience of living in three different countries of Iran, Sweden and Canada. This experience made me aware of the variety of differences in consumers around the world in terms of their characteristics, desires and their attention to the advertisements. I noticed that people around the world have different definitions of pictures, texts and even colors and they are attracted to advertisement differently.

The other reason to do this research is that the use of Internet makes people aware of the information from all over the world; they become aware of the companies, products and the advertisements in any spot on the globe. Unconsciously these people become a part of the advertisers’ target group and should be considered while planning a marketing strategy. Therefore it is a critical issue for the international advertisers to understand that cultural diversity and the variety of definition and behaviors consumers can have to a similar ad otherwise they will lose this very huge segment which is international consumers.

Moreover, I should mention that the aesthetic industry is different from the other industries because the aesthetic products satisfy the psychological needs of the consumers as well as the physical ones. Therefore companies advertising aesthetic products should know what the psychological needs are, to be able to plan their advertising based on that. Because of the differences in beliefs and
perceptions, people around the world do not have similar psychological needs and are not attracted by the advertising the same. Therefore to be more effective, companies which want to advertise internationally should notice at these cultural differences by designing the right ad for the right group of consumers.

My contribution in this research is to analyze different elements in design of the ads for the aesthetic products which make one ad stands out among the others whether in a magazine or a poster on the wall. I analyze how elements should be chosen in design of the ad based on the cultural motivation and perceptions of the consumers. This research analyzes the causes that make people pause on one ad among a diversity of ad clutter. Causes that will be investigated in this research are design elements like the picture, text and color. Each includes some issues; for instance picture includes the use of celebrity, the choice of appeal in an image and also the attributes of the model like age, nationality. The industry that will be analyzed here is the aesthetic industry including makeup, jewelry and clothing. The countries that will be compared in this research are Sweden and Iran and the reason for this is my own experience of living in these two countries and the ability to reach the consumers and advertisers in both countries. The target consumers of the aesthetic products which I will analyze here are women, (between 20-30) which are mostly the target group of the aesthetic producers. This is a universal target group because of the attraction of women by the aesthetic products in all over the world.

Nowadays companies around the world are competing to have the most shares of consumers; because of the high usage of the aesthetic products, advertisers should notice carefully how to attract the attention of the consumers to their product advertisement. It is hoped that the current study will add knowledge to the existing advertising design as well as providing guidance for advertisers to create more effective advertising strategies targeted to the international consumers.

1.3 Perspective

To find out how advertisers should design the appropriate ads for advertising the aesthetic products, and what the appropriate ad is, and how it differs from culture to culture, I investigate three perspective of this issue here:

1- The advertisers 2- The ad itself 3-The consumer culture

(You can see figure 1 below for clarification)

![Figure1. Three dimensions of Advertising](image)
Based on the Business Dictionary, *advertiser* is a person, organization or company that places advertisements to target the consumers (BusinessDictionary, 2010). Advertisers should be able to design an effective ad to attract the consumers' attention and lead them to the next step of having positive feeling about the ad, product and the brand and finally buying the product. To create effective ads, they should be aware of the target consumer. They should know what the consumers' need, belief and characteristic are to be able to attract them by an ad. Because of the great differences in people around the world, for instance in my sample research, Iran and Sweden, advertisers should be very careful in what they design, what picture, symbol, text and color they use, not to be interpreted wrong. My question here is that: Do the advertisers know why some ads bring positive response from a group of consumers and not from the others?

Based on the Oxford Dictionary, *ad* is a notice, picture or film/movie telling people about a product, job or service (OXFORD, 2010). Ad can attract people differently based on how it is designed. There are numbers of ads all around us, in the magazine, newspaper, even on the notice board or billboards, but if all of them attract us the same way or not. Based on the elements important in design of the advertising, like the choice of picture, text or color, ads can have different affect on the consumers. I should mention that these elements communicate with us, they transfer a message and unfortunately they are interpreted differently. For instance different colors have different meanings all over the world or the text can be slang and not be interpreted correctly for people who are not native in a region. Even endorsers of a product can be a celebrity in one part of the world but unknown in another; therefore they may lose their effectiveness if they are chosen wrong. Similar problem about the nationality of the endorsers that maybe interpreted that this certain product is just for the people with the special nationality and not for the others. Therefore I conclude that every element which is used in an ad should be wisely chosen to target the right consumers effectively. My question here is that: What elements in an ad design might attract a group of consumers to notice at the ad and not the others?

Based on the Media Dictionary, consumer culture is a view of the society as dominated by consumerism (MediaDictionary, 2010). Consumer Culture is "individual's choice and consciousness, of wants and desires, but rather the study of such things in the context of social relations, structures, institutions, systems." This need is a critical point that relates the individuals to the institutions (Slater, 1997). Because of the differences in people around the world, they interpret advertisement differently. Each picture, text or color may have different definition for people from different regions and they interpret these elements based on the beliefs and traditions they have been living with. Symbols, slang, colors, even the meaning of beauty may be interpreted differently. In some countries like Iran the beauty is mostly defined as the face beauty but in Sweden for instance the beauty is the body shape or clothing rather than the face. Therefore the ad should be designed carefully not to lose the target audience. My question here is that: How different design figures lead to receive different responses from the target audience to a product advertisement?

It is obvious that these three perspectives are closely related in this research and I want to find out how these three dimensions should work together to better communicate with the consumers and how advertising companies should be a leader in this triangle and design the ad based on the consumer characteristic.

In order to have an effective advertisement, advertisers should notice carefully at the ad they design. They should consider the elements important in an ad and the right gathering of them in a sample ad. The elements that are crucial in the design of an ad are the pictures, text and the appropriate color. Advertisers should do their best to make an ad impressive otherwise they will lose a great
amount of audience in the very short second's possibility of attracting them. Moreover these elements should match one another, for example the image should convey the message behind it otherwise people will pass by looking at the ad without getting the message or even by getting a wrong message. Everything in advertising design is important; when the right picture is used in an ad, it adds clarity to the message or when text is used incorrectly, it can confuse your target audience. Besides, to attract the consumer's attention to an advertisement, advertisers should consider the culture of the target consumers. Culture shapes the beliefs and motivations and it shows the meaning of different symbols and expressions. It also affects the consumers' evaluation of the pictures and advertising. Therefore advertisers should be able to discover what motivates people and what their dream is and then they should be able to design an ad that shows these motivations and psychological needs. What I should ask here is that how the culture influences the evaluation of consumers of an ad based on its attributes.
Chapter 2: Frame of Reference including Literature, Questions and Hypotheses

So far I explained shortly what my research question is, in this chapter I elaborate more on the research question; there are a group of issues that should be explained first before discussing the questions for instance, in section 2-1 I talk about the international advertising. Then in section 2-2, I talk shortly about the culture consideration and different perception of consumers. Then in section 2-3, I will describe what effectiveness means in my research. In section 2-4, I talk about the aesthetic industry and how it is placed in perception of people with different cultures, then in section 2-5, I mention important elements in design of the aesthetic product advertisement which makes it effective or not.

2-1 International Advertising

International advertising means for the companies to introduce themselves to a vast group of consumers and at the same time, for people to satisfy their needs not from a certain regional firm but from somewhere in the world that they may never go to. To develop a business in this international environment, companies should be able to connect themselves with the consumers. To do so, they should be aware of the needs of the consumers, they should develop their production to be able to satisfy the needs with their own products and the most important issue is to make the consumers aware of this company and its satisfactory products. Finally, they become able to integrate the diversity of people with differences in country, culture and characteristics and make them one unique target group of a company (Paliu-Popa, 2008). Moreover in this communication, companies make two kinds of connection with the consumers; a physical which is transferring the product between the producer and the consumer, and the psychological approach which is the knowledge of the consumers about the presence of a company and the feeling toward it (Suta, 1997). Therefore, it is not important how far the manufacturers are to the customers, they can make the right connection.

Thomas Friedman (2006) talks about the flat world, meaning that "we are now connecting all the knowledge centers on the planet together into a single global network, which-if politics and terrorism do not get in the way-could usher in an amazing era of prosperity and innovation." He also mentions that to join this global network, people should be outward and open to new ideas. They should be able to trust the foreigners and implement the desirable changes in their own society. The more open culture you have, the more advantage you will get from this world by observing foreigner's ideas and meld them with your own tradition. This ability has been found mostly in Indian culture because they had the experience of Moguls and British people governing in their country. The way Indians think is "Take the best and implement it in your own culture and leave the rest". This is an issue that all companies are getting engaged with and they have to find a way to cope with. As Paul Romer said, "Everyone wants economic growth, but nobody wants change." In this flat world, companies are seeking to reach the consumers satisfaction, anywhere they are, and let them choose what they want. By flattening the world and the use of internet, consumers become stronger in controlling their buying habits. More and more companies from booksellers to financial services were adapted to this phenomenon by letting the consumers choose what they want, and then produce what the customers are willing to buy. For example Starbucks
coffee used the strategy of asking the consumers what taste of coffee do they prefer and then producing such a coffee (Friedman, 2006).

The question is that "How the consumers should become aware of the companies and their products". To answer, companies should be able to market their product to the target consumer and establish their presence in consumers' mind. Nowadays there is a possibility for the companies to attract consumers from all over the world. Especially in the worldwide competition of companies with the same product attributes, the most efficient marketing is able to beat the other companies.

2-1-1 Standardized vs. Differentiate

To market internationally, companies follow one of these models including standardized or customized marketing. Standardization of Marketing has been a very important phenomenon in the last two decades. Based on this viewpoint, people with any culture in any part of the world have the same desire toward the consumption of products. Therefore the same advertisement should target them. This viewpoint simplifies planning and performing and decreases the costs of the operation. It also produces the same worldwide image about a company and its product. Experts believing in this theory are Elinder, Roostal, Fatt Strouse, Bronfman, and Levitt. There is a controversy to this that says to have a customized advertising design that differs from country to country. Based on this theory, advertisers should notice at the differences in people and implement these differences in the advertisement targeting them. Experts believing in this theory are Leighton, Lenormand, Reed, Lipson and Lamont, McCarthy and Perreault (Onkvisit & John, 1987).

According to Elinder (1961), "to begin marketing with a local appeal which changes from country to country is about as sensible as stopping a factory's machinery producing a product and setting up production in several small national factories these producing their own national products in short series after their own recipe."

To bring some examples, L'Oreal, Coke and Pepsi follow the strategy of standardized ads. Even if they are successful in this model of advertising but there is a possibility that their success exceeds with the customized advertisement. In general, the best advertisement maximizes the profit, no matter if it is standardized or customized. A good advertisement is the one that impresses the consumers. Because of the market heterogeneity and the differences in perception of consumers around the world, a group of elements affecting this impression should be considered. It should be considered that even if people are all similar because of being a human but they are also different based on so many attributes like age, gender, nationality and culture. To satisfy their need, these differences should be considered in what is targeting them (Onkvisit & John, 1987).

Although we said earlier that consumers became stronger in controlling what they want, but there is still a probability to influence their habits. It is possible by targeting the source of their interest which is their culture and to affect them by using it. Besides, although the product characteristic and its performance are universal, but there is still differences in perception of people about similar products. Therefore the communicators should notice at this very important issue not to plan the same advertising design for all. What should be noticed is that the advertising design should be adapted to the culture of that region (Hornik, 2001). Culturally oriented managers believe in differentiating advertisement based on the local perception. In this approach they market the
product differently by using the local design elements like picture, layout, theme, symbols and content (Kanso, 1992).

This research falls into the decline in the standardization of ads and moving toward customized ones. To understand this better, my research brings an example of one of the first international advertising agencies in the world. Between 1968 to 1971 company of Metsl offered advertising services in Russia, at the same time Calkins and Holden did the same in the US. In 1980 both together brought the craftsmanship of copyrighting and illustration to provide services for advertising. Before 1988 access to product market information and consumers was restricted. Since 1988 because of the joint venture of western and Russian advertising, the need for advertising became obvious. This year was a milestone in advertising history. Even if in that time the consumer market and economy of Russia was undeveloped but they were open to bring the advertising methods and management from the western advertisers into this country. They followed the basic concept on western advertising that was to inform, educate and convince. What was important here was not just government censorship but the culture. Traditions shape the activities of the economic companies in management and planning. Therefore advertisers got the new role of influencing the social life. There were some problems in that time that there was not a clear meaning of advertising. Therefore, there was not a clear method of educating the advertisers and also there was not a great enthusiasm among the Russian advertisers to accept the western advertising model and if these strategies fit the Russian culture as well as Americans (Wells L. G., 2000). That was one reason they thought of differences which make them notice at culture of people they are targeting their advertising to.

It also depends on the kind of product we are advertising for, some products are universal for instance products which satisfy the basic needs of the consumers like furniture, can be less culturally affected, but advertising of products like aesthetics are culturally affected. Until now, we discussed how the world is moving toward globalization and how the use of Internet let people reach any kind of information in any part of the world. At the same time we discussed how people in different parts of the world have different perceptions and beliefs. In order for the companies to reach this variety of consumers and make them aware of their products, there is a need to get to know their cultures. By being aware of the culture influence and focusing on that, firms will be able to influence consumers' thoughts. Therefore, to have the right impression on them, companies should be effective in their advertisement process.

2-2 Culture and Regulation Consideration

One of the most important issues that the advertisers should be aware of is each country's culture and regulations. There is a great possibility that an ad is beyond the limitations of a country, religion or a culture. Therefore this ad loses a great amount of audience which is harmful for the company.

This research defines the culture from a different perspective:

"There is a definition that "culture is a collection of discrete behavioral norms and cognition commonly held by individuals within definable population." (Lehman, Chiu and Schaller 2004) Carpenter (2000) argues that "Culture consists of shared elements by the people within; it can influence individual's perception of self, thoughts, feeling and behavior." Lehman (2004) says these elements let us to distinguish one ethnic group from the other one. Culture shapes the values and
values show the definition of right and wrong. Therefore consumers are interested to lean toward positively valued products to maintain their positive self image (MA Sirgy 1982, Shavitt 1990, Hogg 2000).

I conclude that based on different cultural characteristic of consumers and definition of right and wrong, they have different advertisement process. They are attracted differently by the same ad based on what impress their feeling and thoughts.

Besides, I should mention great researches have done by Duncan and Ramaprasad's (1995) who believe that having the same strategy for applying an advertisement in different part of the world is no longer efficient. Based on investigation, they designed four types of advertising strategy for international implication: (1)global strategy, (2) glocal strategy, (3) local/country specific strategy, and (4) single case strategy.

A global strategy is to standardize both strategy and execution and to have an identical ad in each culture, society, legal, and religion. A glocal strategy is the one which is standardized in creative strategy but is adaptable in execution (Robertson, 1995). A local/country specific strategy is an adaptable creative strategy and an adapted execution based on the socio-cultural conditions of the market. Finally, a single case strategy combines a localized creative strategy with a highly standardized execution but it is not so much used in the international market. The result of their investigation is that the best strategy for advertising is the glocal one.

The same result came from research completed by Wei & Jiang (2005) who analyzed the advertising campaign for Nokia in terms of the relationship between standardization in creative strategy and execution in two culturally distinct countries, US and Germany. Creative strategy in this research refers to a general nature, theme and important points of a message and execution means advertising appeals, picture, and text layout. Considering cultural beliefs in advertising design, my question is: In this global world with so much cultural diversity, how advertisers notice at the choice of visual properties in an ad when they are targeting consumers from different cultures?

The other highlighted issue that Foster (1999) mentioned before is that although the world is moving toward globalization but there is still so much cultural diversity in the world. To have a successful ad, it should be a mix of modernity and tradition but it should keep the cultural theme in it and not to make people far from their own culture. Based on Zhang and Neelankavi's (1997) research, cultural values influence and are influenced by advertising. Anderson (1984) shows his agreement by accusing advertising for replacing the domestic culture with a western one. The question is what strategy should advertisers have, to design an ad for an international-used product while adapting to different cultures?

At the same time we should consider that social values and cultural characteristics of the target audience may limit the choice of advertising theme used in one particular culture. Frith & Mueller (2003) added the media restriction which is based on the governmental and political/economic systems and Hofstede (2001) continues that politic and economic shape and reflect a society's cultural policies as well. In the end I conclude that advertisers should consider the role of culture as a very important element to base their advertising plan on because it affects the attention of consumers to advertising and shape their perception toward the products.
2-2-1 Why Iran and Sweden?
The reason to compare advertising in Iran and Sweden is first because of my own experience of living, studying and working in these two countries and my cultural investigation in the last two years. My contacts with the people in these countries also made it easier for me to reach the respondents easily in the experiment section of my research. Secondly because of my own profession in photography and design, I mostly carefully observe advertising like posters, billboards and print media. During my investigation, I found a huge difference between these two countries in terms of the design elements like picture, text and color. Besides, I found the consumers very different in terms of their belief and characteristics. Therefore i was very curious to find a link between the cultural differences and the advertising design in my research.

To give you an idea of these countries, I should introduce Iran as a country with about 2500 years heritage, art has always been very popular in this country as there has been several world-famous poets, authors and artists. People are very curious and they care about everything around and this is the reason I suppose their attention and understanding of the advertising must be very intense. They are very ambitious and outgoing so I suppose they are very open to foreign products and advertising especially outdoor ones. They do care about their appearance and how they look like in public so the use of the aesthetic products must be very high. On the other hand, it has been about 35 years that there have been the presence of an Islamic government which had its own regulations and viewpoint. There has been a challenge the whole time as a large group of people in Iran do not agree to govern the country with Islamic rules but even with these efforts, they still exists. One may guess that the Islamic culture may have had an impact on the perception of people and make them agree with them but at the same time there is a possibility that people want to go for a modern western culture. This is what I will find out based on my result.

On the other hand, Sweden in my viewpoint is a peace country, it has never had such political issues as Iran had, and therefore everything is simpler and less confusing in Sweden. People are more relaxed and satisfied. They mostly spend time indoors and they keep their privacy, so I can assume that they must be able to notice at print media at home more than the outdoor ones. At the same time, as I know from swede’s communication speed comparing to Iranians, people in Sweden are less open to the foreigners because of being slow in trusting others. Besides, as my experience shows, they mostly prefer to look very natural and you cannot compare the usage of the aesthetic products like make up and jewelry with Iran with its huge consumption.

To conclude, I am very interested to find out how these cultural differences affect consumers' attention to advertising and for instance, make an ad effective for consumers in Iran but not in Sweden. In the following section, I describe what I mean by effectiveness in my research and how cultures impress the effectiveness of the advertising.

2-3 Effectiveness and its meaning
It is very critical for the companies around the world what image the consumers have about them. The right positive image makes them stand out from the crowd in this competitive world. to do so, there should be a great focus of managers on the effectiveness of their advertising. Here I consider
the advertising effectiveness as a marketing problem and I try to explain how this problem looks like and what the causes are.

Advertising is an art of satisfying consumer's want and Advertising effectiveness is for satisfying the advertiser's need. These advertisers can be categorized as agencies, research services, marketing managers and also academicians (Cook & Kove, 1997). Wells (1997) uses the expression of AIDA and mentions that effectiveness can be incurred in four sections of attention, interest, desire and action.

What I mean effectiveness in this research is analyzing the cause for the amount of time a person pauses on an ad while he is having a quick scan of a magazine. This pause shows if the person is attracted by the ad or not, and the reason for this attention. It can also be about a variety of posters on the wall and what is important here is that how an ad stands out among a clutter of advertisements. Whether it is a poster on the wall or an ad in a magazine, it has the ability to attract the attention. There are several reasons for this attraction; there might be just the ad attributes or it might be the pre consideration of that product, brand or company.

For instance, there is research by Cook & Kove (1997) that tested an online magazine and investigated the attention to its ads. They controlled the attention focus and found its relationship with the pre attentive processing, and ad, and the brand attitudes. They controlled the exposure moment and analyzed the amount of impression affected by the previous knowledge. But what I am analyzing in this research is the effect of the ad attributes in attracting the consumers.

To explain more, we should know what attention is. Attention is individual's processing and selection of the variety of elements around them. There is a research by Tolley that analyzed the attention process by examining the eye movement. He also concluded that individuals select from the environment based on their needs and experience (Clark, Brock, & Stewart, 1994).

In my research, I analyze the interrelationship among different elements while exposing to an ad. What makes people select from the environment is based on their personality and the culture they are coming from. Based on Korgaonkar, Moschis and Bellinger (1984), the most effective advertisements are the ones that "are based on the market research findings; they are backed with adequate financial and managerial resources, they are based on careful media planning and they are likely to use messages that are perceived to be creative and unique.

There are two concepts to be discussed here: effects and effective. When we are investigating people, it means that we are analyzing the effects while investigating the effectiveness is analyzing professional advertisers work. The main focus of advertising effects is based on the effect of each creative element in an ad itself. There are two kinds of effect: the short term and the long term. "Short term effectiveness is a chain of effects like sales, brand perception, advertising awareness and attitudes. Long term effectiveness works mostly on the cumulative perceptions and it happens over the years". In determining the ad effectiveness, two issues of time and interference should be considered. The more time passed since the consumer sees the ad, the less likely they are to remember the information given. Besides, the more clutter information the consumers exposed to, the less likely they are to recall the ad (Wells, 1997).

The other concept that should be discussed here is effective and efficient; effectiveness is "The quality of being able to bring out intended results and efficiency is skillfulness in avoiding wasted
Ad creators must be able to impress the ad readers, therefore they should know for what kind of people with what kind of characteristics they are advertising. To have the best impression, they must be able to attract the consumer's attention through their ad. In the next step they should be able to create a favorable image about the ad, product and the brand, and finally the ad must be strong enough to make people buy the product next time they go shopping. In overall, the ad must be able to beat the competitors by the amount of its effectiveness.

So far I talked about the international advertising and how culture can impress the effectiveness of the ads. In the next part I want to explain why I chose to analyze the aesthetic industry in my research. I will talk about the characteristics of the aesthetic industry which makes it different from the other industries in terms of marketing strategy.

### 2-4 Aesthetic industry, product and marketing

The concept of aesthetic was first mentioned by the philosophers in the Art discipline trying to define the art and the beauty of it but later aesthetics also became part of other disciplines like psychology, sociology, anthropology and marketing (Charters, 2006). A simple definition of aesthetics in any of above disciplines is "the study of the feelings, concepts, and judgments arising from our appreciation of the arts or of the wider class of objects considered moving, or beautiful, or sublime." (Blackburn, 1994) Another definition of aesthetic which has been said in a marketing paper was the "presence or absence of beauty" (Sidney & Czepie, 1974). Based on Schaper (1983), the reason that aesthetic is focused widely is because of the attention to beauty in any culture or societies.

In the modern time, aesthetic is considered as the visual appeal and the attractiveness of an object. Philosophers differentiate the aesthetic nature of an object and the aesthetic evaluation of it. For instance, an art picture has an aesthetic value but may not be seen with an aesthetic view (Sibley, 2001; Townsend, 1997). The aesthetic value of an art object is more fixed than the aesthetic evaluation of it. Aesthetic value may be considered completely different among a variety of people. Hegel and Nietzsche agree that the aesthetic is the individual's experience of a thing and they mention the subjectivity of the experience (Ferry, 1993).

Funch (1997) also discussed the psychological approach of the aesthetic experience and he said that response to the aesthetic products is a mental activity. Another approach developed by Freud says that the response to the aesthetic is an unconscious behavior and a subjective process. Blumer and Becker (1969) agree on the social aspect of the art and beauty as the most important perception before the physical approach. Although this is a personal and emotionally engaged response, but it is obvious that the standards of beauty is shaped based on the culture of the society (Ferry, 1993). This research analyzes the aesthetic industry and how advertisers should market the aesthetic products to the consumers. What characteristics these products have and how people think of these products. Aesthetics is an experiment engaged with emotions and spirit. To advertise the aesthetic products, one should notice at how he can impress the feeling of the consumers by the visual
elements (Charters, 2006). Then how consumers are impressed and response to this advertisement is based on their appreciation and viewpoint of beauty (Wagner, 1999). Based on the nature of the aesthetic products, consumers appreciate it just because of its own sake not because of the purpose it may serve. They call this disinterested appreciation (Dickie, 1971; Townsend, 1997). In western culture the aesthetic behavior is different with the normal behavior (Day, 1985) and it is something related to the culture, viewpoints and interests than the physical satisfaction of their needs.

To conclude, the uniqueness of the aesthetic products comparing to other products is that the production of aesthetic goods is not just for satisfying the needs of consumers but for the producer’s artistic expression (Hirschman, 1983). Therefore, the difference between the aesthetic industries among the other ones are the psychological approach as well as the physical concept. Based on Maslow Theory (1954), the need for beauty is beyond the basic needs like the need for food, accommodation and even security. It is something related to one’s need for improvement. Therefore to advertise products of this industry, advertiser should notice at the psychological needs of the consumers like the need for beauty and attention. They should implement this in their advertising by showing the benefits they will get from using these products.

As we said earlier, effectiveness of advertising happens in different stage, for instance, it may make the consumers notice at the ad and the product but not relatively purchase it (Olshavsky, 1985). Therefore, there maybe a distinction between the evaluation of an ad and the response to it (Charters, 2006). What I am analyzing here in this research is how advertising is effective in catching the consumers’ attention without considering if it leads to purchase or not. In the next section I talk briefly about the design of the ads and the important elements which should be considered to increase effectiveness of advertising in the aesthetic industry.

### 2-5 Design and the elements important in it

As we said earlier, advertisers should differentiate advertising of the aesthetic products with the other products. They should notice at the cultural differences and the different perception of people toward different ads. They should be able to distinguish the ad designs based on differences in consumer groups. To have an effective advertisement, they should notice carefully at the elements important in design of the ads to be able to fit the right product to the right people.

Advertisers should know that consumers do not care about a product or a company, they only care about their own desire and benefits they may get from buying a product. Therefore the important thing is to design an ad with consideration of their interest (Vakratsas & Ambler, 1999). Therefore the ad should dramatize a feeling in consumers and make them like it. It should be able to make them emotionally involved and draw their attention to the ad (Leduc, 2000). The important thing for marketers is to know how they can affect the consumers, and how they should plan their advertising design (Vakratsas & Ambler, 1999). Important to know is that individual’s response to ads is based on their motivation and how they analyze the information (Cacioppo & Petty, 1985; MacKenzie & Lutz, 1989). Their evaluation of the ad is on three dimensions of experience, affection and cognition (Vakratsas & Ambler, 1999). To explain more, affection is the feeling dimension of a response and cognition is the thinking dimension (Vakratsas & Ambler, 1999). This research is based on the affection matter and how feeling is critical in being impressed by one ad and not by the others. What impressed feelings in an ad is the visual element of design which I will analyze in this research in details.
Damasio, Grodal and Shepard believe that visual is connected to emotions and these emotions come from the biological and social needs that are generated from the culture. The visual element of an ad has two duties; drawing attention to the ad and make good feeling in consumers about what the ad is for (Messaris, 1996). Dahl says that advertisement is an unwanted communication, you are exposed to the ads whether you want to or not. There are two kinds of response to the ad, first is the verbal thought of a person who is exposed to the ad that is related to the visual design of the ad and the next step is the focus on product attribute. It is assumed that individuals translate the visual elements of the design into verbal information about the product (Mitchell, 1986).

In order explain this more; first there should be a correct definition of design. What is a design? "Design is a combination of lines, shapes and colors on a piece of paper". The combination of these elements makes visual information. The important thing is how the overall design captures the eyes (Messaris, 1996). There are several elements in an ad design which can make an ad effective or not:

- **Picture**: includes a model which can be an endorser promoting a product or a picture of a product itself. Model itself has figures like the fame, style, age, gender and nationality
- **Appeal**: includes themes like sex, slice of life, fantasy, rational or humor, etc.
- **Text**: includes attributes like the size, font and color
- **Color**: includes Black& white or colorful and also different group of colors like warm or cold

Each of these elements will be discussed in this research separately and then the right combination of them will be analyzed. Advertisers should keep this in mind that even one element which is fit wrong in an ad can decrease the efficiency of an ad in attracting the attention of the consumers. Mitchell (1986) argues that the advertisements of two products with the same product attributes can make different impression. The combination of the right photo, text and color in an ad makes an ad unique among the others. To finish this section, I bring an example of two ads to mention the relationship between the design of the ad and its relation to the culture which made it effective or ineffective in a sample culture.

**Effective**: Based on a marketing history reference resource, Chanel advertisement "Share the fantasy" designed in 1979 was the 36th top 100 advertising campaign in the world. Doyle Dane Bernbach features as a bronzed woman lying by the side of a swimming pool who will be joined by equally tan and scantily clad man (Garfield, 2005). This ad includes a sex and fantasy appeal but the effectiveness of it is that the woman is shown in control of herself. Fantasy was deemed an exemplary approach: "In fantasy, a lover may be part of the picture, but he is not needed, is not integral (Reichert A., 2003).

**Ineffective**: Ad of sunglasses designed by Tom Ford brand which was made in Italy in April 2008 consists of a personal effect. This ad was nationally banned in Italy by the Italy advertising watchdog, institute for advertising self discipline. The reason to this was that this ad was a part of a racy campaign that requires the disclaimer "sexually explicit images" on the controversial American fashion designer's website (Colorubus, 2008).

So far I discussed the international marketing environment and the need for effective advertising. Then I analyzed the differences in culture of consumers in different part of the world which affect the attention process and the following evaluation of the advertising. Then I described what I mean by effective advertising which is based on the attention process of consumers to the ads around.
Following that there was a section about the characteristic of the aesthetic industry, its products and the right marketing of its products. In the end I discussed the elements important in advertising design of the aesthetic products which has a vital role in making an ad effective or ineffective. Now I will state my research questions with the theory supporting each of them. Hypothesis related to each question is stated and will be analyzed in the next chapter.

2.3 Research Questions:

This research analyses the design of the ad and its three main elements like Picture, text and Color. Each of these elements has its own attributes which are very important in attracting the consumers effectively for instance the choice of endorser is a part of the Picture choice, or the font style is a part of Text attributes and the black & white is a part of the color choice and many others that will be discussed further in each section. I state each research question and the previous researches supporting them. Then I bring the hypothesis which is written based on the previous theory and my own cultural knowledge of these two countries of Iran and Sweden.

Questions that I will answer in this research are placed in the chart below:

Q1: Effectiveness of the picture used in an advertisement of the aesthetic product

Q2: Effectiveness of color used in an advertisement of the aesthetic product

Q3: Effectiveness of text used in an advertisement of the aesthetic product

To mention previous work by the other researchers covering my model, I should mention that there have been researches done which just highlighted one area of my topic. For example based on Kahan (1992) theory, "we are now in a new visual century and people are first inspired by the illustration of advertising and then the headline and the body of text." It is proved that an ad has about three
seconds to attract an audience's attention. To achieve this 'three second hit' (Newble, Cannon, & Kspelis, 1994) poster should be an eye-catcher, brief and easy to understand (Dalen, Gubbles, Engel, & Mfenyana, 2002).

Moreover, there are also some researches that have been focused on the differences in perception of people about an ad in different cultures. Some examples include researches done by Eger (1987) who examined TV advertising and came to the idea of having different implication of the advertising strategy based on the culture of a market. Additionally, Tai (1997) analyzed multinational advertising strategies in Hong Kong, Taiwan, Singapore, and China and concluded there is a need for advertisers not to use the same framework in all regions but instead ensure it is adapted to the cultural differences. Hirsch (2010) has also researched about the culture and discipline in advertisement and how an ad should be changed by local interest and concerns.

However, there is a limitation in the extant research and this concerns how the visual elements in design of an ad for the aesthetic products should be adapted wisely in different cultures. I want to do this very important research by using the current findings in advertising industry and analyze them based on my own findings to reach the result. Here I bring the literature to explain each question in details and in the end of each section I reach the hypothesis concerning each question.

2.6.1 Part 1

**Question 1: Effectiveness of the picture used in an advertisement of the aesthetic product**

One of the most important elements in design of the advertisement for the aesthetic products is the use of picture. Picture has a strong ability to attract the attention and make the consumers notice at an ad whether in a magazine, catalogue or even among a variety of posters on the wall. Picture has the most impression on the consumers because it mostly covers a big piece of the ad and is the first thing to catch the consumers' eye. The question here is that: "why some pictures in an ad are successful in attracting the attention of consumers and some are not?"

Mitchell and Olson (1981)'s research shows how visual elements of an ad may change consumers' evaluation of a product. They said that photos which are evaluated negatively produce less favorable attitude toward the brand than the positively evaluated photos. Research by Eddel and Staelin (1983) investigates the differences in consumer responses while exposing to the ad and the reason was the different cognitive analysis of the consumer brain. The result was that consumer response is based on the structure of picture and text in the ad; when the picture is not framed and is mixed with the text, less brand recall is made.

Runyon (1979) argues that pictures bring a personality for the brand, For instance a brand may have an image of luxury in consumer's mind or a daily used product; therefore the picture used in an ad helps a lot in transferring this view to the consumers. Birdwell (1968) argues that the consumers' response to the ad is based on the personality that the brand is famous for and consumers are mostly attracted by the personality they feel close to. She analyzed the automobile owners and the relevant personality that they have. They concluded that the degree of congruity between the consumers and their luxury cars are more than the consumers with average or low priced cars. Therefore the picture in an ad which shows the closest personality to the consumers attracts their attention.
Another important issue is the culture influence on the perception of the consumers. There is a research by Frith, Shaw and Cheng (2005) which analyzed the women magazine in two cultures of the US and Asia. They concluded that beauty in the US culture is more perceived in terms of the Body by the pictures of clothing but for the Asian ones the meaning of beauty is mostly based on the beauty of the Face than the body. The tendency to portray women across cultures in the Classic beauty type shows that certain aspects of beauty are approximately universal and shared by Eastern and Western cultures. It also suggests that the feminist critique of advertising for depicting women as sex objects may not be a universal phenomenon.

Therefore to advertise for the aesthetic product by using picture, one should consider that the meaning of beauty is different from culture to culture, for instance based on my experience in two countries of Iran and Sweden, Iranian girls mostly consider beauty in terms of the face. They always have make up, wear jewelry and have a nice hairstyle. On the other hand, I found it less in Swedish culture to wear make up but they may prefer to focus more on what to wear instead. I think the reason for Iran to focus more on the face is the regulation and the religious matter which makes people not to be sexually attractive in public in terms of body. In sum, to attract the consumers with the right ad for the aesthetic products, one should consider the cultural evaluation of them about the beauty.

Taylor and Thomson (1982) show that a use of the picture in an ad makes the consumer response differently than when the ad is just composed of the verbal information. There is a research by Edell and Staelin (1983) which analyzed the picture in advertising of print media and its role in making the consumers remember the brand and the product. Starch (1966) agrees that when a picture is used in an ad, it becomes more interesting for the people to remember it than when it is not used. Kisielius (1982) made an experiment about two similar ads, one with the picture and one without. The result was that consumers are more likely to remember the ad through the image than the text itself. Rossiter and Percy (1978) argue that picture in an ad is the most effective figure in the consumers' attitude toward the brand. They also did an experiment with two similar ads which are just different in the size of picture. They concluded that the ad with the biggest picture has the most impression in the consumers than the smaller ones.

Here I present the first Hypothesis which is the effectiveness of picture in an ad comparing to the other elements of design like text and color. I compare the result for two countries of Iran and Sweden:

*H1: Iranian and Swedish consumers both believe that the picture will be the most important issue in making an ad effective.*

To sum up this section, advertisers should know that the choice of picture is very crucial in advertising. Picture consists of different elements like the choice of model, choice of endorser, endorser nationality, endorser age and the appeal of the photo. These elements are shown below in figure 3, and following that there are different sections talking about each of the elements in details.
Q1-1: Choice of a picture

The picture used in an ad can be just an image of a product like a lipstick or it might be an endorser with a nice lipstick on her lips promoting this product (figure 4). In some cultures, people prefer to see the product itself in an ad for example several different colors of eyeliner. In contrast there might be other cultures which want to see how the product looks like on people and it makes them more interested to notice at the ad. What i am analyzing here in this research is how people in Iran and Sweden think of the choice of a model. Does the culture of people influence them to be interested in endorsers advertising the aesthetic products or they prefer to see the product attributes itself in an ad. On the other hand, how advertisers think in terms of choosing a model in an ad promoting the aesthetic products. Based on one previous research, it is more usual to use an endorser promoting a product when the personality of the brand is more important (Birdwell, 1968). Based on my own experience, the picture of the product itself is mostly used in advertising of the aesthetic products in Iran while in Sweden there is a great use of endorser promoting these products. I think, the reason not to use endorsers so much in Iran for advertising is the religious regulation which does not let the advertisers use women as a sex object. Based on this viewpoint I bring the second hypothesis here:

*H2: It will be more effective to use the picture of the aesthetic product itself in the ad in Iran, while in Sweden it will be more effective to use endorsers for the advertising of these products.*
Q1-2: Choice of an endorser

There are two kinds of endorsers advertising products; a celebrity and a normal person (figure 5). Whatever we choose mostly depends on the product type. But sometimes there is strong need for a celebrity to motivate the consumers about a product by promoting a product. Whoever the celebrity is, she should be attractive to interest the consumers' attention to the advertising. A more recent study by Till and Busler (2000) revealed that there was a significant main effect of endorser's attractiveness on respondent attitude toward the brand as well as their purchase intention. Kahle and Homor (1985)'s research also shows that the brand recall rates higher when an attractive endorser is used comparing to an unattractive one.

It is very obvious that most companies like to use celebrities promoting their products. The question here is who the celebrity is? What is important in choosing a celebrity? What does a celebrity does that a normal cannot do? Do people have similar perception toward a celebrity? The celebrity endorser is: "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." It can be a movie star or someone from the world of sport or art like singers and artists. Celebrities have their own class, gender, age, as well as personality and lifestyle types and transfer a special meaning in the advertising which marketers should notice at (McCracken, 1989).

What important is in choosing a celebrity is: the amount of reliability in people's viewpoint toward them. Based on previous researches, the credibility of a model depends on two components; the trustworthiness of the model and the source validity (Hovland & Weiss, 1951). Tripp, Jensen and Carlson (1994) examined how the number of products celebrities endorse affects consumer evaluations of ads and purchase intention. They found that as the number of product a celebrity endorses increases, the level of trustworthiness will decrease. On the other hand, Ohanian (1991) discovered no main effect of trustworthiness on the audience purchase intention of the advertised product regardless of the product usage.

What celebrities do that the normal people cannot do is: the higher degree to attract the consumers to the ad and to convince them to have the desired response. Kelman (1961)'s internationalization theory argues that individuals are likely to lean toward the attitude advocated by a communicator if they value the attitude of the communicator. It is very important for the people to know the spokesperson and advertisers should know the related feeling that will be inspired by seeing him/her in an ad (Warlaumount, 1993). Beside, celebrities add value to the meaning transfer process. They may point to special gender, age or personality that the normal people cannot provide. In addition, they are more powerful media than anonymous models and actors. Even if they transfer the meaning that can be found by a normal person, but they transfer them more powerfully. "Celebrities own their meanings because they have created them on the public stage. Celebrities draw these powerful meanings from the roles they assume in their television, movie, military, athletic, and other careers" (McCracken, 1989).

People do not have the same perception toward the celebrities because: People living in different parts of the world have different beliefs and their perception toward the celebrities is different. To support this idea, Chio and Rifon mentioned the different perception of people toward endorsers based on their demographic characteristics such as gender and age and how young people follow their favorite celebrities' style (Bush, Martin & Bush). To bring an example for different cultural perception, I mention my understanding of maleness in Iran which is different in Sweden. For example, in terms
of the aesthetic products, men seldom wear earrings or do some tattoo on their bodies just they are Gay but in Sweden it is culturally very normal phenomenon that the straight men do this.

The question here is that if advertisers are planning their strategy about the choice of endorsers for two different cultures, should they use different endorsers or not?

To answer this, I bring the research by Maccracken (1989) which analyzed the celebrity endorsement and how their effectiveness is related to the culture they are promoting the product for. The reason to this is the meaning transfers from celebrity to product and then to the consumer and because of the different perception of people about the celebrities, the use of the celebrities is so culturally related. For instance based on my own experience, in Iran there is a great use of normal people endorsing products and even if a celebrity is used, it is someone who is nationally famous than internationally. For the aesthetic products, because of not usually using women as the attractive symbol, it is mostly normal people advertising products. Here I bring the third hypothesis which is:

**H3:** Iranians will find it more effective to use normal people as endorsers of the aesthetic products advertisement while Swedish people will find it more effective to use the celebrities.

To sum up, advertisers should determine what symbols they want to transfer in a message and then they should look for the relevant endorser with the same symbolic characteristic (McCracken, 1989).

![Choice of an endorser](image)

**Q1-3: Choice of endorser' age**

The age of the endorser promoting an aesthetic product influences the consumers' perception of whom the product is targeted to. For example an endorser in the same age as me may attracts me more to the advertisement than an endorser who is very older or younger. Depending on whom product advertising is for, if it is a child, young or adult, the model should be chosen.

To support this idea, I mention previous researches by Hsu & McDonald (2002) which analyzed the celebrity endorsers in the Milk Mustache campaign shows that celebrity endorsers represent a diverse mix of type, gender and age. Therefore the celebrity who is used in an advertisement should be matched the target audience in terms of gender and age.

Here I divided the celebrity age to three groups of Teenager (under 20), Young (20-30) and Middle aged (above 30) (figure 6). Based on the previous researches were mentioned in this section, and the sample group of my project who are (20-30), I formulate this hypothesis:

**H4:** Consumers in both countries of Iran and Sweden will find it more effective to use endorsers in the age of (20-30) for promoting the aesthetic products targeted to women aged (20-30).
**Figure 6: Choice of endorser's age used in an advertisement of the aesthetic product**

### Q1-4: Choice of endorser's nationality

One issue which is very important in choosing an endorser for the product advertising is the nationality the endorser is coming from. To some extent the consumer can guess the nationality, whether she is blond, black or even has an Asian look. The choice of nationality is very important in advertisement because the consumers feel closer to the endorser who looks more similar to them and think that this product is targeted to them as well. It should be considered who the product is targeted to, a certain nationality or multinational consumers. Moreover one should know who endorses this aesthetic product? From which nationality is she/he from? Does the nationality of the model matter in the attraction of the consumers to the ad? There are researches arguing about this issue. To answer this, I bring the expression of Homophily which means "the degree to which individuals trust someone who is with the same identity as them." To define this more, Jones, Moore, Stanaland and Wyatt (1998) did an experiment on the affect of race and gender of salesperson in an ad on perceived credibility by African American and Caucasian customers. They found that African American tend to see salesperson in the same race as them.

Another example of this is the Chinese market which has become a focus of global producers. Many international firms use local celebrities to endorse products to enhance competitiveness in the market. In contrast, some Chinese firms use foreign celebrity endorsement to increase the prestige of the firm. The question here is if the consumers perceive the foreign products with national endorsers similar to national products with foreign endorsers? Are they different in terms of attractiveness and trustworthiness? There is a research answering this question which analyzed the Chinese and foreign celebrities in advertising products with national symbols. In this experiment, three national product symbols (Chinese symbols, foreign symbols, no distinctive symbols) and two product types (utility, entertainment) and two celebrity types (Chinese, foreign) has been analyzed. Results showed that there is a relationship between the endorser’s nationality and the advertising effectiveness. Specifically, the endorser was ranked more interesting when endorser nationality and product nationality were congruent. Endorser trustworthiness was ranked higher when nationality was congruent while endorser expertise ranked higher when nationality was incongruent. In relation to advertising effectiveness, foreign celebrities proved more attractive than Chinese celebrities for endorsement of products with Chinese symbols. However, Chinese endorsers appear to be more expertise and trustworthiness than the foreign endorsers in national Chinese products. In contrast, in the endorsement of foreign products, foreign celebrities received higher scores in all three aspects, attractiveness, trustworthiness and expertise than Chinese celebrities. In terms of products with no distinctive national symbols, foreign celebrities also achieved higher performance (Zhang & Zhang, 2010).
There is other research by Chen (2008) which analyzed the effect of incongruence between endorsers Nationality and products of country-of-origin on consumer responses toward the ad. He compares the visible product and service product. The result was that when the nationality of the endorser matches the product of country-of-origin, it receives more positive responses from the consumers. However, the result was different between the type of endorser (celebrity/non-celebrity) and different products (visible/service). For visible product, it is more favorable for the audience when the non-celebrity endorser nationality was similar to products of country-of-origin but whether if celebrity endorsers’ nationality was similar to products of country-of-origin or not, the result was the same. On the other hand, for the service product with high product involvement, it was more favorable when the celebrity endorser’s nationality was similar to products of country-of-origin. However, for the service product with low product involvement or use non-celebrity, no matter what endorser’s nationality. Therefore, the result was that it should be considered the match between endorser and product of country-of-origin based on the types of product and endorser. The other example was the research by Gregory and Munch (1997) who analyzed Mexicans behavior toward the ads. The result was that Mexicans prefer to see Mexicans endorsing a product because they feel it closer to their cultural values.

To sum up, I should mention that it is very important for the advertisers to notice at the nationality of the endorser to choose while advertising for diversity of cultures. Here I divide the nationalities into three groups of Iranian/Swedish which are the models who either have dark hair or blond hair the reason to this is that there are two groups of people in Iran, dark and blond. The other two nationalities are Asian/African and a mix nationality of this entire four in one ad (figure 7). Here I come up with the fifth hypothesis:

\[ H5: \text{Consumers in both countries of Iran and Sweden will find it more effective to use the national endorsers advertising aesthetic products.} \]

![Figure 7: Choice of endorsers' nationality used in an advertisement of the aesthetic product](image)

**Q1-5: Choice of appeal**
First I have to define what Appeal means. Then I talk about the appeals that are mostly used promoting the aesthetic products supported by the relevant literature. Appeal is "something that moves people, speaks to their wants or needs, and excited their interest." (Moriarty, 1991) It is a way that message communicates with the consumers and attracts their attention effectively. There are two broad appeals that advertisers use to get close to the consumers: rational and emotional. Rational is mostly used when the need of consumer is functional for instance advertising related to health and economy. On the other hand, Emotional appeal is mostly used when the product satisfies the psychological needs of the consumers (Plessis, 2000). Based on what I talked about in the aesthetic product characteristic, these products satisfy the psychological needs of the consumers, therefore appeals in the emotional category are mostly used in these advertisements. Based on my own investigation the most appeals that are used in this industry are sex, fantasy and slice of life (figure 8). Here I describe each separately and I bring the relevant theory supporting each.

Q1-5-1: Sex

*Definition:* Based on the Oxford dictionary, Sex is "the quality of being attractive in a sexual way" (Oxford, 2010) and what sex appeal means is any persuasive action by using sex theme which informs or convinces the consumers by looking at an ad (Reichert, Heckler, Jackson & Sally, 2001). Another definition is by Harris (1994) who defined the sexual appeals as "any representation that portrays or implies sexual interest, behavior and motivation".

Based on Reichert & Lambiase (2002) 's theory, there are different types of sexual information in advertising which I mention them here:

- **Nudity:** it means using parts of a person's body which is not covered and transfers sexual information, it is mostly physical nudity.
- **Sexual behavior:** in means any body's movement in terms of sex acts, like pose and positions, it communicates sexual motivation in the audience.
- **Physical attractiveness:** based on David Buss's theory, physical appearance of the model like face makes sexual interest in audience (Buss, 1994).
- **Sexual references:** are "Images or words that refer to sex".
- **Sexual embeds:** the use of sex by embeds like the word "sex" or the shape of something that reminds us of something sexy and, they are designed to perceived subconsciously (Theus,1994).

The use of sex and the cultural matters: Nelson and Paek (2005) argued about the use of sex appeal in advertising and the different perception of each culture toward it. They mentioned that each country based on its politic, cultural values and society characteristic has its own behavior toward the use of sex in advertising (Mueller, 1996). Parallel to this, Hofstede (2001) argues that the sexual theme in the magazine ad should differ based on the cultural norms of each society. For instance countries in Asia and the Middle East are more conservative than the U.S. and Europe with respect to the use of sex in an ad (Frith & Mueller, 2003). Latour (1990) also analyzed perception of people toward using the sex appeal in advertising. He concluded that women do not usually feel comfortable seeing naked women in ads. But in researches by Severn, Both genders show favorable attitude toward having both genders naked in one ad (Messaris, 1996), and finally researches by Baker and Churchill (1997) shows that women's response toward seeing a naked guy in an ad is equal to men's favor toward seeing naked women.
There is an extent amount of literature about the use of sex in advertising. Here I bring some other examples:

Soley and Kurzbad (1986) compared "sex appeals" in magazine ads in the U.S. between 1964 and 1984. They found that, over time, sexual elements became more visual and overt. They concluded that female nudity and erotic content had become normal in the U.S. ads. Another study of women's magazines from 1983 to 1993 showed that there was an increase representation of women as sexual objects in advertising (Reichert, Lambiase, Carstarphen, & Zavoina, 1999). Several studies compared the use of women portrayal in advertising of different societies. For instance, comparing print advertisements in the U.S. and France by Biswas, Olsen, and Carlet (1992) reported that sex appeal was used more in French than in U.S. advertisements and the reason to this was because of the sexually liberated policy of France.

There is another study by Cheng (1997) who analyzed the women's portrayals in Chinese advertising; he concluded that women in Chinese television commercials wore more "demure" and less sexually suggestive clothing than did women in U.S. advertisements.

There is a study by Manard and Taylor (1999) which compared the beauty of girls in a Japanese version of Seventeen magazine to a U.S. version of the same magazine. The result was that Japanese models were mostly considered as "cute" and "girlish" while the American models were looked more independent and aggressive. Moreover, the use of sex is a means to promote products and to gain attention, it works well, when the product is related like perfume or jewelry or clothing but when the product is unrelated like car it does not work well (Koekemoer & Bird, 2004).

To sum up, I should mention that the appeal of sex is one of the most useful appeals used for advertising, especially the ones for aesthetic products. Besides, people have different perceptions about seeing the sex appeal in an ad; it may bring different meaning to people around the world. Therefore advertisers should have a great consideration of the culture which the advertising is targeted. In order not to transfer a wrong message to the audience, they should be aware of how the consumers evaluate the sex theme in an ad.

**Q1-5-2: Fantasy**

**Definition:** Based on the Oxford Dictionary, "fantasy is a fanciful mental image, typically one on which a person often dwells and which reflects their conscious or unconscious wishes" (Oxford, 2010). "Fantasy" has a psychological approach and is defined by Shaffer and Shoben as "expressing the imaginative fulfillment of motives". They mentioned that daydreams are always satisfying and are psychological phenomenon (Richmond & Hartman, 1982). This appeal is mostly used to show that the use of this product makes you reach a higher level of beauty or a social level. It is mostly related to the consumers' wish by mentioning that the use of this product makes you have your wish.

This appeal is mostly used in TV advertising because of the clutter and constraint on some products. It is mostly comes with some other appeals like masculinity or sex, for instance, a picture of boring grey hair men who use the Ego deodorant and get carried away by beautiful girls to an imaginary fun location (Koekemoer & Bird, 2004). Fantasy is one item which I will analyze in my research as very useful appeal in advertising.

**Q1-5-3: Slice of life**

**Definition:** Based on Oxford Dictionary, it is a realistic representation of everyday experience in a film, play, or book (Oxford, 2010). It is mostly used for the package goods and is mostly based on
problem/solution approach. It shows a real life problem of the consumers which can be solved by the advertiser's promoted product, for example Omo washing powder which removed stains from the clothes use the slice of life approach (Koekemoer & Bird, 2004).

I think, slice of life is another practical appeal that is used in advertising of the aesthetic product and by using it; advertiser tries to show this product is very useful and is a part of everyday used products.

**Summing up the three appeals**

Advertisers should notice carefully at the choice of appeal for promoting the aesthetic products because appeals bring different definitions and feelings for people around the world. To support this idea, Koudelova and Whitelock (1989) analyzed TV commercials in two countries of United Kingdom and Czech Republic. The result was that execution of advertising in different countries is affected by the culture and tastes of people. It was found in this study that people in UK are interested in seeing fantasy and humor while people in Czech are enthusiastic by the theme of slice of life, problem and solution, ordinary person and music in an ad.

Zhang and Gelb (1996) compared the appeals in American and Chinese ads and they focused on the match between advertising appeal and cultures, they also included the influence of product use condition whether if it is socially used or private. Results show that although culturally congruent appeals were more effective in general, product use condition moderated the effectiveness of culturally incongruent advertising appeals. Specifically, the reactions to the appeals were more positive when the appeal matched the product use condition. The result is that matching the advertising appeal to culture is advisable for advertisers; they addressed the role of product use condition in situations where appeal and culture do not match. Moreover, Petty, Cacioppo and Schumann (1983) talk about the psychology of consumers and how different appeals affect each kind of consumers based on the level of involvement.

To sum up this section related to the choice of appeal in advertising of the aesthetic products, I should say that the use of appeals should match the culture of the target consumer completely. Relating it to my research, people in Iran and Sweden may have different perception toward the appeals of Sex, Fantasy and Slice of life and they evaluate them differently based on their own beliefs. There is also the influence of the country and regulations which may lead the advertisers to choose one appeal to the other. For instance, base don my own observation in these two countries, people in Iran mostly use the aesthetic products as an everyday use item, no matter where they want to go, whom they want to meet, they should be dressed up, have make up and wear jewelry. Besides, the regulation of the country may not let the advertisers to use the sex theme which is against the religious beliefs of showing sex appeals in public environments. On the other hands, I found the Swedish people less aesthetic product user and I found them more interested to use these products in parties and ceremonies to look prettier. Based on this I bring the sixth hypothesis here:

**H6:** Consumers in Iran will find it more effective to see the slice of life appeal promoting the aesthetic products while consumers in Sweden will find it more effective to use the sex appeal. Fantasy is predicted as the middle choice for both countries among these three appeals.
Question 2: Effectiveness of color used in an advertisement of the aesthetic product

In this section I analyze the role of color in effectiveness of the advertisement for the aesthetic products. There are several options for dividing the colors but what I am analyzing in this research is based on the black & white and color category (figure 9). I will analyze which of these two items are more attractive to the consumers of the aesthetic products. One issue that should be considered here is the different meaning of colors in people’s mind based on their cultural differences. Colors can be interpreted differently among a group of cultures, for instance yellow represents jealousy in France, sadness in Greece, happiness in the United States, and is scary in China. In general, Color can draw attention; lead the eye and generated the meaning and feeling (Campbell, 2002)

The choice of color is very important in advertising because some colors have the capacity of attraction and some do not. Some colors make special feelings in people for instance the feeling of anger by the red color, or a relaxation of a green color. Therefore it should be considered which meaning the advertisers are willing to provoke in consumers and by the means of what color this meaning will be transferred. The choice of color in an ad is able to make an ad effective or not, for instance, a red color ad in a Black & White magazine is able to attract the attention. Here I bring the seventh hypothesis which is:

H7: Consumers in both countries of Iran and Sweden will find it more effective to see colorful ads for the aesthetic products than a Black & White one.
Question 3: Effectiveness of text used in an advertisement of the aesthetic product

One element which is very important in effectiveness of the aesthetic products advertisement is the use of text. Text is composed of different attributes like the Title/ headline/body and contact. The headline is the main part of the written part which gives a short impressive description of the ad. Body gives more details information about the product. Text has other elements as well, for instance the layout (font type or size), text amount (number of words), and the amount of information provided by it (McQuarrie & Mick, 1999). What text does is to inform the audience about the purpose of the ad and the product attributes. It also includes information about the brand, company and contact information. The concept of the ad is very effective and can change the perception of the consumers about a product or a brand.

To support this idea I bring an example of the experiment by Mcquarrie and Mick (1999) who analyzed the impact of stylist elements in advertising that form visual rhetorical figures parallel to those found in language. Their work is a sample of linguistic analysis of ads and shows verbal elements in the design of the advertising are equally worthy to be analyzed in terms of the ability to convey a message to the audience. The research talks about the role of culture in the meaning interpretation of the text in an ad, both visually and verbally and how people interpret and elaborate the message based on their own understanding and beliefs.

Other research by Pieters and Wedel (2004) analyzed the three important elements (brand, picture and text) on attracting the consumers to advertising. They tested their experiment on 1363 print advertisement by eye tracking methodology on 3600 consumers. They mention the text as the key element in capturing the consumers' attention. Ogilvy (1985) argues that the headline is the main important part of the text in print advertisement. Pieters and Wedel (2004) argue that picture captures the baseline attention, and that the text captures most incremental attention because of its size. The size of the text has a substantial positive effect on attention to the entire advertisement therefore, advertisers should notice carefully at the maximize attention to the text.

What I am investigating in this research is the typeface which is mostly useful for advertising the aesthetic products in two countries of Iran and Sweden. And also the amount of impression a text has in convincing the consumers to like the product advertising or not (figure 10). This section has two hypotheses of eight &9 which will be stated in their separate section.

Figure 10: Choice of Text used in an advertisement of the aesthetic product
Q3-1: Choice of Type Face

One of the Text attributes which I will analyze here in this research is the Type Face. To understand this better I bring the definition of font and the typeface: Font is a "collection of typefaces that typically share design elements and typeface is an artistic interpretation, or design, of a collection of written symbols" (FontFont, 2006-2010). There are so many typefaces from very formal and academic ones like the Times New Roman which is mostly used for the academic researches or formal letters. On the other hands, there are very informal and pictorial fonts like Sybil Green which is used mostly for sending letters to friends.

The use of different typeface depends on what we are writing, who we are writing to and what is the mood of the speaker. The use of typeface in this research depends on what product is the ad for. Henderson (1994) divides the typeface into two different categories of Organic and Inorganic: Organic is used when the subject and the transfer of information must be human based and is not in a formal voice. The Inorganic typeface is used when the transfer of information needs to be in a mechanical voice and more formal.

What typeface advertisers mostly use is divided into two categories: the sans-serif (Gothic) and serif (Roman). "Sans serif fonts do not have finishing strokes on the arms, arm stems and tails of characters. It is sometimes called Gothic" and it is very direct and clear and mostly used for the body of the text. Serifs typeface is easier to read and it is mostly used when there is little transfer of information for instance the headline (Williams, 1998). Based on this category, I analyze my research based on serifs and Sans serif typefaces (figure 11) and I state my hypothesis as below:

**H8: Consumers in both countries of Iran and Sweden will find it more effective to use the Serifs Typeface than the Sans Serif one in advertising the aesthetic products.**

![Figure 11: Choice of Typeface used in an advertisement of the aesthetic product](image)

Q3-2: Choice of Text Concept

The concept of the text is the message that is transferred through sentences. In terms of the ad, I should state that each ad has a text which helps to transfer a message. The more wisely the text is chosen, the more chance the advertisers have to attract the consumers' attention. Text has different attributes as I mentioned earlier like the font style, the color, the typeface, etc. but the most important issue about text that I want to analyze here is the message that will be transferred in a sample ad. The concept of the ad cans attract the consumers' attention and make them to like that product or not. Therefore I notice at the ad concept as an important issue in my research and I analyze the consumers' attention to the ad either if it has a text or not (figure 12). Here I bring the 9th Hypothesis:
**H9:** Consumers in both countries of Iran and Sweden will find the concept of the text very effective to convince the consumers to like the ad.

![Choice of Text Concept](image)

Figure 12: Choice of Text Concept used in an advertisement of the aesthetic product

### 2.6.2 Part 2

This section is composed of five questions which analyze the attention of consumers in Iran and Sweden to Magazine advertising and Outdoor advertising. It also asked the consumers about their usage of the make up product, jewelry and clothing. Based on my own experience of living in both countries and my investigations of their aesthetic product usage, I come to these hypotheses as below:

In terms of hypotheses 10 & 11, I will mention my own knowledge about consumers in these two countries. Consumers in Iran are very curious about everything around; they are always updated with the news, fashions and new aesthetic products around the world. Besides, they mostly spend time outside, with friends and families; therefore they are very much encountered with the information and advertisements. On the other hands, Sweden is more individualistic comparing to Iran which is a collectivist country so swedes mostly spend their time at home with, therefore they must be encountered more by the print media like magazine and newspaper than the outdoor ones like billboards. Based on this viewpoint I state these two hypotheses as below:

**H10:** Consumers in both Iran and Sweden often-always notice at magazine advertising.

**H11:** Consumers in Iran notice at outdoor advertising more than consumers in Sweden.

In terms of hypotheses 12, 13 &14, I will state my own knowledge which comes from my own experience of having contact with a great number of Iranians and Swedes. Consumers in Iran are very attracted by the aesthetic products and they are mostly updated with the new color or model of different brands. They care a lot about their appearance and it is very important for them how they look. The fashion changes very fast based on the western celebrities fashion style therefore the consumption of aesthetic products is high. In terms of the jewelry usage, they often wear jewelry and it is very important that it should be gold or silver from a very good brand because it brings personality for them and they do care about this. Swedish consumers also care about how they look in public, but they are more relaxed in terms of looking perfect or just fine. They mostly take it easy and even if they use aesthetic products a lot, but they mostly like to appear neutral. Therefore they do not use so much make up, or to wear very big, eye catching jewelry but their usage of clothing product is considered high. Based on this viewpoint, I state these three hypotheses as below:

**H12:** Consumers in Iran often-always use the aesthetic products like make up but consumers in Sweden rarely-sometimes use this product.
H13: The majority of consumers in Iran and Sweden often-always use the aesthetic products like jewelry.

H14: Consumers in Iran and Sweden both sometimes-often go shopping for clothing products.
Chapter 3: Methodology

To review the research so far, I should say that in chapter 1, I stated the research problem and the purpose of the study. Then in chapter 2, I talked about the framework and the theoretical insights covering each research questions and their related hypotheses. In chapter 3, I will talk about methodology which includes two sections; first I state the methodology approach and the experimental design, then I describe the experiment and its questions while comparing each experiment across similar decision choice. Then in chapter four I analyze the responses of each experiment and I state the result based on the experiment, interview with advertisers and my own knowledge.

3-1 Methodology approach/ experiment design

Here I talk about the methodology of this research and the implementation of an experiment. To choose a research design among a variety of options, Churchill (1999) stated that research designs are classified into three groups of exploratory, descriptive and causal. This study uses the causal method because we want to analyze "what X causes Y", in other words how changes in research design element(X) can change the effectiveness of the ad in consumers’ mind(Y). Based on Levin (1999)'s theory, Causal research mostly takes two forms of experimental and observational. This research implements an experiment which is a very good way to analyze hypothesis similar to the ones in my research. For instance, "Iranian and Swedish consumers both believe that the picture will be the most important element in making an aesthetic product advertisement effective". Another technique which is used in this research is the observational technique for instance the pre-test of the experiment by asking several friends to go through the experiment and tell me their viewpoint about each question. It helped me to change some questions which were not clear enough to understand. Besides, I called about 25 advertising companies in Jonkoping to ask them for an appointment time to analyze the aesthetic product advertising through their opinion. Fortunately, one of them who was a professional ad designer helped me with his point of view about advertising in Sweden. On the other hand, I had a telephone interview with one Iranian who was professional in the media industry. I use their opinion as a part of the qualitative insight in my research.

Moreover, I use a quasi experimental design which analyzes only one treatment of an independent variable at a time (Aaker, Kumar, & Day, 2004) and it is very good in establishing external validity (Cook & Campbell, 1979). It is a laboratory experiment that the respondents are aware that they are being tested (Aaker, Kumar, & Day, 2004). In this laboratory I tried to increase my control over the treatment groups to have a better relationship between independent and dependent variables. There are two designed used in this experiment; within and between group designs. For instance when I am analyzing the most effective design element like picture, text or color, I am doing a within group and when I am analyzing the effectiveness by using color between Iranian and Swedish students, I chose a between group design (Levin, 1999).

To reach the purpose of this research and to answer the questions, I designed an experiment to analyze the effectiveness of design elements in advertisement of the aesthetic products and comparing them in two cultures of Iran and Sweden. This experiment design has two parts; in the
first one (questions 1-10), respondents are asked to answer questions regarding the ads. In some questions (questions 5, 6, 7), respondents are asked to put the ads in order based on their interest. In other questions (questions 1, 2) respondents are asked to choose a word which comes to mind first when they look at the ad and in questions (3, 4, 8, 9, 10), respondents should choose one of their interest ad between two designed ones. In general, for these nominal scales, two techniques are used; the comparative and the rank order.

In the 2nd section, (questions 11-15) respondents are asked to choose a number from 0-4 which best shows their use of aesthetic product like make up, jewellery and clothing, and also they are asked to score their attention to the advertising in magazines and posters. In this section, questions are based on the interval scale which absolute difference is known and it can be expressed in units. Scaling technique is non-comparative here as each object is compared independently. To form the whole design, first I specified the information I am looking for based on the purpose of the research. Then I determined the content of each question and the use of question wording. In terms of the Question wording, I defined the issue I am asking question about, and then I used simple and unambiguous word which is not leading questions. I use the Funnel approach which is setting questions from general to more specify. For instance, I start with main questions like choosing a word which comes to mind first facing the ad. It helped me to analyze the effectiveness of the three main design elements, then I came into details like analyzing the model, endorser, etc. which is the Psychographic and Demographic approaches for instance the respondents' usage of the aesthetic products (Malhotra, 2009).

Based on Malhotra (2009)'s marketing research book, To conduct an experiment, researcher manipulates and controls one or more independent variables and then observes the effects that those manipulated variables have on the dependent variable, while controlling the influence of outside variables. To design a suitable experiment, I kept all the other variables constant and just investigating the effectiveness of one element in each question. I tried to reduce the impression of the other causes and I used the theory to come up with a logical design. For instance, to analyze the color in an ad, I design two ads which are constant in terms of the picture and text but one colorful and the other in black & white. In some other questions I compare causes to find out the most effective cause to attract the attention.

I established a relationship between independent and dependent variables. Dependent variables are the variables that measure the effect of the independent variables on the test unit. Dependent variables in this research are the opinions of Iranian and Swedish consumers. Independent variables are the ones which are manipulated and whose effect are measured and compared (Malhotra, 2009). The independent variables in this research are picture (model, endorser, endorser age, endorser nationality and appeal), text (typeface and text concept) and color (colorful and black & white). In the choice of image, I consider different appeals like sex, slice of life and fantasy. In terms of the use of celebrity in a picture, I consider comparing the effectiveness of a normal person and a celebrity like Shakira (the popular singer). The reason to choose her was the belief that people usually feel they know these famous characters and often develop an “illusion of intimacy” with them (Schickel 29). In overall, questions are easily designed, not to make any difficulty for the respondents in understanding what they are asked for.

To show the credibility of the experiment, the first section in the cover story of the experiment mentions that this experiment is designed to solve an important problem that advertisers are engaged with around the world and it is a part of my master dissertation. To evaluate the scale, I should analyze reliability and the validity. To analyze the reliability, I did a pre-test on some of my friends by asking them to answer the questions orally and telling me if there is any ambiguity in any
question. Then I concluded that consistent result will appear if repeated measurement is made. In terms of the validity, which is the extent to differences in observed scale scores reflect true differences among objects on the characteristic being measured. There are two kind of validity investigation: the internal one which is measuring the accuracy of the experiment and the external validity which is whether we can generalize the experiment in a larger population or not (Malhotra, 2009). This research has both validities, because all questions are designed properly without any ambiguity and the sample group which is chosen randomly can be set as the response of the majority of the society. To answer this, I checked the content validity to see if the experiment really investigates what I am looking for. Then I checked the Criterion validity to see if it is meaningful relative to other variables. And finally I checked the Construct validity to see if this experiment really investigates what I am looking for (Malhotra, 2009).

Then participants are chosen from the two countries of Iran and Sweden. To compare them, I selected a group of 200 females (100 Swedish and 100 Iranian). The 100 Swedish ladies were students at Jonkoping University and the reason for this choice was because of an easy reach to the females aged 20-30 who are able to speak English and understand this experiment. The way to reach them was at the school library by asking them to answer the questions and give it back to me in 30 min. I also used electronic method by sending the experiment to my Swedish friends and asking them to answer it and send it back to me. The 100 Iranian students (aged 20-30) were also reached through emails and the reason to this was because of my presence in Sweden at the time of the experiment. Therefore the best way to reach them was through sending emails and asking them to give it back to me in a week. The reason to choose the respondent among 20-30 is because they are mostly the target group of the aesthetic products around the world.

In this experiment, respondents are faced with the questions and the ad designs, they are not exactly aware of what information the researcher is looking for in the whole experiment, they just get the idea of different companies trying to analyze their ads for the aesthetic products. They are unconsciously asked based on what criteria they ranked pictures.

I use the constructed ads in this experiment through designing different ads as samples. I chose the experimental design as a complementary to my theoretical investigation and the interview with the advertisers. Theoretical investigation was the data collection through secondary data which was the library studying, reading 151 articles and books. Also the primary data collection was through my own experience of cultural differences and regulations and also interview and the experiment supporting them.

This research emphasizes on three kinds of aesthetic Products including; jewelry, make up and clothing. These threes are chosen because of the high demand of consumers all over the world especially females for these aesthetic products and the increasing number of manufacturers that have been competing in this industry. The other reason for this choice was because of the great interest of females in the age of 20-30 to satisfy their psychological needs by using these products. The Media that I am analyzing is visual advertisings like magazine, newspaper, billboards and posters.

So far, I described the whole methodology of this research. In the next part I bring each hypothesis and describe the experiment question designed to answer each.
3-2 Description of the experiment

First of all, in table 1 below I review the whole main research questions briefly. Then I explain the experiment questions and their related hypotheses in two different parts.

Table 1: Research Questions

<table>
<thead>
<tr>
<th>Questions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1- Effectiveness of the picture used in an advertisement of the</td>
<td></td>
</tr>
<tr>
<td>aesthetic product</td>
<td></td>
</tr>
<tr>
<td>Q1-1: Choice of a picture</td>
<td></td>
</tr>
<tr>
<td>Q1-2: Choice of an endorser</td>
<td></td>
</tr>
<tr>
<td>Q1-3: Choice of endorser's age</td>
<td></td>
</tr>
<tr>
<td>Q1-4: Choice of endorser's nationality</td>
<td></td>
</tr>
<tr>
<td>Q1-5: Choice of appeal</td>
<td></td>
</tr>
<tr>
<td>2: Effectiveness of color used in an advertisement of the aesthetic</td>
<td></td>
</tr>
<tr>
<td>product</td>
<td></td>
</tr>
<tr>
<td>3: Effectiveness of text used in an advertisement of the aesthetic</td>
<td></td>
</tr>
<tr>
<td>product</td>
<td></td>
</tr>
<tr>
<td>Q3-1: Choice of Typeface</td>
<td></td>
</tr>
<tr>
<td>Q3-2: Choice of Text Concept</td>
<td></td>
</tr>
</tbody>
</table>

3.2.1 Part 1

This part is composed of constructed designs for advertising of aesthetic products which in some questions the respondents must choose the ad they like and in others, they should put the ads in order based on their interest. Here in table 2, I bring a summary of the experiment and its attributes and then I explain the experiment questions regarding each hypothesis.
Table 2: Summary of variation across experiment

<table>
<thead>
<tr>
<th>Research Question</th>
<th>Independent Variable (factor)</th>
<th>Dependent Variable (response)</th>
<th>Experiment Question</th>
<th>Hypothesis</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Effectiveness of picture/text/color</td>
<td>Swedish/Iranian Opinion</td>
<td>1 &amp; 2</td>
<td>1</td>
<td>Beauty Product(Shampoo) - (Eye Contact)</td>
</tr>
<tr>
<td>Q1-1</td>
<td>Choice of a Picture</td>
<td>Swedish/Iranian Opinion</td>
<td>3</td>
<td>2</td>
<td>Make up (Lipstick)</td>
</tr>
<tr>
<td>Q1-2</td>
<td>Choice of an endorser</td>
<td>Swedish/Iranian Opinion</td>
<td>4</td>
<td>3</td>
<td>Hair Product(Shampoo)</td>
</tr>
<tr>
<td>Q1-3</td>
<td>Choice of endorser’s age</td>
<td>Swedish/Iranian Opinion</td>
<td>5</td>
<td>4</td>
<td>Make up (Lipstick)</td>
</tr>
<tr>
<td>Q1-4</td>
<td>Choice of endorser’s nationality</td>
<td>Swedish/Iranian Opinion</td>
<td>6</td>
<td>5</td>
<td>Clothes</td>
</tr>
<tr>
<td>Q1-5</td>
<td>Choice of appeal</td>
<td>Swedish/Iranian Opinion</td>
<td>7</td>
<td>6</td>
<td>Make up (Lipstick)</td>
</tr>
<tr>
<td>Q2</td>
<td>Choice of color</td>
<td>Swedish/Iranian Opinion</td>
<td>8</td>
<td>7</td>
<td>Jewellery(Necklace)</td>
</tr>
<tr>
<td>Q3</td>
<td>Choice of text (typeface)</td>
<td>Swedish/Iranian Opinion</td>
<td>9</td>
<td>8</td>
<td>Jewellery</td>
</tr>
<tr>
<td>Q3</td>
<td>Choice of text (concept)</td>
<td>Swedish/Iranian Opinion</td>
<td>10</td>
<td>9</td>
<td>Make up (Lipstick)</td>
</tr>
</tbody>
</table>

**Question 1: Effectiveness of the picture used in an advertisement of the aesthetic product**

This research question is about the use of picture in an ad for the aesthetic products. First, I analyze the picture effectiveness itself comparing to two other design elements (text & color) and then I analyze the pictures’ five elements. I state hypothesis 1 for the use of picture and its effectiveness as a whole:

**H1: Iranian and Swedish consumers both believe that the picture will be the most important issue in making an aesthetic product advertisement effective.**

To check the probability of this hypothesis, I designed the first 2 questions which are two general questions to know which design elements are the most effective one in attracting the attention of the consumers to the ad. The ads are made by me and they are not real ads or brands. Because of the
importance of this issue I designed two questions to base my conclusion on two different ads with the same purpose. I want to analyze if they both support the hypothesis or not.

Question 1 is advertising for the shampoo product of a brand named Sehat. It is a picture of a young lady who is smiling into the camera, she has very big blond hair and we expect that the respondents believe they would have this much hair by using this shampoo. I analyze three important issues of the design in this ad: picture, text and color. To do this, I chose three key words that should mostly attract the viewer's attention while looking at this ad. The blond color hair refers to the color, the smile refers to the picture (model) and finally the BIGBIG phrase comes from the text or the headline of the ad. It is typed in big fonts to attract the attention of the audience. Here is the question:

**Experiment Question 1:** Look at the ad below and choose one of these words that you like most:

(BIG BIG/ SMILE / BLOND COLOR)  

Answer:

Let's have BIG BIG hair by Sehat Shampoo

The second question is three pictures of a lady starring into the camera. In the first one the eyes are hidden, in the second one you just see the eyes and the third one is a picture of the whole face. Because of the pretty eyes which catch the attention of the respondents, these three pictures and the headlines are willing to show us that this girl became prettier by using this eye contact. It is an ad by the SiiiiiiB brand, which has a strange name which has the potential to attract the attention by its letters. It is asked to choose one word among the ones given which mostly show the elements attracted them in the ad. This time I chose two words referring to each three important parts of the ad design (picture/ text and color). The word EYE CONTACT and SiiiiiiB refer to the text. Pretty girl and the eye refer to the picture, and finally blue and blond refer to the color. Here is the question:

**Experiment Question 2:** Look at the ad below and choose one of these words that you like most:

(EYE CONTACT, pretty girl, blue, SiiiiiiB, blond, eye)
Q1-1: Choice of a picture

In this section which is the first part of the first research question (use of a picture), I want to analyze the choice of a model. It means if it is more effective to use the picture of a product itself in advertising of the aesthetic products or it is more effective that an endorser wearing the product on advertise it. This is the hypothesis:

**H2:** It will be more effective to use the picture of the aesthetic product itself in the ad in Iran, while in Sweden it will be more effective to use endorsers for the advertising of these products.

To implement this hypothesis, question 3 is designed. In this question, two ads are compared. They have the same text ("look sexy by Naroon Lipstick") but the difference is the choice of picture. The first one is a picture of different colors of this lipstick itself and the second one is a picture of a sexy lady wearing this lipstick on her lips. What I will analyze here is either the respondents are willing to see the product itself in an ad or they like to see how it looks like on a person. Here is the question:

**Experiment Question 3:** Which ad do you like most?  

**Answer:**

(A) [Image of different lipstick colors]

(B) [Image of a woman wearing lipstick]
Q1-2: Choice of an endorser

Here which is the 2nd part of the first research question (the use of picture), I analyze the choice of endorsers promoting aesthetic products. What I want to know here is either the respondents want to see a picture of a normal person endorsing this product in an ad or a celebrity. Here is the hypothesis:

*H3: Iranians will find it more effective to use normal people as endorsers of the aesthetic products advertisement while Swedish people will find it more effective to use the celebrities.*

To implement this hypothesis, I designed question number 4 which is two pictures of an ad for the Sehat shampoo. These two ads are similar in terms of color and text, but they are different in terms of the models. One is a picture of Shakira which is a famous singer and the other one is a normal person who is not known to the audience. Here is the question:

**Experiment Question 4: Which ad do you like most?**

<table>
<thead>
<tr>
<th>Ad number:</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Examples of shampoo ads](image)

Q1-3: Choice of endorser' age

Here which is the 3rd part of the first research question (the use of picture), I analyze the choice of endorsers' age promoting aesthetic products. What I want to know here is either the respondents in the age of 20-30 are willing to see a picture of a person in the age of 20-30 endorsing this product or someone who is younger or older. Here is the hypothesis:

*H4: Consumers in both countries of Iran and Sweden will find it more effective to use endorsers in the age of (20-30) for promoting the aesthetic products targeted to women aged (20-30).*

To implement this hypothesis I designed question number 5 which is three ads for the lipstick product by the SiiiiB brand and it focuses on the new color of this lipstick. The ads are three pictures of ladies in three different age groups, first the teenage below 20, the second one is a picture of a woman above 30 wearing this lipstick on and the third one is a picture of a lady in her 20th. Here is the question:

**Experiment Question 5: Put the ads in order based on your interest:**

1st: ______________________ 2nd: ______________________ 3rd: ______________________
Q1-4: Choice of endorser’s nationality

Here which is the 4rt part of the first research question (the use of picture), I analyze the choice of endorsers’ nationality promoting aesthetic products. What I want to know here is either the respondents are willing to see a picture of national endorser promoting the product or a person from other nationalities. Here is the hypothesis:

**H5:** Consumers in both countries of Iran and Sweden will find it more effective to use the national endorsers advertising aesthetich products.

To implement this hypothesis, I designed question number 6 which is three pictures of an ad for the P&P clothing brand which is targeted to all kinds of people even you. These three ads are similar in terms of color and text, but they are different in terms of the models ‘nationality. Respondents should put the ads in order based on the endorsers they are mostly willing to see in aesthetic products advertising. The endorsers are blond/dark hair or Asian/African model or even a mix of nationalities. Here is the question:

**Experiment Question 6:** Put the ads in order based on your interest?

1<sup>st</sup>: __________________________ 2<sup>nd</sup>: __________________________ 3<sup>rd</sup>: __________________________
Q1-5: Choice of appeal

Here which is the 5th part of the first research question (the use of picture), I analyze the choice of appeal in an ad promoting aesthetic products. What I want to know here is either the respondents are willing to see a picture with the slice of life, sex or fantasy theme for the aesthetic product advertisement. Here is the hypothesis:

**H6: Consumers in Iran will find it more effective to see the slice of life appeal promoting the aesthetic products while consumers in Sweden will find it more effective to use the sex appeal. Fantasy is predicted as the middle choice for both countries among these three appeals.**

To implement this hypothesis, I designed question number 7 which is three pictures of an ad for the new lipstick product of the Booo brand. These three ads are similar in terms of color and text, but they are different in terms of the appeal. Respondents should put the ads in order based on the appeal they are mostly willing to see in aesthetic products advertising. One is a picture of a hot girl with a sex appeal, second one is a picture of a model walking on stage in a fashion show which is a fantasy appeal. The third one is a picture of a girl doing make up for the other girl which has a slice of life appeal. Here is the question:

Experiment Question 7: Put the ads in order based on your interest:

1st: 2nd: 3rd:
Question 2: Effectiveness of color used in an advertisement of the aesthetic product

To analyze this 2nd research question which is the use of color in an ad for the aesthetic products, I choose two types of ads, colorful and the black&white. What I am analyzing here is either the respondents are willing to see a colorful advertisement for the aesthetic product or a black & white one. Here is the hypothesis:

H7: Consumers in both countries of Iran and Sweden will find it more effective to see colorful ads for the aesthetic products than a Black & White one.

To implement this hypothesis, I designed question number 8 which is two similar ads for the necklace product by the Piirii jewelry brand that shows a lady wearing a necklace and feeling confident with it. The only difference between these two ads is the color, one is colorful and the other is black&white, the other issues like the picture and text are constant. Here is the question:

Experiment Question 8: Which ad do you like most?  
Ad number:
Question 3: Effectiveness of text used in an advertisement of the aesthetic product

The 3rd research question is the use of text in advertisement of the aesthetic products. Here I analysis two issues of typeface and the text concept. The description is as following:

Q3-1: Choice of Typeface

In this section which is the first part of the third research question (use of a text), I want to analyze the choice of typeface. It means if it is more effective to use the text with the serifs font style or the sans serif one. This is the hypothesis:

H8: Consumers in both countries of Iran and Sweden will find it more effective to use the Serifs font style than the Sans Serif one in advertising the aesthetic products.

To implement this hypothesis, question 9 is designed. In this question, two ads of the MOOO jewelry shop are compared. It is a picture of a lady offering jewelry to the viewer and it is designed to say if you want to buy a gift for someone, why not choosing our jewelry. They have the same picture and color but the difference is the choice of text typeface. What I will analyze here is either the respondents are willing to see the product advertisement for the aesthetic product with the serifs font style or the sans serif one. Here is the question:

Experiment Question 9: Which ad do you like most? Ad number:
Q3-2: Choice of Text Concept

In this section which is the 2nd part of the third research question (use of a text), I want to analyze the choice of text concept. It means how effective can be the text concept in attracting the respondents’ attention to an ad, for instance to check the impressiveness of the text by analyzing two ads, one with a text and one without. Here is the hypothesis:

**H9:** Consumers in both countries of Iran and Sweden will find the concept of the text very effective to convince the consumers to like the ad.

To implement this hypothesis, question 10 is designed. In this question, two ads of the lipstick product for the Narooon Aesthetic brand are compared. It is a picture of a lady wearing the lipstick on, there is a text in on of them saying that: "This is the lipstick I like" and the other one does not have any text. Picture and color are similar. The text is unconsciously forcing the viewer to like the lipstick by its text concept. Here is the question:

**Experiment Question 10:** By looking at these 2 ads, which lipstick do you like most?

*Ad number:*
3.3.2 Part 2:

In the second part I ask some general question in terms of their attention to the advertisement of the aesthetic products and also their aesthetic product usage. This helps us to get a general idea of the consumers' attention and consumption in these two countries of Iran and Sweden. It is very useful for the advertisers who plan to target their advertising to this group of consumers. In questions 11-15 which are the last questions of the experiment, consumers are asked to choose a number among 0-4 which best shows their response to the question. By choosing 0 in Questions 11 and 12, consumers show that they do not pay attention to the advertising and by choosing 4, consumers show that they do pay attention to the advertisement. By choosing 0 in Questions 13, 14, 15 they show that they do not use this product at all and by choosing 4, they show that they do use the product a lot. Every number among these two shows their response from never to always.

Questions are as following:

For questions 11-15, please choose a number from 0-4:

"(Never 0- rarely1- sometimes2- often3- always4 )"

Experiment Question 11- While reading a magazine, how often do you notice at product advertising? number:

In this section, I want to analyze the frequency that the respondents in Iran or Sweden notice at Magazine advertising. They should score one number between 0-4 which shows their attention from never noticing at magazine advertising to always noticing carefully at them. Here is the hypothesis:

$H_{10}$: Consumers in both Iran and Sweden often-always notice at magazine advertising.

Experiment Question 12- How often do you notice at posters on the wall? number:
In this section, I want to analyze the frequency that the respondents in Iran or Sweden notice at outdoor advertisings like posters, billboards. They should score one number between 0-4 which shows their attention from never noticing at outdoor advertising to always noticing carefully at them. Here is the hypothesis:

H11: Consumers in Iran notice at outdoor advertising more than consumers in Sweden.

Experiment Question 13-How often do you use make up product like lipstick, eyeliner, etc.? number:
In this section, I want to analyze the frequency that the respondents in Iran or Sweden use the aesthetic products like make up (lipstick, eyeliner, etc.).They should score one number between 0-4 which shows their use of makeup product from always use to the never usage. Here is the hypothesis:

H12: Consumers in Iran often-always use the aesthetic products like make up but consumers in Sweden rarely-sometimes use this product.

Experiment Question 14-How often do you wear jewelry like necklace, ring and bracelet, etc.? number:
In this section, I want to analyze the frequency that the respondents in Iran or Sweden use the aesthetic products like Jewelry (necklace, ring and bracelet, etc.).They should score one number between 0-4 which shows their use of jewelry product from always use to the never usage. Here is the hypothesis:

H13: The majority of consumers in Iran and Sweden often-always use the aesthetic products like jewelry.

Experiment Question 15-How often do you buy clothes? number:
In this section, I want to analyze the frequency that the respondents in Iran or Sweden use the aesthetic products like clothing. They should score one number between 0-4 which shows their shopping habit of the clothing product from always shopping to the never shopping. Here is the hypothesis:

H14: Consumers in Iran and Sweden both sometimes-often go shopping for clothing products.

Here in Table 3 & 4, I bring the questions and their relevant hypothesis.
Table 3: Research Question and Hypothesis addressed in experiment (part 1)

<table>
<thead>
<tr>
<th>Questions</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Effectiveness of the picture used in an advertisement of the aesthetic product</td>
<td>H1: Iranian and Swedish consumers both believe that the picture will be the most important issue in making an ad effective.</td>
</tr>
<tr>
<td>Q1-1: Choice of a picture</td>
<td>H2: It will be more effective to use the picture of the aesthetic product itself in the ad in Iran, while in Sweden it will be more effective to use Endorsers for the advertising of these products.</td>
</tr>
<tr>
<td>Q1-2: Choice of an endorser</td>
<td>H3: Iranians will find it more effective to use normal people as endorsers of the aesthetic products advertisement while Swedish people will find it more effective to use the celebrities.</td>
</tr>
<tr>
<td>Q1-3: Choice of endorser' age</td>
<td>H4: Consumers in both countries of Iran and Sweden will find it more effective to use endorsers in the age of (20-30) for promoting the aesthetic products targeted to women aged (20-30).</td>
</tr>
<tr>
<td>Q1-4: Choice of endorser's nationality</td>
<td>H5: Consumers in both countries of Iran and Sweden will find it more effective to use the national endorsers advertising aesthetic products.</td>
</tr>
<tr>
<td>Q1-5: Choice of appeal</td>
<td>H6: Consumers in Iran will find it more effective to see the slice of life appeal promoting the aesthetic products while consumers in Sweden will find it more effective to use the sex appeal. Fantasy is predicted as the middle choice for both countries among these three appeals.</td>
</tr>
<tr>
<td>2: Effectiveness of color used in an advertisement of the aesthetic product</td>
<td>H7: Consumers in both countries of Iran and Sweden will find it more effective to see colorful ads for the aesthetic products than a Black&amp;White one.</td>
</tr>
<tr>
<td>3: Effectiveness of text used in an advertisement of the aesthetic product</td>
<td></td>
</tr>
<tr>
<td>Q3-1: Choice of Typeface</td>
<td>H8: Consumers in both countries of Iran and Sweden will find it more effective to use the Serifs font style than the Sans Serif one in advertising the aesthetic products.</td>
</tr>
<tr>
<td>Q3-2: Choice of Text Concept</td>
<td>H9: Consumers in both countries of Iran and Sweden will find the concept of the text very effective to convince the consumers to like the ad.</td>
</tr>
</tbody>
</table>
Table 4: Experiment Questions and the Hypothesis (Part 2)

<table>
<thead>
<tr>
<th>Experiment Question Number</th>
<th>Experiment Question</th>
<th>Hypothesis part 2 of the experiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiment Question 11</td>
<td>H10: Consumers in both Iran and Sweden often-always notice at magazine advertising.</td>
<td></td>
</tr>
<tr>
<td>Experiment Question 12</td>
<td>H11: Consumers in Iran notice at outdoor advertising more than consumers in Sweden.</td>
<td></td>
</tr>
<tr>
<td>Experiment Question 13</td>
<td>H12: Consumers in Iran often-always use the aesthetic products like make up but consumers in Sweden rarely/sometimes use this product.</td>
<td></td>
</tr>
<tr>
<td>Experiment Question 14</td>
<td>H13: The majority of consumers in Iran and Sweden often-always use the aesthetic products like jewelry.</td>
<td></td>
</tr>
<tr>
<td>Experiment Question 15</td>
<td>H14: Consumers in Iran and Sweden both sometimes-often go shopping for clothing products.</td>
<td></td>
</tr>
</tbody>
</table>
Chapter 4: Analysis of the experiment and the result

So far in the methodology part, I talked about each research question, its hypothesis and the appropriate experiment question designed to check the probability of each one. Here I talk about the analysis of the experiment based on the responses from the sample group. I analyze the data based on my own international experience of living in these two countries as well as the opinion of the advertisers in these countries.

To prepare the data for analysis I edit the data, I analyze the errors, omissions and ambiguity in the responses. Then I determine the frequency distribution which is "the number of responses that each question receives and it analyzes the empirical distribution of the variables. It organizes the data into classes and shows the number of observations from the data set that falls into each of the classes" (Aaker, Kumar, & Day, 2004).

In editing the data, the problem was the Omissions one which some respondents failed to answer some questions. To solve this issue, I tried to check each experiment after it is submitted and because I knew who the respondent is based on their email address, so I could reply them back with the importance of the question they did not answered, so they mostly answered that back to me. In some questions I used the mean profile values for some certain variables (Aaker, Kumar, & Day, 2004).
In table 5, I specify how the responses should be entered. First column is the question number, second is the question description and the third one is the range of permission values.

Table 5: Stating the experiment responses

<table>
<thead>
<tr>
<th>Question Number</th>
<th>Question Description</th>
<th>Range of Permissible Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Choose based on the likeability</td>
<td>BIGBIG, SMILE, BLOND COLOR</td>
</tr>
<tr>
<td>2</td>
<td>Choose based on the likeability</td>
<td>EYE CONTACT, pretty girl, blue, SiiiiiiB, blond, eye</td>
</tr>
<tr>
<td>3</td>
<td>Choose based on the likeability</td>
<td>product itself, endorser</td>
</tr>
<tr>
<td>4</td>
<td>Choose based on the likeability</td>
<td>normal endorser, celebrity endorser</td>
</tr>
<tr>
<td>5</td>
<td>Rank in order of endorser's age</td>
<td>below 20, above 30, 20-30</td>
</tr>
<tr>
<td>6</td>
<td>Rank in order of endorser's nationality</td>
<td>blond&amp;dark hair, black/Asian, mix nationality</td>
</tr>
<tr>
<td>7</td>
<td>Rank in order of appeal</td>
<td>sex appeal, fantasy appeal, slice of life appeal</td>
</tr>
<tr>
<td>8</td>
<td>Choose based on the likeability</td>
<td>colorful, black&amp;white</td>
</tr>
<tr>
<td>9</td>
<td>Choose based on the likeability</td>
<td>academic, fantasy</td>
</tr>
<tr>
<td>10</td>
<td>Choose based on the likeability</td>
<td>with text, without text</td>
</tr>
<tr>
<td>11 &amp; 12</td>
<td>Choose a number based on the notice to ads</td>
<td>0=never, 1=rarely, 2=sometimes, 3=often, 4=always</td>
</tr>
<tr>
<td>13 &amp; 14 &amp; 15</td>
<td>Choose a number based on their product usage</td>
<td>0=never, 1=rarely, 2=sometimes, 3=often, 4=always</td>
</tr>
</tbody>
</table>

To adjust the data, I use the Variable Specification theory in question 2; I collapse the items in three categories of Picture, Color and Text. For instance: 1&4=EYE CONTACT & SiiiiiiB refer to Text category, 2& 6=pretty girl & eye refer to the Picture category, and 3 & 5=blue &blond refer to the Color category.

To analyze the data, the first step is to analyze each question by itself which is done by tabulation the data. It means count the numbers which fall into each category. The reason to do this is to determine the empirical distributions like frequency (Aaker, Kumar, & Day, 2004). Here I analyze the frequency distribution which organizes the data in different classes. Before I start analyzing the data, I should introduce the two interviewees in the media industry who helped me in better understanding the advertising industry in Iran and Sweden.
4.1 David Dickner, Sweden
David Dickner was born in 1978 in Sweden. He has worked in the advertising industry for the last seven years and he is currently working as an Art Director at the ORD&RÅD AB advertising company in Jonkoping. (D. Dickner, Personal Communication, 2010-05-10)

4.2 Kazem Mollaie, Iran
Kazem Mollaie was born in 1981 in Iran. He was graduated in Directing the Movie Industry from Soureh University of Tehran in 2005. Since then he has been working professionally for different private advertising companies there. He has brilliant experiences in producing commercials for TV and industrial movies. Besides, he has been one of the most successful independent film makers in Iran.

Now I analyze the data based on the responses of the experiment, the interviewees’ point of view and my own knowledge of these two countries. (K. Mollaie, Personal Communication, 2010-07-30)

4.3 Analysis Part 1:

Question 1: Analysis of the choice of Picture used in an advertisement of the aesthetic product:

Experiment question 1 & 2 were chosen to analyze the effectiveness of the design elements in advertising of the aesthetic products. They measure which of the three general design elements are more effective in consumers’ attention to the ad in Iran and Sweden. Is it a picture, text or color? Here I explain the result of these two questions separately, and then I decide my conclusion based on both questions’ result:

Experiment Question 1 analysis

In the first question which was an ad for the shampoo product, the respondents who chose the word blond color, unconsciously voted for the Color, the ones who chose Smile voted for Picture and the ones chosen Big Big voted for the effectiveness of Text. Based on Table 7, the response from 100 Swedish and 100 Iranian girls age 20-30 is as below:

27 Swedish girl and 17 Iranian girls chose Color as the most effective element, a number of 60 Swedish and 60 Iranian respondents chose Picture as the most effective element and finally 13 Swedish and 23 Iranian chose Text as the most effective element in attracting their attention to this ad. Swedish girls found picture as the most effective, then color and finally text and Iranians also found picture as the most effective one, but then text and finally color.
The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the Picture is the most effective element in attracting their attention to this ad. (Refer to Diagram 1 for better understanding)

Table 6: Treatment-Response analysis for the choice of Color-Picture-Text (Question 1)

<table>
<thead>
<tr>
<th>Q1</th>
<th>Treatment-Response analysis for the choice of Color-Picture-Text</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
<td>Iranian</td>
</tr>
<tr>
<td>Color(Blond Color)</td>
<td>27</td>
<td>17</td>
</tr>
<tr>
<td>Picture(Smile)</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Text(Big Big)</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 1: Treatment-Response analysis for the choice of Color-Picture-Text (Question 1)

Experiment Question 2 analysis:

In the 2nd question which was an ad for the eye contact product, the respondents who chose the words Blond or Blue, unconsciously voted for the Color, the ones who chose Eye or Pretty girl voted for Picture and the ones chosen Eye Contact or SiiiiB voted for the effectiveness of Text. The response from 100 Swedish and 100 Iranian girls age 20-30 is shown in Table 8. Here I added the responses that address similar element of design like Picture, Color and Text. For instance I added the number of responses for the words blond and blue together, the eye and pretty girl together and the last ones eye contact and SiiiiB together. (It is shown in Table 9)

16 Swedish girl and 13 Iranian girls chose Color as the most effective element, a number of 33 Swedish and 29 Iranian respondents chose Picture as the most effective element and finally 51 Swedish and 58 Iranian chose Text as the most effective element in attracting their attention to this ad. Both Swedish and Iranian girls found text as the most effective one, then picture and finally color.
The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the Text is the most effective element in attracting their attention to this ad. (Check Diagram 2 for better understanding)

Table 7: Treatment-Response analysis for the choice of Color-Picture-Text (Question 2)

<table>
<thead>
<tr>
<th>Q2</th>
<th>Treatment\Response</th>
<th>Swedish</th>
<th>Iranian</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Color(Blond)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Color(Blue)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Picture(eye)</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Picture(Pretty Girl)</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Text(Eye Contact)</td>
<td>40</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>Text(SiiiiiB)</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 8: Treatment-Response analysis for the choice of Color-Picture-Text (Question 2) after specification

<table>
<thead>
<tr>
<th>Q2</th>
<th>Treatment\Response</th>
<th>Swedish</th>
<th>Iranian</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Color</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Picture</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Text</td>
<td>51</td>
<td>58</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 2: Treatment-Response analysis for the choice of Color-Picture-Text (Question 2)
Here I analyze the effectiveness of the picture based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

H1: Iranian and Swedish consumers both believe that the picture will be the most important issue in making an ad effective.

This hypothesis is rejected. Result of the experiment shows that Picture was chosen as the most effective element in the first question but in the second one, text was chosen as the most effective element in the category of Picture, Text and Color. The result shows that for Swedish respondents, text and picture have an intense competition as they can get each other's place from the most effective element to the least effective one. Color can be the second or the third effective element in both questions. For Iranian respondents both text and picture are very effective and they can get each other's place based on how appropriates they are chosen in the ad, but color is the least effective element in attracting their attention to the ad for the aesthetic product, therefore the competition here is for Picture and Text.

Interview with David Dickner shows that picture is the most effective element in design of the ad. He says "You can almost remove everything as long as Picture pops out from the jungle of ads". He believes that the picture does not have anything to do with the product; it just needs to set a mood in consumers' mind and make them look at the ad a little longer. He also mentions that there are some issues which may decrease the effectiveness of picture in the ad for instance the location of the ad, either the ad is located in a place with so many viewers or in inappropriate magazine. The other issue that decreases the effectiveness of the picture is if all elements of the ad are put together efficiently and the overall ad looks fine to the viewer. He also mentions that, the volume and the size of the picture are important in its effectiveness; big volume pictures can penetrate a message into the viewers' mind that small ones cannot. Therefore in terms of the advertising effectiveness in Sweden, picture is the most effective element in design but different circumstances like the place of the ad, the volume and its size can decrease its effectiveness and let the other elements like text and color pops out (D. Dickner, Personal Communication, 2010-05-10).

Based on the interview with Kazem Mollaie about advertising in Iran, I found that picture is the most effective element in most consumers' mind because people can translate the message of the picture very easily. On the other hand, Text has the potential to take the pictures' place based on its graphic and design which unconsciously attracts the consumers' attention. But in terms of the text and also color, consumers who are more curious in advertising and have the knowledge of design, are mostly attracted by them than the normal consumers (K. Mollaie, Personal Communication, 2010-07-30)

Q1-1: Analysis of the Choice of a Picture

*Experiment Question 3 analysis*

Experiment question 3 was chosen to analyze the choice of picture in advertising of the aesthetic products. It measures if it is more effective to use a picture of the product itself in advertising of the aesthetic product or it should be a picture of an endorser advertising a product. In this question which was an ad for the lipstick product, the respondents who chose the letter A, unconsciously voted for the choice of using the product picture itself, but the ones who chose letter B voted for the use of endorser in advertising of this product. Based on Table 10, the response from 100 Swedish and 100 Iranian girls age 20-30 is as below.
42 Swedish girl and 41 Iranian girls chose the use of product itself as the most effective element, a number of 58 Swedish and 59 Iranian respondents chose the use of endorser as the most effective element in attracting their attention to this ad. The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the use of endorser is more effective in attracting their attention in this ad than the image of a product itself. (Check Diagram 3 for better understanding)
Table 9: Treatment-Response analysis for the choice of picture

<table>
<thead>
<tr>
<th>Q3</th>
<th>Treatment-Response analysis for the choice of picture</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Product itself</td>
<td>42</td>
</tr>
<tr>
<td>Endorser</td>
<td>58</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 3: Treatment-Response analysis for the choice of picture

Here I analyze the effectiveness of the use of endorser instead of the product picture itself based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

\[ \text{H2: It will be more effective to use the picture of the aesthetic product itself in the ad in Iran, while in Sweden it will be more effective to use endorsers for the advertising of these products.} \]

As the result shows, this hypothesis is rejected. Result of the experiment shows that Consumers in both countries agree that the use of endorser is more effective than using the picture of a product itself in advertising the aesthetic product.

Previous research by Birdwell shows that it is more effective to use an endorser promoting a product when the personality of the brand is very important (Birdwell, 1968). In terms of the Swedish consumers, Dickner agrees with Birdwell that to have an effective ad, an endorser with the right lifestyle to the target consumer should be chosen. He also mentions that the use of the product image or the endorser in an ad depends on the product kind, For instance in terms of the jewelry products like watch, it is more effective to use the picture of the product itself, but for products like clothing it is more attractive to see how it looks like on a person (D. Dickner, Personal Communication, 2010-05-10).

In terms of advertising in Iran, Mollaie believes that when a product is identified with a specific group of people, even if the product does not have the desired quality but it will be perceived brilliant just because of the guarantee of the endorser. But he mentions that it is more usual to use the product image for advertising the aesthetic products in Iran, for instance the advertising of a shampoo will be an image of a shampoo on the beach instead of a woman taking a shower with it. The reason to this is because of the Islamic regulation which tries to reduce the aesthetic product...
usage in consumers but as it is obvious, they have not been successful in their plan because they could not decrease people's psychological need of the aesthetic products. Therefore there is a huge consumption of these products in Iran (K. Mollaie, Personal Communication, 2010-07-30).

As it is shown in the result of the experiment, there should be a huge consideration in Iran in terms of the use of endorsers in aesthetic product advertisements.

**Q1-2: Analysis of the Choice of an endorser**

*Experiment Question 4 analysis:*

Experiment question 4 was chosen to analyze the choice of endorser in advertising of the aesthetic products. It measures if it is more effective to use a picture of the celebrity in advertising of the aesthetic product or it should be a picture of an ordinary person advertising a product. In this question which was an ad for the shampoo product, the respondents who chose the letter A, unconsciously voted for the choice of using the normal person, but the ones who chose letter B voted for the use of a celebrity in advertising of this product. Based on Table 11, the response from 100 Swedish and 100 Iranian girls age 20-30 is as below: 18 Swedish girl and 16 Iranian girls chose the use of a normal person as the most effective element, a number of 82 Swedish and 84 Iranian respondents chose the use of celebrity as the most effective element in attracting their attention to this ad. The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the use of celebrity is more effective than the use of a normal person endorsing the aesthetic product in this ad. (Check Diagram 3 for better understanding)

Table 10: Treatment-Response analysis for the choice of Endorser

<table>
<thead>
<tr>
<th>Q4</th>
<th>Treatment-Response analysis for the choice of Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>normal endorser</td>
<td>18</td>
</tr>
<tr>
<td>Celebrity</td>
<td>82</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

**Diagram 4: Treatment-Response analysis for the choice of Endorser**

Here I analyze the effectiveness of the use of celebrity endorsers instead of the normal people as endorsers of the aesthetic products. The analysis is based on the responses from the experiment,
opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

\[ H3: \text{Iranians will find it more effective to use normal people as endorsers of the aesthetic products advertisement while} \]

\[ \text{Swedish people will find it more effective to use the celebrities.} \]

As the result shows, this hypothesis is rejected. Consumers in both countries agree that the use of celebrities is more effective than using the picture of a normal person in advertising the aesthetic product.

Dickner believes that the use of celebrity is very effective in advertising the aesthetic product than a normal person because the use of a celebrity is an assurance of the guarantee for the quality. He also mentions that endorsers transfer a lifestyle and consumers are more willing to have the lifestyle of a celebrity than a normal person (D. Dickner, Personal Communication, 2010-05-10).

In Iran, as Mollaie argues, there should be a consideration for the use of celebrity endorsers who are well known and have a positive image in consumers’ mind because they are shown to be effective in attracting the consumers. But there are so many filters for advertising the aesthetic products in Iran because the government’s plan is to decrease the consumption of theses products. But because of the regulation not to look sexy or naked, people mostly notice at their face beauty and this can be a reason for the huge consumption of aesthetic products in Iran. It seems like the decrease in aesthetic product advertisement did not have a negative impact on the usage because there is still a huge demand for these products. The most common way to promote aesthetic products in Iran is the person to person model and there are some in yellow pages and weblogs which are less restricted (K. Mollaie, Personal Communication, 2010-07-30) In general, there is a huge contrast between what people want to see in an ad and what the government wants to display.

**Q1-3: Analysis of the Choice of endorser’ Age**

*Experiment Question 5 analysis:*

Experiment question 5 was chosen to analyze the effectiveness of the endorser’s age in advertising of the aesthetic products. It measures which of the three age groups are more effective in attracting the consumers’ attention toward the ad in Iran and Sweden. Is it more effective to have an endorser who is below 20, 20-30 or above 30? This question which was an ad for the lipstick product, the respondents were asked to put the ads in order based on their interest. The respondents who chose number A were unconsciously voted for the age below 20, the ones who chose B voted for above 30 and the ones chosen C voted for the effectiveness of endorser age 20-30. Table 12 shows the respondents’ first choice for the age of the endorser, Table 13 shows their second choice and Table 14 shows their third and the final choice. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below: 58 Swedish and 41 Iranian girls chose endorser in the age of below 20 as the most effective endorsers promoting this product (Diagram 5). A number of 39 Swedish and 38 Iranian respondents chose endorser in the age of 20-30 as the second choice of endorser for this product advertisement (Diagram6) and finally 47 Swedish and 46 Iranian chose endorser in the age of above 30 as the least effective endorser promoting the aesthetic product(Diagram7). The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the endorser in the age of below 20 is most effective in attracting their attention to this ad, and they both agree that endorsers in the age of 20-30 can be chosen in the 2nd place and finally endorsers in the age of above 30 should be put as the final choice.
### Table 11: Treatment-Response analysis for the choice of Endorser’s age (First choice)

<table>
<thead>
<tr>
<th>Q5-1</th>
<th>Treatment-Response analysis for the choice of Endorser’s age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish (First choice)</td>
</tr>
<tr>
<td>Teenager (under 20)</td>
<td>58</td>
</tr>
<tr>
<td>Middle aged (above 30)</td>
<td>17</td>
</tr>
<tr>
<td>youth (20-30)</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

### Diagram 5: Treatment-Response analysis for the choice of Endorser’s age (First choice)

#### Table 12: Treatment-Response analysis for the choice of Endorser’s age (2nd choice)

<table>
<thead>
<tr>
<th>Q5-2</th>
<th>Treatment-Response analysis for the choice of Endorser’s age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish (2nd choice)</td>
</tr>
<tr>
<td>Teenager (under 20)</td>
<td>25</td>
</tr>
<tr>
<td>Middle aged (above 30)</td>
<td>36</td>
</tr>
<tr>
<td>youth (20-30)</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Treatment-Response analysis for the choice of Endorser’s age

<table>
<thead>
<tr>
<th></th>
<th>Iranian (2nd choice)</th>
<th>Swedish (2nd choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td>youth (20-30)</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>Middle aged (above 30)</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>Teenager (under 20)</td>
<td>25</td>
<td>33</td>
</tr>
</tbody>
</table>

Diagram 6: Treatment-Response analysis for the choice of Endorser’s age (2nd choice)

Table 13: Treatment-Response analysis for the choice of Endorser’s age (3rd choice)

<table>
<thead>
<tr>
<th>Q5-3</th>
<th>Treatment-Response analysis for the choice of Endorser’s age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish (3rd choice)</td>
</tr>
<tr>
<td>Treatment</td>
<td></td>
</tr>
<tr>
<td>Response</td>
<td></td>
</tr>
<tr>
<td>Teenager (under 20)</td>
<td>17</td>
</tr>
<tr>
<td>Middle aged (above 30)</td>
<td>47</td>
</tr>
<tr>
<td>youth (20-30)</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Treatment-Response analysis for the choice of Endorser’s age

<table>
<thead>
<tr>
<th></th>
<th>Iranian (3rd choice)</th>
<th>Swedish (3rd choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>youth (20-30)</td>
<td></td>
<td>31</td>
</tr>
<tr>
<td>Middle aged (above 30)</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>Teenager (under 20)</td>
<td>17</td>
<td>23</td>
</tr>
</tbody>
</table>

Diagram 7: Treatment-Response analysis for the choice of Endorser’s age (3rd choice)

Here I analyze the effectiveness of the use of endorsers in the age of 20-30 than below 20 or above 30 as endorsers of the aesthetic products. The analysis is based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

H4: Consumers in both countries of Iran and Sweden will find it more effective to use endorsers in the age of (20-30) for promoting the aesthetic products targeted to women aged (20-30).
As the result shows, this hypothesis is rejected. Consumers in both countries agree that the use of endorsers in the age of below 20 is more effective than using the endorsers in the age of 20-30 or above 30 in advertising the aesthetic product.

The reason I chose endorsers in the age of 20-30 as the most effective one in both countries was because I thought consumers are willing to see endorsers in the same age as them so they feel that product is targeted to them, neither younger nor older. The other reason as my experience shows was that endorsers that are mostly chosen for advertising the aesthetic products are between 20-30 years old. But it seems like consumers in the age of 20-30 in both countries are willing to see endorsers who are younger than them.

Dickner argues that endorsers of the aesthetic product in Sweden should be about 10-15 years younger than the target audience depending on the age of the consumers if they are in their 50s for instance. He believes in the effectiveness of having endorsers age below 20 to advertise aesthetic product for girls age 20-30 in Sweden and the reason to this is that people except children always like to look younger so they are more interested to see that a sample make up product for instance make them look younger (D. Dickner, Personal Communication, 2010-05-10).

Mollaie believes that in the last two decades, when girls went to university, they became freer to use the aesthetic products like make up, but nowadays there is not specific age for the use of these products in Iran. Therefore advertisers are free to target girls in any age. Mostly girls below 20 are willing to show up a little bit older and girls in the age of 20-30 want to look younger. But depending on the aesthetic product and the advertiser's point of view, the use of endorsers' age is different for instance for anti-wrinkle cream, based on the viewpoint of the designer, it can be effective on an old lady's face or even a baby's sole which are both wrinkled (K. Mollaie, Personal Communication, 2010-07-30).

Q1-4: Analysis of the choice of Endorser's Nationality

Experiment Question 6 analysis:

Experiment question 6 was chosen to analyze the effectiveness of the endorser's nationality in advertising of the aesthetic products. It measures which of the three nationality groups are more effective in attracting the consumers' attention toward the ad in Iran and Sweden. Is it more effective to have an endorser who is Swedish/Iranian, an Asian/African or a mix nationality? This question which was an ad for the clothing product, the respondents were asked to put the ads in order based on their interest. The respondents who chose number A were unconsciously voted for the Swedish/Iranian, the ones who chose B voted for Asian/African and the ones chosen C voted for the effectiveness of mix nationality of endorsers. Table 15 shows the respondents' first choice for the nationality of the endorser, Table 16 shows their second choice and Table 17 shows their final choice. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below: 53 Swedish and 55 Iranian girls chose the use of a mix nationality of endorsers as the most effective endorsers promoting this product (Diagram 8). A number of 43 Swedish and 46 Iranian respondents chose endorser with the nationality of Swedish/Iranian (blond/ dark hair, eyes) as the second choice of endorser for this product advertisement (Diagram 9) and finally 38 Swedish and 43 Iranian chose endorser with the Asian/African nationality as the least effective endorser promoting the aesthetic product (Diagram 10). The result of this question based on 200 responses show that both Swedish...
and Iranian respondents believe that a mix of endorsers with different nationalities is most effective in attracting their attention to this ad, and they both agree that endorsers with the same nationality as them (Swedish/Iranian) can be chosen in the 2\textsuperscript{nd} place and finally endorsers with the Asian/African nationality should be put as the final choice.

Table 14: Treatment-Response analysis for the choice of Endorser’s nationality (First choice)

<table>
<thead>
<tr>
<th>Q6</th>
<th>Treatment\Response analysis for the choice of Endorser’s nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment\Response</td>
<td>Swedish(First choice)</td>
</tr>
<tr>
<td>Swedish-Iranian</td>
<td>23</td>
</tr>
<tr>
<td>Black-Asian</td>
<td>24</td>
</tr>
<tr>
<td>Mix Nationality</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 8: Treatment-Response analysis for the choice of Endorser’s nationality (First choice)

Table 15: Treatment-Response analysis for the choice of Endorser’s nationality (2nd choice)

<table>
<thead>
<tr>
<th>Q6</th>
<th>Treatment\Response analysis for the choice of Endorser’s nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment\Response</td>
<td>Swedish(2nd choice)</td>
</tr>
<tr>
<td>Swedish-Iranian</td>
<td>43</td>
</tr>
<tr>
<td>Black-Asian</td>
<td>21</td>
</tr>
<tr>
<td>Mix Nationality</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Diagram 9: Treatment-Response analysis for the choice of Endorser's nationality (2nd choice)

Table 16: Treatment-Response analysis for the choice of Endorser's nationality (3rd choice)

<table>
<thead>
<tr>
<th>Q6</th>
<th>Treatment-Response analysis for the choice of Endorser's nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish(3rd choice)</td>
</tr>
<tr>
<td>Treatment/Response</td>
<td></td>
</tr>
<tr>
<td>Swedish-Iranian</td>
<td>34</td>
</tr>
<tr>
<td>Black-Asian</td>
<td>38</td>
</tr>
<tr>
<td>Mix Nationality</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 10: Treatment-Response analysis for the choice of Endorser's nationality (3rd choice)

Here I analyze the effectiveness of the use of national endorsers promoting the aesthetic products based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

H5: Consumers in both countries of Iran and Sweden will find it more effective to use the national endorsers advertising aesthetic products.

As the result shows, this hypothesis is rejected. The result of the experience shows that consumers in both countries agree that the use of mix nationality of endorsers is most effective in advertising the aesthetic product, then the use of the same nationality and finally Asian/African.
The reason I thought the consumers will be more interested to see endorsers with the same nationality as them was because of the previous researches that show people feel closer to the endorser with the same nationality as them. But it seems like consumers are willing to see that a product is suitable for a group of consumers who are different, it seems like consumers think more global these days and it might be because of the use of Internet and the ability to buy products from all over the world so specially in the aesthetic product, people are moving toward international fashion than national one.

Dickner mentions that consumers in Sweden are mostly willing to see national endorsers advertising the products because especially in terms of beauty, they want to relate themselves to someone with similar features but at the same time the use of mix nationalities transfers a message of "suitable for all kinds of people". In terms of the aesthetic product, the use of endorser depends on the feeling we want to transfer by this endorser, sometimes endorsers with different nationalities may be interesting too, but at least they must have some similar attributes for instance Iranian and Swedish consumers are more alike than Swedish and Asian for instance (D. Dickner, Personal Communication, 2010-05-10).

Mollaie mentions that each nationality generates a different feeling in consumers, for instance a model with dark hair and eyes looks very kind and cute, but Africans with their skin color may look very hot and finally Europeans with blond hair and green eyes may look wild and sexy. Therefore depending on the specific feeling that we want to generate in consumers, the model should be chosen. It also depends on the product usage for instance promoting a hair spray to straighten the hair may look more interesting on an African hair than a European one. Besides, in terms of a national product, it is more effective if it is endorsed by an American endorser because it increases the credibility of our national product in a worldwide view. Moreover, if we want to use national endorsers promoting a product, they must be known to the consumers through a very positive image otherwise the ad will loses a great number of consumers. There might be an exception if the endorser looks really good in terms of the face beauty, body and the look (K. Mollaie, Personal Communication, 2010-07-30).

**Q1-5: Analysis of the choice of Appeal**

**Experiment Question 7 analysis:**
Experiment question 7 was chosen to analyze the effectiveness of the picture appeal in advertising of the aesthetic products. It measures which of the three most common appeals for the aesthetic advertisement is more effective in attracting the consumers' attention toward the ad in Iran and Sweden. Is it more effective to have a sex appeal, fantasy appeal or the slice of life one?

This question which was an ad for the make up product (lipstick), the respondents were asked to put the ads in order based on their interest. The respondents who chose number A were unconsiously voted for the sex appeal, the ones who chose B voted for fantasy and the ones chosen C voted for the effectiveness of slice of life appeal. Table 18 shows the respondents' first choice for the picture appeal, Table 19 shows their second choice and Table 20 shows their third and the final choice. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below: In terms of the Swedish girls, 47 respondents chose the slice of life appeal as the first choice for advertising of the aesthetic products (Diagram 11), 40 respondents chose the sex appeal as the 2nd choice (Diagram 12), and 51 respondents chose the fantasy appeal as the last choice for the picture appeal in this ad (Diagram 13). In terms of the Iranian girls, 46 respondents chose the sex appeal as the first choice for
advertising of the aesthetic products, 50 respondents chose the slice of life appeal as the 2nd choice and about 54 respondents chose fantasy as the last choice for advertising of this product.

The result of this question based on 200 responses show that Swedish and Iranian respondents believe differently in terms of the choice of appeal that attracts their attention more effectively. Swedish respondents believe that the choice of Slice of life appeal is the most effective one and then sex but respondents in Iran believe that the sex appeal is the most effective appeal and then the slice of life one. Both Swedish and Iranian respondents agree that fantasy is the least effective appeal in the advertising of this product.

Table 17: Treatment-Response analysis for the choice of appeal (First choice)

<table>
<thead>
<tr>
<th>Q7</th>
<th>Treatment\Response</th>
<th>Swedish(First choice)</th>
<th>Iranian(First choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex Appeal</td>
<td></td>
<td>31</td>
<td>46</td>
</tr>
<tr>
<td>Fantast Appeal</td>
<td></td>
<td>22</td>
<td>26</td>
</tr>
<tr>
<td>Slice of life appeal</td>
<td></td>
<td>47</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 11: Treatment-Response analysis for the choice of appeal (First choice)

Table 18: Treatment-Response analysis for the choice of appeal (2nd choice)

<table>
<thead>
<tr>
<th>Q7</th>
<th>Treatment\Response</th>
<th>Swedish(2nd choice)</th>
<th>Iranian(2nd choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex Appeal</td>
<td></td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>Fantast Appeal</td>
<td></td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Slice of life appeal</td>
<td></td>
<td>34</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
Here I analyze the effectiveness of the use of appeal in an ad promoting the aesthetic products based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

H6: Consumers in Iran will find it more effective to see the slice of life appeal promoting the aesthetic products while consumers in Sweden will find it more effective to use the sex appeal. Fantasy is predicted as the middle choice for both countries among these three appeals.
As the result shows, this hypothesis is rejected. The result of the experiment shows that consumers in Sweden believe that it is more effective to use the slice of life appeal promoting the aesthetic product and then sex and finally fantasy. But Iranians find it more effective to use the sex appeal promoting the aesthetic products, then slice of life and finally fantasy.

To argue the rejection of my hypothesis I should say that I supposed Iranians see aesthetic product as a daily life object because it is extremely common to have make up, wear jewelry and buy clothes and it made me think it is one basic need for them. As the result shows, Iranians do care about their appearance because they have a great interest to show up pretty and hot. In the second place, the common use of it made it an everyday used product. I supposed in Sweden because of the low degree of the aesthetic products usage comparing to Iran, they mostly use it in party or ceremony to show up nice. As the result shows, they look at the aesthetic product as a daily product and they want to look natural so they use very light colors, less complicated design of clothes and smaller jewelry than Iranians. The result shows that neither of them uses the aesthetic product to satisfy a dream of looking similar to their favorite person.

Dickner believes that the use of the aesthetic products in Sweden is based on the "Look younger" approach. It is mostly the sex appeal which is used in advertising because girls do not use these products everyday like at work, but just at parties to look nicer and sexier (D. Dickner, Personal Communication, 2010-05-10).

Mollaie believes that the most common appeal of the ads in Iran may be the slice of life appeal because of the Islamic regulation which does not let the advertiser to use anything that promotes sexiness. He argues that the use of appeal depends on the age and the characteristic of the target consumers for instance teenagers are mostly affected by the western channels and foreign fashions but for academic people, make up is more neutral and it is used for refreshment. Moreover, for calm and patient people the use of slice of life appeal makes the product more neutral and interesting for them but for social, warm hearted people, the sex appeal might be more appropriate as they use more eye catching aesthetic products (K. Mollaie, Personal Communication, 2010-07-30).

Question 2: Analysis of the choice of Color used in an advertisement of the aesthetic product

Experiment Question 8 analysis

Experiment question 8 was chosen to analyze the effectiveness of the color in advertising of the aesthetic products. It measures which choice of color is more effective in attracting the consumers' attention to the ad in Iran and Sweden. Is it more effective to have a colorful ad or a black & white one?

In this question which was an ad for the jewelry product (necklace), the respondents were asked to choose the ad they like. The respondents who chose letter A were voted for the colorful one and the ones who chose B voted for the black & white one. Table 21 shows the respondents' choice for the color of the ad. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below.
64 Swedish and 57 Iranian girls chose the colorful ad as the most effective advertising for this product. The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the colorful ad is the most effective ad that attracted their attention to this ad. (Refer to Diagram 14 for better understanding).

Table 20: Treatment-Response analysis for the choice of Color

<table>
<thead>
<tr>
<th>Q8 Treatment \ Response</th>
<th>Swedish</th>
<th>Iranian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorful(1)</td>
<td>64</td>
<td>57</td>
</tr>
<tr>
<td>Black &amp; White(2)</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 14: Treatment-Response analysis for the choice of Color

Here I analyze the effectiveness of the use of colorful ads promoting the aesthetic products. It is based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

_H7: Consumers in both countries of Iran and Sweden will find it more effective to see colorful ads for the aesthetic products than a Black & White one._

As the result shows, this hypothesis is supported. Both consumers in Iran and Sweden find the color as an effective element in attracting their attention to the aesthetic product advertisement.

To explain this more, I should mention that the aesthetic products like make up are very attractive in terms of their different colors and consumers are mostly attracted by the color of lipstick for instance. Beside quality, the color and design are both factors that separate different brands from one another. Especially in Iran which is a warm country, people are very attracted by the colors and if you notice at most traditional clothing, you will notice that they are consist of a group of very attractive colors.

Dickner mentions that In Sweden, there has never been a specific recipe in terms of the ad color for all ads in the aesthetic products. It is more of a taste and it depends on so many attributes like the trademark you present, the message you want to transfer and also your customers’ characteristic like age or even personality (D. Dickner, Personal Communication, 2010-05-10).
Mollaie believes that colorful ads indeed are more common to use in aesthetic product advertisement because there is a great refreshment and beauty in colors that mostly attract the attention and create a feeling in consumers' mind. But sometimes a black & white ad can be effective as well for instance when we want to create a feeling of the long background in this brand production. Sometimes it might be very interesting to use both types of color for instance a pink lipstick on a black & white model makes the color and the product pop out (K. Mollaie, Personal Communication, 2010-07-30).

**Question 3: Analysis of the choice of Text used in an advertisement of the aesthetic product**

**Q3-1: Analysis of the choice of Typeface**

*Experiment Question 9 analysis:*

Experiment question 9 was chosen to analyze the effectiveness of the Typeface in advertising of the aesthetic products. It measures which choice of typeface is more effective in attracting the consumers' attention to the ad in Iran and Sweden. Is it more effective to have a serif typeface in a text or a sans-serif one?

This question which was an ad for the jewelry product, the respondents were asked to choose the ad they like. The respondents who chose letter A were voted for the Sans Serif one and the ones who chose B voted for the Serif one. Table 22 shows the respondents’ choice for the typeface in the text part of the ad. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below:

60 Swedish and 72 Iranian girls chose the ad which has the typeface of the Serif typeface as the most effective advertising for this product The result of this question based on 200 responses show that both Swedish and Iranian respondents believe that the use of Serif typeface is more effective than the Sans Serif one in ad attracting their attention to this ad. (Refer to Diagram 15 for better understanding).

<table>
<thead>
<tr>
<th>Q9</th>
<th>Treatment-Response analysis for the choice of Typeface</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Sans Serif</td>
<td>40</td>
</tr>
<tr>
<td>Serif</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Here I analyze the effectiveness of the use of text (typeface) in an ad promoting the aesthetic products. It is based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

**H8: Consumers in both countries of Iran and Sweden will find it more effective to use the Serifs Typeface than the Sans Serif one in advertising the aesthetic products.**

As the result shows, this hypothesis is supported. Both consumers in Iran and Sweden find the Serifs typeface as an effective element in attracting their attention to the aesthetic product advertisement than the Sans Serif one. It can be explained that aesthetic products which are for satisfying the consumers' psychological needs are better to be shown in fantasy style (Serifs) than very rough academic one (Sans Serif).

Dickner believes that Sweden the choice of typeface for the text is just a matter of taste and there in no specific rule for it.

Mollaie mentions that the choice of font depends on the product and its usage, a wrong choice of font may decrease the effectiveness of the ad. Generally, an effective ad is the one which looked great as a whole and each attribute is placed in a right location for instance a headline which is placed on a light color background is clearer than being put on a dark one. He argues that the font of the text is not something to pass easily by; it should be wisely chosen to match the product characteristic and remind consumers wherever they see the font. He believes that typeface can transfer a characteristic of a product, for instance the use of Serifs for products which have fewer angles and softer. Therefore if a producer believes in a unique product, he should show this in any small attribute of the product ad (K. Mollaie, Personal Communication, 2010-07-30).

### Q3-2: Analysis of the choice of Text Concept

**Experiment Question 10 analysis:**

Experiment question 10 was chosen to analyze the effectiveness of the Text Concept in advertising of the aesthetic products. It measures whether a text concept in an ad of the aesthetic product has the power to make an ad effective in attracting the Iranian and Swedish consumers' attention to the ad or not. I want to discover the importance of text, if the text concept can makes the consumers like an ad more or not.
In this question which was an ad for the lipstick product, the respondents were asked to choose the ad they like. The respondents who chose letter A were voted for the ad with text and the ones who chose B voted for the ad without text. Table 23 shows the respondents’ choice for the text concept in the ad. The response from 100 Swedish and 100 Iranian girls age 20-30 is as below:

The responses from Swedish women show that 56 of them chose the ad without text which means the text concept was not that effective in attracting them to the ad. Responses from the Iranian girls show that 53 of them chose the ad with the text, which means the text concept has affected them to like the ad. The result of this question based on 200 responses show that Iranian respondents are affected by the text concept while the Swedish respondents are not. (Refer to Diagram 16 for better understanding).

Table 22: Treatment-Response analysis for the choice of Text Concept

<table>
<thead>
<tr>
<th>Q10</th>
<th>Treatment-Response analysis for the choice of Text Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>With Text</td>
<td>44</td>
</tr>
<tr>
<td>Without Text</td>
<td>56</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Diagram 16: Treatment-Response analysis for the choice of Text Concept

Here I analyze the effectiveness of the text concept in advertisement of the aesthetic products. It is based on the responses from the experiment, opinion of two interviewees and the previous theory supporting my research. As we see here, my hypothesis was that:

H9: Consumers in both countries of Iran and Sweden will find the concept of the text very effective to convince the consumers to like the ad.

As the result shows, this hypothesis is rejected. Consumers in Sweden find the Text concept not very effective in attracting their attention comparing to the one with the text. It seems like the picture is clear enough to attract their attention. But the Iranian consumers find it more effective to see the ad with the Text. It seems like they are impressed by the text. The reason to this in my viewpoint might be because people in Iran are more talkative and expressive so they talk and listen very well. But in Sweden people are quieter and they mostly prefer to see than talk about details so that might be the reason the text might not be that impressive in them.
Dickner believes that the ad should be designed in a way to attract the consumers in the 0.2 sec eye glancing on the ad. This attraction mostly happens by the picture in the first place and then the text can keep their attention to the ad among the others (D. Dickner, Personal Communication, 2010-05-10).

4.3 Analysis Part 2

These questions are complementary to the questions part 1 to give us an idea about the characteristic of the aesthetic product’s consumer in these two countries in terms of their attention to the advertising and also their product usage.

Experiment Question 11 analysis:

This experiment was designed to analyze the frequency that consumers in Iran or Sweden notice at magazine advertising. Here was my hypothesis:

*H10: Consumers in both Iran and Sweden often-always notice at magazine advertising.*

This hypothesis is supported. Result shows that most Swedish consumers often notice at magazine advertising and most Iranians always notice at magazine advertising. Iranians notice at magazine advertising more than Swedish consumers but the degree of notice for both is high. (Table 24 & Diagram 17)

<table>
<thead>
<tr>
<th>Q11</th>
<th>Frequency of Notice at magazine advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Always(4)</td>
<td>23</td>
</tr>
<tr>
<td>Often(3)</td>
<td>29</td>
</tr>
<tr>
<td>Sometimes(2)</td>
<td>26</td>
</tr>
<tr>
<td>Rarely(1)</td>
<td>13</td>
</tr>
<tr>
<td>Never(0)</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 23: Frequency of Notice at magazine advertising

![Diagram 17: Frequency of Notice at magazine advertising](image-url)

Diagram 17: Frequency of Notice at magazine advertising
Experiment Question 12 analysis:

This experiment was designed to analyze the frequency that consumers in Iran or Sweden notice at outdoor advertisings like poster, billboard, etc. Here was my hypothesis:

H11: Consumers in Iran notice at outdoor advertising more than consumers in Sweden.

This hypothesis is supported. Result shows that most Swedish consumers sometimes notice at outdoor advertising and most Iranians always-often notice at outdoor advertising. Iranians notice at outdoor advertising more than Swedish consumers. (Table 25 & Diagram 18)

Table 24: Frequency to notice at posters on the wall

<table>
<thead>
<tr>
<th>Q12</th>
<th>Frequency to notice at posters on the wall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Always(4)</td>
<td>13</td>
</tr>
<tr>
<td>Often(3)</td>
<td>17</td>
</tr>
<tr>
<td>Sometimes(2)</td>
<td>33</td>
</tr>
<tr>
<td>Rarely(1)</td>
<td>7</td>
</tr>
<tr>
<td>Never(0)</td>
<td>10</td>
</tr>
</tbody>
</table>

Diagram 18: Frequency to notice at posters on the wall

Experiment Question 13 analysis:

This experiment was designed to analyze the frequency that consumers in Iran or Sweden use the make up product like lipstick, eyeliner, etc. Here is my hypothesis:

H12: Consumers in Iran often-always use the aesthetic products like make up but consumers in Sweden rarely-sometimes use this product.
This hypothesis is rejected. Result shows that most Swedish and Iranian consumers often-always use the make up product. (Table 26 & Diagram 19)

The reason to this can is very interesting to me as I believe that Iranian use the aesthetic products very much more than Swedes. To explain the result, I think the amount of usage might be different for instance they may both use these products regularly but Iranians use more eye catching color of make up, Swedes use more neutral one; Iranians use big and colorful jewelry but swedes use smaller and simple ones; Iranians wear clothes which have more complicated designs and more highlighted colors while Swedes wear clothes which are simpler and light colors.

Table 25: Frequency to use make up product like lipstick, eye liner, etc.

<table>
<thead>
<tr>
<th>Q13</th>
<th>Frequency to use make up product like lipstick, eye liner, etc.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
<td>Iranian</td>
</tr>
<tr>
<td>Always(4)</td>
<td>39</td>
<td>33</td>
</tr>
<tr>
<td>Often(3)</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>Sometimes(2)</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Rarely(1)</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Never(0)</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>

Diagram 19: Frequency to use make up product like lipstick, eye liner, etc.

Experiment Question 14 analysis:

This experiment was designed to analyze the frequency that consumers in Iran or Sweden use the jewelry products like necklace, ring, etc. Here is my hypothesis:

H13: The majority of consumers in Iran and Sweden often-always use the aesthetic products like jewelry.

This hypothesis is supported. Result shows that most Swedish and Iranian consumers often-always use the jewelry products. The responses are so close for both groups but as a whole it seems like Swedish consumers use jewelry more than Iranians do. I explained this earlier that the size of the jewelry, the shape and its color differ completely between these two countries. (Table 27 & Diagram 20)
Table 26: Frequency to use jewellery products like necklace, ring and bracelet

<table>
<thead>
<tr>
<th>Q14</th>
<th>Frequency to use jewellery products like necklace, ring and bracelet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Always(4)</td>
<td>34</td>
</tr>
<tr>
<td>Often(3)</td>
<td>21</td>
</tr>
<tr>
<td>Sometimes(2)</td>
<td>21</td>
</tr>
<tr>
<td>Rarely(1)</td>
<td>14</td>
</tr>
<tr>
<td>Never(0)</td>
<td>10</td>
</tr>
</tbody>
</table>

Diagram 20: Frequency to use jewellery products like necklace, ring and bracelet

Experiment Question 15 analysis:

This experiment was designed to analyze the frequency that consumers in Iran or Sweden buy clothing products. Here is my hypothesis:

H14: Consumers in Iran and Sweden both sometimes-often go shopping for clothing products.

This hypothesis is supported. Result shows that the majority of Swedish and Iranian consumers often-always buy clothing product. The responses are so close for both groups but as a whole it seems like Iranian consumers buy clothes more than Iranians do. Here I should mention again that the clothing preferences are very different between these two countries in terms of the color and model which Iranians are willing to wear more eye catching colors and more complicated design while Swedes like to wear simpler and lighter clothes. (Table 28 & Diagram 21)

Table 27: Frequency to buy clothing product

<table>
<thead>
<tr>
<th>Q15</th>
<th>Frequency to buy clothing product</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swedish</td>
</tr>
<tr>
<td>Always(4)</td>
<td>14</td>
</tr>
<tr>
<td>Often(3)</td>
<td>28</td>
</tr>
<tr>
<td>Sometimes(2)</td>
<td>36</td>
</tr>
<tr>
<td>Rarely(1)</td>
<td>13</td>
</tr>
</tbody>
</table>
Diagram 21: Frequency to buy clothing product
In table 28 & 29, I define each hypothesis with its result, whether it is supported or rejected.

Table 28: Result of hypotheses across experiment (part 1)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Experiment</th>
<th>Result(supported/rejected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Iranian and Swedish consumers both believe that the picture will be the most important issue in making an ad effective.</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>It will be more effective to use the picture of the aesthetic product itself in the ad in Iran, while in Sweden it will be more effective to use endorsers for the advertising of these products.</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>Iranians will find it more effective to use normal people as endorsers of the aesthetic products advertisement while Swedish people will find it more effective to use the celebrities.</td>
<td>Rejected</td>
</tr>
<tr>
<td>4</td>
<td>Consumers in both countries of Iran and Sweden will find it more effective to use endorsers in the age of (20-30) for promoting the aesthetic products targeted to women aged (20-30).</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>Consumers in both countries of Iran and Sweden will find it more effective to use the national endorsers advertising aesthetic products.</td>
<td>Rejected</td>
</tr>
<tr>
<td>6</td>
<td>Consumers in Iran will find it more effective to see the slice of life appeal promoting the aesthetic products while consumers in Sweden will find it more effective to use the sex appeal. Fantasy is predicted as the middle choice for both countries among these three appeal.</td>
<td>Rejected</td>
</tr>
<tr>
<td>7</td>
<td>Consumers in both countries of Iran and Sweden will find it more effective to see colorful ads for the aesthetic products than a Black&amp;White one.</td>
<td>Supported</td>
</tr>
<tr>
<td>8</td>
<td>Consumers in both countries of Iran and Sweden will find it more effective to use the fantasy font style than the academic one in advertising the aesthetic products.</td>
<td>Supported</td>
</tr>
<tr>
<td>9</td>
<td>Consumers in both countries of Iran and Sweden will find the concept of the text very effective to convince the consumers to like the product.</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Table 29: Result of hypotheses across experiment (part 2)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Experiment</th>
<th>Result(supported/rejected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>H10: Consumers in both Iran and Sweden often notice at magazine advertising.</td>
<td>Supported</td>
</tr>
<tr>
<td>11</td>
<td>H11: Consumers in Iran notice at outdoor advertising more than consumers in Sweden.</td>
<td>Supported</td>
</tr>
<tr>
<td>12</td>
<td>H12: Consumers in Iran use the aesthetic products like make up more than the consumers in Sweden.</td>
<td>Rejected</td>
</tr>
<tr>
<td>13</td>
<td>H13: Consumers in Iran use the aesthetic products like jewellery more than the consumers in Sweden.</td>
<td>Supported</td>
</tr>
<tr>
<td>14</td>
<td>H14: Consumers in Iran and Sweden both often go shopping for clothing products.</td>
<td>Supported</td>
</tr>
</tbody>
</table>
Chapter 5: Conclusion

5.1 Conclusion

This section of the research is a brief description of the result; it is based on three viewpoints:

- Consumers' viewpoint (Result of the experiment)
- Interviewees' viewpoint about the advertising industry in Iran and Sweden
- My own viewpoint of the cultural differences and the advertising design

It is written in the same order as my research question as below:

1- Previous research show that Picture has always been considered as the most effective element in advertisements (Mitchel & Olson, 1981). The same result come from interview with two advertisers in Iran and Sweden. But, the result of the experiment shows that consumers in both Iran and Sweden believe that there is a great competition between the effectiveness of picture and text to attract the attention of the consumers to the ad for the aesthetic products. Therefore I conclude that in aesthetic product advertisement, text and picture can get one another's place in terms of the effectiveness in attracting the consumers' attention to the ad. There are several circumstances that text can be more effective than picture; for instance if the personality that is shown in the picture does not match the consumers' characteristics (Birdwell, 1968), if the picture does not have the right size in the ad (Rossiter & Percy, 1978), if the picture is not matched with the other elements in the ad (Edell & Staelin, 1983), if the ad is not located in the right place (D. Dickner, Personal Communication, 2010-05-10) and also if the other elements like text and color have a high graphic and design that easily attract the attention of the consumers (K. Mollaie, Personal Communication, 2010-07-30). Finally I should say that the meaning of beauty differs in different cultures; to attract the attention of the consumers more, the picture should transfer the right meaning of beauty, in most Eastern culture beauty is perceived as the face beauty but in American culture beauty is mostly defined as the body shape (Frith, Katherine; Shaw, Ping; Cheng, Hong, 2005).

2- Previous research show that use of endorsers has often been considered as an effective element in advertisements than using the product image itself (Birdwell, 1968). The same result come from the experiment showing the interest of consumers in both Iran and Sweden to see endorsers promoting the aesthetic products. But interview with Dickner shows that the use of endorsers in aesthetic product advertisement is effective when an endorser with the right lifestyle to the target consumer is chosen. He also mentions that the use of the product image or the endorser in an ad depends on the product kind, For instance in terms of the jewelry products like watch, it is more effective to use the picture of the product itself, but for products like clothing, it is more attractive to see how it looks like on a person (D. Dickner, Personal Communication, 2010-05-10). Interview with Mollaie shows that although there is a great need in Iran to use the endorsers promoting the aesthetic
products, but there are some limitations based on the Islamic regulation that does not let the advertisers to use women as a symbol of sex and beauty. Therefore it is more usual to use the picture of the product itself in the ad in Iran (K. Mollaie, Personal Communication, 2010-07-30). But my advice for the advertisers is to consider this need for use of endorsers in aesthetic product advertisements and trying to match it with the Islamic regulation.

3- Previous research show that use of celebrities as endorsers has often been considered as an effective element in advertisements than using the normal people (Till & Busler, 2000). The same result come from the experiment showing the interest of consumers in both Iran and Sweden to see celebrities endorsing the aesthetic products. Interview with Dickner shows that the use of a celebrity is an assurance of the guarantee for the quality. He also mentions that endorsers transfer a lifestyle and consumers are more willing to have the lifestyle of a celebrity than a normal person (D. Dickner, Personal Communication, 2010-05-10). Interview with Mollaie shows that there is a great interest in Iran for the use of endorsers promoting the aesthetic products, but there are so many filters for advertising the these products in Iran because the government's plan is to decrease the use of women as the symbol of beauty or nudity. Therefore advertisers should consider the use of endorsers besides being aware of the regulations (K. Mollaie, Personal Communication, 2010-07-30). Previous researches show that the use of endorsers might not be effective when the endorser is not trustworthy or when the source is not valid (Hovland & Weiss, 1951), and also increase in the number of products a celebrity endorses, decrease her effectiveness (Tripp, Jensen, & Carlson, 1994). Sometimes the use of celebrities is not effective at all for instance in advertising the vacuum cleaner; people are most willing to see a normal housewife promoting this product in the ad than a singer for instance (Morimoto, 2005). In general, the difference between the use of celebrity and a normal person is that celebrities point to special gender, age or personality that the normal people cannot provide. In addition, they are more powerful media than anonymous models and actors. Even if they transfer the meaning that can be found by a normal person, but they transfer them more powerfully (McCracken, 1989). The final important issue that advertisers should consider is that people have different perceptions about the celebrities based on their cultural understanding (Bush, Martin, and Bush) for instance the use of endorser who has tattoo or piercing does not transfer a good message to the consumers in Iran while in Sweden, it can be very normal or even interesting.

4- Previous research show that the use of endorsers in the same age as the consumers has often been considered as an effective element in advertisements than using the endorsers who are younger or older. The endorser who is used in an advertisement should be matched the target audience in terms of gender and age otherwise the consumers perceive the ad not targeted to them (Hsu & McDonald, 2002). But the result of the experiment shows that it is much more different in aesthetic product advertisements. It shows that there is a great interest of consumers in the age of 20-30 in both Iran and Sweden to see endorsers who are below 20 promoting these products. The reason to this difference based on the interview with Dickner is that most people except children always like to look younger so they are more interested to see that a sample make up product for instance make them look younger (D. Dickner, Personal Communication, 2010-05-10). Interview with Mollaie shows that mostly girls below 20 are willing to show up a little bit older and girls in the age of 20-30
want to look younger. But depending on the aesthetic product and the advertiser’s point of view, the use of endorsers’ age is different for instance for anti-wrinkle cream, based on the viewpoint of the designer, it can be effective on an old lady’s face or even a baby’s sole which are both wrinkled (K. Mollaie, Personal Communication, 2010-07-30). In general, the use of aesthetic products is for satisfying the psychological needs of being young and pretty therefore young endorsers might be the best match.

5- Previous research show that use of national endorsers has often been considered as an effective element in advertisements than using the international endorsers (Jones, Moore, Stanaland, & Wyatt, 1998). Interview with Dickner confirm this idea the same result come form the experiment showing the interest of consumers in both Iran and Sweden to see celebrities endorsing the aesthetic products. Interview with Dickner shows that consumers in Sweden are mostly willing to see national endorsers advertising products especially in terms of beauty; they want to relate themselves to someone with similar features (D. Dickner, Personal Communication, 2010-05-10). But the result of the experiment shows that consumers in both countries of Iran and Sweden agree that the use of mix nationality of endorsers is most effective in advertising the aesthetic product, then the use of the same nationality or an Asian/African. The reason to this might be because the use of Internet and the ability to buy products from all over the world make the aesthetic products more global so international advertisers are shown to be more effective. Dickner also mentions that sometimes the use of mix nationalities transfers a message of "suitable for all kinds of people" and can be effective (D. Dickner, Personal Communication, 2010-05-10). Interview with Mollaie shows that each nationality generates a different feeling in consumers, therefore depending on the specific feeling that we want to generate in consumers, the model should be chosen for instance the meaning of sexy or cute. He mentions that it also depends on the product usage for instance promoting a hair spray to straighten the hair may look more interesting on an African hair than a European one. Besides, in terms of a national product, it is more effective in Iran if it is endorsed by an American endorser because it increases the credibility of our national product in a worldwide view. Moreover, if we want to use national endorsers promoting a product, they must be known to the consumers through a very positive image otherwise the ad will loses a great number of consumers. There might be an exception if the endorser looks really good in terms of the face beauty, body and the look (K. Mollaie, Personal Communication, 2010-07-30). There is a research by Zhang confirming Mollaie’s idea that in the endorsement of foreign products, foreign celebrities received higher scores in all three aspects of attractiveness, trustworthiness and expertise than national endorsers but it is not the same for the national products (Zhang & Zhang, 2010).

6- Previous research show that use of sex appeal has always been considered as an effective appeal in advertisements (Reichert J., Lambiase, Carstarphen, & Zavoina, 1999). Although there is a great limitation in Iran not to use the sex appeal in advertising but the responses from the experiment show that there is a great interest in consumers to see the sex appeal in advertisement of the aesthetic product. This gap should be wisely considered by the advertisers targeting the Iranian consumers. Besides, consumers in Sweden are more willing to see the slice of life appeal because their perception of the aesthetic product is to look nice in an everyday life by using neutral make up, small size of jewellery and simple clothing.
Interview with Dickner shows that the use of the aesthetic products in Sweden is based on the "Look younger" approach. It is mostly the sex appeal which is used in advertising (D. Dickner, Personal Communication, 2010-05-10). Interview with Mollaie shows that although the sex appeal always attract the attention but because of the regulations, the most common appeal used in advertisement of the aesthetic products in Iran is the slice of life appeal. He argues that the use of appeal depends on the age and the characteristic of the target consumers (K. Mollaie, Personal Communication, 2010-07-30).

Previous research shows that the fantasy appeal is used in advertising when there is a need to show that by using a certain product, the consumers may have what they wish for. This appeal is mostly used in TV advertising and mostly comes with some other appeals like masculinity or sex (Koekemoer & Bird, 2004). It is also mentioned that the slice of life appeal is mostly used when the advertiser wants to show that a real life problem of the consumers can be solved by a certain product (Koekemoer & Bird, 2004). Moreover, The use of appeal in advertisement of the aesthetic products is very culturally related (Mueller, 1996); For instance countries in Asia and the Middle East are more conservative than the U.S. and Europe with respect to the use of sex in an ad (Frith & Mueller, 2003). It was found that people in UK are interested to see fantasy and humor while people in Czech are enthused by the theme of slice of life, problem and solution, ordinary person and music in an ad (Whitelock & Chung, 1989).

7- Previous research show that the use of color has always been an important element in making an ad effective. Result of the experiment shows that consumers in both Iran and Sweden find the color as an effective element in attracting their attention to the aesthetic product advertisement. Interview with Mollaie confirms this opinion that colorful ads indeed are more common to use in aesthetic product advertisement because there is a great refreshment and beauty in colors that mostly attract the attention and create a feeling in consumers’ mind. But sometimes a black & white ad can be effective as well for instance when we want to create a feeling of the long background in this brand production. Sometimes it might be very interesting to use both types of color for instance a pink lipstick on a black & white model makes the color and the product pop out (K. Mollaie, Personal Communication, 2010-07-30). Interview with Dickner shows that there has never been a specific recipe in terms of the ad color for all ads in the aesthetic products. It is more of a taste and it depends on so many attributes like the trademark you present, the message you want to transfer and also your customers’ characteristic like age or even personality (D. Dickner, Personal Communication, 2010-05-10). In general the use of color is very culturally related for instance in Iran which is a warm country, people are very attracted by the colors and if you notice at most traditional clothing, you will notice that they are consist of several colors. A previous research by Campbell shows that colors can be interpreted differently among a group of cultures, for instance yellow represents jealousy in France, sadness in Greece, happiness in the United States, and is scary in China (Campbell, 2002).

8- Previous research shows that font style has been very effective in attracting the attention of the consumers to the product advertisement; it is said that verbal elements in the design of the advertising are equally worthy to be analyzed in terms of the ability to convey a message to the audience. It has found that culture has an important role in the meaning interpretation of the text in an ad, both visually and verbally and how people interpret and elaborate the
message based on their own understanding and beliefs (McQuarrie & Mick, 1999). Pieters and Wedel argue that picture captures the baseline attention, and that the text captures most incremental attention because of its size so advertisers should notice carefully at the maximize attention to the text (Pieters & Wedel, 2004). Result of the experiment shows that it is more effective to use the fantasy typeface (Serifs) than academic (Sans-Serif) one in advertisement of the aesthetic product. The reason is that aesthetic products are for satisfying the consumers’ psychological needs therefore it is better to be shown in fantasy font style (Serifs) than very rough academic one (Sans Serif). Interview with Dickner shows that the choice of typeface in Sweden is just a matter of taste and there is no specific rule for it. Interview with Mollaie shows that the choice of font depends on the product and its usage, a wrong choice of font may decrease the effectiveness of the ad. He argues that the font of the text is not something to pass easily by; it should be wisely chosen to match the product characteristic and remind consumers wherever they see the font. He believes that typeface can transfer a characteristic of a product, for instance the use of Serifs for products which have fewer angles and softer. Therefore if a producer believes in a unique product, he should show this in any small attribute of the product ad (K. Mollaie, Personal Communication, 2010-07-30). To sum up, the use of typeface depends on the product type, the voice of the advertiser and the mood he wants to generate in the consumers. It also depends on the culture of the target audience and their evaluation of the text attributes for instance different symbols.

Previous research show that text is the key element in capturing the consumers’ attention to the ad (Pieters & Wedel, 2004). Ogilvy argues that the headline is the main important part of the text in print advertisement and should have a very relevant concept related to the product (Ogilvy, 1985). Interview with Mollaie shows that the text of the ad has always been very important in advertising; it is very critical if the text, picture and color are matched together to transfer the right message to the consumers. Advertisers must notice carefully at the message they want to put in the text, its attractiveness, mood and also its choice of word (K. Mollaie, Personal Communication, 2010-07-30). Responses of the experiment confirm that Iranian consumers are affected by the text concept of the ad, but the Swedish consumers seem to be attracted by other elements of design than the text. The reason to this can be explained by Dickner. He believes that the ad should be designed in a way to attract the consumers in the 0.2 see eye glancing on the ad. This attraction mostly happens by the picture in the first place and then the text can keep their attention to the ad among the others (D. Dickner, Personal Communication, 2010-05-10). To sum up, the effectiveness of the text concept depends on the culture of the consumer and their attention to the text as well as their interpretation of the concept.

Complementary to the conclusion part:

The results of my research show similar responses from the consumers in both countries of Iran and Sweden in terms of the aesthetic product advertisements for instance similar interest for the use of an endorser who is a celebrity in the age of below 20 from a mix nationality. Besides, it was
perceived to be more effective while having a colorful ad with a sans serif font style. On the other hand, there are differences in the perception of consumers in these two countries for instance Iranian consumers want to see an ad with the sex appeal while Swedish consumers want to see the slice of life appeal in advertising of the aesthetic products. The other difference is that Iranian consumers notice at the concept of the text more than Swedish consumers. All these seem very interesting because these two countries are very different in terms of the government regulation, cultural background and the characteristic of consumers. Therefore there is a need to find out how we came to the similar responses from the consumers. In order to do so, I explain the situation in Iran in terms of the government regulation and the consumers’ desire toward the western culture and fashion to find a link between these two countries fashion desire.

The Islamic revolution in Iran occurred in 1979 and after that Iran has gone under important social and regulation changes for instance a year later Veil became compulsory and people had to obey this new regulation. There are different meanings for Hijjab but generally it is considered as a symbol of progress and not to be a “painted Western doll” (Shirazi, 2001). Based on this regulation, advertisers are not allowed to use the picture of women unveiled for the commercial usage anymore. Therefore advertisers mostly use the picture of a product itself in advertising for instance the advertising of a foot cream which is the cream located on a land with cracks instead of having the cream on a pretty endorser. But naturally people any part of the world are willing to see how a product looks like them. Therefore, the use of a picture of product itself in Iran and the great desire among the consumers to see the product on a nice woman for instance leads them to see how advertising works in other countries (Amouzadeh, Tavangar, 2004).

The first steps to get information of other countries were by the use of Internet. To explain the use of internet in Iran, one should know that the first electronic email was sent by Dr. Larijani in 1993 and a decade later in 2006 about 15 million people were using the internet which was one of the fastest growth rates in the world (Rahimi, 2003). The Islamic revolution originally welcomed the internet for the educational purposes but after a while the use of internet was transferred to the public sector and because of the curiosity of the Iranian people, it appears to go beyond the age limit, class, gender and religious boundaries. Iranian people were very curious to get information from other countries and gradually they became interested in following the western style especially in their appearance which was more in contrast with the Islamic regulations. More importantly 70 percent of Iran’s population was born after the 1979 revolution and these young people were moving toward the western culture by the impression of satellites, foreign channels and the internet. These technologies brought a new viewpoint for Iranian people about how they can look like in terms of clothing, make up or the use of jewelries (Rahimi, 2003). All this new image, pushed Iranians toward a modern culture in which for women is considered as an unveiled woman like the ones in Europe or America (Amin, 2002).

Iran’s culture and media landscape is complex and it is full of paradoxes. One of these paradoxes is the secular culture of a vast segment of the society and on the other hand the Islamic government and its attributes. The interesting thing is that how people with different religiosity are living together in a country which all its regulation is mixed with the religion. To illustrate this better, Satellite dishes are illegal in Iran but are plentiful in almost every house. Besides, Iran was among the first countries to go online in the Middle East, and internet in Iran has been always an important character socially, politically, and culturally. (Semati, 2009)
Important to know is that, Iran is a collectivism country, people are very eager to get to know other nationalities in terms of who they are, how they behave and especially how they look. Especially in terms of the aesthetic, they have a great desire to know the fashion of other western nationalities and to follow them. Therefore they mostly notice at the product sale and advertising of the western countries. The important issue is that wearing the same clothing as the European people is a symbol of the high class of people (Gudykunst, Toomey, Nishida, 1996). To explain more, any fashion that comes from the western countries is considered of a high value comparing to domestic fashion. Therefore the majority of Iranian families are aware of the Western culture through hundreds of satellite televisions (Majd, 2010).

Moreover, the increase in the use of internet in Iran and the great reach to product advertising which is not censored by the government regulation changed the viewpoint of Iranian during the time (Ahangar, 2009).

Research by Ahangar (2009) shows that, Iranian Internet users have been very eager to explore web ads of other countries and they notice carefully at the differences in ads in different websites.

Based on the Islamic regulations, women have to wear the head scarf and men should not wear short-sleeve shirts or ties. But this regulation hasn’t stopped people from dressing based on the western fashion. In fact, the more the authorities try to enforce people not to follow the western fashion, the more it seems Iranians want to push the limitations of personal fashion. They follow the international fashion from satellite television channels, magazines, and their trips to other countries. Even if they have to dress modestly in public but they change their dressing style in private based on the latest designer labels, hairstyles and make up (Najibullah, 2007).

To sum up, Iranian consumers are very eager and open to know about the fashion style of other countries. They follow the modern clothing, make up and foreign brands by the use of Internet, satellite channels and their trip to the other countries. This can be the reason that responses from the consumers in both in Iran and Sweden are quite similar in terms of the advertising of the aesthetic products.

On the other hand, there are also some differences for instance; Iranian consumers like to see the sex appeal in advertising of the aesthetic product, while Swedish ones are willing to see the slice of life appeal. The reason to this can be explain by Rahimi (2003) that by following the fashion through advertisements and foreign channels, Iranian consumers unconsciously follow the style of endorsers, celebrities, singers and famous people who are always dressed up based on the latest fashion and not the ordinary western people. This issue became a problem for the Islamic government because these programs mostly use the theme of sex to be more attractive for the consumers and it is not acceptable in Islam to portray women as sex objects. Therefore the government tries to filter the websites and channels but it has not been effective completely and people always find a way to follow their desire (Rahimi, 2003).

The other difference between the viewpoint of consumes in these two countries was that Iranian find the text concept more effective. To explain this, I should mention researches by Gudykunst, Toomey and Nishida (1996) which shows that people in Iran are from a high context culture, they have high relationship network and they mostly use an indirect way of communication. This indirect way of communication either in a talk or in a letter makes people notice carefully at what is said and
how it was said and most importantly what was meant by it. This can be the reason Iranian consumers were shown to be more affected by the text concept than in Sweden. Another reason for the attention of Iranian consumers to the concept of the ad is that so many obligations on the picture in an ad made advertisers to focus on other elements like the text, color or concept of the ad and tried to have more focus on their effectiveness. This focus on the other elements gave more quality to them for instance the choice of word for the text concept is mostly considered as the most important element to pay attention to and it can be the reason consumers find the text concept important in Iran (Amouzadeh, Tavangar, 2004).

In the end, I have to say that although these two countries are very different but consumers perception toward the aesthetic product advertisement are close to each other. The reason to this is because of great interest of Iranian to follow the western fashion and style which has changed their viewpoint to the more western culture in a country under the Islamic government.

5.2 Limitation

In doing this research I was faced with some limitations, for instance advertisers in Sweden were not willing to cooperate. Even if I tried hard to attract them to this very important research that will help them in performing their job in the advertising industry, but they were not as open and interested as Iranians were.

Besides, doing the experiment part in exam time and later in summer holiday did not seem to be a good time for reaching the consumers in Sweden. It was difficult to ask them answering the experiment questions as they were busy with exams or on holiday trip or even not eager so much to take their time helping me with their answers. But in general, I could handle the limitation to reach the desirable result that I was looking for.

5.3 Suggestions for future research

While doing this research, I found that there are some relevant subjects to mine which might be interesting for future researchers to work on. For instance, the relationship between product shape and the font style in the ad might be a subject which has not been discovered yet. The other interesting subject in my viewpoint is analyzing the replacement of the sex appeal in countries which have restrictions on sexuality display. Besides, it is also interesting to analyze the differences between the products which need the national endorsers advertising them and the other products that this does not matter so much. The final suggestion for the future researchers is to analyze the concept of the ad text for aesthetic products and its relationship to the psychological needs of the consumers.
Appendix:

Experiment sample

To Ladies:

I really appreciate your kindness in answering these questions concerning the experiment segment of my master thesis. There are very simple questions about advertising design and it just takes 5 minutes of your time, but the answers really help me to reach the correct result. “Thanks in advance”

“Please answer in this word document, save it and send it back to me”

Shadi Tayebi

Part1:

Experiment Question 1: Look at the ad below and choose one of these words that you like most:

(BIG BIG/ SMILE / BLOND COLOR)  

Answer:

Let’s have BIG BIG hair

by

Sehat Shampoo

Experiment Question 2: Look at the ad below and choose one of these words that you like most:

(EYE CONTACT, pretty girl, blue, SiiiiiiB, blond, eye)  

Answer:
Experiment Question 3: Which ad do you like most?

Ad number:

look sexy

by

Naroon Lipstick

(A)

look sexy

by

Naroon Lipstick

(B)

Experiment Question 4: Which ad do you like most?

Ad number:

lets have
BIG BIG hair

by

Schat
Shampoo

(A)

lets have
BIG BIG hair

by

Schat
Shampoo

(B)

Experiment Question 5: Put the ads in order based on your interest:

1st:                        2nd:                        3rd:

What is better than this
Color on my Lips

(B) SiiiB Lipstick

What is better than this
Color on my Lips

(B) SiiiB Lipstick
Experiment Question 6: Put the ads in order based on your interest?

1st:          2nd:          3rd:

(A) Clothes for even you

(B) Clothes for even you

(C) Clothes for even you

Experiment Question 7: Put the ads in order based on your interest:
Experiment Question 8: Which ad do you like most?  

Ad number:

Experiment Question 9: Which ad do you like most?  

Ad number:
Experiment Question 10: By looking at these 2 ads, which lipstick do you like most?

Ad number:
For questions 13-16, please choose a number from 1 to 5: (Never- Rarely 1-Sometimes 2-Often 3-always 4)

11-While reading a magazine, how often do you notice at product advertising?

12-How often do you notice at posters on the wall?

13-How often do you use make up products like lipstick, eyeliner, etc.?

14-How often do you wear jewellery like necklace, ring and bracelet?

15-How often do you buy clothes?

Thank you very much for your time
References


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