

An In-Depth Analysis of Beauty-Product Ads in The Usa & Taiwan

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Abstract

The relevance of cosmetics advertising rises as the number of people concerned with their appearance grows and as those with disposable income spend more on skin care goods. This study's goals are to (1) identify the most widely marketed cosmetics companies and (2) characterize the degree to which cosmetics advertising in magazines in Taiwan and the United States conforms to national standards. Vogue and Cosmopolitan, two publications aimed towards women, were used to compile a representative cross-section of magazines and advertising from September 2004 to February 2005. The results show that multinational cosmetics companies need to adapt their advertising methods to match the rising demand in Asia, notably China.

Keyword: advertising/public relations, cross-cultural communication, content analysis, women, gender studies

INTRODUCTION

People with disposable income in the United States are spending more than ever on skin care products, according to data from Feed-back.com. A rise in this practice that began in the mid-1990s shows no signs of abating anytime soon. Carlson argues that consumers are willing to pay any price for technologically sophisticated products that promise unique advantages and results.

Marketing communications are a powerful tool for informing buyers about products. Consumers are more receptive to commercials that provide information useful in making a choice.

Cosmetics advertising's ability to sway shoppers' choices can be impacted in different ways due to cultural variations for instance, Japan had a significant impact on Taiwan's cosmetics industry since it introduced the notion of beauty to the island nation.

Moreover, Taiwanese views on beauty have been shaped by cultural conventions and taboos. Since 1975, researchers have compared ads from different cultures to determine the impact of cultural variations. For over ten years before European and American manufacturers introduced their own skin-whitening creams to the Taiwanese market, says, Japanese skin care products have a reputation for being particularly effective for Asian ladies. The study's goal is to further our understanding of cross-cultural advertising by comparing and contrasting cosmetics ads in Taiwan

and the United States. Managers and academics in the cosmetics sector might use the study's findings to improve their advertising and marketing campaigns in these regions. Findings from the study will also help businesses advertise their brands internationally without damaging their reputation.

The goals are more narrowly defined as follows: (1) identifying the most widely marketed brands and items in both countries; and (2) assessing the degree to which cosmetics ads in Taiwanese and American publications adhere to any sort of uniform standard.

REVIEW OF LITERATURE

As the Internet makes the globe smaller and more accessible, more and more multinational goods and services are being promoted worldwide. In order to increase revenue, your online presence must not dilute your brand's integrity. As more and more companies go worldwide, deciding whether to use a unified approach or to tailor ads to specific regions becomes increasingly important.

Numerous studies have already examined the pros and cons of using a standardized approach against a more tailored one when creating advertisements. Mueller writes that while "standardized campaigns have also been referred to as globalize and universal in the literature," (Nelson et al., 2007) "specific efforts have also been labelled localised, adapted, and even bespoke." (Xie et al., 2013) The need for uniformity in advertising has been raised repeatedly since the formation of regional and global communities, such as the European Union vs localization has taken on an even greater level of importance, as noted by Seitz and Johar Standardization helps because it allows for economies of scale, easier coordination, a more consistent international image, and the greater potential for the application of outstanding ideas.

According to studies, the advertising industry prefers uniformity so that they may better manage their brands' public perception and their own creative output. For instance, research from Ryan and Ratz shows that whereas 38% of multinationals employ locally tailored advertising strategies, 62% utilise a more globalised strategy. Since many past attempts at global standardization failed, those in favor of localization said that these kinds of mistakes may be prevented in the future by tailoring advertising strategies to the specific goods and consumer preferences of each region.

As Whitlock and Chung pointed out, the benefits of choosing uniformity or specialisation are open to conjecture because proponents of either ideology have been limited to providing only anecdotal evidence in defence of their positions.

Advertising Standardization

Standardized advertising, as defined by Mueller is "messages that are utilised globally with essentially no modification in topic, illustration, or copy- save, maybe, for translation when needed." (Morris et al., 2014) When Levitt proposed that multinational firms ought to adopt a standardized approach to marketing, he stirred a lively discussion.

Standardized advertising allows for cost savings and the creation of a consistent image for a

worldwide business. McDonald's, Pepsi-Cola, and Coca-Cola, according to Levitt are so successful because they are internationally standardized, sold everywhere, and embraced by everyone. Multinational managers must weigh the pros and cons of deciding whether to standardize or localize their advertising. Standardized commercials are appropriate for "items for comparable audiences," "products that may be sold via image campaigns," "luxury products targeting upper-class customers," "high-tech products," and "products with a patriotic character," as suggested by Mueller.

Some instances of standardization have been recorded in two large literature surveys. Research has shown that there is little support for uniformity, according to one analysis. According to another study, deciding whether or not to standardize and to what extent is very context dependent. Providing a single, universally valid perspective is challenging due to the varying costs and benefits of each possible scenario.

Advertising Localization

Standardization is the polar opposite of localization, which focuses on niche markets. One of specialization's main advantages is that it facilitates local adaptation to various worldwide market conditions. The goal of adapting ads to specific regions is to get an edge over competitors through better targeting and more efficient messaging. When applied to a global company, however, this advertising technique faces significant challenges. First, marketers need to be aware of cultural, gastronomic, media, economic, and legal variations among nations.

Secondly, customers dislike it when multinational firms try to standardize regional cuisines and other cultural identifiers.

In light of these factors, tailor-made advertising strategies with the potential to have an impression in local markets must be developed.

Many academics who have come to embrace localization have taken issue with Levitt's view of standardization. For instance, According to Kotler, McDonald's, Pepsi-Cola, and Coca-Cola's global success may be explained by the fact that they cater to local tastes rather than imposing a global plan. On the other hand, Quelch & Hoff argued that just because a product fits all globalisation requirements does not mean that it can be sold in exactly the same way in every country.

Compromise of Advertising Standardization and Localization

Standardization is not a viable option in international practise analysis, leaving multinationals with a difficult decision to make about the type and level of standardization they will implement. Some scholars offer compromised alternatives by reframing the standardization notion. Some of these methods include standardizing prototypes and patterns.

Under prototype standardization, transnational firms \sin multiple nations would utilise the same advertising or campaigns with the only changes being proper translations. The goal of pattern standardization is to ensure uniformity of approach rather than uniformity of every little element. Putting into my own words what Peebles, Ryans, and Vernon have written: "pattern standardization arises from a single promotional topic and target market together with flexibility in campaign implementation, such as media mix and creative execution, to adapt to multiple local markets."

(Lee et al., 2019) Standardization and localization, according to Onkvisit and Shaw are two ends of

the same continuum. Link suggests that businesses might be located on a globalisation spectrum, lending credence to this notion. Businesses that engage in many domestic activities and sell multiple domestic items are shown on the left. On the right, you'll find the fully-fledged, internationally-marketed brands and enterprises. Companies that standardize their branding over time but still tailor to regional preferences fall somewhere in the middle.

Many studies have evaluated the contents of advertising messages in an effort to classify different methods of approaching advertising. Hite and Frazer, Kirpalani, Laroche, and Darmon and Kanso among others, have studied how executives at headquarters feel about standardization.

United States Cosmetics Market

From 1994 to 2000, the cosmetics business in the United States had yearly sales growth of 3 to 5 percent. The rising wealth of the middle class in the United States contributed to this trend. U.S. sales increased by 17.79 percent between 1994 and 1998, reaching \$39 billion by year's end.

In the United States, the hair care industry accounts for 22 percent. Color treatments are the ninth largest component of this industry since more than half of American women over the age of 25 change their natural hair color.

The "makeup & color" industry follows at 16% of the market. In the United States, women spend \$700 million a year on nail care. In addition to cosmetics and personal care, the fragrance business is a \$5.4 billion industry that accounts for 15% of the whole market.

One shining spot in the beauty and personal care business has been the growth in sales of men's grooming products. Growth in purchasing power of around 37% was seen between 1998 and 2003. In addition to men generally acknowledging the necessity of taking care of their appearance, the introduction of innovative new products across the board in men's grooming contributed significantly to the impressive sales performance.

Procter & Gamble, the current market leader, has just acquired the German hair care producer Wela AG, making it a key participant in the US cosmetics and toiletries business. The Wela salon and professional care brands fill a need in the market that Procter & Gamble hasn't been able to fill on their own. The acquisition of Wela also increases Procter & Gamble's presence in foreign markets, making it more formidable in the face of competition from industry giants like L'Oréal Group.

Taiwan Cosmetics Market

According to a magazine put out by the European Chamber of Commerce in Taipei, the beauty market in Taiwan is not nearly as established as it is in the United States or Europe. But every year brings a new set of consumer personas with more buying power. Skin-cream selections were limited in Taiwan in the previous decade, perfume alternatives were much more restricted, and make-up was rarely seen outside of a narrow range of lipstick hues. There is a plethora of beauty products available now, and you can get them at any drugstore or department store. Sales have been on the rise thanks to targeted advertising and innovative new offerings targeted specifically at the Asian market. The cosmetics market is a sizable one, and established companies from all over the world are competing for a piece of it.

As the pioneers of the Taiwanese cosmetics industry, Japanese firms have more clout than their Western counterparts due to the long time they've had to force their ideas about what constitutes

beauty on the local population. In countries like France and the United States, browned skin is considered attractive, but in Asia, only those with fair complexion are considered truly lovely. The face, likewise, must be spotless and undisclosed. Therefore, in Taiwan, more often utilized than makeup are skin care items like face bleaching creams and hydrating lotions. Markets in the West do not exhibit this pattern.

This market was estimated to be worth \$1.9 billion in Taiwan. Nearly half of all sales came from skin care items, although the cosmetics and fragrance markets climbed by five percent each year.

Producers still aimed their products at distinct subsets of the market. This was notably noticeable in the anti-aging skin care market. Proctor & Gamble's SK II, which started off as a niche brand but eventually became a department store mainstay, is another example of this phenomenon. "Not only do women of retirement age contribute to the market's expansion, though. Teenage females have a growing purchasing power, and researchers have noticed a rise in the prevalence of cosmetics use among this demographic. To that end, we've begun investigating this market" (Windels et al., 2016) as Elea Cosmetics International Corp.'s Director of Sales Allen Yen put it. In addition, the availability of men- and women-targeted skin care products in mass and department store retail settings contributed to a rise in sales of these items.

METHODOLOGY

Sample and Data Collection

Since both Vogue and Cosmopolitan are read by women in both nations, they were chosen for a content study. Since most ads in print magazines are for fragrances and cosmetics aimed at women, Vogue was selected as the most relevant publication. According to Amazon.com, Cosmopolitan is also a best-selling magazine in the category of fashion and style.

The sample was collected between September 2004 and February 2005. Five hundred ads from these two publications were compiled. The final sample comprised advertisements from both the United States (from Cosmopolitan and 130 from Vogue) and Taiwan (also from Cosmopolitan and Vogue). Then, out of those 500 ads, the top 10 promoted brands and categories were chosen for further analysis. Brand popularity was determined by the regularity with which advertisements appeared in both periodicals. The selection of these 10 major brands and goods was made in an effort to employ the most marketed brands to 15 compare and contrast the advertising practices of the two nations.

Five brands were chosen at random from the top 10 listed in magazines from both countries. Only five brands could be picked, and they happened to be Estee Lauder, Clinique, Lancôme, Calvin Klein, and Chanel. The five companies' material was then analyzed to see whether there was a discernible pattern among the cosmetics adverts included in the analyzed Taiwanese and American publications.

Instrument

This research approach employed a modified version of Whitlock and Chung's paradigm for categorizing ad variations, as described by Seitz and Johar. Picture, colour, size, overall arrangement, tagline, and copy are six of the variations that were studied (Whitlock & Chung). According to research by Backhaus, Muhlfeld, and van Doom, the most significant component is the repetition of the same picture, followed by the overall design, the advertising topic, and the language used. For example, if the graphics in two advertisements were completely different, each would get a maximum score of ten and the difference would be discarded to provide a score of zero in a comparison of the two. With a score of 0, these ads would be classified as being localised. Differences in basic layout, colour, and size were each worth one point, while variations in slogan and content may be worth up to three points.

As an example, three points would be granted if the phrase or text were written in the country's language but had a different meaning. The degree of standardization or localisation was calculated by assigning a numerical value to each comparison and then subtracting the sum from 10. The number might be anywhere from 0 to 10. When asked to rate the degree to which advertising were standardized, ten indicated complete standardization whereas zero indicated complete localization. Cosmetics ads were also broken down by product category to compare the marketing potential in the two nations. Central tendencies were calculated using the collected data.

Twenty percent of marketed items in Taiwanese publications and thirty-three percent of advertised products in American periodicals were fragrances. Across both regions, foundation advertising accounts for 17% of the market. After lotions, creams and masks accounted for 15% and 9% of all ads in Taiwan. The mask product advertisements in the Taiwanese periodicals were far less frequent than their American counterparts. Compared to the American versions, which included zero adverts for this product, the Taiwanese editions contained nine. Ads for lip cosmetics appeared at the same frequency in both the American and Taiwanese versions, whereas ads for hair products appeared 15% more frequently in the American editions than in their Taiwanese counterparts.

Comparative Study of Standardization and Localization Only five brands that appeared in both the US and Taiwan editions were chosen from the original list of the ten most marketed brands in both countries. This helped the researcher compare and contrast the levels of homogenization and differentiation in the two countries' advertising industries. There were five brands included in the cosmetics and fragrances study: Estee Lauder, Clinique, Lancôme, Calvin Klein, and Chanel. The scents Chanel N°5 and Calvin Klein Eternity Moment, as well as the makeup products Estee Lauder Pure Pops Brush-on Color and Lancôme Juicy Wear Duo, were evaluated and rated.

Perfumes

Calvin Klein Eternity Moment and Chanel No. 5 commercials were included in both editions. The adverts for Chanel N°5 all received perfect scores (or at least very close to them) of 8, with a mean of 8.5 indicating a high level of uniformity. When compared to their Taiwanese

counterparts, In the American editions, the adverts occupied two pages. In the American editions, there was a free sample of the product on the bonus page. The Taiwanese edition featured a darker backdrop. Both versions, however, featured the same model under the headline "Nicole Kidman Chanel N°5" Both copies featured an English version of the phrase.

A.C. Klein. Both versions of Calvin Klein Eternity Moment in both countries were likewise analysed. The score for the Eternity Moment was 7. Similar to Chanel N°5, variations in ad size and backdrop colour were discovered. Advertising for Calvin Klein Eternity Moment in American periodicals often took up two pages and featured a free sample. However, there was a little but noticeable difference in the overall brightness of the adverts between the American and British editions. Both the language and the meaning of the copy were the same. To illustrate the concept of "Eternity Moment," several models appeared in ads.

The average score of 7.75 for the two perfume brands indicates a high level of congruence between the ads. These results are congruent with those of Seitz and Johar, who found that standardized advertising was more common in the perfume industry. The American version of the perfume commercial was a two-page spread, with the first page being an exact replica of its Taiwanese counterpart. The most noticeable difference between the perfume ads in the two countries' editions is in the size of the ads and the availability of free samples. On page two, however, there was a sample that wasn't included in the Taiwanese versions. In addition, the commercials for perfume tended to focus more on the models than on the product itself. The average uniformity rating for perfume commercials is 7.75.

Cosmetics

Clinic, Estee Lauder, and Lancôme were chosen as the three cosmetics companies to represent. The Clinique Foundation, the Estee Lauder Pure Pops Brush-on Color, and the Lancôme Juicy Wear Duo were all tested during this study. Clinique. The Clinique foundation scored a 0.0 since the advertisement photos and the real product did not line up. Only "totally authentic makeup," a single foundation product, was marketed in the Taiwanese version, and it was featured prominently in full colour. However, the American version of the advertisement included not only the foundation but also many other Clinique foundation products in a wide range of eye-catching styles. The adverts in both the American and Taiwanese editions typically took up a whole page. In the American issue of the magazine, the ad was simply a picture of the product. However, the adverts in the Taiwanese edition included a model's face and took up half a page. The American version was published in English, whereas the Taiwanese edition was written in Chinese. The model's face was shadowed heavily in the Taiwanese edition to showcase the foundation's impact. The commercial colour scheme in the American version, on the other hand, was muted and natural, displaying simply the base shade. Additionally, because slogans varied, their intended meanings also varied.

Lancôme. The score for ads for Lancôme's Juicy Wear Duo in both the American and the British versions was 7. Both versions were identical in terms of design, ad size, colour, and text. Both editions were full pages in size and used the same palette. Both print and digital versions' adverts include a picture of lips instead of a model. The phrase was printed in English for the American

publications and in Chinese for the Taiwanese versions, with just a little nuance in meaning between the two. While the tagline for the Taiwanese versions read, "My lips appear like a tasty apple make others want to grab a bite," the slogan for the American edition simply demonstrated the product's functions: "Lips are kissable in smudge-proof colour."

Implications

Perhaps one of the most significant difficulties businesses confront today is adapting to a more globally competitive market.

Consumers' actions and perspectives are not limited by national boundaries but are instead profoundly impacted by globalisation. Therefore, it is crucial for international marketers to divide the worldwide market into specific niches in order to better tailor their goods, marketing initiatives, and advertising content to the individual consumers' preferences and needs.

Research shows that commercials for perfume are the most standardized, while those for cosmetics are the most locally adapted. Using a consistent approach to advertising, fragrances might provide a cohesive front to consumers. Global brand image and message homogeneity is a primary goal of international ad standardization. Even though people all across the world share a desire to look their best, the term "beautiful" has varying meanings depending on where you go. By maintaining a similar advertising strategy throughout all markets, brands may better establish their identities and reputations. When a company has a strong worldwide reputation, it's easier to tailor their offerings to meet the demands of local markets throughout the world. Take SONY as an example; the SONY name may be associated with a wide variety of items, but the general consensus is that whatever it is associated with, it must be of high quality and include attractive design. The brand is consistent in its presentation while also catering to a variety of customer demands.

Future Research

Multiple flaws exist in this study. To begin with, the research only compared two nations, which may not adequately represent the state of advertising standardization or localization worldwide. The results may lend credence to the existing level of global standardization if they are extrapolated to include data from a larger number of nations. To further understand the global variations in advertising norms, future studies may expand their scope to include more nations.

Second, this study only looked at 500 commercials total between Taiwan and the US. Additionally, the time frame considered was around 6 months. A larger sample over a longer time period is necessary to investigate seasonal implications since the findings may only be applicable to the winter observation period. Markets for advertising strategies in Taiwan and the United States might be compared and contrasted throughout different seasons, such as summer.

CONCLUSION

These results reveal that while designing advertisements, Taiwanese copywriters often borrow English-language elements from those of well-known foreign firms. After ten years, however, Taiwanese copywriters have adapted their language methods in two ways in reaction to the growing impact of globalization on the Taiwanese market. On the one hand, they use simple devices of proliferation of English mixing, such as reduplicating product volume and price to deliver product information,

employing abundant personal names for product endorsements and testimonials, and making frequent use of the adjective new to imply "being termed improved," which all contribute to an increase in the mixing of English in the categories of personal names, product names, nouns, and noun phrases, as well as the use of changing parts of speech.

However, they show more bilingual inventiveness in inventing English use across all linguistic categories, including coining English phrases and sentences, which results in a divergence from or a dativization of standard English usage. One copywriter says that she doesn't worry about 100% accurate English in her work because of such nativized inventions since "English mixing largely acts as graphic design for gaining attention and generating a desired ambiance." (Yeon Kim et al., 2011)

Puffery advertising, which is common in the cosmetics industry, "invites the magazine readers to engage in a dream world of imagination and believe" (Yu et al., 2015) made up by the cosmetics and skincare businesses. In 2009, we saw an increase in the number and variety of English-mixing devices used to build up the professional, authoritative, persuasive, and convincing image, quality, functionality, and utility of a product, as well as its audience's perception of its physical charm and sense of current fashion. Martin notes that the English language allows for associations to be made between a product and "the glamour of Hollywood or the art of 'chic' in the fashion business." Bhatia observed that "in the race of global deceit an increasingly ubiquitous phenomena," and our research confirms that this is really the case.

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