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Title	EFFECTIVENESS OF INTERNATIONAL ADVERTISING Perceptions of Finnish Students on Standardised and Localised TV Advertisements		
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Abstract

The purpose of this study was to examine what makes standardised and localised TV advertisements effective according to Finnish students. The research question was divided into the following sub-questions:

- How do localised TV advertisements differ from standardised TV advertisements in Finland according to Finnish students?
- How do Finnish students' attitudes toward standardised and localised TV advertisements differ?
- According to Finnish students, what are the factors that influence the success of standardised and localised TV advertisements in Finland?

The theoretical framework of the research was divided into four parts. The two opposing strategies for international advertising, standardisation and localisation, were discussed first. Cultural differences are generally seen as the most important factors influencing international marketing, and therefore, they were discussed next. As the thesis concentrated on consumer perceptions, a framework for cross-cultural consumer behaviour, common strategies of youth advertising and young Finnish students' opinions on advertising were examined after cultural characteristics.

Focus groups were chosen for the method of the research as they can answer questions such as why certain advertising works or does not work and how advertising could be as efficient as possible. In addition to general discussion, six sample TV advertisements were used to find out the perceptions of the participants. Moreover, short questionnaires were used to find out more information on the participants and to help the participants form their opinion before the group conversation after each sample advertisement.

Several differences between Finnish (localised) and standardised advertisements were found. In general, the participants had more favourable attitudes toward Finnish advertisements than toward standardised advertisements. However, the general attitude toward standardised advertisements was not negative; there was a negative attitude toward certain elements of advertisements that differed from the elements that Finnish advertisements use. In addition, several elements that were important for the success of an advertisement were recognised. Localised advertisements were considered to be generally more effective than standardised advertisements, as localised advertisements can use ethnocentrism and other successful elements that standardised advertisements can not use. However, localising advertising to every country may be expensive, and the results show that it is possible to find way to create effective standardised advertising to Finnish students

Key words	Advertising, standardisation, localisation, culture, focus groups
Further information	