



UNIVERSITY OF GOTHENBURG

Cultural influence in Advertising

A Comparative analysis between Telenor TV Advertisements in Sweden and Pakistan

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Abstract

The research investigates to the question “How Swedish and Pakistani Television advertisements differ from each other on basis of cultural differences; are there any similarities?”. The study elucidates the reflection of cultural values in Television advertisements of Telenor Sweden and Pakistan by following deductive case study approach. The study analyzes the visual contents of five television advertisements for each country along with verbal styles of communications for highlighting the attributes and characters relating to predefined theories of Culture, Advertising and Communication.

The study reflects differences as well as similarities between Sweden and Pakistani advertisements on basis of cultural values and also divergence in values presented in advertisements from their national cultures. The study reveals that many values which are strongly related to Swedish Culture are also highlighted in Pakistani advertisements and vice versa. Pakistani advertisements can be more assumed to be using cultural values for communicating advertising message to audience as compared to Sweden.

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1. INTRODUCTION.

The chapter will introduce the background of researched area which will be leading to discussion of the problem. Purpose of the study is discussed later along with research question.

1.1 Background

The trend of extending local companies globally has been drastically increasing during recent economical developments however the phenomena is considered to take origin in the eighteenth Century and the major boom towards globalization started after second world war (Mueller: 2011). Companies need to introduce their product/services in global markets to peruse and convince consumers by communicating the main features of product/services and advertising serves the basic purpose of communicating message effectively across the globe.

As the world is moving towards globalizations therefore many researchers and publications argue that products should be standardized across world along with standardization in advertising, which will in return decrease the influence of national cultures in advertisements However on the other hand large number of authors and researchers including Geert Hofstede and Markie de Mooij believe that national culture plays very important role in building perception, thinking and behaviors of consumers.

The message can be communicated more effectively by incorporating cultural values in advertisements instead of standardizing the advertisements across global market and communication plays effective role in interacting consumer through advertising. According to De Mooij *“if we want to know how advertising works across cultures, we’ll first have to learn how communication works”* (De Mooij 2010:97). In advertising communication process, the basic purpose is to inform and persuade the customer about the product. It is also important for business units to know about the liking, disliking, and preferences by the customer (Mukesh, Ranju: 2009).

Markie de Mooij conducted several researches to correlate Hofstede’s cultural model in global advertising. In one of recent publications *“the Hofstede Model, application to global branding and advertising strategy and research(2010)”*, she worked with Geert Hofstede and presented the model for understanding cultural values of consumers across global markets and highlighted several behaviors which correlate with Hofstede’s cultural dimensions and reflected in television advertisements through different elements and attributes. For example Hofstede defined the Power distance as *“extent to which less powerful members of society accept and expect that power is distributed unequally”* therefore everyone in large power distant culture is holding his/her rightful place in society and this aspect is mostly reflected in advertisements through showing respect, luxury articles, and fashion items to appeal social status needs. (Mooij: Hofstede, 2010).

Media plays a major role in communicating advertising message across the audience, ignoring the media strategies can lead to delivering of great advertising message delivered in front of wrong audience. Media selection by strong media plan can lead to creation of powerful impact on the audience. While comparing three major media for marketing communication i.e. television, radio and magazine, television media provides greater impact than others by

combining sight and sounds with addition of offering more creative breadths (Kelly & Jugenheimer:2008). US alone in 2011 spent around 71.8 billion dollars for television advertisement with 283 million viewers in first quarter of 2012 (Brent Gleeson: Forbes 2013).

Swedish and Pakistani advertisements have not been explored much in past in terms of comparison; the reason could be less interest and interaction between both countries in terms of any cultural or business affairs especially after 1998(Sweden abroad official).

1.2 Problem Discussion

Everyone is grown up with encountering flooding of mass media in this world now in forms of television, films, magazines, music, movies, internet etc. and in this mass media world advertising is known for creating impact on minds of the customer.

But how this impact is created (Katke: 2007 in Abideen: 2011). Companies use advertising as a communication tool between them and consumers, therefore by analyzing and studying consumer buying behavior companies devise their marketing strategies because it tell them regarding factors which affect the way buying preferences are developed. Functional attributes a company incorporates in advertisement are not the only factor to pursue the consumer some other major factors to create long lasting impact of advertisement on customers (Latif: 2011).

One of the other factors influencing the buyer's preferences is culture as according to Geert Hofstede personal feelings and thinking patterns are much influenced by social environment where one grew up go through life experience.

In the publication "*Cultures and Organizations, Software of Minds*", he highlighted that People, groups and nations think, act and feel differently around the globe. And such patterns of thinking are called software of minds which can be termed as "culture" in customary terms (Hofstede: 2010) Markie de Mooij adds to it that Hofstede's model of national culture is the first one which is based on consumer behaviors, she correlated the dimensions of Hofstede's cultural model which are relevant to advertising and branding based on meta analysis of consumer behavior data (De Mooij: 2010).

The thesis mainly focuses on comparative analysis of Telenor group Television advertisements in Sweden and Pakistan: identification of cultural values in television commercials and will be explained by Hofstede's model and its correlation to advertisement by De Mooij. The goal of the thesis is to find out how the advertisements of Telenor Sweden and Pakistan differ from each other on basis of cultural values, are there any similarities also between TV advertisements of both countries.

The research is expected to contribute in providing some new and useful information as it aims to represent the relevance of values and characteristics reflected in the advertisements to Hofstede's cultural dimensions for Sweden and Pakistan. The study also involve observing the similarities, therefore any divergence from defined values will also be discussed.

1.3 Purpose of the study

The purpose is to explore how values and characteristics of Swedish and Pakistani advertisements differ on basis of cultural differences; are there any similarities? The research is conducted to obtain better cross cultural understanding of both countries. The foundation of the research is score of each Hofstede's cultural dimension for Sweden and Pakistan and its correlation by Markie De Mooij in advertising across cultures.

The study will reveal interesting results because Hofstede score for each country is varying in a great deal for Sweden and Pakistan, moreover Sweden and Pakistan are located in two different continents and differ to a great extent in geographical locations, thinking patterns, political and economic conditions, and inclination towards religion and gender portrayal. The research is not only significant because it will highlight similarities and differences but it will also help to find out, which country's advertisement focus more on highlighting cultural aspect in their advertisement.

The research will also help for cross cultural understanding of Sweden and Pakistan because sometimes companies (specially western and European) face problems by incorporating values and characteristics in their advertisements (television, magazines, and radio) which are proscribed in specific culture i.e. IKEA had to remove woman from their Saudi Arabia's catalogue which was then strongly criticized because of women rights, Saudi religious stance and strong male dominant culture. Lately IKEA had to apologize over removal of women. (Independent UK: 2012). Similarly advertisement by "the Christian Party" in 2009 was criticized by atheists because of its slogan "There Definitely is a God, so Join the Christian Party and enjoy your life" (Telegraph UK: 2010) whereas according to euro barometer survey, 38% people in U.K believe in God (eurobarometer:2005). There are many other examples for such cases. Therefore it is important for investors and companies to know culture of specific region.

1.4 Limitations

The field of interest in research is regarding Telenor direct advertising through Television, however the company use other sources for direct as well as indirect marketing i.e. pamphlets, brochures, sale promotions, personal selling etc which are not taken into consideration . Moreover the study is focusing on executional aspects of advertisements for general audience; the research is not conducted on behalf of the Company.

1.5 Research Question

"How Swedish and Pakistani Television advertisements by Telenor differ from each other on basis of cultural differences; are there any similarities?"

2 LITERATURE REVIEW

This section will provide relevant studies and theories related to culture, Communication and advertisements along with conceptual framework for thesis.

2.1 Marketing and advertising.

Alvin J silk in the Book “what is marketing” defines marketing as:

“What an organization must do to create and exchange values with customers”
(Alvin J silk-2006, Vii)

John O Shaughnessy defined marketing analytically in his book “competitive marketing (1995: p4)”, as

“Marketing covers those activities that relate the organization to those parts of the outside world that use, buy, sell or influence the output it produces and the benefits and services it offers”

Companies adopt marketing across globe which is known as international marketing which is basically allocation of resources by company without regard of national frontier. Through international marketing companies seek profits around the world through systematic and planned basis. Products are designed on the basis of customer needs of specific country and country based promotional efforts are done in international marketing (Paul: 2008).

Advertising is one of the marketing tools and paid form of communication designed to pursue the consumer (Grewal, Levey: 2010). There are three basic functions of advertising “Inform” function of advertisement communicates product features, information, and location of sales. Basically it informs about new product to the consumers.

The ”persuasive” function of advertising actually tries to persuade consumer for purchase of product. As far as “reminder” function of advertisement is concerned, it helps to remind the consumer about the product so that customer don’t buy from competitors brand and remember the product.

2.2 Buyer’s Behavior and Advertisement

“Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”

(Solomon, Bamossy et al. 2006, p6).

Schiffman and Kanuk describe consumer behavior in another way as,
Consumer Behavior focuses on how individuals make decisions to spend their available resources (time money efforts) on consumption related items”

(Schiffman and Kanuk 2000, p 5)

Cultural values are one of integral part of consumer's self and it is not an environmental factor. Needs and wants of consumers are changing rapidly with time and marketers should do efforts in recognizing the changing needs of consumers to grasp buying behavior of customers in better way. The first step is to understand the audience and then advertisement should be devised in such a way, that it should attract the target customer. And for this it is important to understand "buyer's decision making process"

2.2.1 Buyers decision process

According to Lee & Johnson (1999), there are two groups in which customer can be split. 1. Business 2. Consumer buyers, Resellers, manufacturers, nonprofit institutions are included in business market where as consumer market includes households and individuals who purchase the product or the services for personal use.

There are series of stages involved in Buyers decision making process which is given below.

- **Need Recognition**

A marketing professional or advertiser should try to influence the consumer decision by recognizing his/her original needs. And advertisement content should be made in such a way that it should depict clearly that the said product can satisfy the need of customer.

- **Information search**

After need recognition by the consumer, he/she will start searching information regarding the product needed. If the customer has already tried the similar kind of product in the past then the starting point of the search will be the gathering the information from that point. Relatives, friends can also influence the buying behavior. Advertisements plays important role in attracting customer towards certain features of the product and gather information regarding that.

- **Alternative Evaluation**

Emotional and rational approach plays important part in this phase because the buyer wants to get best in terms of quality, price and many other factors so he/she evaluate the alternatives available.

- **Purchase**

Now when the buyer has looked upon all the alternatives, gathered all the required information, the next step is purchasing the product. This phase includes whether, where, when, what to buy. At this stage advertisement plays important role to keep buyer on his current decision and not letting him move from his decision.

- **Post purchase evaluation**

After purchase customer formally and informally evaluates the product according to its features, usability and other features. The state of cognitive dissonance can occur when the buyer goes in state of doubt for large ticket items.

2.3 Defining culture

Culture is derived from Latin word "Cultura" meaning "cultivation" and was first used by Romans; however Germans practiced sociological meanings of culture two hundred years ago under the name of "kultarges-chichte" (Burke, 2008). Sir Edward Burnett Taylor, an English anthropologist in 1871 gave one of the earliest definitions of culture, which is used today as well. He defined cultures as;

“Complex whole which includes knowledge, beliefs, art, morals, law, Customs and any other capabilities and habits acquired by man as member of society

(Taylor & Samovar: 2009, p 9).

The definition by Taylor is accepted and applicable now a day as well and it is quite broad as it includes “any other capabilities and habits”.

Cultures differ from each other on basis of beliefs and values. Different cultures have different values and values which are important in one culture (group of people) may not be as important in another culture. So cultures affect the marketing behavior and urge the business organizations to promote their products and services according the certain/specific culture for promotion of products and services (Jain, 1993)

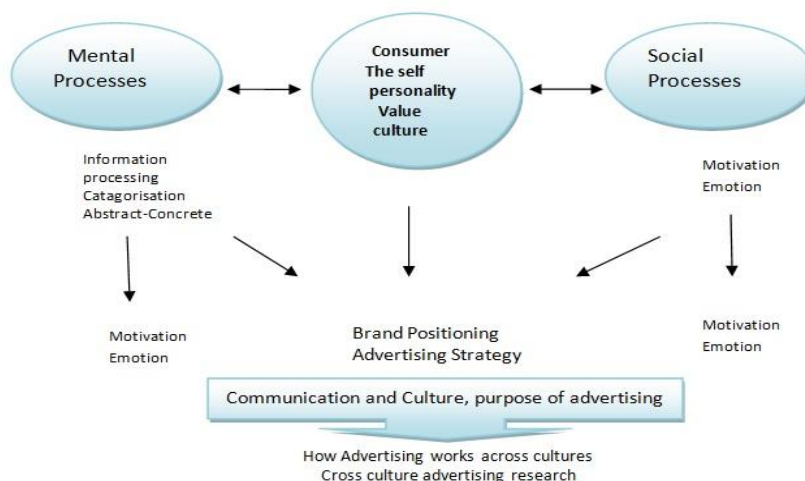
Jens Allwood provide very simple and effective definition of culture as, *“culture refers to all the characteristics common particular group of people that are learned and not given by the people”* (Allwood: 1985).According to Jens Allwood a culture has four dimensions i.e. Patterns of thoughts, behaviors, artifacts and nature. Another definition of culture by Hofstede is;

“...the collective programming of the mind which distinguishes the members of one group or category of people from others.” (Hofstede, 2005:4)

It is social environment through which culture is learned and derived rather than inheritance and genes. Each culture has different coding of mind depending upon group of people which belong to that specific culture and the coding levels differentiate according to different cultures. For example each culture has different gender roles, social class, dressing/dressing by profession, habits of eating. A culture can be identified as “corporate culture”, “national culture” or “age culture”. However this research is based on national level of culture. (Hofstede, 2003: Mooij, 1998).

2.4 Consumer behaviors and Cultures.

The process involved in consumer behavior is defined by De Mooij as *“the study of process involved when people select, purchase, use, dispose of products, services, ideas or experiences to satisfy needs and desires (DeMooij2010: P 93).* In this process various components are which are shown in diagram below.



Global Advertising Research: Understanding Cultural values of Consumer

Figure 3 Cross Cultural Consumer Behavior Model
Source: (De Mooij & Hofstede 2010, p 86)

Everyone in a society holds the concept of “self”, which is image about our current personality and the personality we want to be. The idea of self, identity and image is linked to the concept of self. Cultural values play very important role in conception of consumer self. Individualistic cultures perceive the concept of self as “autonomous entity” and each person holds distinctive set of qualities, attributes or processes and behaviors are developed on basis of configuration of these attributes. For example youngsters in individualistic societies developed their identity to function independently in society apart from their family whereas in collectivist cultures the identity is developed by encouraging dependency and the complex relationships in the society exist which are very complex.

In collectivist culture the concept of self is considered as “interdependent entity” developed and encompassed by social relations, so in collectivist cultures there are more “familial self”, “we” self. In masculine culture the concept of self is enhanced as “self esteem” whereas in feminine culture the concept of self is modesty (De Mooij: 2010).

Personality can be defined as “*sum of qualities and characteristics of being a person*” (De Mooij 2010, p97). Personality of each person is unique in its own way having traits like autonomy and sociability; different people behave differently in different situations. In individualistic cultures persons have individualistic autonomous and independent characteristics combined with internal attributes (motives, abilities, traits and values) let them to behave in certain way.

Whereas in collectivist cultures these factors are varied by impact of social roles, which in turn let them to behave in certain way? People belonging to different cultures have different personality traits. The recent model for studying variation in traits in different cultures is Four factor Model called ‘Big Four’ which these variations relate personality traits to Hofstede Cultural Model. The Four personality traits are *extraversion, openness to experience, agreeableness, conscientiousness and neuroticism*. (Hofstede & McCrae: 2004).

Discussing about social process steering consumer behaviors contains emotions and motivations and is bounded by cultures and variation in motives helps for development of advertisement appeals across cultures. Psychologists argue that Emotions (anger, fear, sadness, joy) are universal however the use of these emotions, meanings and intensity of the emotions vary according to specific cultures. According to study East Asian cultures tend to display positive emotions only e.g. joy and happiness (De Mooij, Hofstede: 2011).

Mental process has also great impact on branding and communication, how people think, learn or communicate are mental /cognitive processes. Three kinds of processes are involved in cross cultural studies i.e. *abstract versus concrete thinking, categorization and information processing*. The collectivist culture members are inclined towards concrete features of product because they are not much used of conceptual thinking; however members of individualistic cultures are more inclined towards abstract brand features.

The second process i.e. categorization is about categorization of people and objects by people on basis of individualism and collectivism. Individualistic cultures categorize on basis of rules

and regulations whereas collectivist cultures categorize on basis of relationships among objects. Information processing varies along with individualism/collectivism and power distance. In high power distant and collectivist cultures people tend to gain information through implicit communication and prefer to buy product on basis of trust on company and feelings whereas people in low power distant and individualistic culture tend to gain information via friends and media for purchasing. Information flow automatically and frequently caused by social interaction and knowledge is acquired unconsciously “well informed” is co related with low context, individualism and low power distant culture (Hofstede, De Mooij: 2010).

2.5 Marketing communication across cultures-Communication Theory

The effective marketing communication model consists of sender, receiver and message which are connected to each other by the channel and the message may be distorted with distracting stimuli (noise). Perceptions are shared through marketing communication and it is successful only when the senders and receiver’s perceptual fields are congruent to each other.

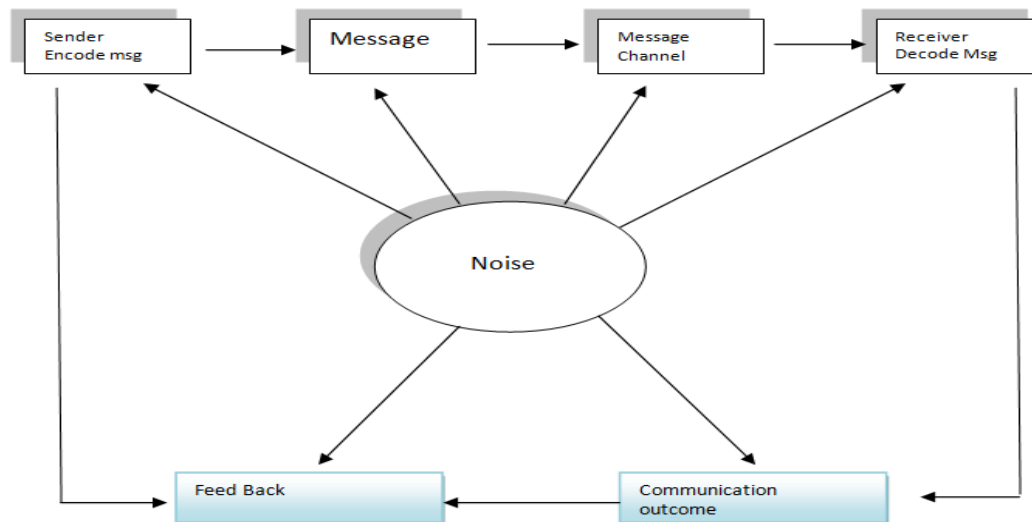


Figure 2 Marketing Communication process (Czinkota & Ronkainen 2007, p387)

As shown in the model the sender receiver and the message are connected by the message channel. The process of communication should start prior enquiry by marketer regarding potential customer/ receiver.

The sender should study about characteristics of receiver for communicating message. Converting the message into symbolic form for understandability of receiver is encoding. Message channel is the way through which the message is send to the receiver and decoding is the process of transformation of symbols of message in the mind. In successful communication process sender and receiver’s reflection of needs overlap and it shows that communication process has worked.

Noise is the distracting stimuli which interfere the accurate message reception. It is very important for international marketer to be aware of cultural noise (Czinkota & Ronkainen 2007). Perceptual encoding and decoding gaps originated from cultural differences between

sender and receiver distort the communication between people belonging to different cultures. The more and better information regarding target audience, consumer behaviors, purchasing power, cultural values and demographic behaviors of the buyers can lead to development of better promotional strategy in international advertisement. (Root, 1994).

2.6 Verbal Communication Styles across Cultures.

Cultures vary in terms of Communication styles which are reflected in advertisements. Cultures differ in terms of direct and indirect communication styles for example individualistic cultures use more metaphors in communicating whereas collectivist cultures prefer indirect communication style. For example Korean LG commercial shows that an old man is sitting with a baby on top of the mountain will be thought as continuity and long term orientation whereas in U.S it will be considered in its original meanings. The impressive advertisement across cultures uses interpersonal style of communication. Ting Toomey and Gudkunst explains the way, variation in verbal communication style are described by cultural dimensions. There are two main styles concerning importance of context i.e. “*verbal personal style*” and “*verbal contextual style*”.

Verbal personal style is related to individualistic centered language, enhances “I” identity and is mainly linked to low power distant cultures where status is equal. The verbal contextual style is role centered and focus on role identity related to context, and is linked with collectivist and high power distance societies.

Rich and expressive language is used in *elaborate verbal style* whereas in *exacting or precise style* no more or less than required information is provided. There are long pauses more use of understandings, silences in *succinct or understand style*, and *silence is meant to be having some meanings*. Elaborate verbal style is mostly used mostly in high context cultures with use of metaphors, flowery expressions whereas exacting style is used in low context cultures with low uncertainty avoidance. Advertisements of individualistic cultures opt direct communication style by use of personal pronouns i.e. I, we whereas advertisements of collectivist cultures focus more on drawings, symbolism or metaphors. (De Mooij: 2004).

Advertisement styles are mapped out by applying basis of interpersonal communication. Advertisement style of low power distant individualistic cultures is direct, explicit and personal commonly personalized lecture in advertisement with identified presenter for promoting the product and advertisements are carefully focusing on the endorser’s personality. Advertisements are more structured and serious in high uncertainty avoidance countries. There are detailed visuals along with the demonstration regarding use of product and such type of style is called *Germanic style*. Low uncertainty avoiding cultures depict more humor in advertisements, masculine cultures use celebrity endorsers. (De Mooij: 2004)

2.7 Advertisement across Cultures

Understanding cultures is increasingly important for global advertising and Hofstede model of national is applicable to global advertising and marketing. The model explains various concepts of self, identity, personality which further helps in devising branding strategies (De Mooij, 2010).

Standardized advertisement across global market is not as much effective as adaptative strategies for local markets; therefore it has become increasingly important to understand the cultures (Dow, 2005). So cultural values depicted in advertising are integrated part of consumer self rather than environmental factor (De Mooij, 2010). Consumer self identity (culture, image, values) along with social and mental processes (previously described in consumer buying behavior) affect the advertising appeal and style. (De Mooij, 2010). Advertising reflects the pattern of our thinking, the way we do things in our daily life i.e. eating, relaxing, talking, working, having fun, things which moves us.

A number of researches are done for analyzing cross culture advertising mostly through content analysis and surveys to know which advertisement practice can work better in which country. The values incorporated in advertisement matching with values of the customer leads towards more successful advertising. Below is the conceptual analysis of Hofstede's Model on basis of varying consumer behaviors.

2.8 Hofstede's Dimensions of National culture and Advertising

In the publication "Culture and Organizations: Software of the minds, Geert Hofstede explains culture as;

"It is the collective programming of mind that distinguish the members of one group or category of people from others"

(Hofstede 2005: p 4)

In social anthropology culture is not only patterns of thinking acting and feeling but also include all the menial and ordinary things in life i.e. eating, showing, greeting, certain physical distance , loving etc (Hofstede 2005).

Hofstede's cultural dimensions are of great importance because before that no cultural model was developed to study consumer behavior. Hofstede model of national culture distinguish the cultures according to four dimensions: power distance (PD), individualism/Collectivism (IDV), Uncertainty avoidance (UA), Masculinity/femininity (MAS) and long term/short term orientation (LTO) (De Mooij: 2010). Below is the application of De Mooij's theory on Hofstede's cultural dimension however it would be discussed on bases of four cultural dimensions as no score is available for "long term Orientation (LTO)" for Pakistan, therefore this dimension would not be studied for cultural differences.

2.8.1 Power Distance (PDI) and Advertising

Hofstede defines Power distance as;

"The extent to which less powerful members of the society accept and expect that power is distributed unequally "

(Hofstede in De Mooij: 2010, P 75)

Higher power distance indicates the way human inequalities in wealth, prestige, source of power are addressed and accepted in societies. People who have more power are more privileged and considered as right and good and therefore people try to develop and maintain power distance (Hofstede, 1980).

In large power distant cultures, everyone's social status is clear and everyone is holding rightful place along hierarchy and it provides a great deal in understanding role of global branding in advertising. Luxury and fashion items appeal more for fulfilling social status needs (De Mooij, 2010). It is trend that elders (mother, aunt, grandmother etc) advice younger and elders have more respect in society because of their age. In large power distant cultures whereas younger advice elders in small power distant culture and youth is more independent and individualistic, authority is seen as negative character in low power distant culture with more focus on equality. Societies with their respective trends and culture depict these elements in their advertisements. De Mooij also illustrates that aspect of humor is more seen in less power distant cultures whereas the focus on status symbols are more used in higher power distant cultures (De Mooij, 2005). High power distant advertisements with celebrity endorsements have more impact on audience and ability for persuasion of audience (De Mooij, 2001).

2.8.2 Individualism vs. Collectivism (IDV) and Advertising

Individualism is the degree or extent to which the society encourages the individual decision making in the society along with actions. It is basically the reflection of way of living of people in particular society. Individualistic behaviors may be thought as selfishness in collectivism societies (Hofstede, 1980). Ties among people in individualistic societies are loose and everyone is expected to take care of his/her immediate family only. In collectivist society people are integrated into groups, cohesive subgroups which in exchange of unquestionable loyalty provide protection to the members of group (Hofstede, 1997).

De Mooij defines the difference between individualism/collectivism as “people looking after themselves and their immediate families only, versus people belonging to in-groups that look after them in exchange for loyalty” (Hofstede & De Mooij 2010:89).

Collectivist cultures are polychromic while individualistic cultures are monochromic. In advertising individualistic cultures clock symbol as symbol of efficiency is more understandable as compared to its understandability in collectivist culture (De Mooij, 2005).

In individualist cultures, mostly there is direct and personalized way of addressing people i.e. “you”, “I” (low context communication), and where as in collectivist culture “we” is mostly used for addressing (High context communication). Low context communication is mostly textual, whereas high context communication is mostly visual (De Mooij, 2010). Moreover unexpected guests are most of the time welcomed in collectivist cultures and food is served to them, they have different perception of hospitality than individualistic cultures (De Mooij, 2005).

The response of members of individualistic and collectivist societies is different to advertisement emphasizing individualistic or collectivist appeals (De Mooij 2010). In advertising privacy is more cherished in individualistic cultures where as people as shown together with family, community along with depiction of in-group benefits , harmony etc. The advertisement emphasizing the individualistic values will not be workable in collectivist society because they are not desired and practiced in the society (De Mooij, 2005).

Another prominent difference in advertising is that, during sales promotion in individualistic culture people will like to get the point as fast as possible whereas in collectivist culture the building of trust and relationship between parties is necessary for persuasion. So in advertising both are depicted in different ways i.e. persuasion versus creating trust (De Mooij, 2010).

2.8.3 Masculinity vs. Femininity (MAS)

Masculinity refers to the societies where “masculine values are dominant in culture, for example clear distinction between gender roles in society. Words like toughness, assertive, focused, successful are for men whereas women are more considered to be modest, focused on quality of life, tender etc. whereas in feminine societies the roles of gender overlap, both men and women are supposed to be concerned about quality of life, tender and modest and caring for others (Hofstede, 2005). In traditional masculine culture all the values which are considered to be as male values (ambition, materialism, success, performance, assertiveness, achievements) are considered to be important to the society and opposite of this is feminine culture (Hofstede, 1980). In masculine culture most of the household is done by women, whereas it is shared by both in feminine culture moreover men tend to do more shopping in feminine cultures (De Mooij: 2010)

The countries which score higher on masculine index are more inclined towards winning mentality and more orientation towards results whereas feminine cultures are service oriented, more focus on quality of life over winning and respect for loser. People of feminine culture are not much concerned about status and showing the success. (De Mooij: 1998)

In advertisements of masculine culture achievements are more depicted therefore jewelry and status brands are used for showing one's success. (De Mooij, Hofstede 2010). Sometimes the combination of masculinity and individualism is shown in advertisement of masculine culture for showing success and need to win. Aggressive typologies, competitiveness, dreams and expectations are expressions in masculine culture advertisements. Status plays important role for showing success, whereas in feminine cultures safety, protection, care are more depicted in advertisements (De Mooij: 2010) Moreover Fictional advertisement are preferred in feminine cultures whereas non fictional advertisements are more preferred and effective in masculine cultures (De Mooij: 1998).

2.8.4 Uncertainty Avoidance (UAI) and Advertising.

Uncertainty avoidance can be defined as “the extent to which people feel threatened by uncertainty and ambiguity and try to avoid the situation” (De Mooij 2005, 67). It is the degree to which society is unwilling to accept and cope with uncertainty. Law, technology, religion are used for addressing uncertainty. Many elements are related to this dimension i.e. need for security, application of information, dependence on experts etc (Hofstede 1980).

Communication in cultures with higher uncertainty avoidance is more formal whereas competitions and conflicts are threatening. Which result are higher level of tension and anxiety among people which is released in various ways like use of hands while talking, driving fast and aggressively, showing emotions. Whereas members of low uncertainty avoidance cultures don't often show their emotions and are tolerant drivers as well (De Mooij,

2005). People of low uncertainty avoidance are more open to change and innovation as compared to people of high uncertainty avoidance (De Mooij, 2010).

High uncertainty avoiding cultures are threatened of competition and conflicts whereas countries with low uncertainty avoidance believe on few rules, more believe on common sense, competition and conflict is not threatening to them. (De Mooij: 1998).

Advertisement style is detailed and more serious with additional demonstrations in high uncertainty avoidance cultures whereas in low uncertainty avoiding cultures there is more aspect of humor. (De Mooij: 2010).

In advertisements of cultures with higher uncertainty avoidance, there are more details regarding use of products and all related technical information are presented whereas in advertisements of low uncertainty avoiding cultures the most important this depicted is results of using specific product (De Mooij,2010). Tests and test results fear appeals are more focused in high uncertainty avoiding cultures advertisements along with very detailed technical information. Moreover characters depicted in advertisements of cultures with higher uncertainty avoidance are more groomed and well dressed (with matching accessories as compared to low uncertainty avoidance cultures (De Mooij, 2010).

3. METHODOLOGY

This section will present the way of collecting data for analyzing and answering the research question. The design of the research will be presented followed by research approach and data collection.

This research is based on qualitative approach for gaining more in depth knowledge and to get clear picture from describing existing data and analyzing the similarities and dissimilarities. One more reason for choosing qualitative research method is variation in number of consumers in Sweden and Pakistan. The total population of Pakistan is approximately 187.343 Million with cellular subscription of around 123 Million. It would be difficult to get clear results through quantitative research done on small portion of very large target audience. However continuation of this research by quantitative analysis on a large target audience and more diverse scope can provide generalizable results.

Yin (1989) described five strategies for conducting research which are; Survey, experiments, archival analysis, case study and history. In this research the question under observation contains “how” factor and the purpose of the research is to get better understanding of cultural values in advertisements therefore case study strategy has been adopted to answer the question.

According to Patel & Davidson (2003), in deductive way of looking into a thing, the results are already established in existing theories, which are later tested in the concerning case. Therefore I am using deductive case study approach as the results have already been established by Hofstede’s cultural dimensions for Sweden and Pakistan, however I will apply the existing theories on Television advertisements for exploring the results, the similarities and divergence.

According to Yin(1994), the existing theory being critically tested is appropriate through single case studies , however more than one unit of analysis can be involved in single case study , which is referred as embedded single case studies. In this research as the whole case is studied in totality; however different unit of analysis have been used therefore holistic embedded single case study.

3.1 Data Collection & sample selection

According to Denscombe (1998), data can be collected through four main sources; questionnaire, interview, documents and observations. In this research I have used direct observation of television commercials for data collection. However in case study approach, for maintaining the reliability and validity of research, it is more appropriate to use more than one source of evidence.

The primary data is collected through direct observation and interpretation of researcher the researcher. To maintain the validity and credibility of research systematic observation was carried out with the help of two neutral observers of the videos.

For comparison television commercial, judgmental sampling technique was used for separating advertisements of Sweden and Pakistan on basis of these criteria.

1. The broadcasting time of commercials is within last three years and doesn't exceed that duration i.e. 2010-2013.
2. The advertisements available on official Channel of the company on YouTube.
3. It was made sure that commercials were aired on Television Channels.

Once the data was separated on basis of above criteria, five television advertisements were randomly selected for each country. The sample was selected randomly because the research is being conducted to explore the predefined theories and observing the sample before choosing could cause biasness of the researcher regarding selection.

3.2 Data Analysis

According to Yin (1994) there are two strategies for data analysis which provide researcher a system for understanding what to analyze; the two strategies are relying on theoretical propositions and developing case description.

To facilitate the understanding of collected data, I rely on theoretical propositions by following by Miles & Huberman's (1994), which contain three concurrent activities.

1. Data reduction.

Data reduction is part of data analysis where data is analyzed to focus, simplify, abstract and transform the data by using conceptual framework, thus sharpening the data for conclusions and verification.

2. Data Display

After data reduction, the data is presented in form of text and tables in organized and compressed form, as data is more assembled for drawing conclusions.

3. Conclusion drawing and verification

In this stage researcher draw meanings from collected data by noting explanations, patterns, causal flows, regularities, possible configurations and propositions. Verification is "*fleeting second thought*" in researchers mind, it can be done by reviewing the document again and discussion with colleagues for developing "inter subjective consensus" for validity.

In the first step all advertisements were translated into English. Swedish TV commercials were translated by one native speaker with Swedish as mother language and the other Swedish speaker with Swedish as second language. Pakistani advertisements were translated by one native speaker and author both having Urdu as mother language Although the basic purpose of the research does not include studying linguistics, however the translation was necessary as it reflected the communication style and is correlating to situations in creating meanings to cultural values.

In the next step each advertisement was thoroughly reviewed multiple times by researcher and the two other collaborators for description and creating the meanings out of it. The advertisements were analyzed and simplified by taking into consideration Claude & Lee (2009) advertising execution domains which are highly significant in cross cultural studies.

The visual data was in written descriptive form, the domains for observations are

- *Language*: The spoken and visual message including product name, information, delicate messages and terms is in local, standardized or bilingual i.e. English.
- *Humor/emotion*: The aspect of humor/emotion in gestures, situations or words.
- *Characters and roles represented*; character will be analyzed in term of sex roles, endorsement styles (celebrity vs. character building)
- *Influence of religion and more*; reflection of religion, history, national heroes.
- Visual elements of advertisement; reflections of sight, image, movement.

Table 4.1 contains the details of domains for observation. (Claude & Lee: 2009).

1	Language	Local vs. international
2	Humor vs. emotion	situations, words
3	Characters & roles	Sex roles, endorsement styles (celebrity vs. character building)
4	Influence of religion & more	Reflection of religion, history, national heroes
5.	Visual elements	Sight, image, movement

The meanings would be created by systematically identifying Swedish and Pakistani advertisements on basis of four cultural dimensions Power Distant (PD), Individualism (IDV), Uncertainty avoidance (UVA) and masculinity/femininity (MAS) and correlating the score to De Mooij research on national cultures and advertising. The score for Sweden and Pakistan by Hofstede is summarized below.

Table 4.2: Score by Hofstede for Sweden and Pakistan

Country	Power distance	Masculinity	Uncertainty avoidance	individualism
Sweden	31	50	29	71
Pakistan	55	5	70	14

In the last step the selected and identified data is analyzed on basis of theoretical framework developed on basis of earlier research for identification of cultural elements and characteristics in Television advertisements. Meanings are created for each Hofstede's cultural dimension by correlating them to attributes and characteristics of cultural values highlighted by Geert Hofstede and Markie de Mooij in their studies for advertising strategies and global branding. Table 4.3 shows the list of attributes which provides the source of observation.

Table 4.3 Criteria for analysis

Values	General meanings/attributes in local branding
Collectivism	Celebrity Endorsement Trust building style of advertisement Extended family Enhanced body movement and facial expressions Eating/drinking together Togetherness and care for family
Individualism	Enhancing/building endorsers personality Nuclear family system Persuasion style of advertisement Limited body movement and facial expressions Eating drinking alone/with friends
High Power Distance	Reflection of social status Luxurious appeal Showing respect for elders Elder advising younger Emotional appeal
Low Power Distance	Younger advising elder Humorous appeal
Masculinity	Detailed advertisement

Femininity	Reflection of winning and success
	Fictional advertisement
	Distinct gender roles
	Short advertisement
	Mixed gender roles
High Uncertainty avoiding	Realistic advertisement
	Reflecting safety and protection
	Formal dressing
	More visual contents than verbal
Low Uncertainty avoiding	Past/history oriented
	Informal dressing
	More verbal contents
	Reflection of technology/future oriented
	Reflection of sports and health activities

Source: The Hofstede Model: application to global branding and advertising strategy p88-95

Cultural values and characteristics are identified in Swedish and Pakistani advertisements which then lead towards findings and conclusion.

3.3 Validity and Reliability

According to Daymon & Hallway (2002), the researcher's background, culture and characteristics can influence the results and interpretation.

Yin (1994) described the four parts of validity and reliability i.e. constructs validity, internal validity, External validity and reliability.

To increase the construct validity of study, *investigator triangulation* technique was used where more than one strategy is used for data analysis. According to Miller & Kirk (1986) the observations of the study matching with alternative reliable source is considered to be valid. It

can be regarded as dependability, according to Klenke (2008) if the study repeated by the other investigators generates the similar findings, it is considered to be reliable.

Therefore to maintain the validity of research two independent individuals belonging to advertising and marketing background were asked to describe the videos by using brainstorming method for video elicitation. They were asked to watch the television commercial and describe them in terms of research framework derived from advertisement execution modes. Although to ensure reliability of study, each individual including researcher described their observations separately and then matching the visual interpretations however there are still chances of involvement of bias involved in research.

The previous background of one individual is from Pakistani ethnicity is master in business administration with specialization in marketing and currently working with Swedish marketing firm whereas the ethnic background of other friend is from Sweden, working in news and media department of very famous Swedish IT firm.

3.4 Ethical Issues

The thesis is not conducted by personal interaction with the Company and is based on secondary data therefore no primary ethical issues are involved. The data under observation is publically available by company on several web domains. The analysis is based on perspective of viewer not on company perspective or point of view.

4. RESULTS

In previous section methodology of the study was discussed.in this section results are discussed for influence of culture in Television advertisements.

4.1 Description of Television advertisements

Television advertising employ various strategies to persuade viewers through camera rhetoric including lightning voice over, editing, texts, sound effects and other elements and analysis of television medium can include divergent and extended interpretations therefore it is difficult to interpret and analyze each and every single piece (Roy, 1998).

The study will describe visual features represented through sight, sounds, images and movements, the verbal features are used a tool to enhance certain value or convey the message they would also be analyzed. However the study doesn't focus on linguistics and parts of speech. The advertisements of both countries are in their local language and translated in English.

4.1.1 Television Advertisements of Sweden

i. Telenor- Sören rastar hunden 2013



A man (character name: sören) is shown fixing collar in his dog neck by sitting down in the entrance as he is going out for a walk along with his dog. He talks to his wife “darling we are going for a walk” and the women says “ok see you then” the woman is holding cup of tea/coffee in the hands along with newspaper and wearing morning gown. on the way another man who is washing car in front of his home waves him hand, but sören is so busy in talking that he doesn't notice that, then he pass through the football ground where children are playing(girls and boys together) , then through a tunnel. He is talking in English “now I can speak, no I have all the time you need, I know the feelings, send me the pictures, yeah I am downloading the picture now, sorry I don't understand finish” .while talking he also pass through waterfall and he reach at the end of mountain and there is no way further, so he ends the call by saying “I will call you back”.

After few seconds his wife calls him and asks “will you be at home soon”, he says yes I will be at home in 5 minutes...Maximum 10 minutes and then there is a verbal message

“Experience the real freedom with 4g, welcome to telenor”. At the same time the visual message “welcome to your new generation mobile network” along with Telenor logo. There is no background music or song during commercial.

ii- Telenor - Sören testar skraddarsytt 2012



Sören is cooking in the kitchen; wife comes out from the bedroom which adjoins to the kitchen and the living room with a magazine in her hand. Sören is wearing morning gown while his wife is wearing formal dress, hairs properly combed and designed wearing a ring in her hand and small earrings.

She shows one page from the magazine to sören and asks “wouldn’t it be the great wedding style? Sören replies very beautiful. And after a very short pause while his wife is looking the magazine page with great interest , sören draws her attention towards some site “express fashion house” and say “look here, tailor yourself on the internet ”on Samsung pad and starts exploring men and women styles. In next scene they both are sitting comfortably in the living room on a sofa and wife is interestingly exploring dress.

The next scene starts in bedroom where sören wife is taking measurement of her shoulder with inch tape is taking measurement of his waist, and both discuss about other measurement and lengths. Then there is reflection of a marriage in church; every one along with sören and his wife are formally dressed. While the wedding is going on Sören gives her wife the unfixed flower from her dress to fix that back at the same time his pain falls down because of wrong fitting and there is verbal message. “At Telenor, it’s like designing tailoring your subscription and trying this which suits you best” along with the visual message “customizes- the best subscription for you-Telenor. There is background music or song

iii. Telenor - Sören flyger runt i en drömvärld med sitt supersnabba bredband



In the first scene Sören is sitting in office kitchen as everyone including Sören is wearing formal dress, Sören inserts Telenor internet stick in his laptop which takes him into another fictional world. Sören is flying in the air with laptop as wings on his back, butterflies are also flying around. It is imaginary world with green grass, green trees, and colorful flowers. This is the only advertisement with background vocals “World Wide Web, Here I am living happy, this is no stress; Here is my new home address”.

The imaginary world is reflected as the world of World Wide Web with imaginary signs of “@” in the clouds. In the next scene, while Sören is hitting many colorful balls with sword, a man appears out of the ball and there is visible @ sign in the background. The man talks to the Sören regarding liking this World Wide Web. As the Sören press the button with facebook image, a prominent facebook like image appears. in the next scene Sören is signing contracts in imaginary world and looks at the visual message “Experience real freedom with Telenor superfast broadband”, with verbal message Just now cost all 49/månad for rest of the year”

iv. Telenor - Sören pausar sitt abonnemang från utlandet

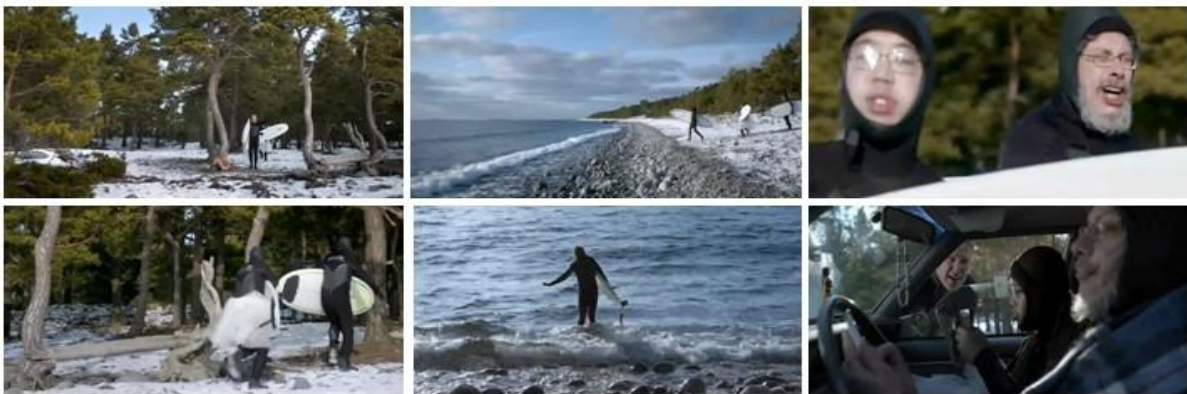


Sören along with his wife are caught in jail of some other country and there is another man in the same cell with them, sören is wearing beach shirt and trousers, while his wife is wearing pink shirt which reflects that they came out of country for holidays.

Sören's wife screams at two policemen passing by in the yard "we have right to make one phone call". The policeman gives phone to Sören and asks him to make just one call, Sören and his wife says thanks with a smiling. And sören urge to make call by saying his wife "now we solve it like this"; a caterpillar is sitting on the phone while sören is talking "We are arrested/caught, we don't know why. We need help. I want to pause my mobile subscription. ", sören pause the telephone and asks her wife "A half year??", wife gets angry , and annoyed and says desperately "Sören! What are you doing? Sören smiles with a little laughter during telephonic conversation and "Naturally my wife will also pause her subscription".

Wife is so astonished after listening his conversation, she put her hands on her face with tension and shake her head as saying "no" and divert her attention from sören and stand holding the jail bars but sören keeps talking and looks at his wife. At this point there is verbal message "Only with Telenor you can stop your subscription up to 6 months. Welcome to the flexible operator" and the visual message "pause your subscription during the period". After this a local man who was sitting in the same cell without shirt asks "can they pause my subscription also in Swedish language?" There is no background music.

v. **Telenor - Sören och hans vänner surfar hur mycket de vill 2012**



In the first scene, Sören along with his friends are running towards sea in excitement to surf in very winter season with snow all around and ice on shores of the sea. All are wearing surfing suits with surfboards in their hands, the friends seems to be little reluctant but sören says "no no no, come, come". As they reach near the sea they stop for a while as sören foot slips because of ice but he says come on buddies, one friend respond "its cold" sören replies "shit cold" and go inside water.

The other two friends run back because of cold. And then there is verbal message displayed "At Telenor, you can surf as long as you want without worrying about the cost. With new Max deal get free surf, free calls and free SMS / MMS. Tablet and Smartphone included" along with visual image showing a tablet, a phone and visual message "max deal", "Fri Surf på båda". In the last scene Sören asks the friends sitting in car "what are you doing" and friends reply "surfing, as much as we want" There is no background music or song.

4.1.2 Television Advertisements of Pakistan

i. *Telenor international Dialing(Saudi Arabia) 2013*



The commercial is continuation of “Rashid Farooqui Telenor Commercial 2012”; both characters are same with continuation to previous story.

In the first scene some children are seen as playing together in rain in a house front yard, in the second scene a man is driving taxi in Saudi Arabia. A woman bring traditional snacks for children to eat, who are playing in rain, on the same time it starts raining in Saudi Arabia and man feels the rain with his hand . All children in home are eating snacks happily from one plate. One of the boys among children, who is child of the man driving taxi in Saudi Arabia becomes emotional while eating snacks as he remembers his father. On the other hand the man sees the same kind of snacks on one shop in Saudi Arabia.

The boy in Pakistan calls his father through Telenor package and man becomes very happy, he buys the same kind of snacks from shop and both start eating at same time and talking with smiling and laughing. In the background there is song saying “*such is our relationship, despite distances, the bounds doesn’t break. This is how our relationship is!*” At the end it is focused that Telenor doesn’t let the relations break and also information about activating package and call rates along with Telenor logo.

ii. *Rashid Farooqui Telenor Commercial 2012*



In the first scene a boy along with his father are happily watching the national airplane departure and flying for destination. As the plane departs and lost out of site expressions of child turns from happiness to sadness.

In next scene it is shown that father shows airplane and details about it on his mobile to the child by using internet even on his not so expensive mobile. To make him happy father buys him ice-cream and take him to shrine of founder of Pakistan (national leader).

Again in next seen the father is showing information regarding that shrine to child. Both discuss the founder of Pakistan while sitting in local bus and in the same time there is background song *“we two have a story, and this story is very old...Story of we two, only we two* “and then there is background voice that *“every story, every happiness must be fulfilled when there is Telenor Talk Shalk mobile internet...which is in range of each and every Pakistani”*. Then the visual contents focus on cheap price and the way of activating it in bright colors. At the end of commercial son runs towards father, and shows him exam sheet in which he got full marks.

iii. Fawwad Khan Telenor Talk Shalk-2011



A boy wakes up and astonished to see that his father has messed up the entire kitchen and trying to cook breakfast. He asks “papa, where is mom” and man replies “mom is sick, why not we make breakfast for her today”.

But as he doesn’t know how to cook, he messes up all the things in the kitchen. The boy takes the telephone number of his auntie, aunt and grandma and asks his father that call auntie for learning how to make milkshake, for French toast, aunt and for rest of breakfast call grand ma. And in background message is communicated “now on any network, call from Telenor Talk Shalk on low rates, so talk on any network as long as you want and then the procedure to activate that.

At the end man cooks breakfast in proper way and take that for his wife along with his kid and wife is very happy. But become sad when wife says now you have to make lunch also. The entire setting shows them belonging to upper class family and the voice in the end is saying “call your loved ones on lower rates through Telenor”.

iv. *Telenor Talk Shalk Relaunch-2010*



The first scene seems to be showing a sons emotional meeting with his parents while he is leaving for abroad and after 5 minutes of check in he calls his father to say “father take care of yourself” and father facial expressions shows happiness.

In second scene players of cricket team are sad because there coach is in hospital, coach calls the players to motivate them and tells some tips to win the game and all players seems to be glad after talking to coach. In scene three a man comes out of interview room and got call from boss that you got the job.

He is so happy that he even hugs a stranger. In scene 4 a girl is cooking food as her mother telling her the recipe to cook. And in background there is again voice “there is pleasure of enjoying relations during talking, life is special because of talking. So there is Telenor Talk Shalk to build and keep relations and to finish the distance“

And in last fast clips, the boy who went abroad is standing again with his parents; all the boys are with their coach in hospital with winning trophy, the man who got job is shaking hand with his boss, the girl who was asking recipe is sitting with her mother in law in garden. All of them are holding cards mentioning “Telenor Talk Shalk” in their hands and the along with this while all these visual contents are running there is verbal message regarding company and how it builds relations in this world and to minimize the distance.

v. *Telenor Talk Shalk Love-2010*



In the first scene a woman is shown as putting jam on toast for her husband who is reading newspaper. She says to her husband I am missing my elder sister a lot can I call her daily, man says why not.

Then they are watching TV and woman says “my nephew was used to sleep after listening story from me, can I call him daily”? Man says “off course”. Then she says I want to call my best friend Aisha daily. Can I? Man says ok .then they are having family dinner with man’s younger brother and girl asks, my brother is U.S.A don’t eat food on time...can I call him once a day, wouldn’t you mind. The man says “never” and gives her new phone. The younger brother jokes. ”she will spend all ”man says “no” and then in background voice it is said that “there is no sadness because of distance between relatives , now call local or abroad in very cheap prices and then the way to activate the offer.

5. ANALYSIS

The analysis of Television commercials of Sweden and Pakistan would be discussed in this section.

5.1 Analysis of Swedish Advertisements

The first advertisement reflects Sören (character) who is the same character in all other four advertisements and is not a celebrity. The advertisement seems to be building the character of endorser in advertisement instead of celebrity endorsement as one character is reflected in all advertisements carrying new stories in his life. Humorous appeal seems to be reflecting main message rather than emotional as the character is shown so involved in talking that he doesn’t know that he reached at end of mountain in unknown place and then asking his dog to take him home back as he lost the way but on the other hand he is saying his wife that he will reach in maximum 10 minutes whereas the situation reflects that he himself don’t know at what time he will reach home .There are no background vocals and scenario is more close to the real life event.

In one scene character (sören’s wife) is holding a cup of tea/coffee, and newspaper in the tray, which and in another scene a man is washing car reflects that work at home can be performed by both men and women. In scene where there are many children (both male/female) are playing together football and it shows that girls and boys are not separate in culture because of their gender and also the trend of playing games. A tunnel from which he is walking and there is road above him on which a vehicle is passing by reflects the inclination towards safety and protection by building underpass for pedestrian so that instead of passing by the road they pass beneath that.

The conversation of Sören with his friend is in English, in the middle the man says “no no I don’t understand Finnish” it can be assumed from conversation that he is talking to someone in Finland rather than in Sweden .along with this there is a scene where he is watching his mobile and saying “I am downloading the pictures” symbolize the more focus of advertisement towards results and features (more talk time, cheap calls abroad, good internet connection. And then his wife calls her and asks, will you be home soon and he replies absolutely I am coming in Four minutes, maximum 10 minutes. Direct communication style is used in conversation in this scene with reflection of humor for audience in advertisement, as

he himself don't know at what time he will reach home but telling his wife that he will reach after Four and then maximum 10 minutes.

After story is finished both visual and verbal information regarding the product is reflected with precise style of communication, providing only relevant information no more no less, no story building or narratives and there are no details highlighted regarding use of product in visual or verbal message

In the first scene of second advertisement Sören is informally dressed and cooking in the kitchen and the woman is properly dressed which shows that gender roles are not specific or differentiated i.e. a man is working in kitchen and a woman is preparing to go out. The use of tablet for designing and tailoring of cloths reflects inclination towards use of technology in every day.

Although in home both Sören and his wife were not dressed formally in the wedding scenario everyone is formally dressed. In the last, Sören loose paint and his wife unfixed dress are assumed to reflect the message that it is better to try first, and at the same time there is verbal direct message that Telenor allows you to try along with designing and tailoring the subscription and also visual textual message "customize the best subscription for you-Telenor" and the message is directly addressing the target audience

There is no background music during the whole advertisement, only verbal communication in direct style. There is no use of flowery, expressive extended language or indirect meanings.

This advertisement also seems to be adopting humorous appeal as at the end Sören paints fall in the church with prominent characteristics of Femininity like mixed gender roles, reflection of use of technology and more verbal contents in advertisement.

The third advertisement is fictional advertisement by adopting humorous approach. Sören along with other people is reflected as wearing formal dress either he is sitting in office kitchen or signing the contracts. While he is signing the contracts, the other characters include both men and women in formal dress, the scenario reinforce the mixed gender roles in feminine culture. Although it is fictional advertisement where Sören is shown as entered in imaginary beautiful world as he inserts the Telenor stick in his laptop. Although message regarding company product is conveyed indirectly however the background song and verbal message are conveying message directly to the customer and all advertisement is focusing on product features.

In fourth advertisement Sören and his wife are in different situation and surroundings. The whole scenario reflects that they are stuck in some other place where they came for holidays. The advertisement adopts humorous approach as in such difficult situation Sören is talking to pause his mobile subscription on telephone rather than asking for help and the other man(not belonging to Sweden) sitting in same cell is enhancing the humorous aspect in last by asking in Swedish language "can I pause my subscription also?" Sören's wife is expressing her feelings of anger by showing her emotions with extended movement of hands and arms

After the phone call visual and verbal message appear simultaneously telling about feature of the product using direct communication style addressing the target audience directly without

using expressions or details. In whole advertisement there is no depiction or focus regarding methods of unsubscribing.

In the fourth advertisement again the character Sören is going for surfing along with his friends. Again in this advertisement humorous approach has been used for conveying message regarding product feature, where it is reflected that it is difficult for Sören and his friends to surf in winters but with Telenor you can surf as you want. So when Sören asks his friends sitting in car that what are you doing and they reply “surfing, as much as we want”.

The advertisement transfer information verbally more than visually and again there is reflection of technology in advertisement. Information has been transferred to audience by using direct communication style by addressing “you” rather than communicating indirectly.

5.2 Analysis of Pakistani Television Advertisements.

The first TV advertisement reflects building of endorser’s personality by continuation of same character and story as reflected in previous advertisement. The first commercial seems to be reflecting the significance of relationships and togetherness and sharing through visual portrayal of all the children eating from same plate, boy emotionally remembering his father calling him before eating snacks and then both father and child eating snacks at same time.

Emotional approach has been used by visible changing expressions on faces of both father and child i.e. sad before talking to each other and remembering each other, and then excitement and happiness on face as both talk on phone and eat snacks at same time (sharing feelings of happiness). Background vocals and visual message enhance the emotional message by transferring messages like “we have such a good relation; this is how our relationship is”. Elaborate verbal style is used overall in advertisement because of use of flowery, rich, indirect, expressive language.

The advertisement also reflects better economical conditions as compared to previous advertisement, where both characters were travelling in local bus with not so expensive clothing and mobiles whereas in this advertisement the man is shown taking good money in return of driving taxi in Saudi Arabia with proper uniform and having better mobile set as compared to previous advertisement. However the visual images of house setting and clothing of children still reflects them belonging to specific class within low income group. However distinguishing clearly between lower and lower middle class is difficult in this scenario because many other elements are included for analyzing specific classes.

The whole scenario tends to reflect very strong bonding, affiliation and relationship between father and child. The style of advertisement is focusing on trust building, body movement and facial expressions of both characters are enhanced however the advertisement is building endorsers personality rather than celebrity endorsement.

In second advertisement, the visual arrangement tend to build characters belonging to specific social class with low income group, and same characters carry the story in 2012 advertisement.

Traveling in local buss, expressions of disappointment on face of child as plan disappears from sight, using mobile internet on less expensive mobile, wearing less expensive cloths along with verbal message “Telenor Talk Shalk mobile internet...which is in range of each and every Pakistani” reinforce that strong class system exist in the society and also reflected in advertisements. Again the emotional attachment is shown between son and father, as father is doing his best to make his son happy, emotional background vocals focusing on “relation of we two” during whole advertisement and in the end the verbal message regarding completion of happiness and story of every Pakistani through Telenor make it more emotional.

The advertisement also tend to reflect attachment with history and personalities by visiting shrine of national leader, showing his child details regarding shrine and personality and then the child reflects all details in his exam.

Reflection of importance of winning and success is shown in last scene of advertisement where expressions of father and child are full of over joy , excitement and happiness as the child gets full marks in exam. Again there are enhanced body movements and facial expressions however this advertisement is also not celebrity endorsement.

There is background song in the advertisement which starts as the advertisement starts and end as the visual verbal message starts and the wording of the songs shows that verbal contextual style of communications is used as it is role centered i.e. repetitive use of “we too” in the song. Visual message use indirect elaborate verbal communication style because instead of addressing directly “you” or “we”, it is addressing on “every story”, so message is delivered broadly by addressing everyone indirectly.

Comparing the setting of the house and room with the first advertisement “*Telenor international Dialing (Saudi Arabia)*”, the house is more furnished and decorated, which shows that the affordability of family shown in this commercial is more than affordability of family in previous commercial.

In the third TV commercial, the settings in the reflects a man making breakfast and all the vegetables, oils and other things are misplaced messed up in kitchen. The expressions of astonishment on the child face reflects that it is new for him that father is making breakfast. The man moves back after putting egg in frying pan as he do it from a little height and the oil splashes out, he turns on the shaking machine without putting cover so all milk shake splits down, at the same time the smoke coming out of microwave oven indicates that something is burning inside and then man say ”French toast”. At the same time boy points out towards the stove that the pan has catch fire and man rushed towards that. All these discussed scenarios signifies that the man do not know how to cook. Same is confirmed when the child asks him “papa where is mom” and the man replies that mom is ill so today we will make breakfast. The previous scene and the conversation reflects that there is trend that women in the home do cooking because it is shown that man don’t know how to cook. The stoves are not glass stoves but gas stoves, which indicate not much use of new technologies.

There is no background song but music during advertisement and after ending of previous scene there is verbal indirect message regarding product features. The message can be assumed as indirect because it is not just telling regarding product features but addressing in

the way that “call your loved ones on low rates”. Then there is detail regarding the procedure to activate the package with both visual and verbal message. In the last scene both child and father bring breakfast for lady in bedroom. And the phrase by the woman “who is going to make lunch” along with tensed expressions on face of father and child show that they don’t want to make lunch. Extended and enhanced hand and body movements are done by the man while he is describing his son that today we will make breakfast which shows the more use of body language while talking. However aspect of humor is used in this commercial and overall commercial focus on family and relations.

In third advertisement all scenes tend to reflect four different stories with different characters; however the message is same for three stories which is importance of relations and respect for elders and how Telenor helps to build relationships and bonds among people. Where as one story reflects the importance of winning and success.

The first scenario reflects the care for parents as their child is leaving abroad but calling them and asking them to take care of themselves in his absence, the second scenario reflects the importance of advice from coach as he is shown in hospital while players are getting ready to play game. The third scenario reflects the importance of success and achievement as man is shown happy and exited after getting new job. the last scenario reflects the importance of advice from elders as daughter in law is asking recipe from her mother in law and it is reflected that she is acting upon her advice.

This advertisement also seems to be adopting emotional approach through above discussed stories along with emotional background score and verbal message focusing on role of Telenor in building relations and minimizing the differences.

In the fourth advertisement, whole scenario reflects them to be newly married couple, and reflects the division of gender role as it is visually represented that woman is preparing breakfast and dinner for her husband and husband’s brother. Man dominance can also be assumed as being reflected because woman is asking permission from husband for calling her family members. However the message conveyed by the company is again importance of relations and staying connected and respect for elders. As verbal conversation between them represents that the girl is closely connected with her brother, sister, nephew and friends. She is not taking her sister name but instead calling her in respectable name allocated in the same language for calling all elder sisters i.e. “baji” and same is the case reflected in last scene where younger brother is not calling his brother with his name instead calling him in local name given to call all elder brothers as “bhai”.

At the end there is verbal message informing about the value of relations even in presence of distances, and then the detail of activating the subscription is provided.

All advertisements reflect the sequence of story with continuous background vocals and at the end representation of both visual and verbal information regarding product/package information and technique to activate certain kind of package offered by the company.

5.3 Comparison of Cultures in Advertisements.

The score of **power distance** in Hofstede's power distance index for Sweden is 31 whereas for Pakistan it is 55. (Appendix2). According to the score and existing theories people in Pakistan are more power distant and acceptance towards inequality is high as compared to Sweden.

In Pakistani Television advertisements social classes are portrayed differently on basis of clothing, house and traveling. These differences are more highlighted by comparing all five advertisements with each other.

The social class structure (upper, lower, middle) in Pakistan is developed on basis of combination of wealth and position in social structure and are very prominent in the society (Qadeer: 2006). A person having wealth and higher income in Pakistan do not prefer to travel by local bus or by walking. Therefore in advertisement No.2 the father with his son traveling by local bus, not wearing too expensive cloths is depicting them belonging to a lower class and company's main focus in advertisement is that the services are in reach of "every Pakistani". In advertisement no.1 which is continuation of Advertisement no.2 because of same characters , it is shown that now man got job in Saudi Arabia and he is earning good money(as he is taking cash from taxi driver), and purchased relatively expensive mobile as compared to previous advertisement.. However in all other commercials modern and affordable items (i.e. luxury car, houses, kitchen, living room, clothing, jewelry, and accessories) are portrayed for showing them belonging to another social class.

All the characters in Swedish Commercial are calling each other by their names whereas in Pakistani advertisements elders are called in traditional general way for calling elders rather than taking their names i.e. elder brother as "bhai", elder sister as "baji" etc .

Trend of respect for elders and listening to their advice is shown in Advertisement No.3, 4 and 5 of Pakistani Advertisement, where girl is asking her mother in law how to cook food and a girl is asking her husband for his permission for calling her sister, brother and other relatives.

All five Swedish advertisements seems to be adopting humorous approach for conveying message regarding features of the product, either Sören is going for walk, going for wedding, going for surfing. The aspect humor is transferred both visually and verbally either by conversation among characters or their actions. However no background music or vocals are used in any of advertisement.

On the other hand four out of five advertisements adopt emotional approach for conveying message regarding features of the product, only one advertisement includes the aspect of humor. All advertisements include background vocals and music and both verbal and visual messages convey the message regarding importance of family, bonding, relations and togetherness.

Score of Pakistan on Hofstede's **individualism** index is 15 (Appendix 3) which reveals that there is a lot of difference as score is varying on index for Pakistan and Sweden as score for Sweden in this index is 71. Pakistan is collectivist society as per score on index and Sweden is individualistic society.

None of Swedish and Pakistani commercials are celebrity endorse, although two Pakistani commercials are promoting celebrities as typical person as product and service users but they are not endorsing the product by any written or spoken statement as a celebrity. Swedish Television advertisements are reflecting the same person as main character in all advertisements and he is neither a celebrity nor endorsing the product by giving any statement. The personality of same character is built by different situations and stories through all advertisements.

”we” factor is reflected in both visual and verbal contents as all commercials focus on bonds, relationships, loved ones, strong relations, for example in advertisement no.3 in many emotional situations i.e. man leaving for abroad and calling his father to take care of himself, a man getting job and girl asking her mother in law about recipe and in background the verbal content contains message “there is pleasure of enjoying relations during talking” . and in advertisement two visually the strong bonding is shown between father and son and the vocals also communicate the message “story of we two” so all advertisements seems to be emphasizing on “we” culture and strong bandings. However the families in the advertisements are not living as extended families, which is associated as characteristic of individualistic culture. In Swedish advertisement all advertisement show nuclear family rather than joint or extended family and there is no background verbal contents along with visual contents which focus on family, bonding, relations, togetherness etc.

All Pakistani Commercials are more detailed and long focusing more on building trust rather than providing direct information. Mostly the elaborative indirect style of communication is used for discussing the important features of the product. And this is done with the help of visual message along with background music, emotional approach and much enhanced facial expressions and body movements of the characters. In advertisement no.1 verbal contents in the background with emotional music “every story, every happiness must be fulfilled when there is Telenor Talk Shalk mobile internet...which is in range of each and every Pakistani” are used as trust building strategy rather than providing information directly. And there is long description of technical details about activation of certain subscription in the end of every commercial.

Swedish Advertisements are focusing on conveying message directly without using long, descriptive, flowery words and symbols and verbal message in the end of every commercial directly addressing the audience i.e. “you”. They are more centered to deliver information and detail regarding product by actions of characters in advertisements and then verbal message at the end rather than building trust. In advertisement no.1 Sören is walking and talking in whole advertisement and at the end message is delivered verbally regarding long talk time. in advertisement no 2 by taking measurements but getting unfitted cloths at the end the company conveys message regarding product that use it along with customization before subscribing. In advertisement no.4 they show that due to winter it is difficult to surf in the sea but Telenor provide surfing facilities without any obstacle. All advertisements are information centered rather than providing technical details.

As far as **masculinity/femininity** is concerned there is distinctive difference between Pakistan and Sweden. Pakistan having score of 50, it shows that Pakistan is relatively masculine society and score of Sweden is 5 which show that according to index it is more feminine society.

Except advertisement no.2 all Pakistani advertisements reflect difference in gender roles i.e. women making food, tea, breakfast and men doing work outside homes i.e. driving, office or reading newspaper at home. Element of success and desire to show success is reflected in advertisement no.2 where the boy gets full marks in exam and shows the result proudly to the father, and also in advertisement no.5 where the cricket team is willing to win the match even their coach is hurt and the man hugging a stranger after getting the job. Therefore prominent male values like success, toughness, focused, are assumed to be reflected in advertisements. Whereas in almost all advertisements women are inclined towards quality of life, softness, taking good care of home, making food for family.

In Swedish advertisements gender roles cannot be distinguished. In advertisement no.1 the woman holding cup of tea/coffee in hand shows that she made that, however in advertisement no.2 she is properly dressed and Sören is standing in the kitchen which shows that he is making food and the lady is getting ready to go outside so gender roles are not specific and there is no depiction in advertisement which shows values like eager to succeed, toughness, focused etc.

Pakistan scores 70 as far as **uncertainty avoidance** is concerned in (Appendix 5) which means that preferences of Pakistan for avoiding uncertainty is high whereas Sweden scores 29 on scale whereas on uncertainty avoidance index which shows that in Sweden there is low need of rules in interaction of people.

The Pakistani advertisements are focusing both on details regarding products and results both visually and verbally. Detail regarding usage of special call package is described (visually, verbally) in all advertisements along with prices and benefits (visually, verbally). The dressing in all advertisements is informal other than advertisement no.5 where a man is shown in office settings.

In Swedish advertisements the more focus seems to be on product features without conveying any secondary message i.e. details regarding activation of package both visually and verbally. The dressing of the characters is formal in advertisement no.2 while leaving from home and advertisement no.4 where character is reflected as sitting in office and meeting professional. Other than these scenarios the dressing is informal.

In advertisement no 2 of Pakistani advertisement the character along with his child is reflected as much influenced by national hero and transfer the information about the personality to his child by taking him to shrine of national hero. And the influence seems to be transferred to child as he writes about the same personality in his exam. In advertisement more focus is towards cheap call rates and mobile sets seems not to be so advanced as compared to Swedish advertisements. In Swedish advertisement more inclination is reflected towards technology as in advertisement no.2 Sören and his wife are tailoring cloths on tablet, company is promoting technology in every advertisement i.e. 4g, fast surfing, ending subscription etc.

Reflection of sports and activities is reflected in two Swedish where character along with his friends in going for surfing and in another scenario where children are playing football in background of character. In one Pakistani advertisement sport activity is reflected when team is shown as preparing for the cricket match.

6. FINDINGS AND CONCLUSION

The purpose of the study was to analyze and clarify how the advertisements of Sweden and Pakistan differ in terms of cultural differences on basis of Hofstede's cultural dimensions and De Mooij correlation of Hofstede's cultural model in advertisement. Along with differences, the research also focuses on highlighting the similarities.

Overall finding reflects that although advertisements of both Sweden and Pakistan contains elements and attributes of cultural values especially in advertisement of Pakistan; however changing trends and deviations are also observed.

6.1 Differences between advertisements of Sweden and Pakistan

- The advertisement appeal is mostly humorous for Swedish advertisements is and emotional in four out of five Pakistani advertisement. In all Swedish advertisements the main message is communicated with aspect of humor whereas in all Pakistani advertisements the main message is communicated emotionally with combination of emotional vocals and expressions.
- Another highlighting feature is use of body movement and facial expressions in advertisements. Characters in Swedish TV were not using enhanced body movements or facial expressions except in one situation where characters are caught in jail and one character seems to be reflecting very strong emotions of anger on face along with hand movements. Characters in Pakistani TV advertisements were using enhanced hand, arm body movement along with very strong expressions of smile, sadness, happiness on face. Which is also determined as the characteristic of collectivist cultures by De Mooij (De Mooij: 2010)
- Women role are also one of distinguishing feature in advertisements. In all Pakistani advertisements women is either doing households i.e. cooking in most of advertisements whereas men are either doing work or reading newspaper. This is reflected as one of prominent value of masculine culture as described by Hofstede (Hofstede: 2010). However no clear gender roles are reflected in Swedish advertisements, which are considered as one of characteristic of feminine.
- According to Hofstede (2010) younger respect elders in High power distant culture and same characteristic is correlated by De Mooij as belonging to advertisements of high power distant cultures where elders are respected and listened to; whereas in low power distant cultures respect is not related to age and younger advice elders. Same trend is reflected in Pakistani and Swedish advertisements where elders are not called by their names and younger are listening and acting upon their advice whereas in Swedish advertisements every character is calling the other character by his/her name without taking age into consideration.

- Pakistani advertisements are comparatively long, detailed with trust building and indirect communication styles to convey message, whereas Swedish advertisements are shorter in length with less focus on product details, more focused on technology and features and directly addressing the target audience regarding the features of product. The features of the product are reflected by actions of the characters in advertisements.
- One of Swedish Television advertisement is fictional advertisement whereas none of Pakistani advertisement is fictional, whereas this characteristic is associated with advertisements of masculine culture by De Mooij (2010).

6.2 Similarities between advertisements of Sweden and Pakistan

- Almost all Pakistani advertisements are reflecting importance of relations, bonding and togetherness but none of commercial seems to be reflecting extended family living together except only one scene in fifth advertisement where relatives are shown eating together. The characteristic of nuclear family is very similar to Swedish advertisements and this is remarked as characteristic of individualist culture by Hofstede whereas in comparison living together (elders, peers, juniors) is characterized as one of feature of collectivist culture and advertisements by Hofstede & De Mooij (Hofstede: 2010), (De Mooij: 2010).
- All the Swedish Television advertisements are reflecting the same person as main character and he is neither a celebrity nor endorsing the product. None of the Pakistani TV advertisement is celebrity endorsed where celebrity is endorsing the product by any written or spoken statement about the product. Although in Pakistani advertisements of the year 2010 and 2011 celebrities are presented as common characters in advertisements but not endorsing the products. There is also trend of character building reflected in 2012 and 2013 advertisements where same characters (Not celebrities) are building different stories in two separate advertisements. Whereas according to (De Mooij & Hofstede: 2010), collectivist cultures mostly use celebrity endorsements as a tool for communicating credibility of the product to the customers.
- None of Pakistani advertisement reflects dress conformity but only one scene in one advertisement where the man is shown in office settings. Similarly two Swedish advertisements are reflecting the character wearing formal dressing in office and wedding settings. The characteristic of dress conformity is much likely linked to Collectivist culture (De Mooij: 2010), whereas in all other situations characters of Swedish and Pakistani advertisements seems to be reflected a wearing informal dress.
- Other similarities include reflection of sports and health activities in advertisements of both countries, incorporation of both visual and verbal contents. All these characteristics are associated with low uncertainty avoiding feminine culture. (De Mooij: 2010)

6.3 Conclusion

After above discussion it can be concluded that as far as conveying integral message regarding products and services is concerned Pakistani advertisements are using more emotional approach by highlighting the values which is described as belonging to collectivist and masculine culture by Hofstede and Sweden is using more humorous approach for conveying the companies' message regarding product which is characterized as feminine value by Hofstede (Hofstede: 2010). Swedish advertisements are conveying the message directly by relating the situation with the message whereas Pakistani advertisements are using indirect style for communicating the message regarding product and linking the situations.

By exploring the cultural differences and detailed discussion and comparisons it can be concluded that the values of individualism and femininity are more prominent in Swedish advertisements whereas values of collectivism and masculinity are more prominent in Pakistani advertisements.

Pakistani TV advertisements seems to be more influenced by cultures as compared to Swedish TV advertisements .However the research also reflects that Swedish and Pakistani advertisements are showing divergence from the predefined theories. Characteristics and values defined by Hofstede as belonging to individualistic and feminine culture i.e. nuclear family, formal dressing, and celebrity endorsements, sports and other activities, non fictional advertisements are also reflected in Pakistani advertisements, similarly values and characteristics associated with advertisements of masculine and high uncertainty avoiding cultures i.e. formal dressing , fictional advertising background music and vocal are reflected in Swedish advertisements, however the divergence in Swedish advertisements is not on large extent.

Overall certain cultural values which are less considered as part of Pakistani culture by Hofstede are reflected in Pakistani advertisement. Swedish and Pakistani advertisements are similar to each other in many aspects but what is the reason for these similarity although the scores tell that both cultures are almost opposite as compared by Hofstede . The question needs to be explored further and provides basis for future research.

6.4 Future research

The research can lead to further research for exploring the divergence in cultural values: is there any value shift?

“Why there is divergence in cultural values incorporated in advertisements and to what extent it is changing”. Comparison between more than two countries can provide broader picture for example comparison between advertisements of Pakistan, India, Sweden, American and China.

The research can also proceed for future research in other related areas for these two specific regions as there are not so many researches conducted for understanding culture and investments scenario in Pakistan because of unstable political and security situations.

However if we critically analyze the investments and profit of Telenor (Norwegian company) as an example, the figures show that although total investments by the company in Pakistan are half of their total investments in Sweden. However The Profits are also half of the profits in Sweden. So if we compare them in figures the proportion of investments and profits are same in both countries. (Figure 1) .Recently Sweden has invested in India by extending IKEA chain along with its further investments in south Asian countries i.e. Bangladesh, Thailand and China. By conducting more critical researches on Pakistani business markets (especially telecommunication) and Swedish investments can open door for Swedish investments in Pakistan and understanding the culture can help companies to devise striking advertisements for the target audience.

Figure 1: Figures regarding investments and profits
 Source: www.telenor.com

Segment Information 2012

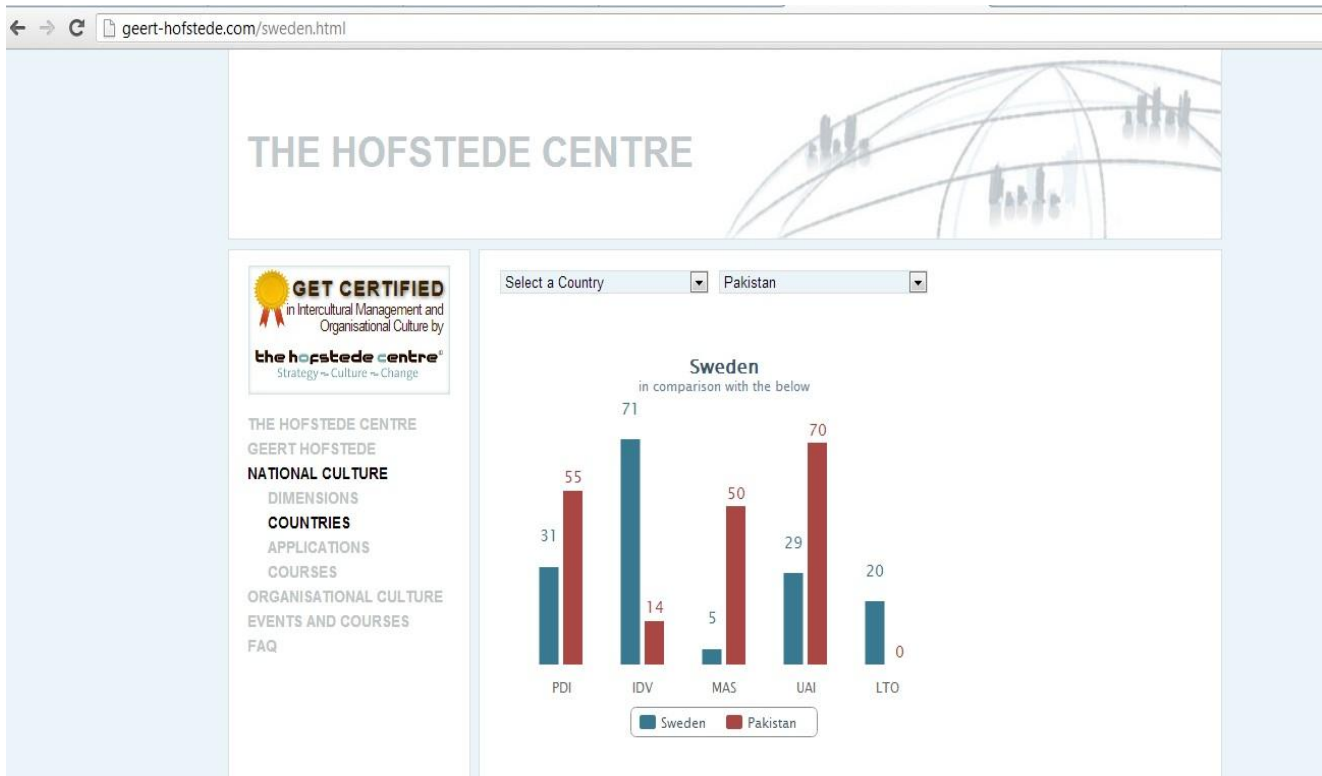
NOK in millions	Revenues	External revenues	EBITDA before other income and expenses ¹⁾	EBITDA ¹⁾	Depreciation, amortisation and impairment losses	Operating profit (loss)	Investments ²⁾
Norway	25 504	25 119	10 802	10 584	(2 792)	7 792	4 317
Sweden	10 607	10 502	2 686	2 558	(1 167)	1 391	1 499
Denmark	5 729	5 618	1 158	1 109	(4 703)	(3 594)	580
Hungary	4 090	4 070	1 317	1 303	(377)	926	497
Serbia	2 735	2 592	1 080	1 038	(305)	733	221
Montenegro	584	528	245	239	(36)	203	46
DTAC – Thailand	16 776	16 745	5 016	4 999	(1 772)	3 226	4 144
DiGi – Malaysia	11 986	11 982	5 499	5 507	(2 516)	2 991	1 319
Grameenphone – Bangladesh	6 541	6 538	3 483	3 473	(1 077)	2 396	3 021
Pakistan	5 654	5 641	2 233	2 157	(2 400)	(243)	749
Uninor – India	3 716	3 715	(1 981)	(2 220)	(4 063)	(6 283)	4 526
Broadcast	6 677	6 500	2 023	1 982	(576)	1 406	425
Other units	4 662	2 169	(757)	(799)	(478)	(1 277)	7 645
Eliminations	(3 542)	-	(49)	(44)	37	(7)	22
Total group	101 718	101 718	32 755	31 887	(22 225)	9 662	29 011

¹⁾ See table below for definition and reconciliation of EBITDA. EBITDA before other income and expenses is the segment result.

²⁾ Investments include investments in businesses, licences and spectrum.

7. APPENDIX

Appendix I



<http://geert-hofstede.com/sweden.html>

APPENDIX 2 Index of Power Distance; Hofstede: 1999:26

Power distance index (PDI) values for 50 countries and 3 regions					
<i>Score rank</i>	<i>Country or region</i>	<i>PDI score</i>	<i>Score rank</i>	<i>Country or region</i>	<i>PDI score</i>
1	Malaysia	104	27/28	South Korea	60
2/3	Guatemala	95	29/30	Iran	58
2/3	Panama	95	29/30	Taiwan	58
4	Philippines	94	31	Spain	57
5/6	Mexico	81	32	Pakistan	55
5/6	Venezuela	81	33	Japan	54
7	Arab countries	80	34	Italy	50
8/9	Equador	78	35/36	Argentina	49
8/9	Indonesia	78	35/36	South Africa	49
10/11	India	77	37	Jamaica	45
10/11	West Africa	77	38	USA	40
12	Yugoslavia	76	39	Canada	39
13	Singapore	74	40	Netherlands	38
14	Brazil	69	41	Australia	36
15/16	France	68	42/44	Costa Rica	35
15/16	Hong Kong	68	42/44	Germany FR	35
17	Colombia	67	42/44	Great Britain	35
18/19	Salvador	66	45	Switzerland	34
18/19	Turkey	66	46	Finland	33
20	Belgium	65	47/48	Norway	31
21/23	East Africa	64	47/48	Sweden	31
21/23	Peru	64	49	Ireland (Republic of)	28
21/23	Thailand	64	50	New Zealand	22
24/25	Chile	63	51	Denmark	18
24/25	Portugal	63	52	Israel	13
26	Uruguay	61	53	Austria	11
27/28	Greece	60			

APPENDIX 3

Individualism index (IDV) values for 50 countries and 3 regions					
<i>Score rank</i>	<i>Country or region</i>	<i>IDV score</i>	<i>Score rank</i>	<i>Country or region</i>	<i>IDV score</i>
1	USA	91	28	Turkey	37
2	Australia	90	29	Uruguay	36
3	Great Britain	89	30	Greece	35
4/5	Canada	80	31	Philippines	32
4/5	Netherlands	80	32	Mexico	30
6	New Zealand	79	33/35	East Africa	27
7	Italy	76	33/35	Yugoslavia	27
8	Belgium	75	33/35	Portugal	27
9	Denmark	74	36	Malaysia	26
10/11	Sweden	71	37	Hong Kong	25
10/11	France	71	38	Chile	23
12	Ireland	70	39/41	West Africa	20
	(Republic of)		39/41	Singapore	20
13	Norway	69	39/41	Thailand	20
14	Switzerland	68	42	Salvador	19
15	Germany F.R.	67	43	South Korea	18
16	South Africa	65	44	Taiwan	17
17	Finland	63	45	Peru	16
18	Austria	55	46	Costa Rica	15
19	Israel	54	47/48	Pakistan	14
20	Spain	51	47/48	Indonesia	14
21	India	48	49	Colombia	13
22/23	Japan	46	50	Venezuela	12
22/23	Argentina	46	51	Panama	11
24	Iran	41	52	Ecuador	8
25	Jamaica	39	53	Guatemala	6
26/27	Brazil	38			
26/27	Arab countries	38			

APPENDIX 4

Masculinity index (MAS) values for 50 countries and 3 regions

<i>Score rank</i>	<i>Country or region</i>	<i>MAS score</i>	<i>Score rank</i>	<i>Country or region</i>	<i>MAS score</i>
1	Japan	95	28	Singapore	48
2	Austria	79	29	Israel	47
3	Venezuela	73	30/31	Indonesia	46
4/5	Italy	70	30/31	West Africa	46
4/5	Switzerland	70	32/33	Turkey	45
6	Mexico	69	32/33	Taiwan	45
7/8	Ireland	68	34	Panama	44
	(Republic of)		35/36	Iran	43
7/8	Jamaica	68	35/36	France	43
9/10	Great Britain	66	37/38	Spain	42
9/10	Germany FR	66	37/38	Peru	42
11/12	Philippines	64	39	East Africa	41
11/12	Colombia	64	40	Salvador	40
13/14	South Africa	63	41	South Korea	39
13/14	Equador	63	42	Uruguay	38
15	USA	62	43	Guatemala	37
16	Australia	61	44	Thailand	34
17	New Zealand	58	45	Portugal	31
18/19	Greece	57	46	Chile	28
18/19	Hong Kong	57	47	Finland	26
20/21	Argentina	56	48/49	Yugoslavia	21
20/21	India	56	48/49	Costa Rica	21
22	Belgium	54	50	Denmark	16
23	Arab countries	53	51	Netherlands	14
24	Canada	52	52	Norway	8
25/26	Malaysia	50	53	Sweden	5
25/26	Pakistan	50			
27	Brazil	49			

APPENDIX 5

Uncertainty avoidance index (UAI) values for 50 countries and 3 regions

<i>Score rank</i>	<i>Country or region</i>	<i>UAI score</i>	<i>Score rank</i>	<i>Country or region</i>	<i>UAI score</i>
1	Greece	112	28	Ecuador	67
2	Portugal	104	29	Germany FR	65
3	Guatemala	101	30	Thailand	64
4	Uruguay	100	31/32	Iran	59
5/6	Belgium	94	31/32	Finland	59
5/6	Salvador	94	33	Switzerland	58
7	Japan	92	34	West Africa	54
8	Yugoslavia	88	35	Netherlands	53
9	Peru	87	36	East Africa	52
10/15	France	86	37	Australia	51
10/15	Chile	86	38	Norway	50
10/15	Spain	86	39/40	South Africa	49
10/15	Costa Rica	86	39/40	New Zealand	49
10/15	Panama	86	41/42	Indonesia	48
10/15	Argentina	86	41/42	Canada	48
16/17	Turkey	85	43	USA	46
16/17	South Korea	85	44	Philippines	44
18	Mexico	82	45	India	40
19	Israel	81	46	Malaysia	36
20	Colombia	80	47/48	Great Britain	35
21/22	Venezuela	76	47/48	Ireland (Republic of)	35
21/22	Brazil	76	49/50	Hong Kong	29
23	Italy	75	49/50	Sweden	29
24/25	Pakistan	70	51	Denmark	23
24/25	Austria	70	52	Jamaica	13
26	Taiwan	69	53	Singapore	8
27	Arab countries	68			

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