

*Influence of Culture on Creative Strategy in
Advertising: a Comparative Content Analysis
between Egypt and Denmark in the Dairy Sector*



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Abstract

This paper questions if culture has an effect on how creative strategies are utilized in terms of television advertisements in both Denmark and Egypt. It approaches this question through a content analysis, of which it makes multiple tests to strengthen its final conclusion. For instance, it concludes that the coders (categories), which are connected to culture, reveal that culture does in fact play a role, which influences the creative strategy utilization. However, one of the coders shared a great similarity between Denmark and Egypt.

1. Introduction

Existing literature on the effect of culture on advertising focuses on cultures either from far east or far west (Andersen, et al., 2008; Harun, et al., 2014; Unwin, 1974; Valaei, et al., 2016). However, this study will focus on two contrasting countries that are not a common focus of research on the topic of advertising.

Conducting a comparative analysis on advertisements between Egypt and Denmark in the dairy sector caught our group's interest for two reasons. Firstly, given that one of the members is Danish while the other is Egyptian, an interest in investigating the substantial difference of culture, societal norms, and psychology between both countries and how they affect marketing operations. Secondly, in 2015, Arla Foods, biggest Danish dairy producer and ninth globally (Dairy Global, 2022), formed a joint venture with Juhayna, biggest Egyptian dairy producer, to produce Arla's products locally and distribute them to Egypt and neighboring MENA countries (Arla Foods Press Release, 2015).

In order to develop the project, data will be collected at different levels. Initially, in chapter 2 *Problem Analysis* the group will gather data and give an overview of the fields of culture, advertising, and advertising in both Egypt and Denmark. Finally, the research question will be presented in its final formulation.

Furthermore, chapter 3 *Literature Review* aims to explore the existing literature on creative strategies, advertising and content analysis, which are the bases for the development of the study. The chapter is framed from the perspective of a Marketing Researcher that aims to achieve consistent knowledge when advertising in a new country with a different culture.

In chapter 4 *Methodology* the project group explains the methodological approach and strategy for the comparative analysis. It begins exploring the philosophy of science that guides the work and digs into different steps proposed by Stemler (2001) and contributions made for several researchers.

During the chapter 5 *Analysis*, the reader can navigate through the process in which the group worked. It presents the analysis of data gotten during the project with the view of the theories that were chosen.

Additionally, the study presents chapter 6 *Discussion* and chapter 7 *Conclusion* that, respectively, look into answering the hypothesis proposed by this paper, as well as coming up with a conclusion based on the case analysis, which serves to answer the proposed research question.

Finally, the paper ends with chapter 8 *Limitation and future recommendations*, which go over the limitations that this paper has met over its course, as well as future recommendations for research papers in the future to follow, a lot of which is based on overcoming the limitations.

2. Problem Formulation

In the problem formulation, this paper will go over what is already known in regards to the area of this paper's research as well as what still needs to be understood. It will also go over how this paper will attempt to assess the research with its methods, as well as define the relevance of the research.

2.1. Creative Strategies

A creative strategy is seen as the content and execution of an advertisement; what is said and how it is said (Dall'Olio and Vakratsas, 2023). Dall'Olio and Vakratsas (2023) explain that "content focuses on product attributes and benefit claims, whereas execution centers on the manner of content presentation, which may include endorsement, entertainment, imagery, and the like."

Frazer (1983) explains that the *creative strategy* is the guiding principle that specifies the nature and character of the design of a message. While *strategy* is the selected medium to achieve the desired outcome throughout an advertising campaign. Additionally, Frazer also expresses that advertising is the most controllable element in the marketing mix; hence, the selection of the *creative strategy* is a crucial decision that needs careful consideration from management.

2.4. Culture

Culture is a very general word as it is defined through many different aspects that inheritedly defines the term culture. For instance, culture can be found in norms, social behaviour, and

even in institutions within different societies. Culture can also be found in things such as beliefs, customs, laws, knowledge, habits, etc. One thing to keep in note, is that culture is often inherited from religion or location as well (Tylor & Tylor, 1871).

However, culture is not just an existing phenomenon, it is also a way of deeming what is to be considered acceptable; the norms. What is appropriate in various cultures is often a dependent factor, which concerns how one dresses, behaves, the language, etc. Depending on whether or not one meets these expectations, are ultimately what determines the acceptability of the individual or entity within their respective societies. (Jackson, Y, 2006)

If we take the perspective of a company operating its business in a foreign country with great significance to the difference between its own culture and the culture of its operations. Then the company would have to comply and acknowledge the culture in a respectful and appropriate manner to avoid discrimination (Baker, 2018). Such discrimination could be detrimental to the success of the company operating within foreign borders, but could potentially also affect the company to the extent of which it would experience difficulty operating in other foreign countries.

2.3. Dairy Industry

In Egypt the total revenue in the milk market amounted to \$5.06bn in 2023. This market is expected to have an annual growth of 4.37 percent for the next upcoming four years. The expected average of per person buying milk in 2023 is 22.69kg. However, the data shown here are reflecting the outcome post Russia-Ukraine war. As a result, the war has had an effect on Egypt's exchange rate, which then has had an effect on the dairy market in Egypt. (Statista (1), 2023)

On the other hand, the Danish company Arla Foods is considered to be one of the biggest dairy companies in the world, and is the ninth largest dairy company globally in terms of revenue ([Dairy Global](#), 2022). Based on statistics, Arla Foods has been able to generate growth over the years from 2010. In 2010 Arla Foods gained a total revenue of €6,584, and has managed to reach a total revenue of €13,793 million in 2022. This is quite a significant difference, as Arla Foods manage to get more than twice as much revenue throughout those 12 years. (Statista (2), 2022)

In 2015, the danish company Arla Foods and the egyptian company Juhayna reached an agreement that both companies would form a joint venture, with Arla Foods owning 49% while Juhayna owning 51% ([Juhayna's Business Segmentation](#)). The newly formed joint venture's, called ArJu Food Industries, daily operations are controlled by Arla Foods while the network and distribution to Egypt and other MENA countries is controlled by Juhayna ([Arla Foods Press Release](#), 2015).

2.4. Advertising in Egypt

Advertisements are an integral part of Egyptian society either in direct or indirect manners, as print advertising was well-known in the mid nineteenth century in Egypt (Shechter, 2003). Starting with newspapers and billboard print advertisements, radio and television short advertisements, and going all the way to digital advertisements. Evidently, television advertisement in Egypt has the highest spending range of all mediums, amounting to \$368 millions in 2015 (Oxford Business Group, 2016).

Since the 1990s, television advertisements in Egypt have been significantly rising in terms of screen-time. Television advertisements would take up to 15 minutes in the 1990s and have since risen to up to 45 minutes in recent years (Egyptian Streets, 2020). Additionally, these durations are recorded mostly in the Ramadan season as it can be compared to the Super Bowl advertisements in terms of number of advertisers and the number of customer's reach (Egyptian Streets, 2020). The Ramadan season in Egypt is when most tv-series premiere as the average Egyptian spends most of their time at home watching televisions. The tv-series are tailored to Ramadan by producing a fixed 30 episodes series; hence, it is where most advertisers view Ramadan as their prime season to advertise the products or brands.

2.5. Advertising in Denmark

In 2008, it was quite popular in Denmark for advertisements to be run through television. The two largest channels in Denmark at the time were Danmarks Radio (DR) and TV2. On average, an adult Dane would watch approximately 2.5 hours during workdays, and another 3.2 hours during weekends. Prior to 2008, the amount of hours spent on television had only been growing throughout the years. As a result, running advertisements on television has

become more valuable, and as time indicates, is becoming more valuable as well. (Andersen, et al., 2008)

That being said, for younger Danes, it was not as popular as they did not watch as much television.. In fact, statistically, it has shown to be declining over the years. Instead, younger Danes tend to focus more on devices that enable them to use the internet (Andersen, et al., 2008). In today's standards, Danes are instead being approached through digital advertising, whereas they would either get advertisements through their e-mails, social media and websites. Additionally, many Danes tend to follow people on social media, who act as publishers for advertisements for companies. It is a strategy that is commonly used to encourage them to spend money on what they believe their idols do too (Thomas, 2017).

According to statistics from Statista, more and more Danes are beginning to spend more money on products and services that they have seen through advertisements. For instance in 2020, they spent approximately 1.2 billion euros on what they had seen from advertisements. In the year 2021, that had increased to 1.44 billion euros, which is an increase of approximately 17%. Additionally, the percentage growth of year to year spending in Denmark based on advertising effects has an average of 20% growth. (Statista (3), 2021)

2.6. Differences of Culture Between Denmark and Egypt

Although Danes receive advertisements through television, it appears that it is more popular in Egypt (Oxford Business Group, 2016; Andersen, et al., 2008). Additionally, Egypt has quite lengthy advertisements, which is not necessarily the case in Denmark, especially during the Ramadan season (Egyptian Streets, 2020). In other words, it could be said that the amount of time spent on advertisements is greater in Egypt than that of Denmark when regarding television.

On the other hand, a lot of Danes have moved from television to using the internet on other devices instead. This has resulted in them getting advertisements differently, mainly through digital advertising. The difference of digital advertising is that it adheres to the activity the user is using the internet. As a result, it can navigate better to the preferences of the user, thus having a higher likelihood of successful sales through advertisements. (Thomas, 2017)

2.7. Creative Strategies in Egypt and Denmark

This paper's research focuses on how culture may have an influence on how a company's, whether it is global or local, creative strategies when regarding their advertising. It takes a particular look at the countries Egypt and Denmark. Egypt is known for being an Islamic country, as the majority of its population and its government's focus are aligned to the religion (Morsy, 2011).

What this could indicate is that Egypt's societal way of thinking is more prone to be biased towards Islam, which alters the way companies would have to approach Egypt through its advertisements. This is especially true, if the company is from a foreign country and is unfamiliar with the culture of Islam. As a result, to avoid having conflict, a company in such a scenario would have to come up with a creative strategy, which is aligned with the way of thinking of the society of Egypt. In other words, it would have to uphold and be respectful of the ideals of Islam through its advertisements.

This is not always the case, as while there were some companies adhering to local creative strategies, there were also some companies that were more prone to keeping their foreign creative strategies (Harun, et al., 2014). There are naturally some general differences between how a local company would advertise, when compared to how a global company would (Farrall & Whitelock, 2001). However, the main focus is on how companies advertise based on specific countries that have a more narrow perspective on some phenomena. For instance, one could say that an Islamic culture would find it inappropriate if a company were to advertise exceedingly revealing fashion designs.

This way of thinking is contrasted with an alternative way of thinking, being that of Denmark's society's culture. Denmark is well known for being very open minded and more accepting to unfamiliarities (Ng, 2012). As a result, many foreign companies are more free to keep their foreign creative strategies for advertisements, as it would be deemed more acceptable.

2.8. Problem Formulation

What this paper intends to uncover is to gain a more significant understanding of the differences when advertising between Denmark and Egypt, and also on how companies adapt

with their creative strategies to the already laid out foundations of the respective two countries' cultures. However, in order to accomplish that, this paper believes it can gain a more significant understanding of the impact of culture on creative strategies through a content analysis method.

A reason why the researchers chose Egypt and Denmark as the focus countries of the study is the difference of culture between both countries. While both countries have strong historical presence that still affects the traits of culture to this day, however, the geographical location and religious influence are prominent factors that affect these cultures and contribute to forming the difference between both (Croucher, et al., 2017).

By providing research on the topic of understanding advertisements in foreign countries with a particular outlook on cultures, this paper will be able to provide the reader with the relevant knowledge on how attention to culture can contribute to the success for companies, while also providing the consequences of failing to adhere to the attention to culture when advertising.

In order to understand the impact of culture on advertisements and creative strategies, the group decided to select a sample of video advertisements from the dairy sector, from both Egypt and Denmark, that were broadcasted within the past ten years. This sample would then be analyzed using the content analysis approach, which will be explained in detail in chapter 3. *Methodology*, and then will then be followed by sections of discussion, limitations and future recommendations.

2.9. Research Question and Hypothesis

Enlightened with the above explained, the group developed the following research question to guide the project:

Does culture influence creative strategy in advertising in Egypt and Denmark's dairy sector?

As the group believes that there is a significant difference between the Egyptian and Danish cultures and that difference also shows in the difference in advertisements, the following hypotheses were formed based upon the above discussion and to further answer the research question:

H₁ : Egyptian advertisements utilize more celebrity endorsements than the Danish ones.

H₂ : Egyptian advertisements utilize more emotional appeals than the Danish ones.

H₃ : Egyptian advertisements utilize more narratives than the Danish ones.

H₄ : Egyptian advertisements utilize less information cues than the Danish ones.

This study intends to contribute with insights and frameworks that could be used by international marketers when developing advertising strategies when entering new countries.

3. Literature Review

The article "*The influence of culture in creative strategy and execution of international advertising: a content analysis approach*" is written by Mior Harris Mior Harun, Carol Boom Chui, Teo Mohd Hazman Fitri Hussin, and Shahrin Nasir. It takes an emphasis on the decision making, when making globalisational decisions for advertising. Specifically, it talks about whether the advertisements should be standardised, or if it should be localised. It argues from the perspective of the impact of culture, by interpreting the advertisement messages and translating the already existing values of said advertisements. This article makes a comparison based on UK corporations advertising in Malaysia. (Harun, et al., 2014)

What they found was that the different globalisers; MNCs (Multinational corporations), had differing outcomes to how they performed their advertisement strategies when advertising in Malaysia. The majority appeared to be utilising a standardised approach, while some of the other MNCs decided on a localisation approach instead. However, it was found that both of the approaches were capable of adapting in the Malaysian market. Secondly, the article also compared the MNCs brands with the local brands. Here it was

found that the majority of the investigated MNCs' creative strategies were similar to the local brands, while the rest applied creative strategies that were different. (Harun, et al., 2014)

This article's research is very similar to the focus of this paper, as both emphasise on cultural influence of advertisements, and both utilise creative strategy in their approach to identify and interpret the goal of said advertisements. To be more accurate, this article helps this paper's identification of what could be expected, as it gives insight to the fundamental aspects of both local and global brands in terms of the influence of culture. Additionally, the article's approach with its research design is the same as this paper; content analysis. Although the article and this paper do not follow the exact same topic, the article provides significant insights into different aspects of advertisements. These aspects can provide significant insight into the circumstances and also provide a better resolution for discussion and conclusion.

The article "*A comparative analysis of advertising characteristics, strategy, style and form in global and national brand advertising*". It is written by Niall Farrall and Jeryl Whitelock, and takes a particular look into what the differences and similarities are between both global brand and national brand advertising. It utilizes three analytical frameworks to this research; creative strategies, advertising styles, and advertising form. This article also takes into consideration the length of commercials, number of camera shots, and number or type of characters present out of 551 television advertisements. (Farrall & Whitelock, 2001)

The findings of this article revealed that global brands were more likely to have more camera shots, as well as having more characters in their commercials. However, they were likely to have less music in their advertisements, when compared to the national brands. Global brands also tend to focus on a more lecture-drama format when advertising, as well as having a more brand familiarization strategic approach, when compared to national brands. (Farrall & Whitelock, 2001)

Our research concerns the investigation on how culture can influence creative strategies in advertising. Thus this article contributes to the inspiration for the topic of investigating such creative strategies. It provides this paper with different outlooks on analytical frameworks, which could be beneficial for this paper's research. Additionally, this

paper also looks at television advertisements, which is another contributing factor, as it is the same type of advertisements this paper is looking into.

The article “*Creative Strategies in Viral Advertising: An Application of Taylor’s Six-Segment Message Strategy Wheel*” is written by Guy J. Golan and Lior Zaidner. This article takes a particular look into the latest online advertising of its time in 2008. It utilizes the analytical framework called Taylor’s six-segment strategy wheel in an attempt to identify the message strategies of the advertisements. (Golan & Zaidner, 2008)

This article found that there were several key types of advertisements that were mainly used. For instance, humor and sexuality were the most popular when regarding viral advertising. Additionally, viral advertising appeared to be quite successful, as it could reach a higher number of consumers, rather than solely the focus group through sharing it between consumers. (Golan & Zaidner, 2008)

This article provides significant insight into this paper, as it proposes the utilization of Taylor's six-segment message strategy wheel. The usage of this analytical framework can provide this paper with significant insight on identifying a certain aspect of advertisements; viral advertisements.

The article “*Why marketers need a new concept of culture for the global knowledge economy*” is written by Nigel Holden. This article proposes an unconventional method on identifying cultures. Instead of the typical Hofstede’s concept of culture, this article suggests that there is a need for a new approach to culture, one that also takes the global knowledge economy in consideration. (Holden, 2004)

This article directly suggests that researchers should abandon the dependence of Hofstede’s dimensions. Instead it recommends that researchers should think more about culture as markets perceived as clusters of affinity. It also mentions that culture is a facet of evolving relationships with a specific market, rather than being an external set of factors which characterises a market. It is with these evolving relationships the focus should be emphasised and understood, as that is what will be what creates market knowledge for cultures. (Holden, 2004)

This article contributes to this paper, as it provides a profound insight to an unconventional approach to understanding a culture within a market. This paper focuses on advertisements, however, it also significantly focuses on how culture impacts advertisements, which is what this article is there to provide insight to. Having an alternative perspective into how one would analyse culture could potentially provide more intricate results for this paper.

Content analysis has been defined as a systematic technique for compressing words of text into content categories based on rules of coding (Krippendorff, 1980). Holsti (1969) defines content analysis as, "any technique for making inferences by objectively and systematically identifying specified characteristics of messages". Content Analysis is a tool used by advertising researchers to examine trends and patterns in different advertisements (Stemler, 2000). Originally used for examining print documents and determining authorship, researchers have utilized the use of content analysis to examine previously mentioned purposes, in addition to monitoring shifts in public opinion.

In the context of this research, content analysis will be used as the primary method of data collection. By analyzing volumes of advertisements from both Egypt and Denmark, this research would be able to determine how the different cultures influence the creative strategies of advertisements from each country.

The article "*From Policy to Platform: The Digitization of Danish Cultural Heritage*" is written by the author Bjarki Valtysson and published in 2017. In the article, Bjarki talks about the digitization of cultural heritage in Danish culture. He directly refers to it as "Danish Cultural Heritage". It takes a particular outlook at the years in between 2007-2015, where it looks at portal frames users' participation potentials, thereafter relating it to the objectives of the portal and official danish digitization. The type of sources that Bjarki used as data were interviews with experts that work with the portal and digitization strategies. (Valtysson, 2017)

In the article, Bjarki mentions that Denmark is not yet ready to use some of the communicational approaches that other cultures are utilizing. Mainly, the "making and doing" cultural approach. However, Bjarki does note that this is only currently, referring to that it might be subjected to change in the future. Instead of the "making and doing" and "access and use" cultural approach, Denmark tends to focus more on "digitization" and

“preservation” approaches. Thus, the Danish way of communication becomes more discussion and information type based. (Valtysson, 2017)

This article is fundamental for this paper when it comes to understanding the cultural approach of communicating advertisements in Denmark. Thus this article will provide this paper with a better understanding of creative strategies in Denmark when regarding Danish culture.

The article “*Content Analysis of Award Winning Advertisements: Search for More Creative Elements*” is written by Ali Arslan Zaki and Anum Fatima. This article talks about several different intervals; colours, jingle, celebrity, etc., and how said intervals establish a positive effect on creativity as well as relationships when regarding advertisements. The purpose of this article is to provide marketers with the insight required towards an effective content analysis, as well as creative techniques, processes, and approaches. It also encourages local companies to look up and study this article as it may be beneficial for them as well through creative advertisements. (Zaki & Fatima, 2015)

Right from the start, the article immediately begins by explaining creativity in advertisements and how important it is. It goes very much in-depth, as it also explains the process of generating creative strategies/ideas. Furthermore, this article shows how they extract the information/differences from the different intervals and advertisements they had selected. Initially, they would find the mean and the standard deviations, as well as the percentages of influences from each of the intervals. Later, they would perform an ANOVA test, as well as a Chi-Square test on the different intervals. They would explain the different concepts throughout the analysis, however at the end, they would summarize all their findings to come up with one or more overall conclusion(s). (Zaki & Fatima, 2015)

As this paper also focuses on content analysis, it is immensely beneficial for this paper to gather as much data on content analysis as possible. Throughout multiple articles that utilize content analysis, this paper has found that content analysis is a very divided concept, and has been performed in very different ways, although the end goal has been similar. This article is no different, however, this paper believes that this article brings some very astonishing ways of reaching said end goal through the use of said tests and formulas. Thus this paper takes this article in high regards, and plans on utilizing a very similar approach.

4. Methodology

The aim of this paper is to understand how culture can take part in influencing companies' creative strategies, when regarding advertising. This paper takes a look at television based advertisements that are based in Denmark and Egypt. Specifically, it focuses on Arla in Denmark, and Juhayna in Egypt. It takes a particular look into the cultural aspects of said advertisements, in order to determine their focus on creative strategies.

The way this paper understands methodology is in accordance with the quote of Arbnor and Bjerke (2009) “... *the understanding of how methods are constructed and thus also how an operational paradigm is developed. An operational paradigm relates the methodological approach to a specific study area. An operational paradigm contains two important parts: methodological procedures and methods*”

The key points in a methodology is to clarify the different existing methodologies, methods, problem formulations, designs, techniques, and study areas. All of which contributes to the formulation of the research paper itself (Arbnor & Bjerke, 2009). The Methodology section will explain the different methods of research that the researchers of this particular paper have chosen to approach the problem formulation at hand. For this paper, the sources will be mainly based on accumulated articles that are related to the direction of this project, and will be assimilated through a content analysis approach.

4.1. Paradigms

Now that we are approaching the universe of science theories, one cannot help but to run into the concept of paradigms. Paradigms come in many different shapes and definitions, thus one must have an understanding of the concepts in order to provide a linear understanding of what is meant by the respective paradigms (Darmer, et al., 2010). Thomas Kuhn explains the paradigms as the following:

- *A set of values and beliefs that form the basis of our actions.*
- *A set of basic assumptions that are characteristic of a subject area and that are assumed to guide the choice of issues, theories, concepts, methods, ethical considerations, etc.*
- *An expression of a period's perception of 'reality'.*

(Darmer, et al., 2010, p.44)

These explanations are what generally defines the different paradigms; *constructivism*, *positivism*, and *critical realism*. Each of these paradigms define the thinking process of a given reality. A general definition of each paradigm will be given below. Since this paper will be focusing on the paradigm *critical realism*, it will have a subsection of its own whereas it will be more thoroughly defined.

Constructivism is when the emphasis on the paper is based on subjectivism. This is where phenomenology and hermeneutics have a bigger part in how someone would view reality. In this case, reality is created through an open mind, whereas phenomena can come forward as freely as it can be. On the other hand, hermeneutics makes the understanding and interpretation of subjectivism, which helps give form to the reality that already exists. (Darmer, et al., 2010)

Positivism provides an alternative approach to reality. Instead, it views objectivism. It considers that reality exists independently of what can or is realized, and while researching objectively, one will find the absolute reality. (Darmer, et al., 2010)

4.1.1. Critical Realism

Critical realism is based on two different approaches; ontology and epistemology. Ontology focuses on the aspects of critical realism that is realistic, since it views the world immune to influences made by humans. Epistemology, on the other hand, focuses on the aspects of critical realism that is relativistic. Since critical realism takes a subjectivistic approach to interpreting the world, it therefore acknowledges the knowledge that we have. Thus, to understand critical realism, one must base the acknowledgement through the lenses of theories that are first empirically tested, and then made into real knowledge. (Bhaskar, 2012).

4.2. Ontology

As aforementioned, ontology is the understanding of reality. In simple terms, it defines what is, and how everything in the world is connected (Darmer et al., 2010). Ontology is considered to be the initial process steps for research, as it considers the deliberations of the researchers. Said deliberations consist of which reality should be chosen, and what type of knowledge should be used (Ebdrup, 2014).

The understanding of reality is defined through intransitive levels, whereas ontology in critical realism is created through an objective-positivist basis, and that knowledge is immune to the influence of man. Said intransitive levels come in three separate domains. Altogether these domains are known as the Ontological Threefold Division. The first of the domain is *the Empirical Domain*, which considers the observations and experiences that the researcher encounters. *The Actual Domain*, which considers the ideology that there are certain things that are independent from the researchers; circumstances and phenomena. Lastly, *the Real Domain*, which considers that the non-observable has an effect on the actual domain through structures and mechanisms. (Bhaskar, 2008)

4.3. Epistemology

Epistemology is the understanding of how we perceive the world, and how to conduct and perform research (Darmer et al., 2010). Thus, epistemology can therefore be seen as the collective thoughts of the researchers and how the empirical data has been collected. The collective thoughts would be regarding the decision-making behind the theoretical frameworks, and the empirical data could be in regards to primary and secondary data, as well as qualitative and quantitative data (Ebdrup, 2014).

However, when regarding critical realism, epistemology also looks through the lenses of the aforementioned three transitive levels. By looking through the transitive levels with an epistemology perspective, one can gain the knowledge of the phenomenon which is the objective of the research. (Bhaskar, 2008)

4.4. The Three Methodological View

The three methodological views are *the analytical, system, and actors view*. Having one of these different methodological views would define how this paper would understand, explain and improve the topic of research. (Arbnor and Bjerke, 2009)

Analytical view, for instance, believes that the reality is something that is seen as objective, and where mechanisms, natural laws, and immutable, are the factors to finding the ultimate truth. Analytical view follows a positivist paradigm, whereas it considers the knowledge to be accumulated and quantitative. (Arbnor and Bjerke, 2009)

System view also considers reality to be something that is seen as objective, however it also considers reality to be subjective simultaneously. Here, it considers the ultimate truth to be found through different systems and subsystems that affect and depend on one another. Rather than having a positivist paradigm like the view before, it can be either positive or negative depending on the synergy effect between the aforementioned systems and subsystems. (Arbnor and Bjerke, 2009)

Actors view is likely the one that separates itself the most from the other views. The actors view is established on the constructivist paradigm. Basically, it acknowledges reality as a social construct. This is as it believes that there are different truths between different people, which are affected by variables based on reaction and experiences. As a result, it becomes complicated as there may not only be one ultimate truth to a reality, rather multiple truths to reality. (Arbnor and Bjerke, 2009)

4.5. Actors view

This paper will be following the actors view. This means it will believe that a reality can contain multiple truths (Arbnor and Bjerke, 2009). As a result, the paper will assume that the analyzed advertisements contain multiple truths, as the viewers of the advertisements may have their own truths of the advertisements.

4.6. Quantitative and Qualitative Research

When it comes to the type of data that a research paper would collect, the paper would conduct either a quantitative method, qualitative method, or a mixture between both methods. As a result, depending on the type of research the paper is conducting, a specific type of data collection may be able to provide more intricate results. In other words, the type of method that researchers would use to collect data can have a tremendous impact on the results of the research. (McLeod, 2019)

4.6.1. Quantitative Research

Quantitative research is, as aforementioned, a method for collecting data. Quantitative research specifically aims at the type of data which contain numerical data; statistics, etc. In other words, what can be measured. This type of data is commonly used in order to contrast

and compare with other similar types of data, in order to provide a numerical perspective of what the research is about. (McLeod, 2019)

4.6.2. Qualitative Research

Opposed to quantitative research, qualitative research does look into numerical data. Instead, qualitative research takes an interest in data which are based on observations. These observations are typically interviews, observations of a subject, etc. (McLeod, 2019)

4.6.3. Data Collection

The data collection for this paper will consist of qualitative data. This is as this paper primarily investigates observations; advertisements for the use of content analysis. As these advertisements don't contain any numerical nor statistical data, this paper considers all the advertisements used to be qualitative in nature, thus it considers its data collection to be based on qualitative research. It is also considered to be qualitative despite that this paper uses many different numbers through calculations, as the inherent data sets are based on qualitative data and are turned into numbers through coders.

4.7. Content Analysis

According to the GAO (1996), there are at least three problems that can occur when constructing a content analysis. First, when a number of content from a category is missing, then the content analysis should be abandoned. Second, if the content is deemed to not fit the criteria then it must be dismissed, but a record should be kept of the reasons why it was dismissed. Third, some content might fit the requirements for a category but just be uncodable due to the ambiguity of the content. (GAO, 1996)

The next step in analyzing data for the content analysis is coding and categorizing the data. The basis of categorizing is grouping together words or content that have similar meanings or connotations (Weber, 1990). Additionally, it is stated by GAO (1996, p.20) that "Categories must be mutually exclusive and exhaustive". In order to have mutually exclusive categories, no unit should fall between two data points and each unit should be represented by only one data point (Stemler, 2000).

According to Stemler (2000), there are two approaches to coding the data; *emergent* and *a priori* coding. When following *emergent coding*, categories are established during the data analysis. First, two people independently review the material and come up with a set of features that form a checklist. Second, the researchers compare notes and reconcile any differences that show up on their initial checklists. Third, the researchers use a consolidated checklist to independently apply coding. Fourth, the researchers check the reliability of the coding (a 95% agreement is suggested). If the level of reliability is not acceptable, then the researchers repeat the previous steps. Once the reliability has been established, the coding is applied on a large-scale basis. The final stage is a periodic quality control check.

When dealing with *a priori coding*, the categories are established prior to the analysis based upon some theory. Professional colleagues agree on the categories, and the coding is applied to the data. Revisions are made as necessary, and the categories are tightened up to the point that maximizes mutual exclusivity and exhaustiveness (Weber, 1990). Hence, the main difference between *emergent* and *a priori* coding is that categorizing happens during the data analysis in the former, while categorizing happens prior in the latter.

4.7.1. Reliability Assessment

The paper will also have to consider a way of assessing the reliability. For this paper, the choice of assessing reliability is the inter-rater Reliability, as it can be used to look at each individual advertisement's independent coding and apply a mathematical formula to estimate how much the individual independent coding agrees with one another. The formula is as follows:

$$\text{Inter-Rater Reliability} = 2M/(N1 + N2)$$

(Atlas.ti, 2021)

Whereas M equals the number of agreed upon measures, and N the number of decisions made by coder 1 or 2. As aforementioned, this paper considers inter-rater reliability to be its way of assessing the reliability. The reason for the assessment is because when there are multiple researchers conducting an analysis on the material through the coders, there may be some inaccuracies. As a result, inter-rater reliability assesses the reliability of the analysis done by the research. If the reliability is high, then it would indicate that the data gathered from the analysis would be on par with one another, thus meaning the research has maintained a certain level of consistency in coding the data. (Good, 2023)

Furthermore, to assess the levels of which is required to understand the results of the inter-rater reliability. This paper has chosen that 0.25 is the lowest, which means the consistency of the coded data is very inconsistent. Then there is 0.5 that is the middle point, of which the coded data is still considered relatively inconsistent. If the reliability reaches 0.75 or higher, then the data will be considered consistent. This also means that the conclusion this paper derives at will be considered positive, as the data used will not be considered disorganised. (Good, 2023)

4.8. T-Test

This paper will also include a t-test. The t-test is a form of statistical test, which is used to compare the means of two groups. It is a type of test that is often used when determining if a process or treatment actually has an effect. It also eliminates bias, when making conclusions. T-test utilises the significance level. The choice of significance level is dependent on the researcher's decision, however, a popular significance level is 0.05. In conjunction with the significance level, it also uses the p-value (probability value). This value is the result gained from doing a t-test, and is used to compare with the chosen significance level. (Bevans, 2020)

As a result, should the p-value be smaller than the significance level of 0.05, then this paper would accept the null hypothesis that the true difference between these groups means is zero. On the other hand, if the p-value is larger, then this paper would reject the null hypothesis, and state that there is a true difference, which is different from zero. (Bevans, 2020)

Furthermore, the percentage number of p-value will also reveal to which extent it differs. Even though it is higher than the significance level, the extent to which it is higher also determines the significance of by how much it differs. This paper has chosen to perform an independent-samples t-test for this research, as it wants to investigate if there is a difference between two groups, mainly Denmark and Egypt. (Bevans, 2020)

4.9. Chi-Square Test

A chi-square test is a statistical equation that enables researchers to remain generally unbiased towards making the conclusion whether or not there are any significant differences

in the data. In order to perform a chi-square test, it is important to have done the necessary preliminary groundwork. One being, the researchers will have to find a critical value. The simplest way to find the critical value is by utilizing a chi-square distributions table. This table indicates the critical values, based on the degrees of freedom and significance level. (Turney, 2022)

Degrees of freedom are found by accumulating the number of different coders together. This paper has a total of 4 different coders, thus it is 4. However, when it comes to degrees of freedom, the researchers would also have to subtract it by 1. This means the degrees of freedom for this paper will equate to 3. The reason why 1 has to be subtracted and not e.g. 2 or 3, is because when you subtract 1 you create an estimate of parameters. This is done to avoid bias. (Dementyev, 2021)

The next step would be to identify the significance level. This is a more simple process, as it only requires the researchers to agree upon a certain percentage to indicate the critical value based on the degrees of freedom. This paper's researchers have agreed to have a significance level of 0.05, as it is considered to be a more popular choice. A significance level of 0.05 considers that there is a 5% chance that a difference exists, even when there actually is no difference. As a result, it would also indicate that a lower significance level would actually require stronger evidence in order to reject the null hypothesis, and vice versa. (Turney, 2022)

Speaking of, there are two types of hypothesis this paper will consider as a conclusion to the test. Those being the aforementioned null hypothesis, and the alternative hypothesis. This paper will consider the null hypothesis to be the current truth, and will attempt to prove it wrong by doing the statistical tests. That means, that if the chi-square test results indicate a number lower than the critical value, this paper will accept the null hypothesis, as there is no sufficient evidence to reject it. However, if the results indicate a number higher than the critical value, this paper will instead reject the null hypothesis, since there is enough evidence to do so, and instead accept the alternate hypothesis. (Simkus, 2023)

By having found the degrees of freedom and selecting a significance level, the paper is finally able to utilize the chi-square distribution table in order to find the actual number for critical value, seen in the appendix 4. (Turney, 2022)

Since this paper's degree of freedom is 3, and its significance level is 0.05, this paper will then have a critical value of 7.815. This means that in order for this paper to reject the null hypothesis, it would require the results of the chi-square test to be higher than 7.815.

Now all that is required in order to do a chi-square test is to find the expected values. At this stage, the research paper would already have chosen its categories (coders) to utilize for the materials it plans to use it on. If that has already been accomplished, that set of results would become the observed values.

However, it is important to also note that this paper is also focused on doing a comparative analysis, which means this paper will be conducting a chi-square for both Denmark and Egypt, whilst also combining both the results together. Additionally, when calculating the expected values, this paper will be combining the results from both Denmark and Egypt, thus giving them a connection in the equation. In order to find the expected values, this paper plans to utilize this specific formula:

$$(AD(t)*CI(t)) / total\ sample\ size$$

And

$$(AE(t)*CI(t)) / total\ sample\ size$$

(Biswal, 2023)

$AD(t)$ = Total advertisements in Denmark

$CI(t)$ = Total number within coder 1 (e.g. celebrity endorsement)

$AE(t)$ = Total advertisements in Egypt

This formula will be calculated to each coder within each country, so that it corresponds with the observed values. Once that is complete, and this paper has a fully completed observed and expected value, it can finally begin calculating the chi-square test, also known as χ^2 . The way chi-square test will be calculated will be through the formula in appendix 3.

By applying this formula to all the coders within each country, and adding them all up for each individual country, this paper will have two separated chi-square test results; one for Denmark and one for Egypt. Additionally, it will combine the chi-square results from Denmark and Egypt in order to get the final chi-square result. Afterwards, a check up will be

made to compare the results and the critical value in order to make the final judgement based on whether the null hypothesis is accepted or rejected.

5. Analysis

5.1. Introduction

The analysis will use the foundational data this paper has gathered for the chosen countries; Egypt and Denmark regarding Juhayna, and Arla. It will also go over a content analysis of the advertisements, which will attempt to find the strength of the presence of the coders that were selected for this particular content analysis. Afterwards, an overall conclusion will be made, whereas this paper determines the overall themes for the respective coders.

As aforementioned in the 4.7. Content Analysis section, this paper will answer a series of questions. Initially, this paper was guided by what this paper is researching, essentially the research question. Through that this paper went through a series of advertisements, of which were based on the selected companies and countries. Since this paper is a comparative analysis, this paper will be doing a separate content analysis for both Denmark and Egypt, while still focusing on the same companies. Specifically, this paper will be using the same coders for each of the countries.

Furthermore, this paper has a specific set of *emergent* coders, which have been selected by the researchers of this paper, that also makes sense in the context of the research direction. These coders will be further defined by the total number of advertisements and the number of advertisements under each of the coders. This in turn will give us results for the percentages of each of the coders for the respective countries.

The first step in conducting the content analysis was to select the coders of which the group would record the frequency of specific attributes in the chosen sample of advertisements. Four coders were chosen for measurement; celebrity endorsement, emotional appeal, informativeness of advertisement, and narrative. These coders were chosen to provide an overview of the commonalities the advertisements would share from the common nature of advertising (Broadus II, 2011).

The second step in conducting the content analysis is to review and test the advertisement samples from both countries, the group will check each advertisement to test the presence of each of the four previously chosen coders. The first coder is celebrity endorsement, the objective is straightforward as to identify the presence of each of them in the advertisements. The second coder, emotional appeal, is a collective of different emotions that can be present in the advertisements, e.g., humor, happiness, compassion, etc. The third and fourth coders, informativeness of advertisement and narrative, much like the first coder, the group reviews the advertisements to identify the presence of these coders.

This paper will perform a t-test in order to further define the distinction between the coders in Denmark and Egypt. Having completed a table for each of the different differentiators for each of the countries, this paper completes its content analysis. However, as this paper has an overview of both Denmark and Egypt, this paper also conducts a comparative analysis between the two content analysis from said countries. This establishes a better overview of how these coders stand out based on the same company, but in two different countries with their very different cultures.

Finally, this paper will also perform a chi-square test in order to uncover the differences between the observed values; the values this paper has from collected data based on the coders in Denmark and Egypt, and expected values. The expected values will be calculated from the observed values. Thus the chi-square test can be performed and used to compare the expected values with the observed values. (Turney, 2022)

5.2. Results

5.2.1. Inter-Rater Reliability Results

As mentioned earlier, the inter-rater reliability is used to assess the reliability of reviewers for the purpose of reviewing advertisements and coding them for the content analysis. For this paper, the two reviewers assigned to reviewing the advertisements are the members of the group. The first is a Danish-born bilingual who completed his undergraduate and pursuing his postgraduate studies in Denmark. The second is an Egyptian-born bilingual who completed his undergraduate education in Egypt and is currently undertaking his postgraduate studies in Denmark.

The advertisements of each country were evaluated by both reviewers, hence, the advertisements have been reviewed twice. The two raters reviewed a total of 25 advertisements. For this purpose, both Egyptian and Danish advertisements were translated into English, by the reviewers, in order for both reviewers to understand the advertisements from the other's language. After reviewing and gathering the agreed upon measures and the decisions made by each reviewer, the average inter-rater reliability coefficient is 0.88. This reliability value is within the acceptable level (Good, 2023).

5.2.2. T-Test Results

The t-test is used in order to compare the means of two groups. Specifically, it provides a scientific way for a paper to remain unbiased in its conclusion, when making estimations based on the results from the t-test. This paper has chosen a significance level of 5%, which means if the t-test's probability-value (p-value) is higher than the significance level of 5%, then this paper can conclude that there is a probability that there is a significant difference between the two groups. If it is lower than the significance level of 5%, then this paper can conclude that there is a probability that there are no significant differences between the two groups. (Bevans, 2020)

As aforementioned, this paper had chosen four different coders in relation to the direction of the research question. Mainly, emotional appeal, celebrity endorsement, informativeness of advertisement, and narrative. As a result, this paper conducted a t-test on all the aforementioned coders, and compared it between the advertisements of both Denmark and Egypt. The total number of coders found in Egypt's advertisements were a total of 32. For Denmark it was a total of 25, which means 7 more coders were found in Egyptian advertisements. (Table 1)

As can be seen on Table 1, the t-test indicated that the p-value was 0,275354 / 27,5%. The p-value was a lot greater than the chosen significance level of 5%, whereas the p-value surpassed the significance value by 22,5%. As a result, this paper concludes that there is in fact a significant difference between Denmark and Egypt, when regarding their advertisements in relation to the chosen coders. (Table 1)

Coders		
	Denmark	Egypt
Emotional Appeal	9	11
Celebrity Endorsement	0	4
Informativeness of Ad	9	7
Narrative	7	10
TOTAL	25	32

P-value 0,275354 / 27,5%

Table 1. P-Value

5.2.3. Chi-Square Test Results

As mentioned in the methodology section, this paper intends to use a statistical equation called chi-square test (Turney, 2022). In this section, the paper will go over all the results and findings this paper has accumulated for its groundwork in order to determine the chi-square test. To begin with, it had already been established in an earlier section that the degree of freedom is 3, and that this paper has chosen a significance level of 0.05. Additionally, it was also found that the critical value was 7.815. However, this paper has also progressed to the extent of which it has completed all the necessary groundwork.

Initially, this paper will introduce its observed values and describe the different numbers on the table 2, below:

Observed values					
	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative	
Denmark	0	9	9	7	25
Egypt	4	11	7	10	32
	4	20	16	17	57

Table 2. Observed Values

This table reveals the coders and the countries that are the focus of this content analysis. As can be seen, the numbers that are aligned with the coder and the country represents the amount of times said coder has been presented within the advertisements of the country; for Denmark, it's Arla and for Egypt it's Juhayna. An example would be that under the coder "celebrity endorsement", the amount of times it was represented by Arla in Danish advertisements is 0 times.

Furthermore, the number in the bottom row indicates the total accumulated number of one vertical row. For example under “emotional appeal”, the vertical total accumulated number is 20, since for Denmark it shows 9 and Egypt it shows 11, which makes up 20 when put together. Additionally, when looking at the horizontal instead, you have the total accumulated number as well, which for Denmark is 25, and for Egypt is 32. When you add all the numbers together, you get the total sample size, which is 57 and can be seen at the bottom right corner of the table.

With the observed values depicted in table 2, this paper has created an expected values table as seen below in table 3.

Expected values					
	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative	Total
Denmark	1.75	8.77	7.02	7.46	25
Egypt	2.25	11.23	8.98	9.54	32
Total	4	20	16	17	57

Table 3. Expected Values

As aforementioned in the methodology, this paper uses a specific way to calculate each of the values within the expected values table seen in table 3. An example would be to use the total combined value of Denmark times the total number of celebrity endorsements, and then divide it with the total sample size. By doing so, one should arrive with the value 1.75, as seen in table 3. The same method was applied to all the columns of the categories, thus creating the expected values table.

Observed values

	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative	Total
Denmark	0	9	9	7	25
Egypt	4	11	7	10	32
Total	4	20	16	17	57

Expected values

	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative	Total
Denmark	1.75	8.77	7.02	7.46	25
Egypt	2.25	11.23	8.98	9.54	32
Total	4	20	16	17	57

Table 4. Observed vs Expected Values

When comparing the respective numbers at table 4, many of the numbers are very similar to one another, while some of them are not. This is because the expected values show the numbers as if there were no association with the two tables. As a result some of the numbers are likely to be respectively similar, however some may not be. Now that the observable and expected values have been introduced, this paper can now calculate the chi-square for both Denmark and Egypt separately. As aforementioned, to calculate the chi-square test, also known as χ^2 , there is a specific formula used which can be found in appendix 3.

This formula was continuously applied to all the coders, and then added together as seen in table 5 below.

Chi-Square for Denmark

	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative
Chi Square =	1.754	0.006	0.560	0.028
Chi Square =	2.348			

Table 5. Chi-Square for Denmark

The results from the coders can be seen just below the names of the coders. However, as there is a sigma sign, in order to complete the chi-square test, everything needs to be added together. The final result from the equation for Denmark is 2.348, as shown at the bottom in bold.

Furthermore, another chi-square test was made with the same method as the one before, however, the results from Egypt were used instead. This can be seen in table 6 below.

Chi-Square for Egypt

	Celebrity Endorsement	Emotional Appeal	Informativeness of Ad	Narrative
Chi Square =	1.371	0.005	0.438	0.022
Chi Square =	1.835			

Table 6. Chi-Square for Egypt

As can be from the results from the equation on Egypt, it showed 1.835. It is a very similar number to the one made about Denmark, however slightly lower. Under normal circumstances this would be the final result, however as this paper is researching both Denmark and Egypt, and since it is not possible to have two chi-square tests for one content analysis, our option is then to combine the two results into one. This is simply done by adding them together, which resulted in a value of 4.183.

In the methodology section, it was already found that the critical value was 7.815. As it turns out the final value from the chi-square test is 4.183. This means that the chi-square test resulted in being lower than the significance level and critical value. Thus this paper can conclude that it accepts the null hypothesis, that there are not any significant differences between the observed and expected values for the coders in Denmark and Egypt.

5.2.4. Coders

The purpose of the chosen coders is to identify the characteristics of the advertisements and the messages they are attempting to send. As a result, this paper has the potential to paint a clearer picture to the reader, of which could be resourceful, towards understanding the different phenomena of each country. It will also have the potential to provide an important insight into focusing on the right aspects when advertising in either Denmark or Egypt through the coders.

This section will go over the different coders separately, and provide insight into the coders themselves as well as the mean. The mean will provide the reader with an indication of the average value; a percentage of the the number of times a coder has been introduced in an advertisement in either Denmark or Egypt.

5.2.4.a. Celebrity Endorsement

The first coder was *Celebrity Endorsement*. The purpose was to identify whether or not the country utilizes celebrities to encourage consumption of their products. The results show that it was not considered a strategy used by Arla in Denmark, as it was not found in any of their advertisements. However in Egypt, it was shown 4 times and had a mean of only 0.33. These numbers were lower compared to the other coders, which could indicate that while Egypt does utilize celebrity endorsement as a strategy for their advertisements, it does not appear to be as popular as other factors.

5.2.4.b. Emotional Appeal

The second coder was *Emotional Appeal*. For this paper, emotional appeal is the way the advertisements are constructed to appeal to the pathos (appeal to the emotions) of the viewers. This was commonly used in both Danish and Egyptian advertisements, as in Danish advertisements, it was shown 9 times, out of a total of 13, from the advertisements from Arla. It also had a mean of 0.69, making it very prominent overall through all the advertisements. For Egypt the results were even higher as it was shown a total of 11 times, out of a total of 12, from Juhayna. It had a mean of 0.92, which means that almost every advertisement shown from Juhayna had emotional appeal, making it a very common strategy used for an Egyptian audience.

5.2.4.c. Informativeness of Advertisement

The third coder was *informativeness of advertisement*. Here the paper defines this coder as how the communication is conducted by the advertisements. Specifically, it regards whether an advertisement communicates its product information based on a detailed description of what it is, and how it may be beneficial in any way the viewers might think positively of. What was found was that Denmark and Egypt have a relatively high informativeness of advertisement, whereas Egypt had 7 and Denmark had 9. When looking at the mean, Egypt had a 0.58 and Denmark a 0.69. Thus this paper can conclude that informativeness of advertisement must be relatively important, when regarding advertising in both Egypt and Denmark.

5.2.4.d. Narrative

Lastly, the fourth coder was *Narrative*. For this paper narrative regards if the advertisement had a connecting story to its objective throughout the video. It was found that Egypt had a total of 10, while Denmark only had 7. The means also show a significant difference, as Egypt had a mean of 0.83, and Denmark 0.54. Therefore, having a narrative is more common to find in Egyptian advertisements, presumably as it adheres more to the audience, thus making it more of a priority.

Overall the coders showed very different means, however there were some slight differences. One could speculate that the cause of these non-similarities could be caused by emphasized strategies that are more fitting to the audience in the specific market and country of investigation. In contrast, informativeness of advertisement appeared to share a very similar mean. This could be an indication that both Egypt and Denmark's audience, within this market, both appreciate having more informative styled advertisements.

6. Discussion

In this section, we intend to discuss the practical work developed in order to answer the four hypothesis:

H₁ : Egyptian advertisements utilize more emotional appeals than the Danish ones.

H₂: Egyptian advertisements utilize more celebrity endorsements than the Danish ones

H₃ : Egyptian advertisements utilize more narratives than the Danish ones.

H₄ : Egyptian advertisements utilize less information cues than the Danish ones.

Initially, the group stretched on the literature review and theories that supported our investigation. Also, the analysis of the findings are presented to finally explore the contribution of the theoretical background in interpreting the data.

In order to assess the collected advertisements from selected countries, the group decided on performing a content analysis in order to identify the different drivers that control the overall messages in the advertisements. First, the group selected a total sample of 25 television advertisements that were broadcasted within the past 15 years, 12 from Egypt and 13 from Denmark. The sample was limited to advertisements from the companies Juhayna and Arla given that both companies are the market leaders in both countries.

Second, before starting the content analysis, an inter-rater reliability assessment was performed to look at each individual advertisement's independent coding to estimate how much the individual independent coding agrees with one another. The reliability assessment also eliminates inaccuracies when reviewing the advertisements and maintains a high level of consistency throughout the analysis. The reliability assessment resulted in a coefficient of 0.88, meaning that the reliability value was within the acceptable value.

Third, the content analysis was performed by both reviewers by assessing the total sample of advertisements and identifying the coders that would be the main categories to test in this sample. The coders were identified as celebrity endorsement, emotional appeal, informativeness of advertisement and narrative. A second stage of review was then performed by the reviewers in order to test the presence or absence of each of the coders in the total sample of advertisements.

This second round of reviewing was the stage when the group started to see the pattern of significant difference between advertisements from each country. For instance, celebrity endorsement was present in 4 different advertisements from Egypt, whereas none of the Danish advertisements had any. On the other hand, one of the coders, informativeness of advertisement, showed that the difference was not significant; 7 of the Egyptian advertisements contained informational cues, while 9 of the Danish advertisements had them.

It is also worth mentioning that this is the only coder where the Danish advertisements scored higher than the Egyptian ones.

Fourth, a t-test was performed in order to compare the means of results of the coders from both sample groups and determine if the two sample groups are different from one another, additionally, it was used as a reason for keeping this study unbiased without favoring any of the sample groups. The first hypothesis stated that Egyptian advertisements utilize more celebrity endorsement than the Danish ones. Differences were shown between both groups to that Egyptian advertisements (mean score = 0.33) were significantly higher than Danish advertisements (mean score = 0)

The second hypothesis stated that Egyptian advertisements utilize more emotional appeal than the Danish ones. Again, the differences shown between both groups state that it is significant, Egyptian advertisements (mean score = 0.92) utilize emotional appeal in almost all of the advertisements, whereas Danish advertisements (mean score = 0.69) were significantly lower in that aspect. The third hypothesis stated that Egyptian advertisements utilized more narratives than the Danish ones. Almost the same difference was shown between the Egyptian advertisements (mean score = 0.83) and the Danish advertisements (mean score = 0.54).

On the other hand, the fourth and final hypothesis stated that Egyptian advertisements utilize less informative cues than the Danish ones. While the hypothesis proved to be true like the rest, however, the difference between Egyptian advertisements (mean score = 0.58) and Danish advertisements (mean score = 0.69) were not significant, unlike the other hypotheses.

Fifth and final step in the analysis was the Chi-Square Test, it was used to further illustrate the validity of the tests performed and the results extracted. By calculating the extracted values, comparing them with the observed values and calculating the chi-square (4.183), the result proved the differences between the expected values and the observed values (shown in table 5.5.3.) to be within the 5% chance chosen at the start of the test.

Therefore, after conducting the tests that showed that there are significant differences in the different aspects chosen between Egyptian and Danish advertisements, this study can conclude that the culture of a specified country influences the creative strategy choices in

advertisements. However, due to limitations in the analysis and sample choices, the study can also conclude that culture is not the only influence on creative strategies but rather on of different influences.

7. Conclusion

In the conclusion section, this paper will accumulate its findings in an attempt to answer its proposed research question “*Does culture influence creative strategy in advertising in Egypt and Denmark’s dairy sector?*”

Initially, this paper performed an inter-rater reliability test to understand the solidity of the collected data on the coders, as there are multiple researchers collecting said data. In other words, it tests for the reliability of the data collected compared with all the researchers' collections. Thus it finds out whether or not the data collected by each researcher is consistent with one another. The result of the inter-rater reliability was 0.88, which is considered a very acceptable level, as it is above 0.75 (Good, 2023). Thus this paper concludes that the data collected by each researcher is very consistent with one another.

Thereafter, it looked into the t-test in order to compare the means of two groups. It had chosen a significance level of 0.05, and if the results of the t-test; p-value was higher than the significance level, it would indicate that there is a significant difference between the two countries. The result of the t-test was 0.275, which was in fact higher than the significance level of 0.05. Thus this paper concluded that there was a significant difference between Egypt and Denmark.

Finally, the paper also performed a chi-square test, of which its intention was to define the expected values, and then compare the results from the expected values with the ones in the observed values. This was done by finding and using the critical value, which would give the estimation and also the conclusion for the results from the chi-square value. It was found that the critical value was 7.815, and the chi-square results from Denmark was 2.348 while in Egypt it was 1.371. However, the results from Denmark and Egypt needed to be combined, which led to the final result of 4.183. As the final result of the chi-square test was 4.183, which was within the borders of the critical value, this paper ultimately concluded that the difference between the observed and the expected values were quite insignificant.

The paper also looked into the specific coders, and attempted comparing the quantity of times the coders appeared in the advertisements for each country. It also looked into the mean differences between the two countries in order to compare the differences. It was found that the coders, when comparing the different countries, revealed very different means. As a result, this paper concluded that when looking at the different coders, each of the two countries had their own priority, in which it was deemed to be most tailored. However, when looking at “informativeness of advertisement” specifically, the two countries had quite similar results, which leads to the belief that the society in both Egypt and Denmark appreciate informative styled advertisements.

All in all, this paper performed multiple tests, which was intended to strengthen the results when comparing the differences between the countries in terms of how culture influences creative strategy in advertising. The coders were designed in a way where it would target the culture, and the creative strategy would be based on the results we got from the coders. Based on that, this paper’s findings resulted in that there was in fact a relatively large difference between the cultures of Denmark and Egypt, as they did not seem to agree with one another on the multiple coders, with the exception of informativeness of advertisement.

Therefore, in relation to the research question “*Does culture influence creative strategy in advertising in Egypt and Denmark’s dairy sector?*”. This paper concludes that culture does influence creative strategy when advertising in Egypt and Denmark’s dairy sector, because the creative strategies performed in each country are quite different, thus in order for a successful implementation of a creative strategy, one must tailor it respectively depending on whether it is Denmark or Egypt. Additionally, this study will help international marketers to understand how to approach advertising in a new country by applying the content analysis, and other tests performed in this paper, and pinpoint the differences in culture, which subsequently will shape the advertisement.

8. Limitations and Future Recommendations

A number of limitations should be kept in mind when interpreting these results. First, the sample size chosen for analysis was relatively small. Second, choosing a single sector to

review limited the views of creative choices. Additionally, choosing single companies from each country, Juhayna and Arla, also limited the views of created choices. Third, the few number of reviewers restricted the opportunity of having more characteristic personalities and personal views' inputs in the analysis. Fourth, the sample was constricted to only one format of advertisements, television, that were broadcasted within the last five years. Fifth, due to time limitations, the group could not perform interviews with industry professionals, as intended.

The study suggests a number of recommendations for future researchers. First, including different sectors in their research and categorizing advertisements based on product categories. Second, increasing the number of reviewers in the content analysis to gain a wider insight from different viewer characteristics. Third, including different formats of advertisements, like digital advertisements and billboards, to assess how culture also affects these different mediums. Fourth, conduct surveys and interviews with advertising industry professionals in order to gain more insights on the effects of culture and how they affect the professionals' creative choices.

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Appendix

Appendix 1 (Egypt)

Nr	Brand	Name of Advertisement	Link of Advertisement	Year
1	Juhayna	Juhayna Encourages the Mothers	https://www.youtube.com/watch?v=vLvMpayy-Nw	2022
2	Juhayna	Juhayna's Juice Tastes better(a)	https://www.youtube.com/watch?v=w3_XIHRRsA4	2021
3	Juhayna	Juhayna's Juice Tastes better(b)	https://www.youtube.com/watch?v=0cIVqKjcdks	2021
4	Juhayna	Juhayna N&G	https://www.youtube.com/watch?v=dvGpuwV5V-A	2021
5	Juhayna	Juhayna X Baheya	https://www.youtube.com/watch?v=BXWpK4WaC7w	2021
6	Juhayna	Authentic Greek Yoghurt	https://www.youtube.com/watch?v=O4_vwMXUuUQ	2020
7	Juhayna	New from Juhayna	https://www.youtube.com/watch?v=_r4G5E1e0P4	2019
8	Juhayna	Mix is Better (a)	https://www.youtube.com/watch?v=_pISR5IY9sA	2018
9	Juhayna	Mix is Better (b)	https://www.youtube.com/watch?v=8tlFuQYj5_Y	2018
10	Juhayna	Are you nervous? Refresh (a)	https://www.youtube.com/watch?v=CqtKyWbzo10	2018
11	Juhayna	Are you nervous? Refresh (b)	https://www.youtube.com/watch?v=7BsePcelBPE	2018
12	Juhayna	Are you nervous? Refresh (c)	https://www.youtube.com/watch?v=hRFq9U2R798	2018

Appendix 2 (Denmark)

Nr	Brand	Name of Advertisement	Link of Advertisement	Year
1	Arla	Arla Øko	https://www.youtube.com/watch?v=fbtWOK87TIU&ab_channel=TV2Play	2023
2	Arla	Mælk er mere end mælk	https://www.youtube.com/watch?v=gwKIJGnmS7o&ab_channel=ArlaDanmark	2022
3	Arla	Arla Pilotgårde	https://www.youtube.com/watch?v=fscmV0IEJRU&ab_channel=ArlaDanmark	2022
4	Arla	Hvert valg gør en forskel	https://www.youtube.com/watch?v=Sul53d8EEXE&ab_channel=ArlaDanmark	2022
5	Arla	Arla ØKO CO2e	https://www.youtube.com/watch?v=H2QseYxY2Jg&ab_channel=ArlaDanmark	2022
6	Arla	Et valg vi tager	https://www.youtube.com/watch?v=E66n6Jjfg_M&ab_channel=ArlaDanmark	2022
7	Arla	Skridt for skridt mod en bæredygtig fremtid	https://www.youtube.com/watch?v=71KailDqSOA&ab_channel=ArlaDanmark	2021
8	Arla	Hvad laver køer om natten?	https://www.youtube.com/watch?v=mY_fAsVwfV4&ab_channel=ArlaDanmark	2020
9	Arla	Arla explorers	https://www.youtube.com/watch?v=ddpS4p4jzTk&ab_channel=ArlaDanmark	2020
10	Arla	Skyr med havre	https://www.youtube.com/watch?v=As-n4j7CTWw&ab_channel=ArlaDanmark	2019
11	Arla	En økologisk og naturlig nyhed	https://www.youtube.com/watch?v=GYw-iDcfNRY&ab_channel=ArlaDanmark	2019
12	Arla	Smør smag på stemningen	https://www.youtube.com/watch?v=B_rCD6TS3gM&ab_channel=ArlaDanmark	2018
13	Arla	Smør smag på ulvetimen	https://www.youtube.com/watch?v=PVRT8uWcdPs&ab_channel=ArlaDanmark	2018

Appendix 3 (Chi-square test formula)

$$\chi^2_c = \frac{\sum (O_i - E_i)^2}{E_i}$$

(Biswal, 2023)

O = Observed value

E = Expected value

Σ = total sum of

Appendix 4 (Chi-Square Distribution Table)

Degrees of freedom (df)	Significance level (α)							
	.99	.975	.95	.9	.1	.05	.025	.01
1	-----	0.001	0.004	0.016	2.706	3.841	5.024	6.635
2	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210
3	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345
4	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277
5	0.554	0.831	1.145	1.610	9.236	11.070	12.833	15.086
6	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812
7	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475
8	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090
9	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666
10	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209
11	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725
12	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217
13	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688
14	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141
15	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578
16	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000
17	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409
18	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805
19	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191
20	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566
21	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932
22	9.542	10.982	12.338	14.041	30.813	33.924	36.781	40.289
23	10.196	11.689	13.091	14.848	32.007	35.172	38.076	41.638
24	10.856	12.401	13.848	15.659	33.196	36.415	39.364	42.980
25	11.524	13.120	14.611	16.473	34.382	37.652	40.646	44.314
26	12.198	13.844	15.379	17.292	35.563	38.885	41.923	45.642
27	12.879	14.573	16.151	18.114	36.741	40.113	43.195	46.963
28	13.565	15.308	16.928	18.939	37.916	41.337	44.461	48.278
29	14.256	16.047	17.708	19.768	39.087	42.557	45.722	49.588
30	14.953	16.791	18.493	20.599	40.256	43.773	46.979	50.892
40	22.164	24.433	26.509	29.051	51.805	55.758	59.342	63.691
50	29.707	32.357	34.764	37.689	63.167	67.505	71.420	76.154
60	37.485	40.482	43.188	46.459	74.397	79.082	83.298	88.379
70	45.442	48.758	51.739	55.329	85.527	90.531	95.023	100.425
80	53.540	57.153	60.391	64.278	96.578	101.879	106.629	112.329
100	61.754	65.647	69.126	73.291	107.565	113.145	118.136	124.116
1000	70.065	74.222	77.929	82.358	118.498	124.342	129.561	135.807

(Turney, 2022)

Appendix 5 (Inter-Rater Reliability)

$$\text{Inter-Rater Reliability} = 2M/(N1 + N2)$$

(Atlas.ti, 2021)