

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**A STUDY ON CONTROVERSIAL ADVERTISING:
AN INVESTIGATIVE CROSS CULTURAL STUDY OF
THE IMPACT
OF CONTROVERSIAL ADVERTISEMENT
ON GENERATION X IN TURKEY AND PAKISTAN**

Master Thesis

AHSAN CHOUDHRY

JUNE,2020



**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**THE GRADUATE SCHOOL OF SOCIAL SCIENCE
MASTER OF MARKETING**

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SUPERVISOR: ASSOCIATE PROF. DR. ELIF OKAN

İSTANBUL, 2020

**THE REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL OF EDUCATION
MASTER OF ENGLISH LANGUAGE EDUCATION**

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DEDICATION

I dedicate this dissertation to my mother without whose support and prayers I would have been able to complete this degree.



ACKNOWLEDGEMENT

I would like to offer my gratitude to my instructor first for guiding me throughout this program. Then I would like to thank my encouraging family members and supportive friends who played their part in the completion of this dissertation.



ABSTRACT

A STUDY ON CONTROVERSIAL ADVERTISING:
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Suh, Sara

MASTER OF MARKETING

AHSAN CHOUDHRY

Supervisor: Associate Prof. Dr. Elif Okan

June 2020, 90 pages

This research study attempts to understand the impact of controversial advertisement on the consumers. The study undertakes the generation X of Turkey and Pakistan as consumers and how they respond to the idea of controversial advertisements. It will attempt to understand the degree of skepticism in regards to controversial advertisement. Then a comparative study is also conducted in addition to understand the similarities and differences between the responses of the two countries' generation X. It will discuss in detail the concept and importance of controversial advertisements and how they are executed in the market in regards to the conventional advertisements.

Key Words: Controversial Advertisement, Conventional Advertisement, Types of Advertisement, Cross Study, Turkish Generation X, Pakistani Generation X, Turkey, Pakistan

ÖZET

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PAZARLAMA YÜKSEK LİSANSI

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Bu araştırma tartışmalı reklamların tüketiciler üzerindeki etkisini anlamaya çalışmaktadır. Araştırma, tüketici olarak Türkiye ve Pakistan'ın X kuşağını ve tartışmalı reklam fikrine nasıl tepki verdiklerini ele alıyor. Bu çalışma tartışmalı reklama ilişkin şüpheciliğin derecesini anlamaya çalışacaktır. Daha sonra, iki ülkenin X kuşağının tepkileri arasındaki benzerlikleri ve farklılıkları anlamak için karşılaştırmalı bir çalışma yürütülmektedir. Tartışmalı reklamların kavramı ve önemi ve geleneksel reklamlara göre piyasada nasıl uygulandığı ayrıntılı olarak tartışılacaktır.

Anahtar Kelimeler: Tartışmalı Reklam, Geleneksel Reklam, Reklam Türleri, Çapraz Çalışma, Türk Nesil X, Pakistan Nesil X, Türkiye, Pakistan

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INTRODUCTION

In the modern world, the business has gone up very competitive and so is the complexity of the consumer base wherein different techniques of advertisement are created and executed to catch the maximum attention of the prospect (Wells et al., 2003). It is understood that advertisement is the most effective mean of communication between the businesses and the consumers and this has led to the creation of different forms of advertisement appeals (Kara and Kaynak, 1996; Wedel and Kamakura, 1995) out of which some are fund pleasant and some not leading to the idea of controversial advertisement in the marketing arena (Schewe and Meredith, 2004).

The use of controversial advertisement for different forms of products and/or services is seen to be as a new and increasing trend with the idea to cut through the clutter in the marketplace. Other reasons include: global promotional strategizing, desensitizing of community, make use of creative thinking to market controversial products/services, growth of new media, increased scope of awareness of prospect.

At the same time apart from the dilemma whether use of controversial advertisement is ethical or not, it is understood that the deliberate execution of controversial advertisement for public viewership may be found as offensive to man of the prospect. It is therefore significant to understand how and why controversial advertisement is being taken as offensive/repulsive.

This dissertation will look into the investigative cross-cultural study using the countries of Turkey and Pakistan. The study first aims to identify whether and to what extent controversial advertisement has an influence on the consumer base in general and the generation x of consumer base in specific. Then a comparative study will be followed to highlight the similarities and differences between the responses of generation X of both countries.

1.1 BACKGROUND

With the progress of time, different appeals and forms of advertisements have been created and experimented as the consumer base is becoming more complex, opinionated and diverse at the same time (Kotler and Armstrong, 2011). This has called for executing bold and risk content in the advertisement which have proven to hit or miss with the prospect but it has been seen, such ads have ended up creating the buzz and different segments of consumer base respond differently where their cultural, religious, societal and environmental values have said to have some influence as well (Meredith and Schewe, 2002).

1.2 RATIONALE FOR STUDY

1.2.1 Overview of Research Issue/Topic

This is investigative cross-cultural study with countries: Turkey and Pakistan on impact of controversial advertisement on generation X of consumer base.

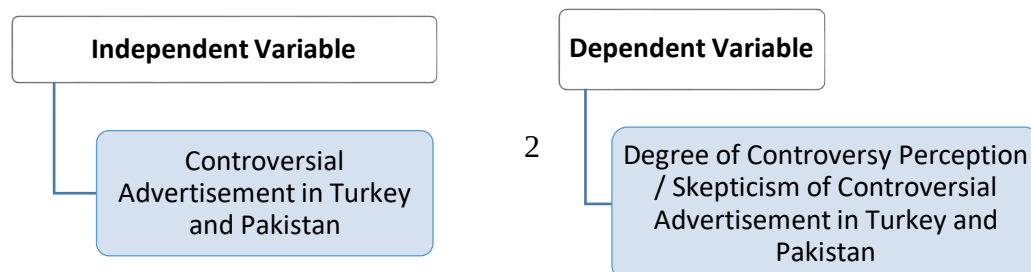
H_A: The generation X of Turkish is skeptical about controversial advertisement

H_B: The generation X of Pakistanis is skeptical about controversial advertisement

H_C: The generation X of Turkish is less skeptical of controversial advertisement than that of Pakistanis

1.2.2 Research Hypothesis

The hypothesis for the dissertation has the following developed variables to investigate the topic:



1.2.3 Research Significance

This research will prove to be instrumental in understanding how the effectiveness of controversial advertisement on the consumer base in general and generation x in specific and also what are the implications of the same.

This research will prove to be instrumental in understanding the effectiveness and implications of controversial advertisement and what degree of skepticism of controversial advertisement exist in Turkey and Pakistan.

1.3 RESEARCH OBJECTIVE AND SCOPE

The research's objective is to study the impact of controversial advertisement on generation x the consumer base of Turkey and Pakistan.

The objective of this research is to study the impact of controversial advertisement and degree of controversy perception in Turkey and Pakistan.

The research aims to:

- a) To analyse the impact of controversial advertisement on generation x of consumer base.
- b) To analyse the impact of controversial advertisement on generation X consumers' perception.
- c) To analyse the responses and reasons behind of generation X of consumer base.

- d) To analyse the responses and scepticism reasons of the consumers in both countries.
- e) To compare and contrast the results of the consumers from both countries and how varying their degree of scepticism in regards to controversial advertisement is.
- f) To identify factors to make successful advertising strategies to reach the masses.
- g) To identify factors of controversial advertising that are acceptable across countries.

1.4 RESEARCH QUESTION

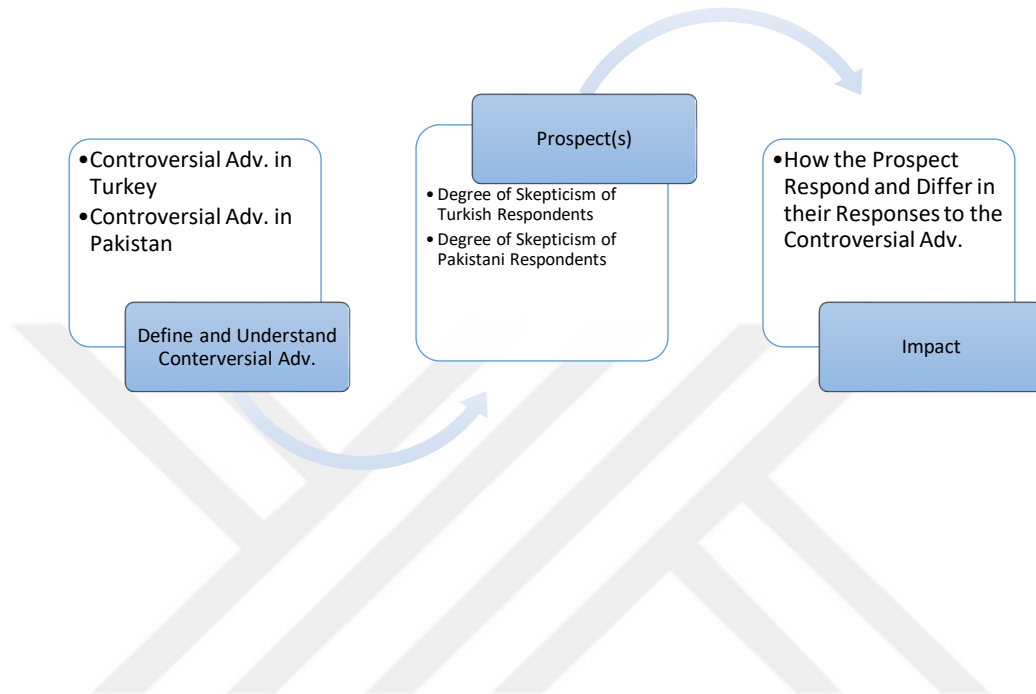
This study will shed light on the following main agendas:

- a) What is the impact of controversial advertisement on consumer base (generation x)?
- b) What and how the different elements/types of controversial advertisements impact consumer base (generation x)?
- c) Analyze consumer base (generation x) responses and the reasons behind.
- a) How different is the synopsis of influences created by controversial advertisement on Turkish and Pakistani consumer base (generation x)?

1.5 Benefits/Implications of Research

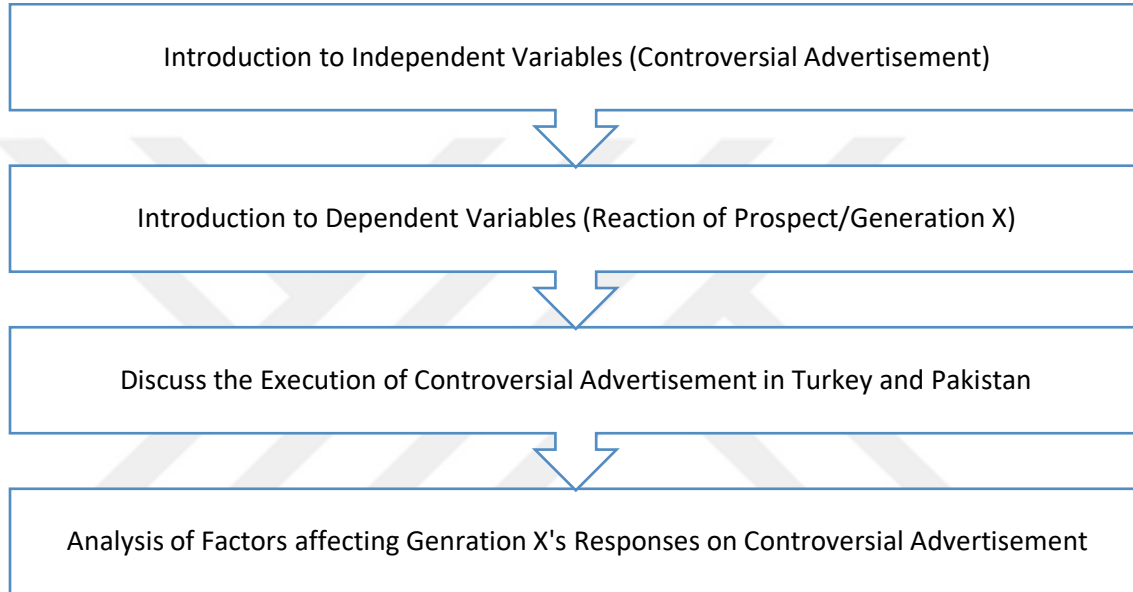
This study will help in further researches and create successful advertising strategies as well (Srinivasan, Park & Chang, 2005).

1.6 Conceptual Framework (Research Model)



LITERATURE REVIEW

This chapter gives an insight to the investigative topic using the mean of secondary data along with brief discussion and analysis with the factors encompassing the topic:



2.1 CONTROVERSIAL ADVERTISEMENT

It is seen that in the current state of the businesses carried by companies and organizations have changed significantly and there are now called contemporary, complex and/or flexible structures and along with the managers, businessmen and marketing practitioners have been into works to come up with creative, newer and alternative methods and ways in the scope of advertisement for gaining interest, desired response/attention from the prospect and creating awareness among the same (Drewniany and Jewler, 2001).

The term controversial advertisement is also synonym with controversy advertisement. It is understood that as the name suggests, this form of advertisement dealing with complex

and controversial issues have multiple facets. There have been fewer studies on this terminology and the most extensive and largest research is done by the IAA which stands for International Advertising Association. They have their publication brought to light by the controversial Advertising: How Advertisers present Points of View in Public Affairs.

With the passage of time, controversial advertisement started gaining popularity while emphasizing on the need for more researches in the field. Many alternative terminologies came up to the surface: strategic advertising, opinion advertising, public-interest advertising etc. and finally the term 'controversial/controversy' was decided on to be the best match. It defines a range of activity-levels from passive to opposition leading to discuss and/or dispute. It offers a question at issue/matter and doesn't limit the no. of ideas/opinions in dialogues (IAA, 1977).

Following are the formal words that define controversial advertisement as any type of public message/communication (paid) presented via mean of public advertising by a known source showing the intended information/opinion encompassing a publicly recognized controversial issue. It is to be noted that as any other form of advertisement, controversial advertisement is paid as well by the corporation. The origins are to be known to understand the intention behind the advertisement as well as the goals intended to be achieved. Some controversial advertisements are by the corporations, some are by the government and social groups as well. Knowing the institution, one can understand the objective behind and it helps in the acceptance of the message presented by the advertisement. Because there is perception that many corporations go for the unconventional ways to generate buzz for profits and publicity only.

This also led to rise of experimental advertisers who were to take up a notch when it came to creativity and taking risks with advertisements. With the passage of time, with the economic expansion, newer businesses and stronger corporations, there were more opportunities to present creative, innovative and newer concepts. It is seen that the controversial advertisement campaigns came up with the trendiest ideas, bigger scope and

allowed for more consumer engagement. Yet there is much to be said whether the consumers are fully positive with the controversial advertisement.

2.1.1. Controversial Advertisement –Progression and Implications

This has led to use of many different kinds of slogans, themes, images and ideas which are found controversial over time (Waller, 2004; McIntyre, 2000; Waller, 1999) and with the objectives gained of getting attention, these concepts have been exploited over the time frame of three decades while with the development in the media on a progressive rate (Pope et al., 2004; Severn et al., 1990). At the same time there is always a chance of getting things get the adverse impact leading to falling sales, negative publicity, boycotting product/service and/or receipt of complains as suggested by (Waller and Fam, 2003). It is also seen that there is a chance of getting a negative offence/reaction leading to unpleasant publicity resulting in boycott, negative sales and complaints (Waller and Fam, 2003). Yet many advertisers continue with the controversial agenda in order to gain attention whether negative or positive (Fogul, 2002). However with the pros and cons both available, the marketing practitioners are always ready to make use of every opportunity for the purpose of gaining attention and responses of the prospect either subtly or boldly as the requirement be (Fogul, 2002).

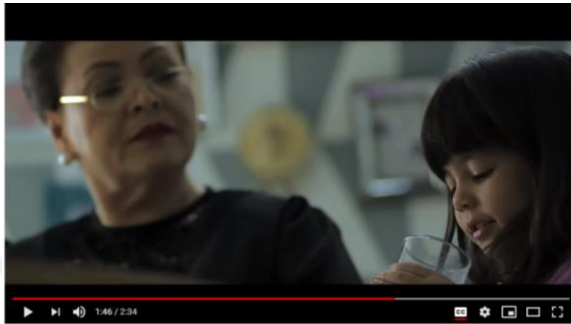
2.1.2. Controversial Advertisement –Examples via Different Advertisement Appeals

Controversial Advertising is not a collection of homogeneous commercials. Each company and even different brands within the company use different advertising appeals. Some of such appeals have been highlighted as follows where the form of advertisement is controversial being executed through different forms of appeals:

a) Honesty:

The following ad is with honest appeal. It reflects how honest the product is by incorporating the three generations of a family. It shows that the time is changing but the same product has been utilized. The use of the family bonds between the grandmother,

mother and the grandkid reflects the elements of sincerity and genuineness with which the audience is able to connect as they find this ad honest and true as it states about the product that it is a constant in houses with growing kids no matter what phase of time is.



For Our #1 Lolas | NIDO FORTIGROW | Nestlé PH

Source: <https://www.youtube.com/watch?v=YMjCGnrCNaQ>

The following ad shows the use of honesty appeal where the brand itself while advertising its products and the range, showing how consumption of sugar and calories in high quantity isn't favorable for the health of the audience. Then at the same time they are stating about they have played their part by revising their formula for the drinks and introducing healthier options as well. It portrays the idea of a healthy and balanced diet by projecting people of different kinds to make the human connection.



The Honest Coca-Cola Obesity Commercial

Source: <https://www.youtube.com/watch?v=bHhCP5ad-zM>

a) Fear:

The following advertisement is with fear appeal. It really taps into the fear factor of the audience prompting them to respond to the ad's idea. It talks about the most sensitive factor in the ad i.e. kids of our home.



Make Safe Happen Nationwide 2015 Super Bowl Commercial

Source: <https://www.youtube.com/watch?v=ko2OLSA-npc>

The following ad shows the use of fear appeal where it can be seen that the innocence of a kid is used and is being connected with the act of smoking in the manner that it attempts to show how hazardous smoking can be. It tries to instill fear among the audience to get the message heard.

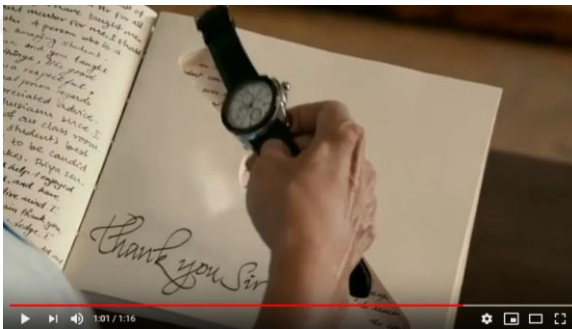


Quit Smoking Commercial by quit.org.au

Source: <https://www.youtube.com/watch?v=SfAxUpeVhCg>

b) Emotion:

The following advertisement is with emotional appeal. It shows one of the most important bonds that is reflected between the teacher and the students. It shows how the hard work of the teacher is being recognized by the students as they gift him a watch of well-known and iconic brand.



Most Heart Touching emotional ad | Titan

Source: <https://www.youtube.com/watch?v=bdsVo5ELN5k>

The following ad shows an emotion that is pure and just full of love. This emotion exists between the bond of a mother and her kid. This ad has very beautifully captured this relationship where it refers to the emotion of growing up under the guidance and support of your parents and how then it becomes our turn to take care of them in their old age. It depicts role reversal.

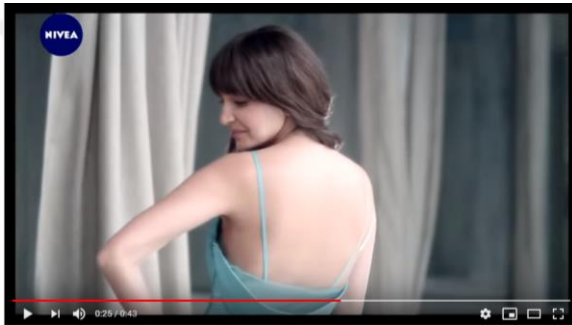


'Dadi (Paternal Grandmother)' by Help Age India

Source: <https://www.youtube.com/watch?v=Z8-bAFTXoTI>

c) Sex:

I have chosen the following advertisement for the ad with sex appeal. Here this appeal is shown in subliminal way where there is much skin exposure and factors of lust, attraction are shown instead of just showing how the benefits of the cream in a simple manner. Also individuals of opposite genders are being modeled as well.



NIVEA India -- Anushka Sharma Ad for Whitening Cell Repair Body Lotion

Source: <https://www.youtube.com/watch?v=rfHFBZ4NRUA>

The following ad shows the use of sex appeal in the advertisement of a famous mango juice being broadcasted in the countries of South East Asia. Moreover they have used a well-known celebrity as well. This no doubt has made the product registered in the mind of the audience but at the same time the sexual projection is purely objectifying women which shouldn't be encouraged in any case scenario; especially when they are trying to sell a simple juice box.



Mango Slice Ad Campaign – TVC with Katrina Kaif

Source: <https://www.youtube.com/watch?v=JfB2mo5juOk>

d) Humor:

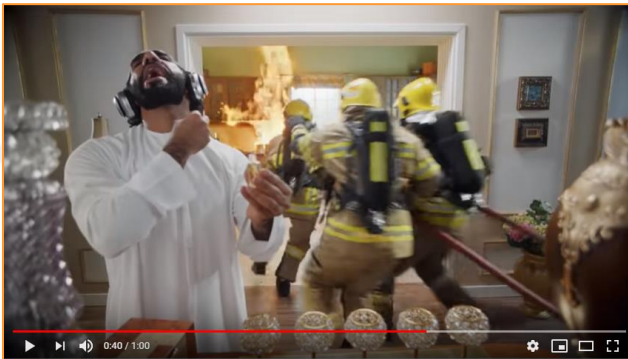
The following advertisement is with humor appeal. Its approach is quite clever where through the elements of light humor and some moments of laughter, they have conveyed the benefits of the idea of the product. They executed the ad with humorous story showing how OLX is such an easy and good platform for buying and selling used items online. They are showing a profitable way to get rid of items at your home which aren't of your use any more and then getting good amount of money in return by your own to purchase something new or just save.



OLX India –where cell phone has become sell phone

Source: https://www.youtube.com/watch?v=0d3Gpi8_bNA

This following ad shows how humor can be used to deliver a message which is important effectively. It has described a very dangerous situation with the hint of laughter and humor to make the audience understand about the consequences but on a lighter note. This way all classes and types of audience can see the ad and understand that how a tragedy can be avoided and what facility is being advertised. Sometimes humor is a good way to engage your audience.



TVC by UAE Etisalat in link with HassanTuk

Source: https://www.youtube.com/watch?v=KH_VM0i3AKw

e) Irritation:

The following advertisement is with irritation appeal. The idea of clear skin is understandable with men but imposing the idea of fairness with men isn't much a likeable idea. Though it has created a shift in the products of personal care for men when it comes to take care about their skin in terms of color, cleanliness and hygiene.



Fair & Lovely for Men Ad - India

Source: <https://www.youtube.com/watch?v=nWls3U7ZZ1E>

This following ad shows how every ad can't be musical in order to sell their products. In this ad, I find the music and dancing quite extra and very irritating at times because the projections of the small events in the ad has really nothing much to do with the product shown in the ad. All the things look extra and out of context. It can be said that at times over-imposition of an idea in an ad tends to make it irritating. The bigger than life dance sequences and the hands act look somewhat weird and not eye appealing at all.



Naya Tarang TVC featuring Saba Qamar, Sajal Aly and Hareem Farooq || New Pakistani Ad ||

Source: <https://www.youtube.com/watch?v=u7CXE2eERKg>

f) Cost-comparison:

The following advertisement is with cost-comparison appeal. This shows that the product being advertised here has the capacity to wash more dishes with just one drop of the liquid soap as compared to other liquid soaps. They have used narration as well as visual representation of the idea where the stack of dishes is thrice (when washed with lemon max liquid soap) than the other one (washed with ordinary liquid soap). In this way, if you buy the advertised product, you will save money as it will last for a longer time.



Lemon Max - 3X Grease Cutting Power

Source: <https://www.youtube.com/watch?v=RIzMUEZPi6I>

This following ad shows that how figures or numbers can be used to build the interest of the audience in the product by showing how they are providing extra quantity of the product but at a much more competitive and cheaper price. The price is surprisingly low as compared to the provided quantity.



Bonus Tristar AD - Rs 10 Extra Sachet TVC

Source: <https://www.youtube.com/watch?v=6jLPNcrAbLY>

2.1.3. Controversial Advertisement –Impact on Culture and Values

It is understood that as any form of advertisement, controversial advertisement has a tendency to impact the society and culture. There have been some communication and psychological researches on the understanding impact of advertisement on the environment. There has been debate on the same because it is important for the advertisers to know whether the money spent by corporations and government is making on the controversial advertisements are impactful (Dyer, 1988). It has been discovered and stated that advertisement has been with the humans since existence in one form or the other and experiencing responses from the consumers. In additional, there is debate on

whether the impact of advertisement is positive or negative. This leads to the discussion that how advertisement impacts the society and to what extent the cultural and societal values of the consumers are driven by them. There has been findings showing that the psychological levels of the consumers get influenced showing that advertisers have potential to alter the thinking process of prospect.

There has been an increasing potential in the convincing power of advertisement leading it to be a significant element is normalizing/altering attitudes, behaviors, values and/or thought-processes of consumers (Study of Think of Me as Evil?, (2011). There has been examples. Some of them are good and some of them are bad. Among the bad ones the most common one is depiction of the image of a perfect woman by bringing in the most beautiful models and editing the final outcomes. It has impacted the society greatly leading to many with complexities and many in the race of becoming the superficial image of perfect woman causing mental issues, eating disorders, false expectations/standards etc. In the same way, there have been good ones where many taboos of the society are attempted to be normalized like all women are beautiful irrespective of their defining features. It can be said that controversial advertisement is the driver of consumers' thought process when it comes to address or give attention to complex/controversial issues. They are termed to be effective when influence the public habits and tastes. They are able to connect with them on personal and societal level.

It is said that acceptance of controversial advertisements is dependent on people's perception, societal values, family relationships, social class, religious values, social circle etc. (Dyer, 1988). The media's impact is a function of value and thought process of the consumers. The question is who has the most potential to impact. If advertisement is a driver, then controversial advertisement has a greater chance to bring change and achieve its goals and if it is more like a reflection then the task becomes tougher.

2.1.4. Factors of Consumers-Attitudes and Perceptions

With the progress of time, the researchers also at the same time have been investigating the consumer attitudes and perceptions in regards to the controversial advertisement in terms of gender, culture, religion, ethnicity, nationality and other factors (Luqmani *et al.*, 1987; Ricks, 1983; Root, 1987; Terpstra, 1987; Cateora, 1990; Phau and Prendergast, 2001; Prendergast *et al.*, 2002; Waller *et al.*, 2005; Fam *et al.*, 2009; Michell and Al-Mossawi, 1999). Furthermore this part of the research has been carried out on a greater scale with use of words and phrases: ‘advertising ethics’, ‘acceptable advertising’, ‘decent product/service’, ‘socially sensible products’, ‘irritating advertisement’, ‘intrusive advertisement’, ‘offensive advertisement’, ‘unmentionables’ etc. to understand the prospect (Li *et al.*, 2002; Bartos, 1981; Wilson and West, 1981; Aaker and Bruzzone, 1985; Phau and Prendergast, 2001; Rehman and Brooks, 1987; Triff *et al.*, 1987; Shao and Hill, 1994; Fahy *et al.*, 1995; Waller, 1999). It is witnessed as the world is evolving, the scope of marketing and advertisement has progressed as well overtime giving way rise to newer, creative, complex and dynamic forms of advertisement (Drewniany and Jewler, 2001). They are coming with fresh and creative ideas to bring out in advertising with the purpose of having the message read and gaining the attention of the consumer base. In the process however at times, many concepts have come up as controversial and too experimental to the taste of the audience (McIntyre, 2000; Waller, 2004; Waller, 1999). It is seen also that such content have gained attention and therefore many topics have been exploited and has been continued over a decade now because of the created buzz (Pope *et al.*, 2004; Severn *et al.*, 1990). Many researches with the context of controversial advertisement have been carried out in different countries (de Run *et al.*, 2010; Waller *et al.*, 2005; Munusamy and Wong, 2007; Waller and Fam, 2007).

It is understood that consumers are passive decision makers and advertisements have the tendency to impact their thought process behind their purchases and decisions.

2.2 GENERATIONS COHORTS

The generation cohorts are defined as groups of people who were born during the same time frame/period and were gone through similar/same phases/experiences of external

events/occurrences. They had have shared experiences which had have an impact on their attitudes, beliefs and behaviors including their purchasing behaviors/patterns in ways that have been with them over the period of their lifetime (Meredith and Schewe, 1994; Ryder, 1965). This type of segmentation has proven to be useful and insightful when it comes to studies in regards to your prospect when divided into generation cohorts. It is said that as the cohorts age progress while entering into the new phase of life, they will be able to bring in their needs; wants, perceptions and values systems along as well (Hauck and Stanforth, 2007; Holbrook and Schindler, 1989; Schuman and Scott, 1989) and their concept has been studied on a wide scale in many disciplines and fields including marketing and business as well (Glenn, 2005; Mannheim, 1952; Rodgers, 1982; Rogler, 2002; Mason and Fienberg, 1985). There have researches in comparing different concepts with these generations cohorts to understand the similarity and difference generation wise (Gursoy *et al.*, 2008; Cennamo and Gardner, 2008; Chen and Choi, 2008; Smola and Sutton, 2002). These similarities and/or differences have proven to be quite insightful in understanding how different generation relate to the values and expectations in general and to workplace structure in specific as their different cohorts work there as defined by (D'Amato and Herzfeldt, 2008; Cennamo and Gardner, 2008; Yu and Miller, 2003).

This will help the how the generation cohorts will respond to a certain idea or topic and can define the degree of resistance as well as receptivity of their responses/reactions to the certain idea or topics and will allow for better development of effective and efficient on individual and group level (Kupperschmidt, 2000; Jurkiewicz and Brown, 1998).

2.2.1. Generation Cohorts –Development and Implications

There has been a potential of creating an effective development of segmentation profile and implementation of marketing strategies and executions via the concept of generation cohorts. It is studied that the generational labels have been linked with marketing activities and strategies and these labels include: generation Zers, trailing-edge boomers and/or leading-edge boomers. (Noble and Schewe, 2003; Schewe and Noble, 2000;

Meredith and Schewe, 1994; Reynolds and Rentz, 1981). It is said to provide platform to the researchers and marketing practitioners to segment the prospect comprising of the consumers (Mittal et al., 2008). The understanding of the generation cohorts help in better and effective development of the marketing, communication and advertisement campaigns and executions. There can be use of movie icons/stars, music with which the cohorts are able to identify themselves as they belong to their group age and can also serve as an effective medium of communication/connection and transfer ideas and concepts (Schewe and Noble, 2003).

2.2.2. Generation X (Turkish Prospect and Pakistani Prospect)

This study is considering the Generation X for the research at hand. The respondents to the controversial advertisement are comprises of many segments (Schewe and Meredith, 1994; Ryder, 1965) out of which Generation X has been the one compromising of individuals who are either okay with the controversial advertisement or term it as offensive advertisement. They are consisted of individuals between the time frame of 1961 to 1980 (Arsenault, 2003) and it is said that their time of birth, there has been social and political instability with changing cultural and environmental norms (Carpenter and Moore, 2008). They have been become the individuals having a strong sense of survival and are considered highly individualists making the segment with strong opinions and perceptions (Strauss and Howe, 1993). At the same time, they have shown to depict strong likeness towards freedom at personal level and work which is creative and challenging in regards to status and job security whereas they are some who go for opposite (Schewe and Meredith, 2004; Kupperschmidt, 2000).

When it comes to the country of Turkey, it has diverse cultural setting with said to have influences form the European side as well as the Middle Eastern side which makes it Generation X comprise of people coming with defined value system and perceptions while going through the changes taken place in their surroundings and reflecting the same in the scope of advertisement in general and that of controversial advertisement in specific. When it comes to the country of Pakistan, there has been a long history of

struggles based on firm values and beliefs and their Generation X can be termed as one with potential of lesser flexibility and holding up strong opinions on certain matters.

2.3 IMPACT OF CONTROVERSIAL ADVERTISEMENT ON THE GENERATION X

There has been studies and researchers on the concept of controversial advertisement over the time frame of 25 years with topics encompassing ‘unmentionables’ (Wilson and West, 1981), offensive/intrusive/ irritating advertising (Aaker and Bruzzone, 1985; Bartos, 1981; Li et al., 2002; Phau and Prendergast, 2001; Waller, 1999), advertising ethics (Treise et al., 1994), sex and decency issues (Boddewyn, 1991; Boddewyn and Kunz, 1991), shocking appeals (Dahl et al., 2003), advertising targeting special groups (Wood, 1990; Zhang and Shavitt, 2003), and feminist criticism (Kilbourne, 1990; Seger, 1990; White, 1990).

The controversial advertisement has been defined in two wider scopes where in the first focus is on the product and the second focus is on the consumers’ response. The former is defined as discussion of products which were termed as unmentionables (for example: female hygiene products, birth controls, condoms etc.) as they tend to sound disgusting, distasteful, outrageous or offensive when the product, service or even the concept is referred. The latter defines the controversial advertisement as an act or an execution of an idea that violates the norms and values system of the consumers and they include messages like transgress laws and customs (for example anti-human rights), breach a moral or social code (for example. profanity, vulgarity) or outrage the moral or physical senses (for example gratuitous use of violence, use of disgusting images). (Wilson and West 1981; Dahl et al., 2003).

When combined together a more comprehensive view can be gathered on the concept of controversial advertisement as it talks about marketing or advertising an idea or concept which is as a whole can be taken in an unpleasant tone.

There are more studies suggesting that controversial advertising is compiled of several dimensions (Barnes and Dotson, 1990; Phau and Prendergast, 2001; Waller, 1999). Phau and Prendergast (2001) investigated “the matter” (products or services being advertised), “the manner” (advertising executions) and “the media” (advertising media/vehicles) of offensive advertising. It is said that the consumers have many reasons to find the ad controversial when they think the product/service is suitable enough to be advertised or the execution of the advertisement is somewhat against the norms and values systems or the way or the medium being used to advertise isn’t found tasteful or appropriate.

2.3.1. Cultural Dimensions and Controversial Advertising

Culture is defined as the collective mental programming that differentiates the societal groups from one another (Hofstede, 1983). There have been many studies in defining the responses of the consumers and the difference in them when they were reacting to the controversial advertisement wherein using the culture as factor to provide the explanation of the difference. There is an understanding that the cultural values have the potential to influence the responses of the consumers on the different advertisement executions and strategies generally and on the controversial advertisements specifically.

There has been use of cultural theories those by (Hall, 1976) and (Hofstede, 1983) talking about cultural theory or informational context and about cultural theory dimensions respectively. The former defines the societies as either high or/and low context societies in relation to significance of the communication and messaging elements in to give meanings. It is said that the high context cultures have messages with minimum coding as most of the messages are shared by the society-members with examples of countries such as Korea, Japan, Taiwan, China, and southern European countries whereas the low context cultures have mass communication being embedded in the communication means and messages explicitly with examples of countries such as Germans, Americans and northern European countries. The later talks about the four cultural dimensions encompassing individualism/collectivism, power distance, uncertainty avoidance, and masculinity/femininity and later included long-/short-term orientation.

Furthermore it has been found out that in order to study controversial advertisement, it is proposed that different combinations of the theories and dimensions can be utilized in understanding the controversial advertisement depending on the idea or concept which is to be executed in the advertisement.

Coming to an understanding and concluding the whole idea, it can be said that culture plays an important role when it comes to influence the responses/reactions of the consumers in relation to the controversial advertisements. Among the many theories and dimensions it is suggested that the concept of high/low-context cultures and the concept of individualism/collectivism will be more insightful in understanding the underlying topic in the study with respect to cross-cultural study setting. It is seen that on a general note, the consumers belonging to high-context and collective cultures are shown to be more critical of the products and advertising appeals which are sexually oriented or have the potential that may carry negative social influences whereas the ones belonging to low-context and individualism cultures find advertisements controversial which clash with their value and perception and don't agree with their opinions of the product. These studies will help in better understanding the consumers' perceptions and how the component of culture has shaped their opinions and reactions in relation to controversial advertisement. The impact of controversial advertisement on the Generation X will be interesting to investigate and the cross-cultural study on the topic using the countries of Turkey and Pakistan will help in achieving insights in understanding how their Generation X respond differently on the basis of religious, social, cultural, environmental.

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

The research methodology is the defined arrangement to find answers for the investigative study in hand (Babbie, 2004). It adds to information and collects relevant data.

3.2 RESEARCH OBJECTIVES

The objectives of the study are as follows:

- a) Define and understand controversial advertisement.
- b) Analyse the impact of controversial advertisement on generation x of consumer base.
- c) Analyse the responses and reasons behind of generation x of consumer base.
- d) Compare and contrast the results of Turkish and Pakistani generation x.
- e) Identify factors to make successful advertising strategies to reach the masses.
- f) Identify factors of controversial advertising that are acceptable across countries.

3.3 TYPES OF RESEARCH

There are various kinds of researches for analyzing primary and secondary data and extract understanding and reasoning where qualitative and quantitative methods will be used.

- a) **Exploratory Research** –where one go deeps into the topic, extract relevant information for further explanation and elaboration (Susan E. Wyse, 2011).
- b) **Descriptive Research** –where you list down pointers from details to describe your findings (Susan E. Wyse, 2011).
- c) **Casual Research** –where study is done on correlation between dependent and independent variable (Susan E. Wyse, 2011).

3.3.1. Justification of Selected Type of Research

This study is using both research approaches (primary and secondary) and may include the exploratory and casual research technique will to investigate the study topic.

3.4 RESEARCH APPROACH

- a) **Deductive Approach** –where vast information is tailored don to finding helping in your investigation (Beiske, B, 2007).
- b) **Inductive Approach** –where an idea is taken and studied in to order to put more theories based on the understanding gained (Beiske, B, 2007).

3.4.1. Justification of Selected Research Approach

The study is using the deductive approach where study will be done on information gathered from literature and primary sources.

3.5 DATA COLLECTION METHOD

The collection of data is crucial to gain information for the investigation of the study (Mertens, D. M. & McLaughlin, J. A., 2004) and following are the types of data collection method:

3.5.1. Primary Data Collection Method

To collect data for first time (primary data) by researcher is known as *Primary Data Collection Method*.

The primary data collection methods are as follows:

- a) Interviews
- b) Observation
- c) Survey via questionnaire

3.5.2. Secondary data collection method

To collect already researched, collected and published data (secondary data) which is available for researches is known as *Secondary Data Collection Method*.

The secondary data collection methods are as follows:

- a) Study of Journals, Case Studies
- b) Documentation and Referencing
- c) Read Articles and Newspapers etc.

3.5.3. Justification of Data Collection Method

This study will use both methods of data collection with primary: survey-questionnaire and secondary: published journals.

3.6 SAMPLING

Sampling is taking a relevant part of target population and conducts your research and find conclusions to your investigations through their responses. The main types of sampling techniques are as follows:

3.6.1. Probability Sampling- where a sample is taken on the base of probability where every participant has an equal chance for selection (Mason, 2002).

3.6.2. Non-Probability Sampling- where a sample is taken keep a topic in mind and the availability and appropriateness of participants (Mason, 2002).

3.6.3. Justification of Data Collection Method

The study has chosen *Random Sampling Technique* (from Probability Sampling) where 2 samples, each size of 100 will be taken from Turkish and Pakistani generation x for primary research. Then a sample of 20 articles will be consulted for secondary research. If the time and resources allow, quick responses of controversial ads will be shown to participants to record their responses.

3.7 ACCESSIBILITY ISSUES

In the primary research, the participants' willingness to offer time and responses ensuring reliability and relevance of the same is difficult and in the secondary research, the availability of relevant and appropriate published information is difficult and some may have a monetary obligation.

3.8 ETHICAL CONSIDERATIONS

The ethical considerations to be followed for the study:

- a) Collection of data is to be done with integrity and honesty.
- b) Confidentiality is to be maintained.
- c) Research is to be presented with comprehensive details.
- d) Appropriate research techniques and methods are to be used.
- e) Findings are to be presented without misinterpretations.

3.9 DATA ANALYSIS

The data analysis will help in deriving conclusions to the investigative questions while following the given steps (Bouma, 1995) in the process:

- a) Collection, summarization and categorization of collected data and information.
- b) Analysis of collected data.
- c) Representation of data in form of models, graphs.
- d) Do discussions and derive conclusions.

The analysis of quantitative data will be done through SPSS (Statistical Package for Social Sciences) and use MS Excel software for graphs and charts for testing hypothesis.

3.10 RESEARCH LIMITATIONS

Following limitations of study are made to carry out research effectively and timely:

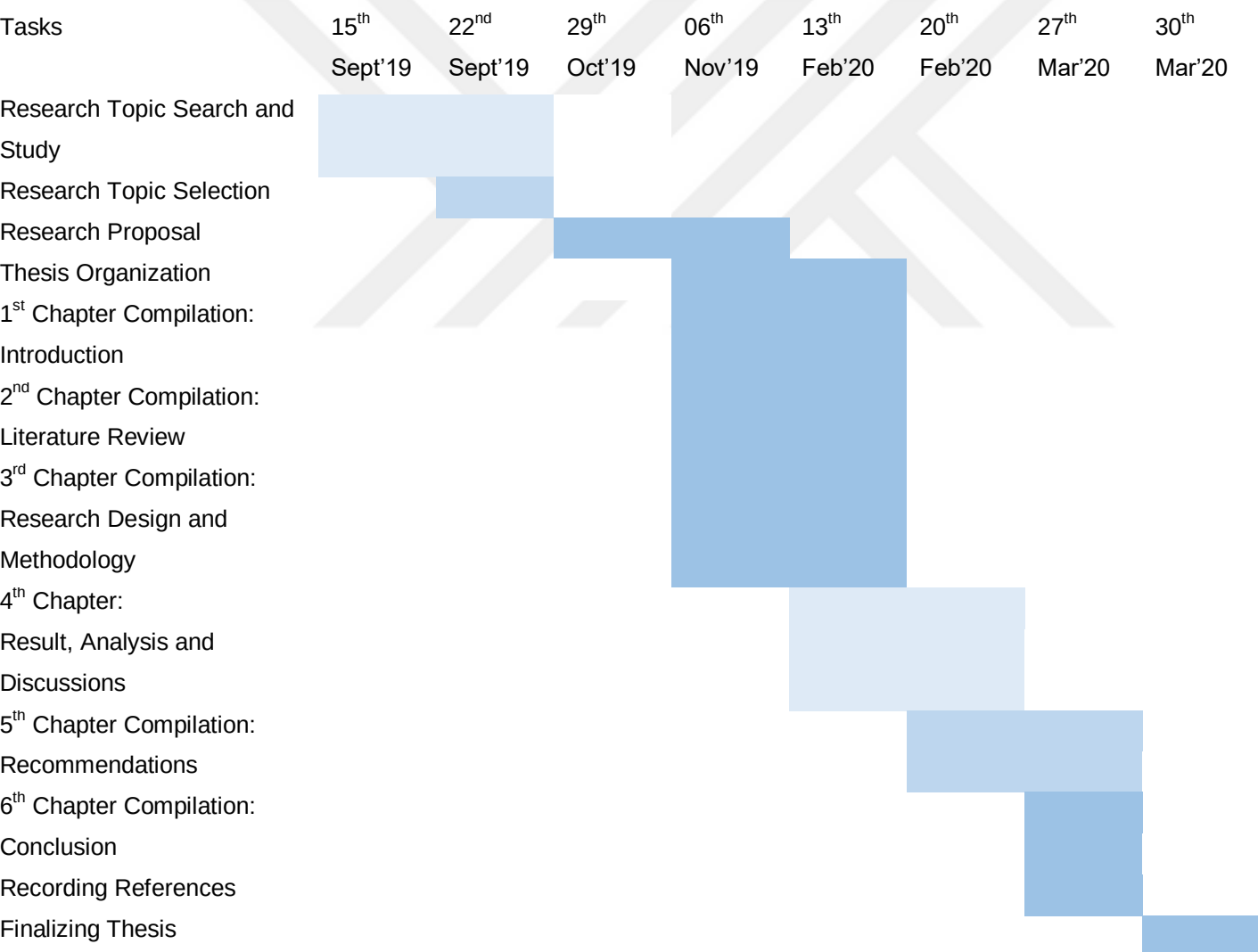
- a) The primary research is subjected to sample size.
- b) The secondary research findings are general and in support with research.
- c) Non-availability of relevant data.
- d) Some data will not be updated.

- e) Timing limitation.
- f) Difference between perception and actual findings.

3.11 TIME HORIZON

There will be timing limitation and the study will be carried out on a defined timeline with goal to achieve answers for aims and objectives.

3.11.1 Gantt Chart



RESULT, ANALYSIS AND DISCUSSION

4.1 BRIEF OVERVIEW

The following analysis is designed to find out the first hand views and opinions for the topic under study. It will help in understanding what the selected sample representing the Turkish and Pakistani generation x feel about controversial advertisement. How they are affected by this mode of advertisement.

The chapter will encompass sections where gathered data will be categorized showing the background of the respondents, then definition and implications of controversial advertisement and how they influence the consumer base. The gathered data will be discussed and analyzed to derive subjective findings.

The sample taken for the study undertaken will comprise of two sets, each size of 100 will be taken from Turkish and Pakistani generation x who are voluntary respondents which deem to be fit for the study in order to gather as much as reliable and relevant information. The questionnaire consisting of 23 questions have been presented for the responses and responses of both ethnicities will present together after each question one by one. The goal behind is to understand how controversial advertisement effected them and how they perceive it themselves. Additionally there will be two sets of answers for some questions and there will be combined responses to some questions as dependent on the requirement.

The study comprises of personal as well as external factors helping in better interpretation of the gathered data. The personal factors including age, gender, education and income etc. and the external factors including social class, culture, family, friends, choices and circumstances etc.

4.2 ANALYSIS OF DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Firstly the personal information of the respondents will be presented reflecting the demographic characteristics of the respondents. They constitute the generation x (Turkish and Pakistani) as needed for the study undertaken.

Figure 1a: Gender of the Turkish Participants

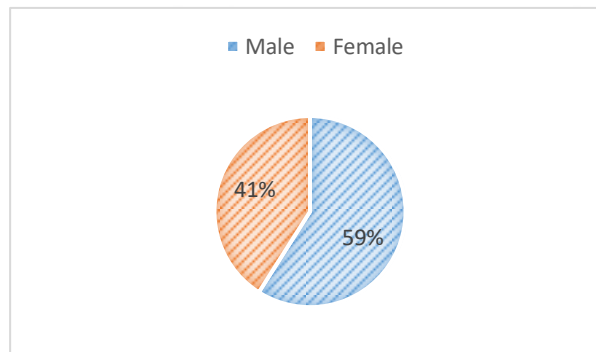


Table 1a: Gender of the Turkish Participants

What is your gender?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	41	41%	41%	41
Female	59	59%	59%	100%
Total	100	100%	100%	

It can be seen here that the respondents represent 41% of the female respondents and the remaining 59% are of the male respondents. It is a nearly 50-50 ratio as the respondents residing in Turkey are liberal enough where males and females are likely to participate in topics which are controversial even.

Figure 1b: Gender of the Pakistani Participants

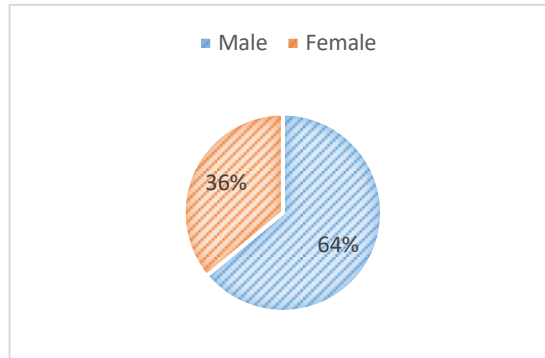


Table 1b: Gender of the Pakistani Participants

What is your gender?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	36	36%	36%	36%
Female	64	64%	64%	100%
Total	100	100%	100%	

It can be seen here that the ratio of male respondents is more than the females as it is 64% and 36% respectively. This is due to the reason that in Pakistan, there is still a little hesitation by the females to talk on this topic openly as controversial advertisement is not much talked about openly.

Figure 2a: Age Categories of the Turkish Participants

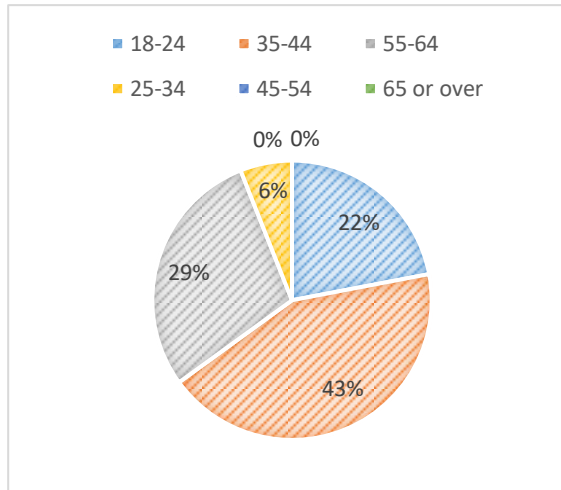


Table 2a: Age Categories of the Turkish Participants

Which of the following age categories do you currently fall under?				
	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	22	22%	22%	22%
25-34	6	6%	6%	28%
35-44	43	43%	43%	71%
45-54	0	0%	0%	71%
55-64	29	29%	29%	100%
65 or over	0	0%	0%	100%
Total	100	100%	100%	

Here it can be seen the major portion of the respondents are within the span starting from 18 till 34 and then about remaining 6% in the range from 45-54. This is so as the respondents for the study were to be individuals who were enrolled in some education program and with whom contact was feasible.

Figure 2b: Age Categories of the Pakistani Participants

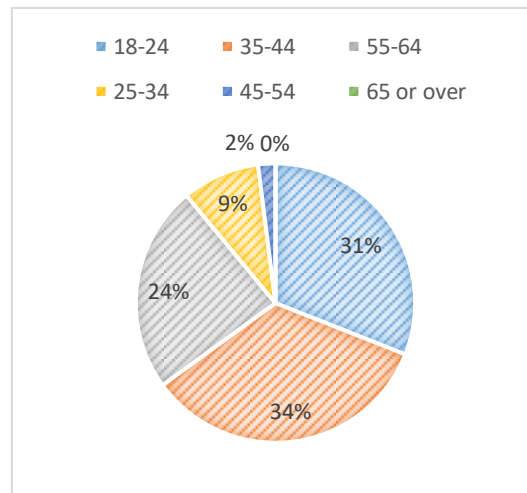


Table 2b: Age Categories of the Pakistani Participants

Which of the following age categories do you currently fall under?				
	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	31	31%	31%	31%
25-34	9	9%	9%	40%
35-44	34	34%	34%	74%
45-54	2	2%	2%	76%
55-64	24	24%	24%	100%
65 or over	0	0%	0%	100%
Total	100	100%	100%	

It can be seen here as well that the ratio of the respondents is more or less than as from that of the Turkish respondents for the same reason as founding individuals enrolled in any educational program were easier to be approached and to have their opinions on the topic as this is the frame of time where such topics have taken a notch when it comes to discussion.

Figure 3a: Level of Formal Education of the Turkish Participants

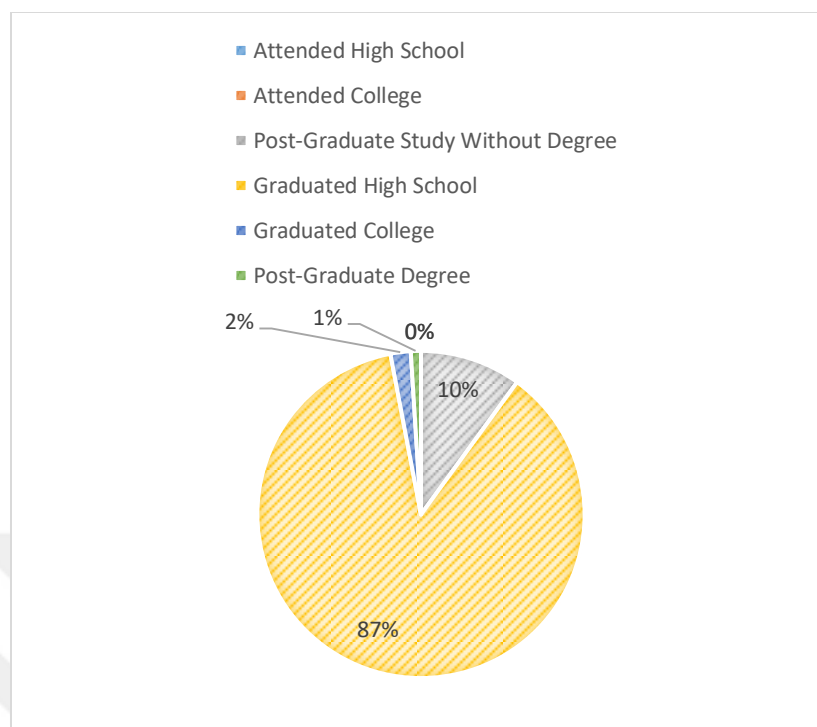


Table 3a: Level of Formal Education of the Turkish Participants

What is the highest level of formal education have you completed?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Attended High School	0	0%	0%	0%
Attended College	0	0%	0%	0%
Post Graduate Study without Degree	10	10%	10%	10%
Graduated High School	87	87%	87%	97%
Graduated College	2	2%	2%	99%
Post-Graduate Degree	1	1%	1%	100%
Total	100	100%	100%	

The majority of the respondents are done with their high school education as afterwards they are enrolling the university programs for further studies and they are exposed to such controversial and radical topics.

Figure 3b: Level of Formal Education of the Pakistani Participants

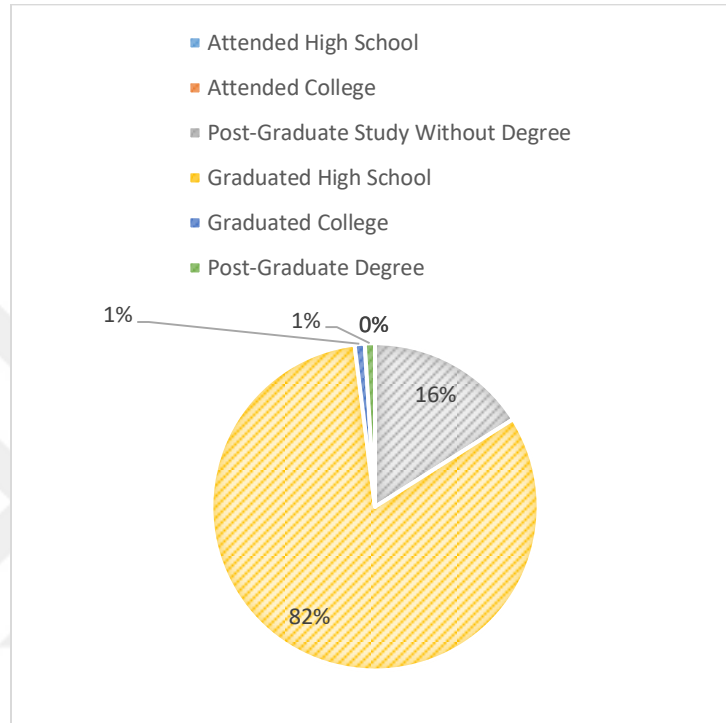


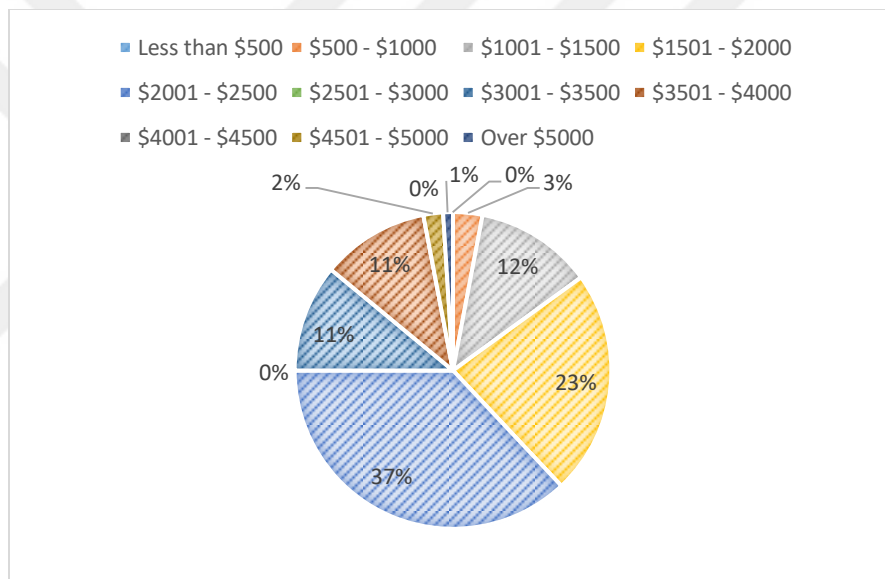
Table 3b: Level of Formal Education of the Pakistani Participants

What is the highest level of formal education have you completed?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Attended High School	0	0%	0%	0
Attended College	0	0%	0%	0
Post Graduate Study without Degree	16	16%	16%	16%
Graduated High School	82	82%	82%	98%
Graduated College	1	1%	1%	99%

Post-Graduate Degree	1	1%	1%	100%
Total	100	100%	100%	

It can be seen that among the responses by Pakistani participants, the majority are done with their high school education and are enrolled in the university for the same reasons as defined above for Turkish respondents. They are also more exposed and mature to talk about controversial topics and state their opinions.

Figure 4a: Average Monthly Household Income Split of Turkish Participants



The respondents here have greater ratios in the higher income brackets especially from \$1001 - \$1500, \$1501 - \$2000, \$2001 - \$2500. This is an insight in their ability to afford to their higher education.

Table 4a: Average Monthly Household Income Split of Turkish Participants

What is your average monthly household income?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$500	0	0%	0%	0%
\$500-\$1000	3	3%	3%	3%
\$1001-\$1500	12	12%	12%	15%

\$1500-\$2000	23	23%	23%	38%
\$2001-\$2500	37	37%	37%	75%
\$2501-\$3000	0	0%	0%	75%
\$3001-\$3500	11	11%	11%	86%
\$3501-\$4000	11	11%	11%	97%
\$4001-\$4500	0	0%	0%	97%
\$4501-\$5000	2	2%	2%	99%
Over \$5000	1	1%	1%	100%
Total	100	100%	100%	

Figure 4b: Average Monthly Household Income Split of Pakistani Participants

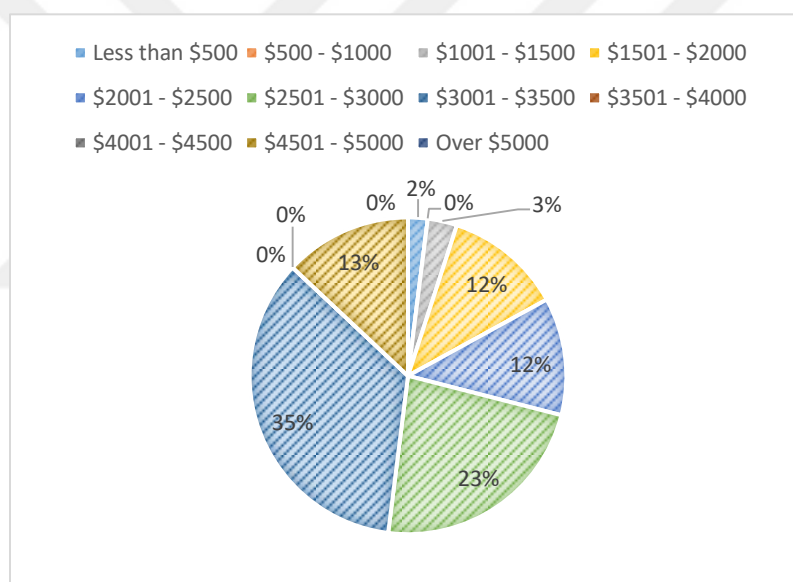


Table 4b: Average Monthly Household Income Split of Pakistani Participants

What is your average monthly household income?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$500	2	2%	2%	2%
\$500-\$1000	0	0%	0%	2%

\$1001-\$1500	3	3%	3%	5%
\$1500-\$2000	12	12%	12%	17%
\$2001-\$2500	12	12%	12%	29%
\$2501-\$3000	23	23%	23%	52%
\$3001-\$3500	35	35%	35%	87%
\$3501-\$4000	0	0%	0%	87%
\$4001-\$4500	0	0%	0%	87%
\$4501-\$5000	13	13%	13%	100%
Over \$5000	0	0%	0%	100%
Total	100	100%	100%	

It can be seen here that many respondents are belonging to the \$1501 - \$2000, \$2001 - \$2500, \$2501 - \$3000, \$3001 - \$3500 showing middle and upper middle class of the Pakistani economy and then the 13% of \$4501 - \$5000 representing the upper class. They are fairly doing well and this goes parallel with their affordability and accessibility to higher education.

Figure 5a: Occupational Split of Turkish Participants

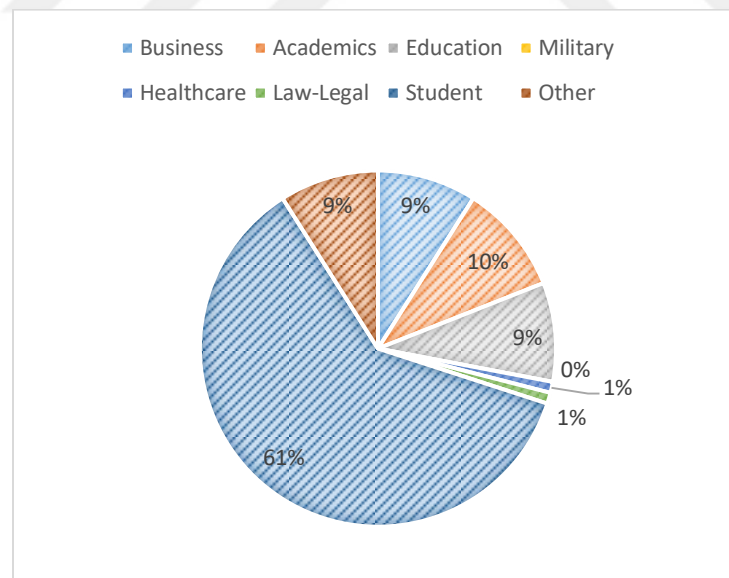


Table 5a: Occupational Split of Turkish Participants

What is your occupation?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Business	9	9%	9%	9%
Academics	10	10%	10%	19%

Education	9	9%	9%	28%
Military	0	0%	0%	28%
Healthcare	1	1%	1%	29%
Law-Legal	1	1%	1%	30%
Student	61	61%	61%	91%
Other	9	9%	9%	100%
Total	100	100%	100%	

It can be seen that more than half, the respondents are in the student category as those are the individuals who have been approached while some are in the other defined categories.

Figure 5b: Occupational Split of Pakistani Participants

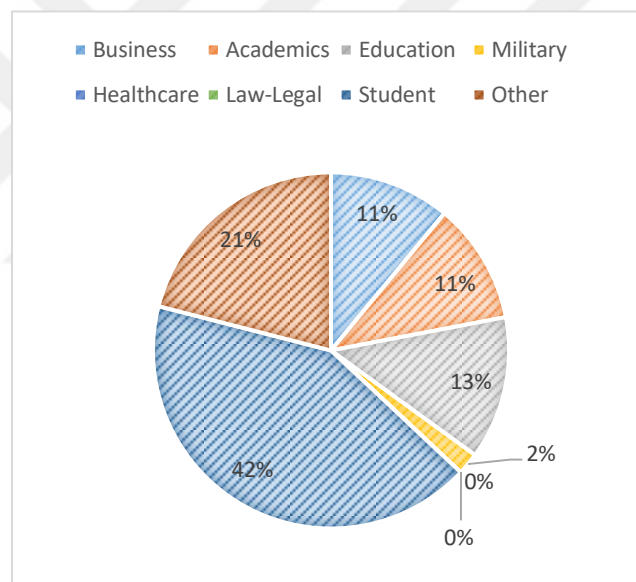


Table 5b: Occupational Split of Pakistani Participants

What is your occupation?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Business	11	11%	11%	11%
Academics	11	11%	11%	22%
Education	13	13%	13%	35%
Military	2	2%	2%	37%
Healthcare	0	0%	0%	37%
Law-Legal	0	0%	0%	37%
Student	42	42%	42%	79%

Other	21	21%	21%	100%
Total	100	100%	100%	

It can be seen here as well that the same pattern is being followed here more or less with major ratio in the students' category while the remaining are distributed in other defined categories.

4.3 ANALYSIS OF VARIABLES OF THE STUDY: CONTROVERSIAL ADVERTISEMENT AND THE RESPONDENTS

This section will look into the main variables of the study: controversial advertisement as the independent variable and the respondents as dependent variable. There are different questions being asked highlighting their thinking and opinions about the topic being discussed in the report. This will also help in answering the hypothesis being created for the study.

Figure 6a: Watching of Advertisement (Turkish)

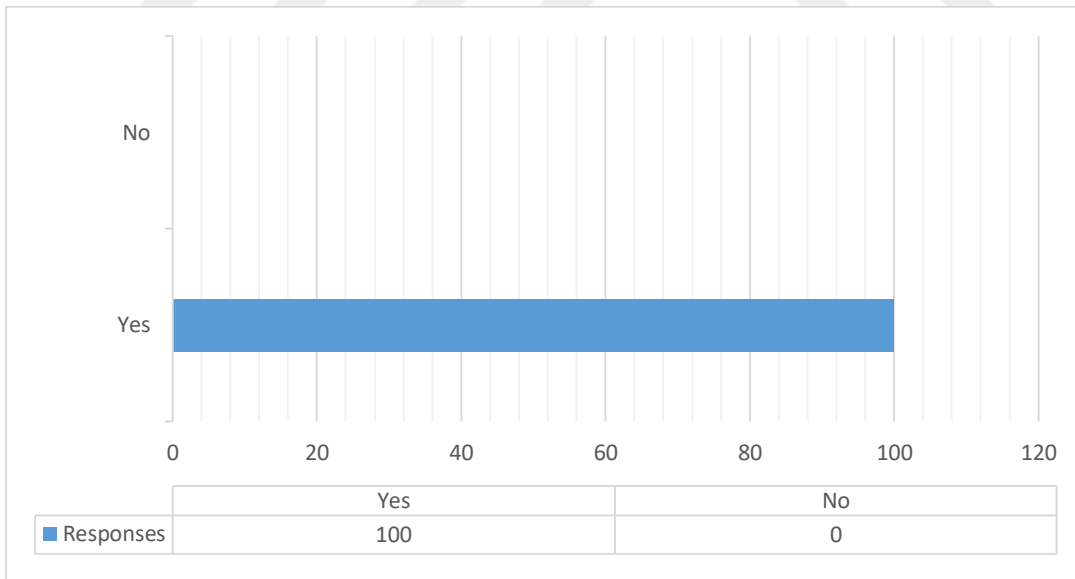


Table 6a: Watching of Advertisement (Turkish)

Do you watch/read advertisements?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	100	100%	100%	100%
No	0	0%	0%	100%

Total	100	100%	100%	
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The responses are here a straight yes because it was ensured before handing out the questionnaires to the respondents of their involvement with advertisement as this is the main topic of the study here.

Figure 6b: Watching of Advertisement (Pakistan)

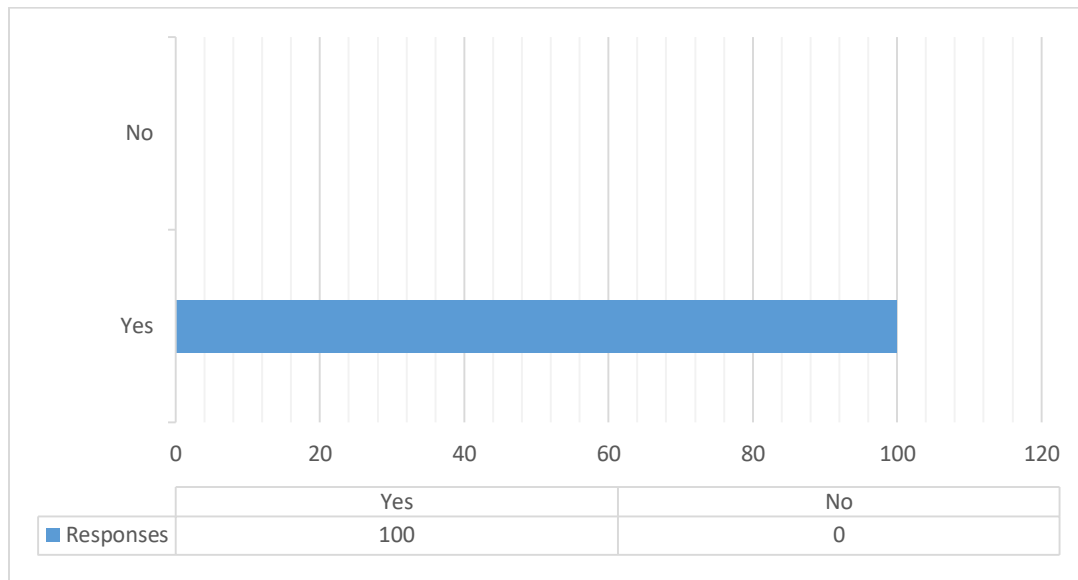


Table 6b: Watching of Advertisement (Pakistan)

Do you watch/read advertisements?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	100	100%	100%	100%
No	0	0%	0%	100%
Total	100	100%	100%	

Here the responses are same as the Turkish for the very same reason as defined earlier. This was important these people will be in the better position to share their opinions about controversial and conventional advertisement.

Figure 7a: Preference of Advertisement-Forms (Turkish)

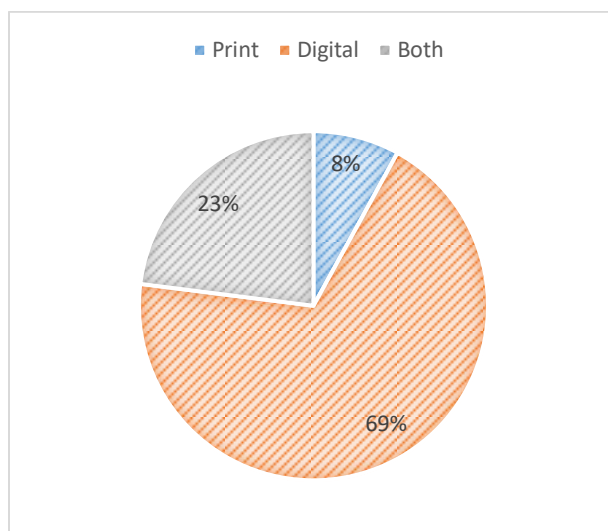


Table 7a: Preference of Advertisement-Forms (Turkish)

What is your occupation?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Print	8	8%	8%	8%
Digital	69	69%	69%	77%
Both	23	23%	23%	100%
Total	100	100%	100%	

It can be seen here that among the Turkish respondents, the popularity is much in the digital content of advertisement as in relation to print which is a mere 23% whereas digital stands at 69%. Then the remaining prefer both.

Figure 7b: Preference of Advertisement-Forms (Pakistan)

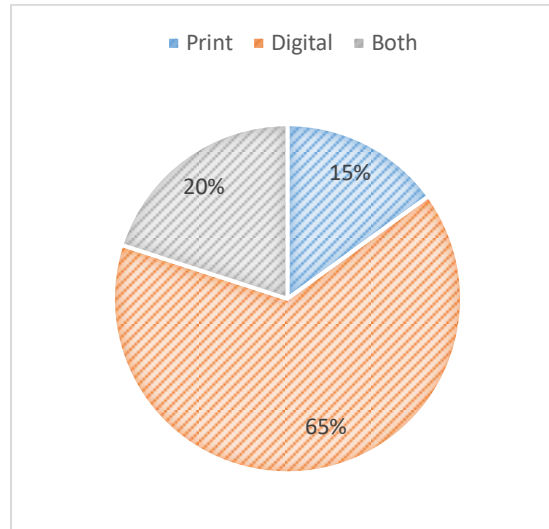


Table 7b: Preference of Advertisement-Forms (Pakistan)

What is your occupation?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Print	15	15%	15%	15%
Digital	65	65%	65%	80%
Both	20	20%	20%	100%
Total	100	100%	100%	

Here among the Pakistani respondents, it can be seen that it is more or less the same ratio division. It may be due to the reason that this is the age of digitization and everything around us is more digital whereas there are some who like old school and prefer print media and some both. To present controversial ideas, digital media gives way to more dynamics and possibilities and they can be more innovative and radical.

Figure 8a: Familiarity with Controversial Advertisement (Turkish)

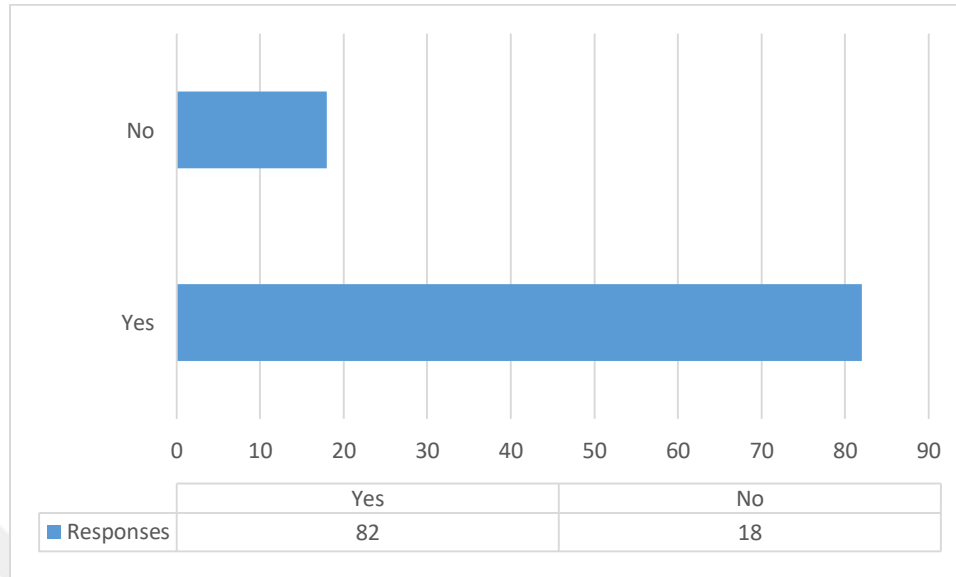


Table 8a: Familiarity with Controversial Advertisement (Turkish)

Are you familiar with controversial advertisement?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	82	82%	82%	82%
No	18	18%	18%	100%
Total	100	100%	100%	

It can be seen that the almost all of the respondents were familiar with the terminology of controversial advertisement here and the Turkish respondents show that they are much aware of this form of advertisement.

Figure 8b: Familiarity with Controversial Advertisement (Pakistan)

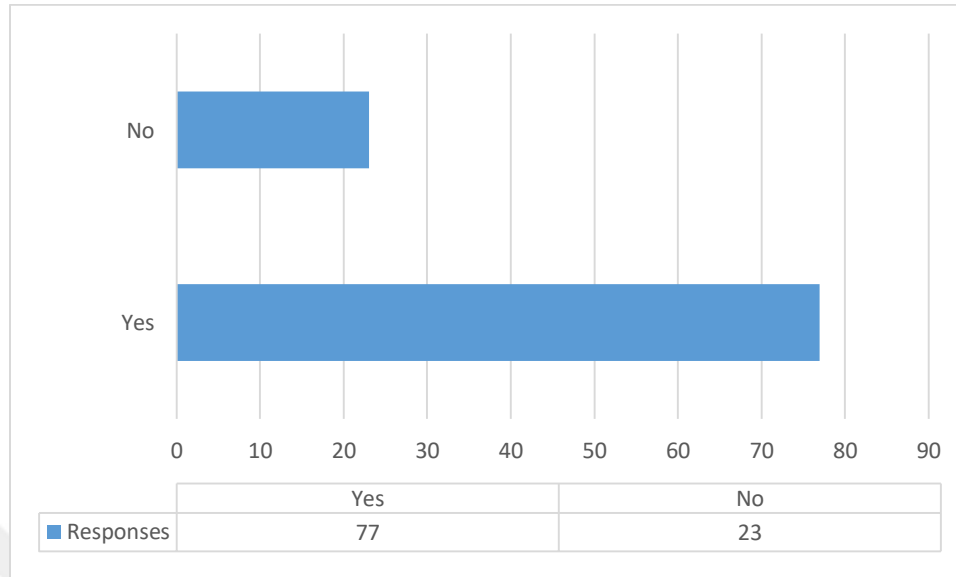


Table 8b: Familiarity with Controversial Advertisement (Pakistan)

Are you familiar with controversial advertisement?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	77	77%	77%	77%
No	23	23%	23%	100%
Total	100	100%	100%	

It can be seen here that the majority of the Pakistani respondents are aware of this terminology as well, though a little less in ratio than the Turkish respondents but still the ratio as compared to the 'no' is higher.

It can be seen here that controversial advertisement has started making its presence among the majority of its audience. It can also be said that few who fail to recognize may have witnessed such ads but aren't familiar with the terminology that goes with it. It can be said that controversial advertisement is a current and widely known form of advertisement among the prospect.

Figure 9a: Impact by Controversial Advertisement (Turkish)

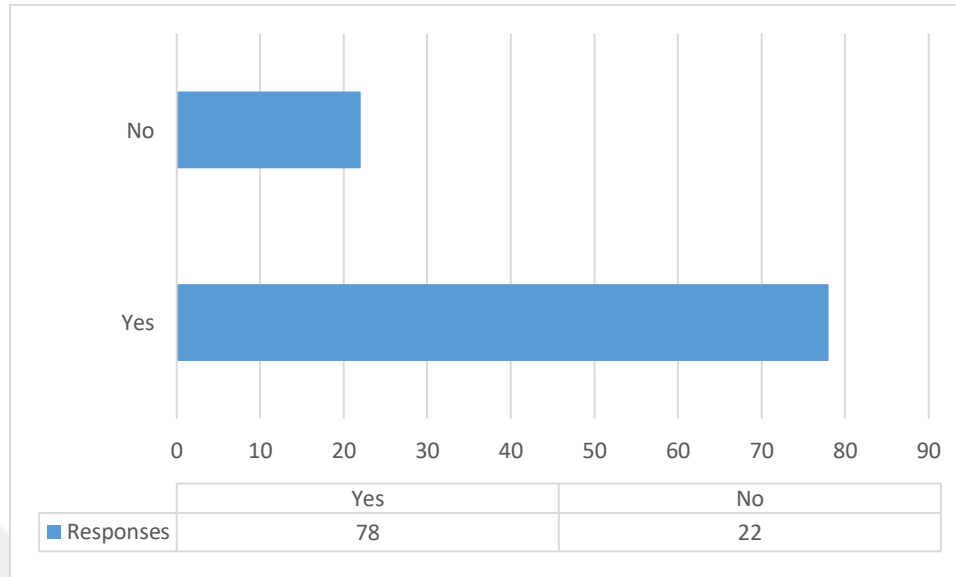


Table 9a: Impact by Controversial Advertisement (Turkish)

Do you think controversial advertisement has an impact on the audience?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	78	78%	78%	78%
No	22	22%	22%	100%
Total	100	100%	100%	

It can be seen here that the majority of Turkish respondents agree that controversial advertisement does impact the audience which means that it is able to go through the prospect with its unique style of processing and presenting the idea of advertisement.

Figure 9b: Impact by Controversial Advertisement (Pakistan)

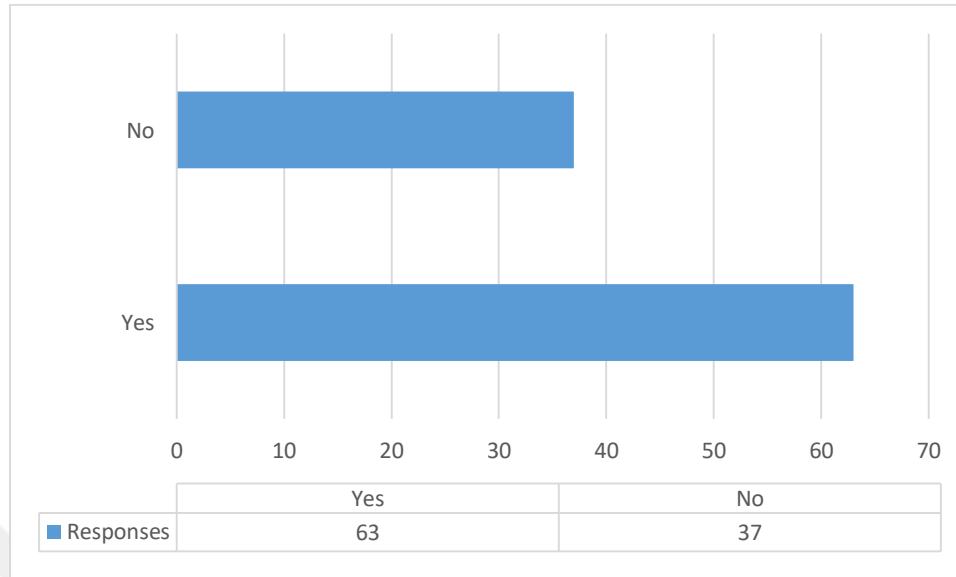


Table 9b: Impact by Controversial Advertisement (Pakistan)

Do you think controversial advertisement has an impact on the audience?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	63	63%	63%	63%
No	37	37%	37%	100%
Total	100	100%	100%	

Among the Pakistani respondents, it can be seen that more than half of the respondents agree with the idea that audience is impacted by controversial advertisements even though they aren't preferred much over the conventional advertisements.

It can be seen that among the responses of both countries, more than 50% agree that controversial advertisement is making rounds and is leaving an impact on its audience irrespective of its likeness and unlikeness among the respondents.

**Figure 10a: Comparison between Controversial and Conventional Advertisements
(Turkish)**

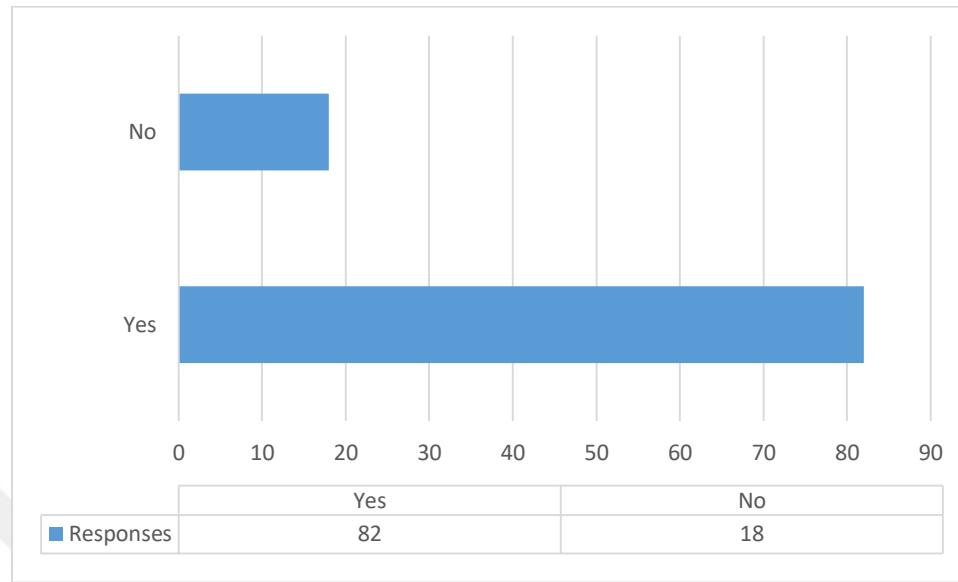


**Table 10a: Comparison between Controversial and Conventional Advertisements
(Turkish)**

Do you think controversial advertisement has a greater impact on the audience as compared to conventional advertisement?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	82	82%	82%	82%
No	18	18%	18%	100%
Total	100	100%	100%	

When it came to understand that the influencing power of controversial advertisement over conventional advertisement, it is seen that the majority of the Turkish respondents believe in the influencing power of controversial advertisement that they have the potential to leave a greater impact on the audience meaning that they will have the message heard of the advertisement which was intended.

Figure 10b: Comparison between Controversial and Conventional Advertisements (Pakistan)

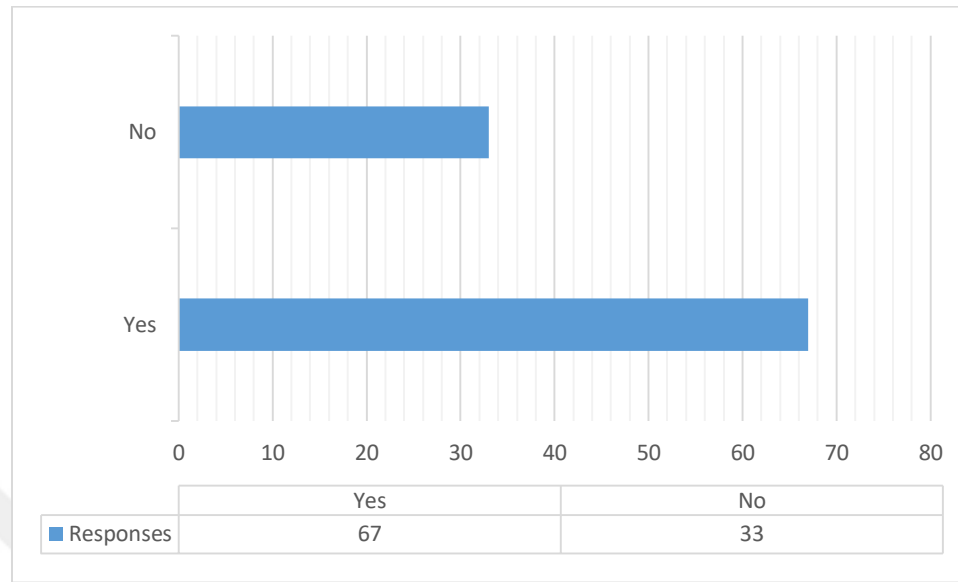


Table 10b: Comparison between Controversial and Conventional Advertisements (Pakistan)

Do you think controversial advertisement has a greater impact on the audience as compared to conventional advertisement?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	67	67%	67%	67%
No	33	33%	33%	100%
Total	100	100%	100%	

When it came to see the same comparison among the Pakistani respondents it can be seen that even the majority of them believe in their influencing power even not in favor of it. But it can be seen that a majority leading to 67% agree that controversial advertisement has the potential to impact the audience with the message they intend to be heard.

In comparison, the majority of the Pakistani respondents (67%) is only 15% less than that of Turkish respondents (82%). This shows that the controversial advertisement has made its presence felt among its audience whether they are agree to the idea behind or not.

Figure 11a: Factors Affecting Responses to Controversial Advertisement (Turkish)

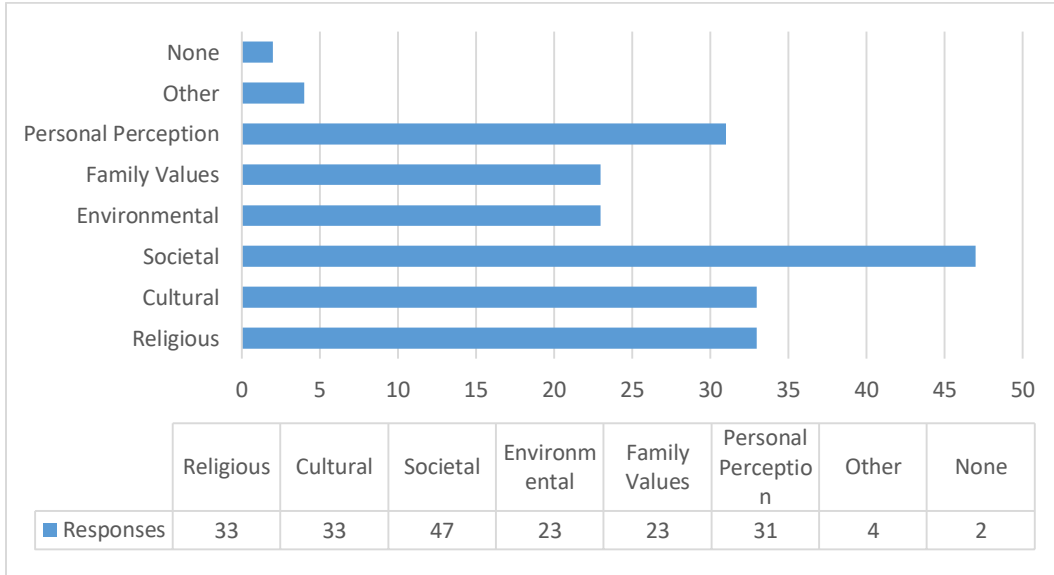
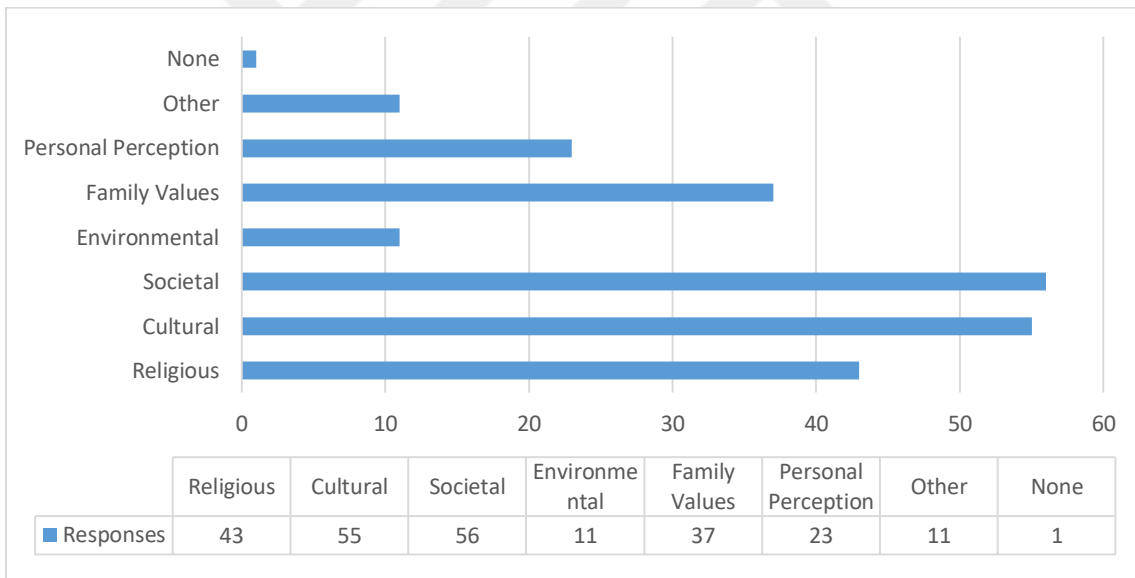


Figure 11b: Factors Affecting Responses to Controversial Advertisement (Pakistan)



Here in this question we are taking about the factors that are impacting their responses towards controversial advertisement. They were given a chance to choose more than one. It is a known fact that there are certain values and underlying factors which shape our responses, attitudes and behaviors towards certain ideas and opinions. We asked the respondents which of the following factors, one or more than one, influence their responses when they are asked about controversial advertisement. These factors included religious factor, cultural factor, societal factor, environmental factor, family values, personal perception and others.

When it came to the Turkish respondents, we can see that the factors of societal tops the list and then come cultural, religious and personal perception. This shows that the external is impacting their opinions more and then they are many who hold their personal perception strongly as well. The family values and environmental factors come in the last just before other factors.

When it came to the Pakistani respondents, we can see the top factor here is societal as well showing that many of respondents are affected by the societal pressures. Then cultural and religious factors follow. The cultural angle shows that this is the norm where unconventional concepts aren't welcomed. The religious point shows that to what extent the religious values are imbedded in the way of daily life of the respondents. Then family values come and it is known that in Pakistan, the family traditions and opinions are held closely and then in the last comes personal perception which reflects that there is great scope for the personal development and confidence building of the respondents enough that they are able to influence their opinions on their own thinking and perception rather than greatly influenced by the external factors as defined earlier.

When comparing both responses we can see that Pakistanis are influenced more by the external factors then the Turkish individuals when we look at the figures whereas when it comes to the personal perception, the Turkish individuals are stronger in holding their opinions in regards to controversial advertisements as compared to the Pakistanis. This shows that there is much potential among the Pakistanis to strengthen their connection with the internal factors.

Figure 12a: Familiarity with Advertisement-Appeals (Turkish)

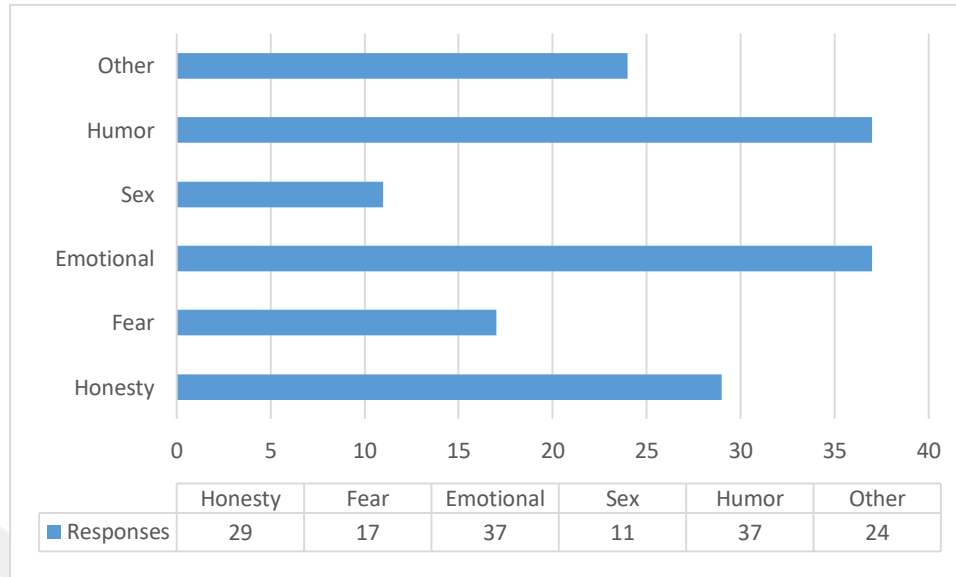
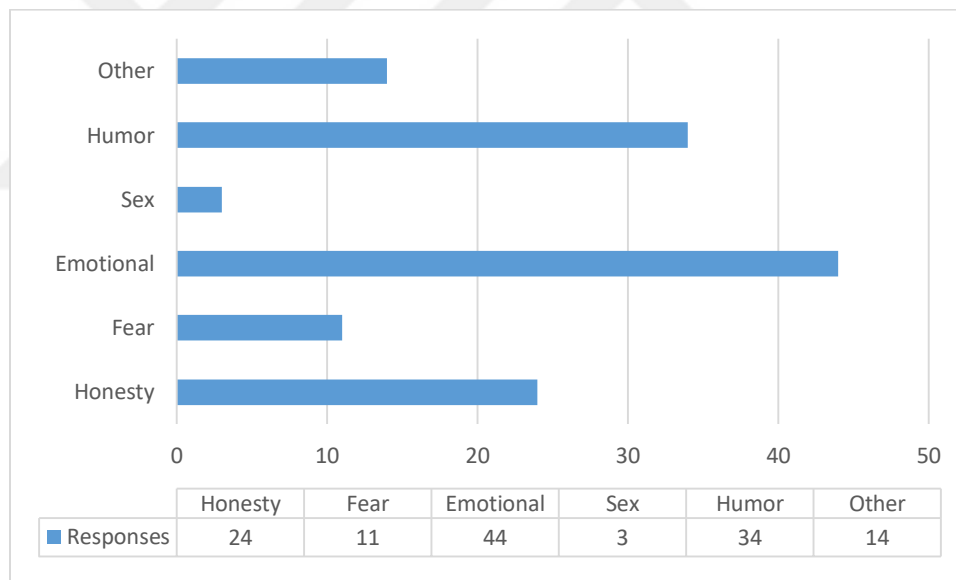


Figure 12b: Familiarity with Advertisement-Appeals (Pakistan)



Here we have asked the respondents that how much familiar they are with the different types of appeals that are being used in the controversial advertisement. They were allowed to choose more than one option. They include honesty, fear, emotional, sex, humor and others. This gives an insight into how much the respondents are familiar with different kinds of advertisement appeals and whether they are familiar with one or more. Also through the responses, it can also be assessed that how many types of advertisements they have come across as well.

When looking into the responses by the Turkish participants, it can be seen they are very much familiar with humor and emotional appeals and if observation can be made, these appeals are the most commonly used as well because they can reach the masses and entertain the majority of the audience. They can be seen by individuals and families as well. Then comes honesty and fear comes and sex in the last. Then there are some responses for the others where the respondents are either shy or aren't clear to which form of advertisement they have seen.

When looking into the respondents by the Pakistani participants, it can be seen that emotional factor tops the chart and it is observed that even the

Figure 13a: Watching/Avoidance of Controversial Advertisements (Turkish)

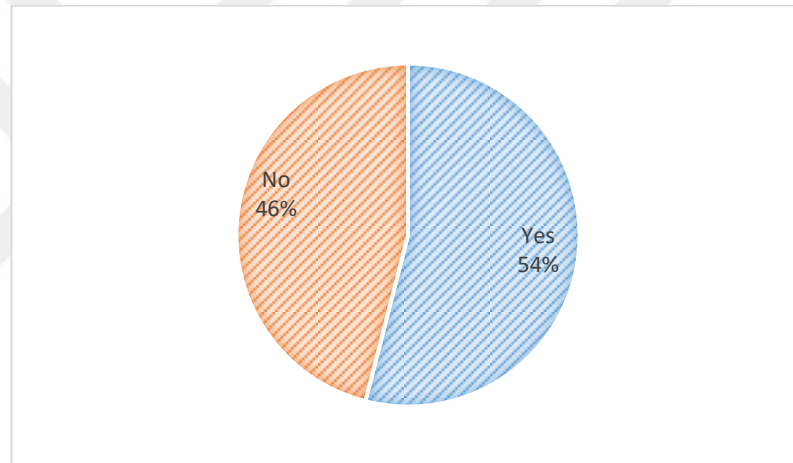


Table 13a: Watching/Avoidance of Controversial Advertisements (Turkish)

Do you think controversial advertisement can be avoided?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	54	54%	54%	54%
No	46	46%	46%	100%
Total	100	100%	100%	

Figure 13b: Watching/Avoidance of Controversial Advertisements (Pakistan)

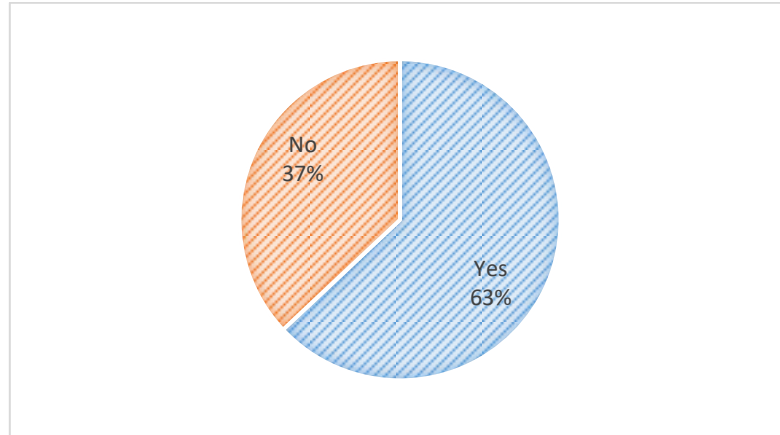


Table 13b: Watching/Avoidance of Controversial Advertisements (Pakistan)

Do you think controversial advertisement can be avoided?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	63	63%	63%	63%
No	37	37%	37%	100%
Total	100	100%	100%	

Now an important question has been asked to the respondents that whether controversial advertisement can be avoided all together after getting an idea about their familiarity with the concept.

When looking on to the responses given by the Turkish respondents, it can be seen it is near to 50:50 ratio almost whereas when looking the same for the Pakistani respondents, it can be seen that majority that is 63% of them agree with the idea that controversial advertisement can be avoided.

This reflects the mentality and opinions of both the respondents where Pakistanis are more towards conservative approach. This reflects inflexibility in the Pakistani mindset as compared to the Turkish mindset where again half of the responses were for the avoidance of controversial advertisement.

Figure 14a: Controversial Advertisement and Advertisement-Appeals (Turkish)

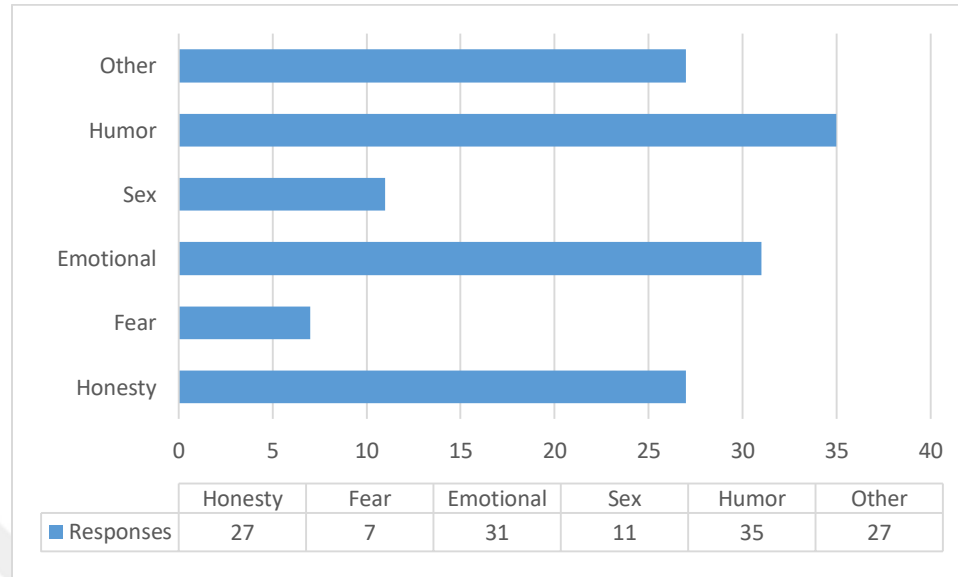
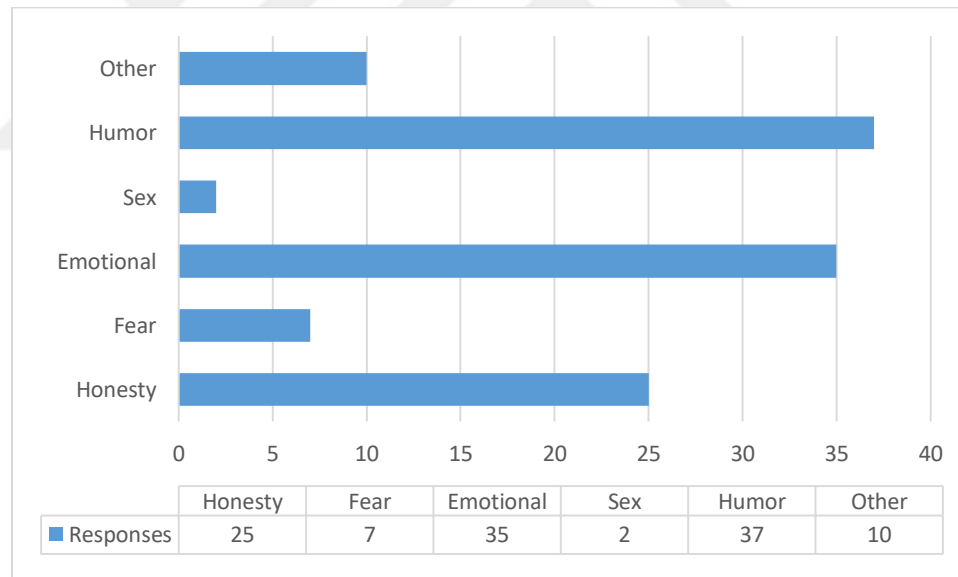


Figure 14b: Controversial Advertisement and Advertisement-Appeals (Pakistan)



In this question the respondents were introduced to the types of the advertisement appeals and were asked which ones they liked or got the most appeal from. These types include: honesty, fear, emotional, sex, humor and other. They were asked to choose more than one option.

Looking at the responses by Turkish respondents, it can be seen that they liked humor the most and then emotional. Then honesty comes in. Then there are some votes for sex and lastly fear. Then about 27 votes are for others.

Looking at the responses by Pakistani respondents, it is seen that here humor is coming first with emotional in second and then honesty in third. Then we have just two votes only for sex and then ten for others.

Overall it can be seen that humor is the most preferable option and then emotional and honesty are preferred. Humor is a nice way to slip in serious or controversial message into ads. People tend to watch such ads for a laugh and also hear the message. It is watchable among families as well. Then emotional is a way to connect with the humanity side of the people and it is tend to hit the audience on their soft spot. Then honesty is either a hit or miss because some may like the truth and sincerity and for some it may be too much to handle as well. Sex is still not that much preferred because of the controversial nature it is seen as. But yet fear comes in last it may be due to it may be difficult for everyone to handle the raw nature of the ad where you are left with a scared heart. Here we can see a similar pattern in liking the appeals in both the countries.

Figure 15a: Avoidance of Controversial Advertisement (Turkish)

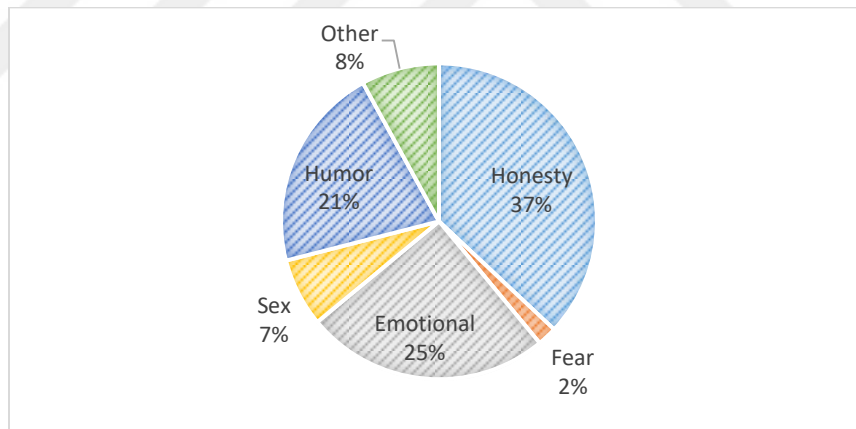


Table 15a: Avoidance of Controversial Advertisement (Turkish)

With which form of advertisement can controversial advertisement can be replaced?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Honesty	37	37%	37%	37%
Fear	2	2%	2%	39%
Emotional	25	25%	25%	64%
Sex	7	7%	7%	71%
Humor	21	21%	21%	92%
Other	8	8%	8%	100%

Total	100	100%	100%	
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Figure 15b: Avoidance of Controversial Advertisement (Pakistan)

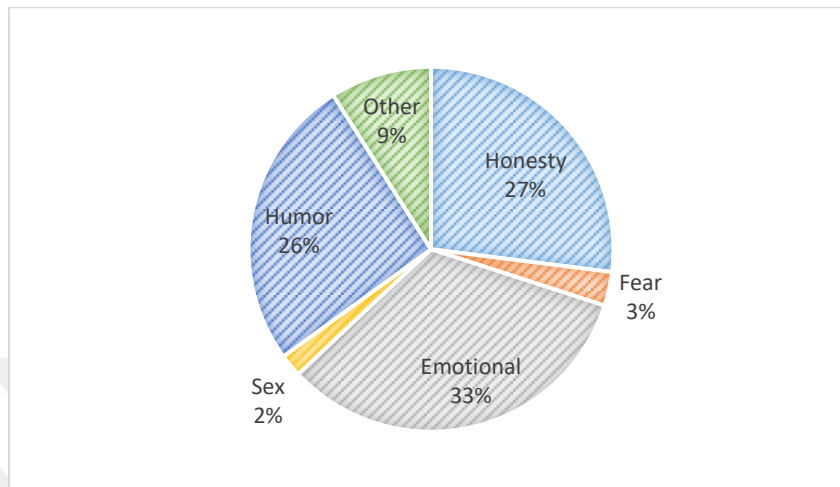


Table 15b: Avoidance of Controversial Advertisement (Pakistan)

With which form of advertisement can controversial advertisement can be replaced?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Honesty	27	27%	27%	27%
Fear	3	3%	3%	30%
Emotional	33	33%	33%	63%
Sex	2	2%	2%	65%
Humor	26	26%	26%	91%
Other	9	9%	9%	100%
Total	100	100%	100%	

In this question a different angle was being asked where the respondents are asked that with which appeal they would like to replace the approach of controversial advertisement. The same appeals were provided as being in the previous questions.

In the responses by the Turkish respondents it can be seen that honesty is at first followed by emotional and humor. Then other, sex and fear comes.

In the responses by the Pakistani respondents it can be seen that emotional is topping and then honesty and humor come. Then others, fear and sex come in the last.

It can be seen here that the respondents were able to choose other appeals options over the approach of controversial advertisements. This shows that though some are comfortable with the idea of controversial advertisement and many are familiar with it, but they won't changing its approach with other conventional forms of advertisement appeals. This is evident from the very low of responses in other category as they were clear in their mind about other appeals.

4.4 DESCRIPTION OF VARIABLES OF THE STUDY: CONTROVERSIAL ADVERTISEMENT AND THE RESPONDENTS

This section will look into the depth of the variable identified where we will see what attributes to the likeness and non-likeness of the respondents in nature to controversial advertisement and its execution. We will look into the respondent's ideas and opinions on the controversial advertise and related attributes when phrases and statements will be provided to seek their stance on it with a five-point Likert type format is to be used where 1 = very ineffective/strongly disagree to 5 = very effective/strongly agree. It will provide deep analysis into the extents and scopes of their opinions and associations with controversial advertisement.

Figure 16a: Influencing of Controversial Advertisement (Turkish)

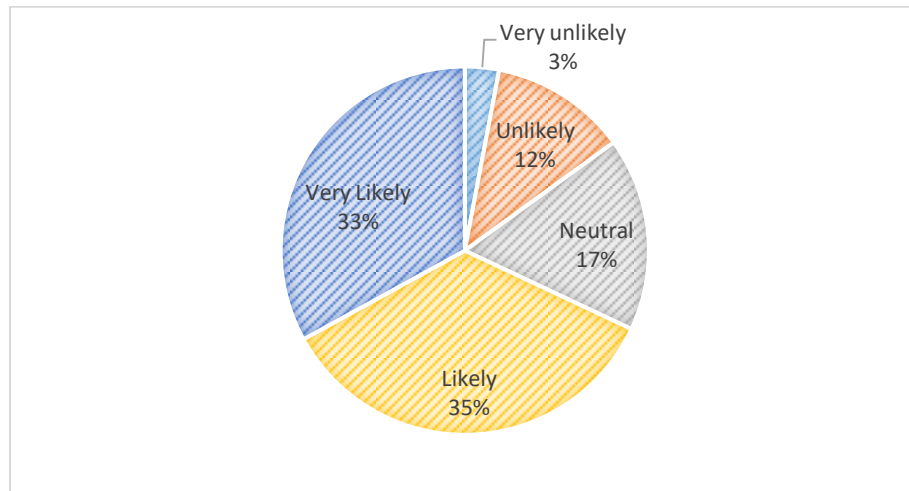


Table 16a: Influencing of Controversial Advertisement (Turkish)

How much can controversial advertisement impact you?				
	Frequency	Percent	Valid Percent	Cumulative Percent

Very Unlikely	3	3%	3%	3%
Unlikely	12	12%	12%	15%
Neutral	17	17%	17%	32%
Likely	35	35%	35%	67%
Very Likely	33	33%	33%	100%
Total	100	100%	100%	

Figure 16b: Influencing of Controversial Advertisement (Pakistan)

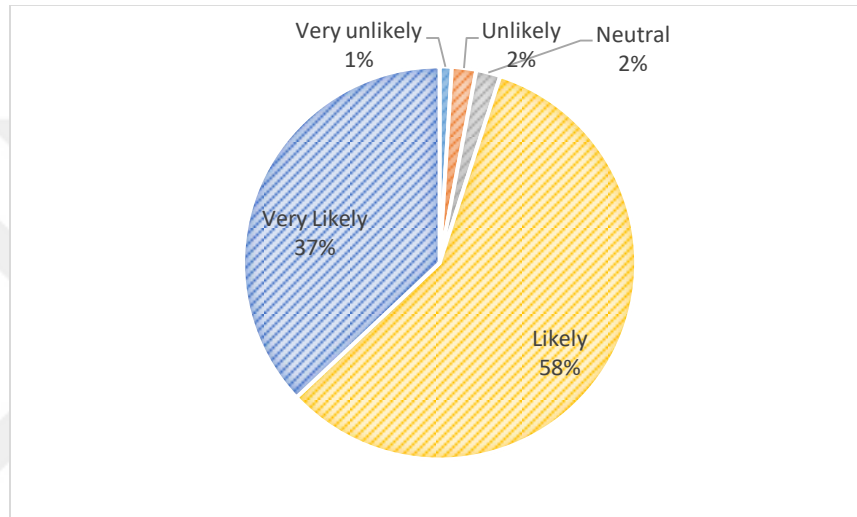


Table 16b: Influencing of Controversial Advertisement (Pakistan)

How much can controversial advertisement impact you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very Unlikely	1	1%	1%	1%
Unlikely	2	2%	2%	3%
Neutral	2	2%	2%	5%
Likely	58	58%	58%	63%
Very Likely	37	37%	37%	100%
Total	100	100%	100%	

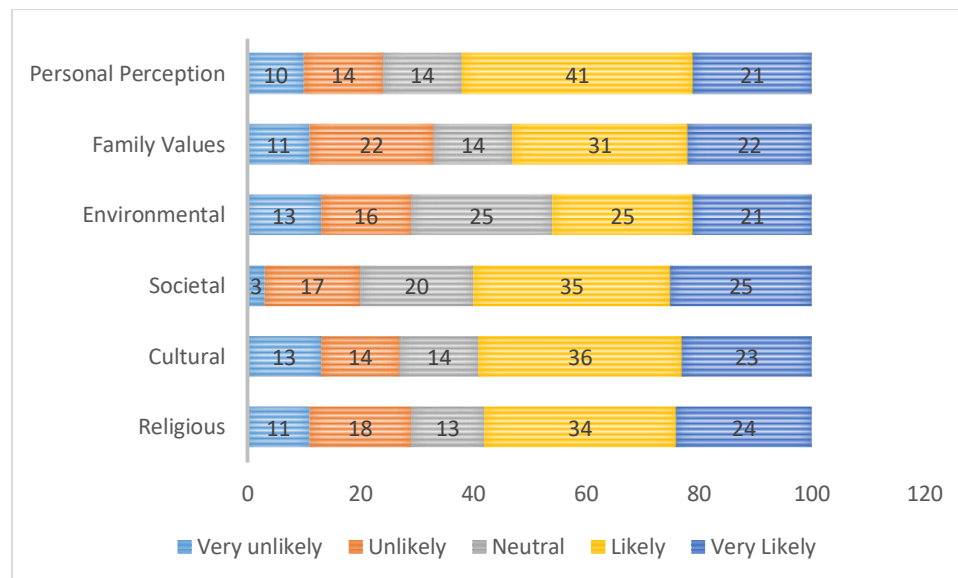
In this question a direct response is being seek from the respondents that to what extent and context controversial advertisement affects them. The impact may be positive or/and negative but here we are trying to understand if this form of advertisement is affecting our respondents or

not. This will help us in understanding from the perspective of the audience that how they take the influence of controversial advertisement on them.

From the responses of the Turkish respondents it can be seen that a greater percentage of them, about 68% of them (33% = likely and 35% = very likely) are accepting that they are being affected by the controversial advertisement. Whereas only 17% are neutral with remaining people in the category of being not affected. This implies the idea that controversial advertisement carries a strong influential power over the Turkish audience and they aren't shy in accepting that they are being affected by the same.

From the responses of the Pakistani participants. The results obtained are surprisingly in affirmation as 58% of them have said that are likely to be affected by controversial advertisements and 37% claimed the impact to be very likely. Then there is only 2% claiming to be neutral and remaining to be unlikely. This is astonishing as it is seen through the responses that they tend to be shy while talking about any association with controversial advertisement. There is a great chance that in many of the affirmative responses of getting influenced by controversial advertisement, the impact may be more negative than positive.

Figure 17a: Factors Influencing Responses to Controversial Advertisement (Turkish)

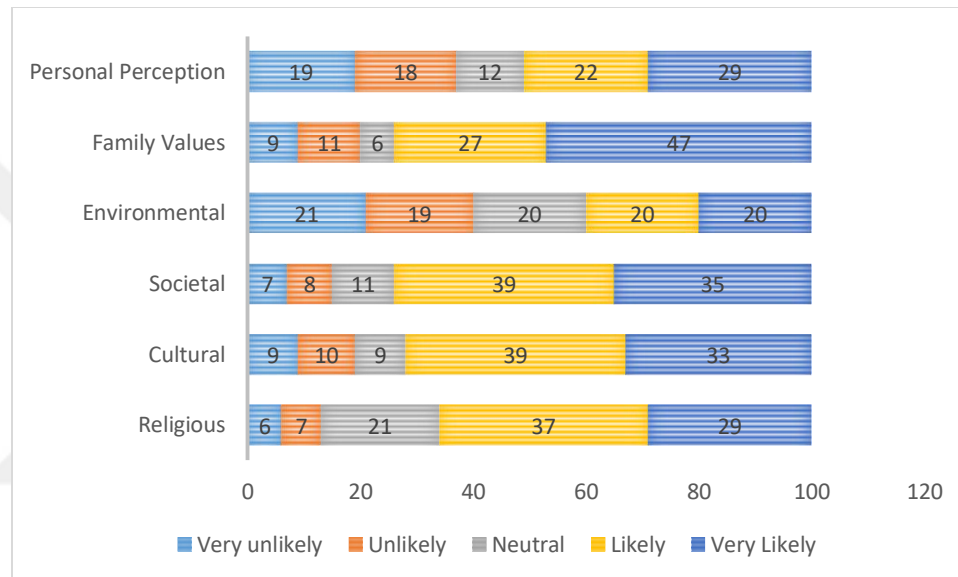


In this question a list of factors have been provided to the audience to ask them about to what extent these factors influence their response to controversial advertisement. It will help in

understanding that what values and norms the respondents closely enough that they influence their behavior towards things.

Among the responses by Turkish it can be seen that almost all the factors are significant where personal perception, societal, cultural and religious come up as noteworthy whereas environmental and then somewhat family values come in second position comparatively.

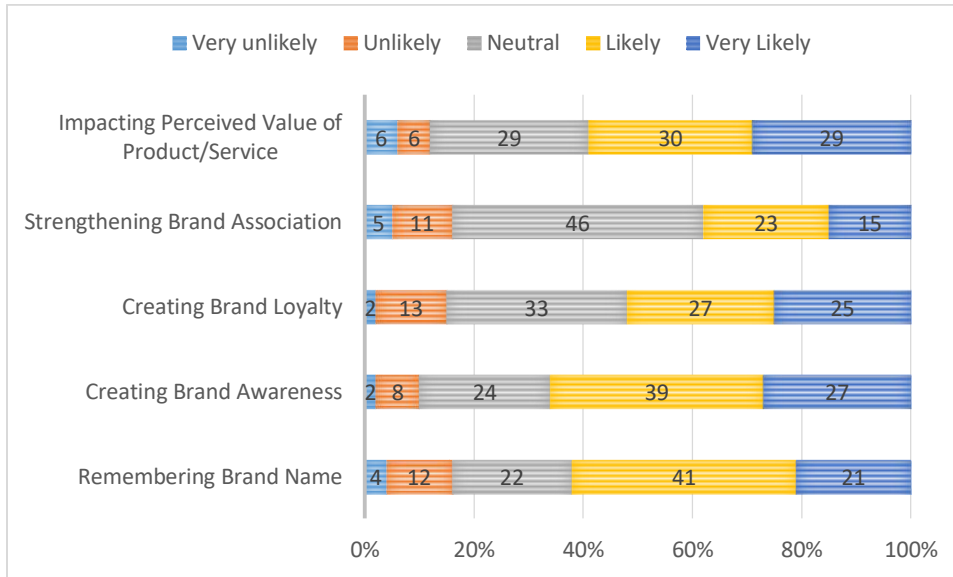
Figure 17b: Factors Influencing Responses to Controversial Advertisement (Pakistan)



The audience responds to certain things in a particular or unique way based on their values and norms which they carry within. These list highlights some significant factors which play a role in modeling the behavior of an individual.

From the responses of the Pakistani responses it can be seen that the family values is at the top followed by societal, cultural and religious factors. This highlights the idea that external factors have greater impact on the respondents. In comparison, personal perception has somewhat influencing power whereas environmental the least.

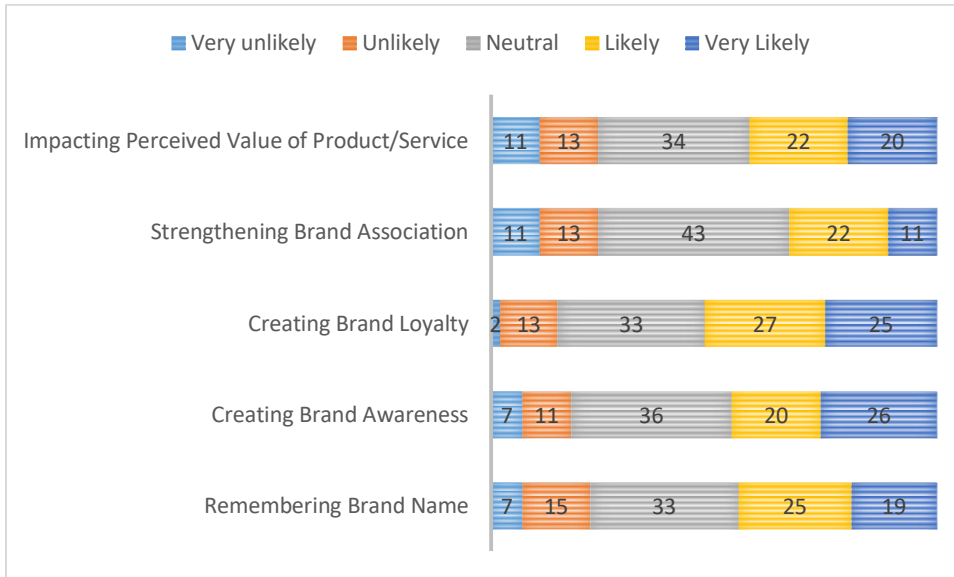
Figure 18a: Effectiveness of Controversial Advertisement (Turkish)



In this question a new angle has been discussed. The respondents are being asked that in what way controversial advertisement has impacted the way they recall or recognize or remember a brand about which the ad is. They were provided with statements mentioned above and were asked which held an effective impact on the brand by the mean of controversial advertisement.

It can be seen from the responses of the Turkish respondents that it made greater while creating awareness about the product/service being advertised. This shows that they were greatly known about the brand and understood what it is and what is about. Then it also helped in remembering the name of the brand and also influencing their perceived value of the product/service. This reflects the idea that this controversial advertisement was able to play with the visual and cognitive part of the respondents. Though too much affirmative responses can be seen when talked about creating brand loyalty as well as making the association with the brand strong. It may be because the controversial advertisement creates a spark more rather focusing on relationship building.

Figure 18b: Effectiveness of Controversial Advertisement (Pakistan)



This question also helps in understanding the effectiveness of controversial advertisement as well. It seeks into depths in understanding the areas of branding where controversial advertisement can play instrumental role in comparison to traditional advertisement.

From the responses of Pakistani respondents it can be seen that as opposite to results being obtained earlier by the same region participants, this form of advertisement is able to create brand loyalty which is quite astonishing. This may be due to the reasons that the controversial ads being aired in Pakistan is limited and are for most significant products/services. It is then followed by creating brand awareness and remembering the brand name as observed in the responses of the Turkish respondents. Then it also leaves impacts on the perceived value of the product or service. However same as earlier observed, it doesn't strengthen the association with the brand. The reasons may be same or people don't want to associate themselves with a brand in open via controversial advertisement.

Figure 19a: Comfort Level with Different Topics of Advertisement (Turkish)

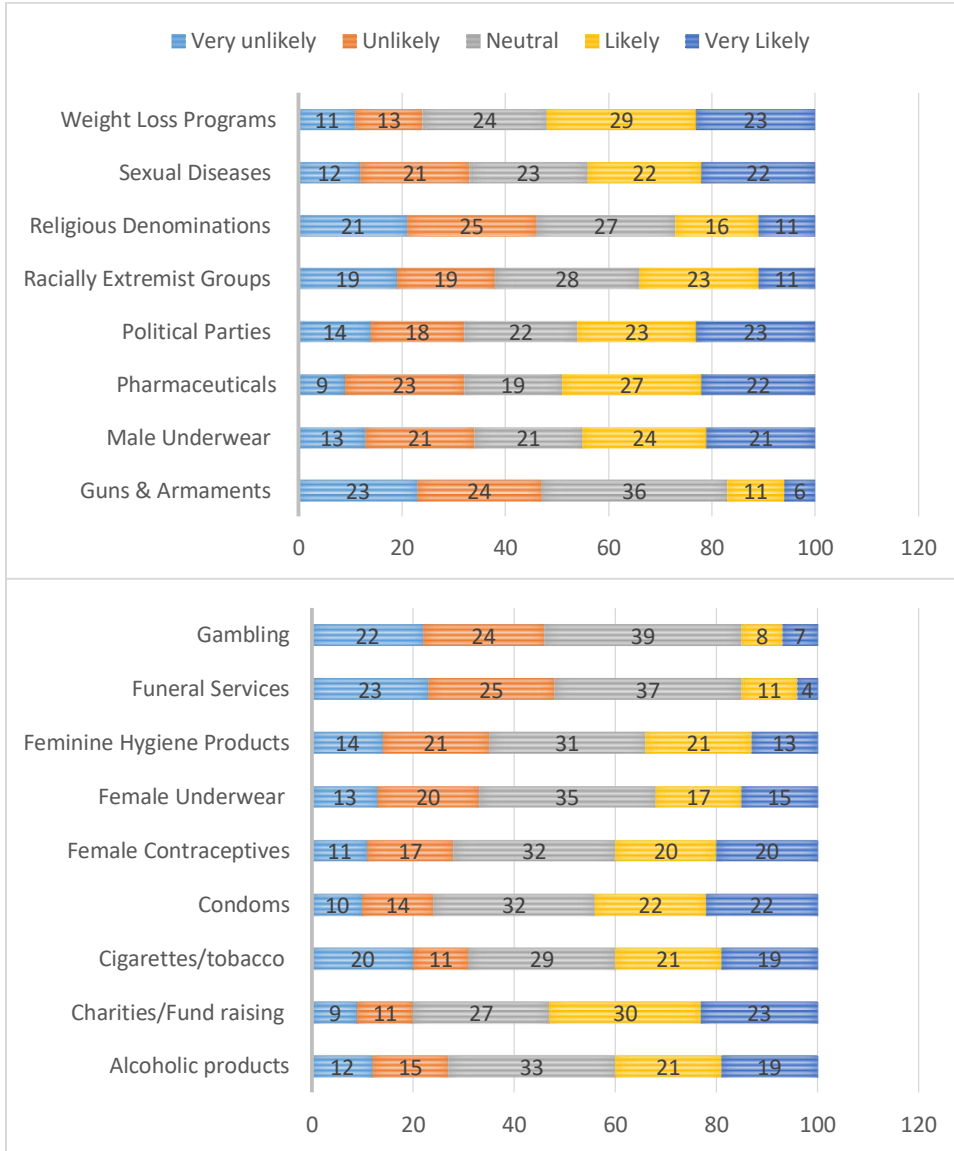
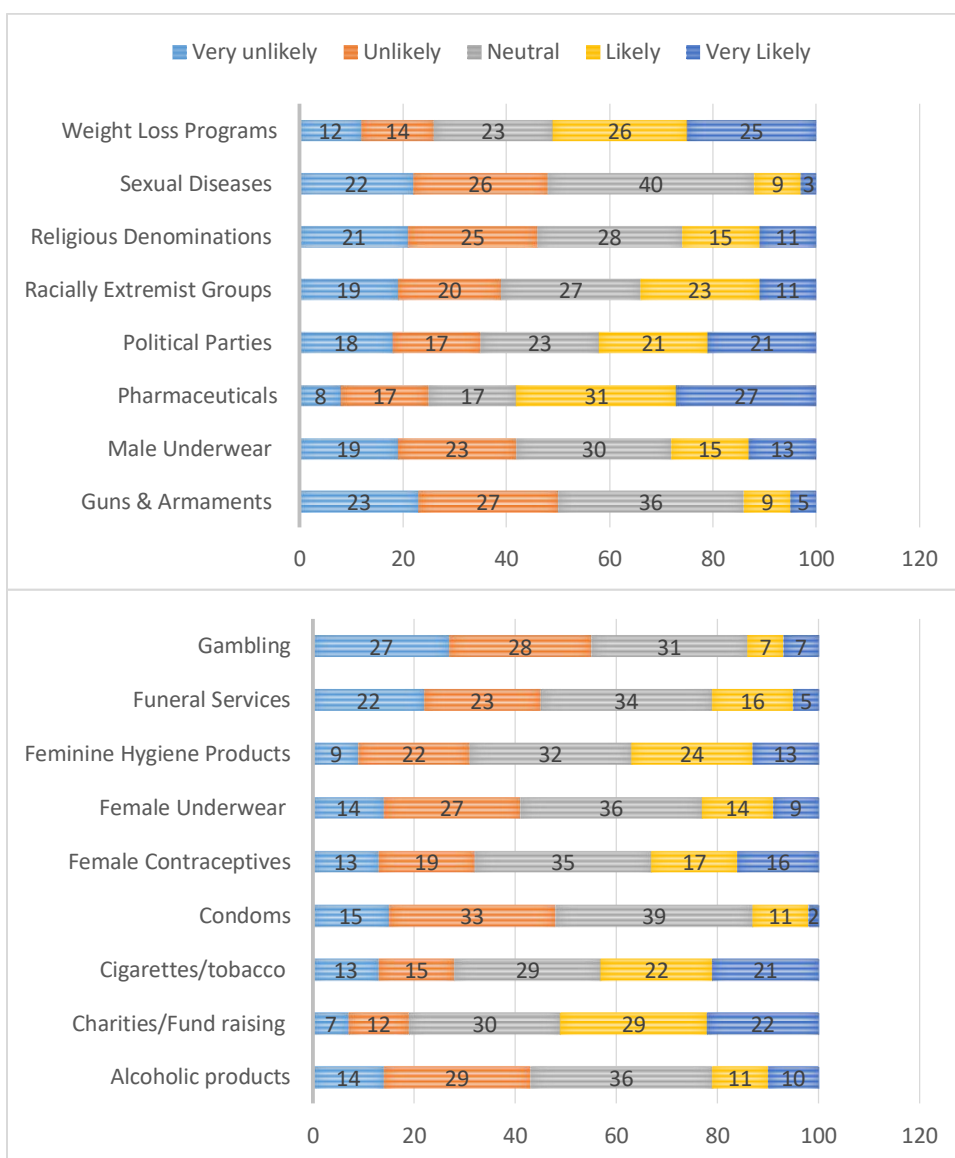


Figure 19b: Comfort Level with Different Topics of Advertisement (Pakistan)



In this question, different topics have been listed down that are being normally talked by means of controversial advertisement. This will give insight into with which kind of topics they are comfortable when they are presented in controversial advertisement.

It can be seen from the Turkish respondent are somewhat comfortable with topics like: weight loss programs, sexual diseases, political parties, pharmaceuticals, male underwear, female contraceptives, condoms, cigarettes/tobacco, charities/fund raising and alcoholic products and aren't comfortable with topics likes: religious denominations, racially extremist group, guns & armaments, gambling, funeral services, feminine hygiene products and female underwear. From this it can be said that there is no specific underlying reason behind the topics being liked or/and

un-liked by the respondents. It appears to be random and up to personal perception more. However it can be seen that many responses have chosen neutral as their votes. This may either show that they are undecided for clearing choosing their options or just don't want to reveal about their likeness/dis-likeness.

From the responses of Pakistani respondents it can be seen that they are clear patterns. They are comfortable with topics which are common and not very controversial such as: weight loss programs, political parties, cigarettes/tobacco, and charities/fund raising whereas they are very much comfortable with pharmaceuticals. Then there are many topics which have shown neutral behavior a lot such as: sexual diseases, male underwear, guns & armaments, condoms, female underwear and feminine hygiene products which clearly depicts that they are much afraid to talk about these topics openly whereas many of them are about important topics. This can be attributed to many reasons to societal pressure, cultural reference or personal perception. The remaining topics are the ones with which they aren't comfortable at all.

Figure 20a: Effectiveness of Different Advertisement Forms (Turkish)

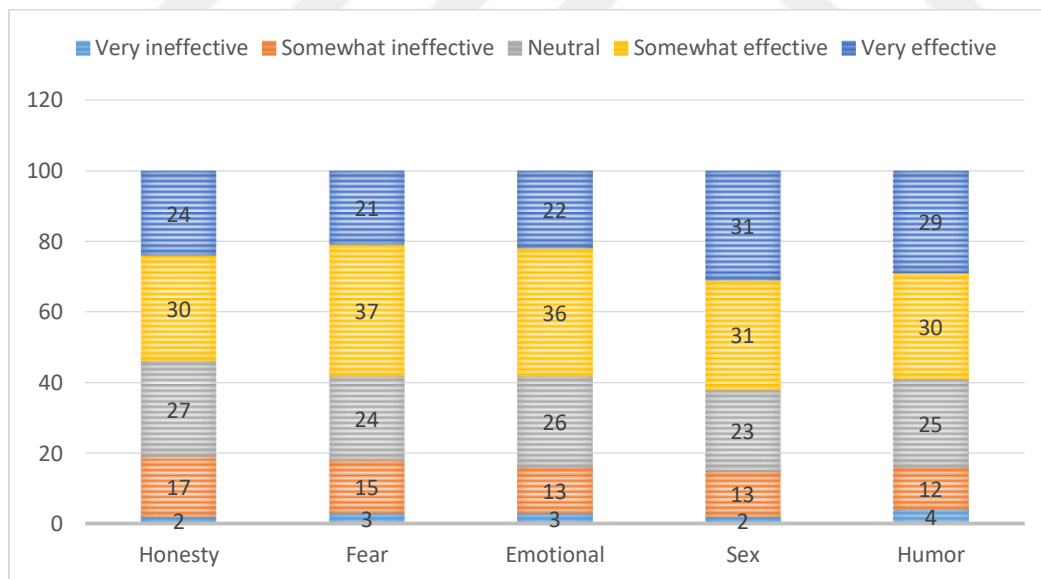
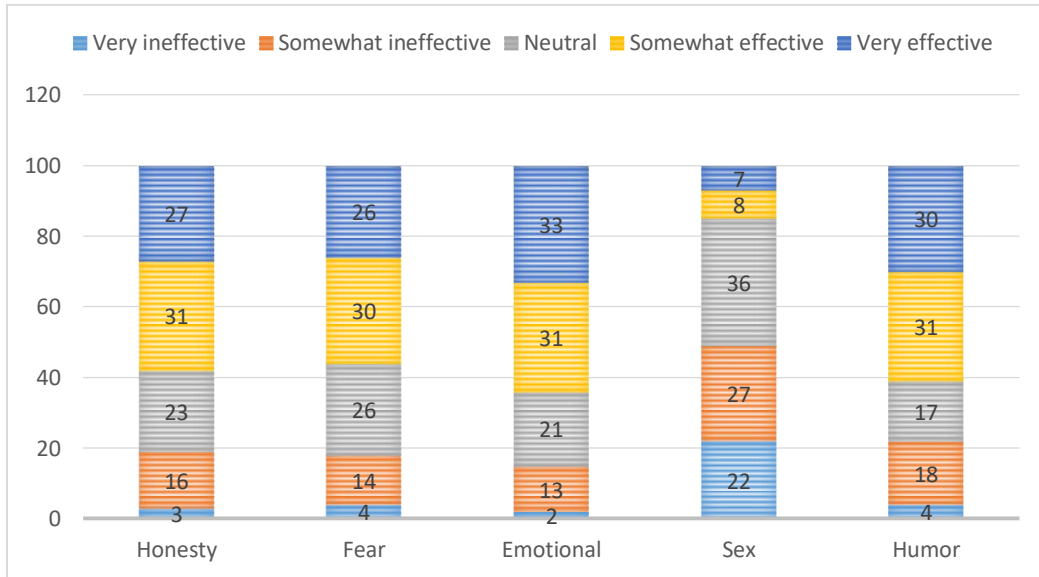


Figure 20b: Effectiveness of Different Advertisement Forms (Pakistan)



In this question, the different types of appeals have been listed to be used in controversial advertisement. Then the respondents were asked which option/appeal they find the best and be effectively used in controversial advertisement.

As per the responses of Turkish respondents, sex and then emotional and fear are appreciated and then comes honesty and humor. From the figures it can be seen that they are more or less standing from each not at a great margin. Whereas from the responses of Pakistanis, it can be seen that emotional and humor are much appreciated, then honesty comes and then fear. The sexual appeal isn't at all appreciated and many of the votes are neutral showing indifference to the option.

Figure 21a: Impact of Controversial Advertisement (Turkish)

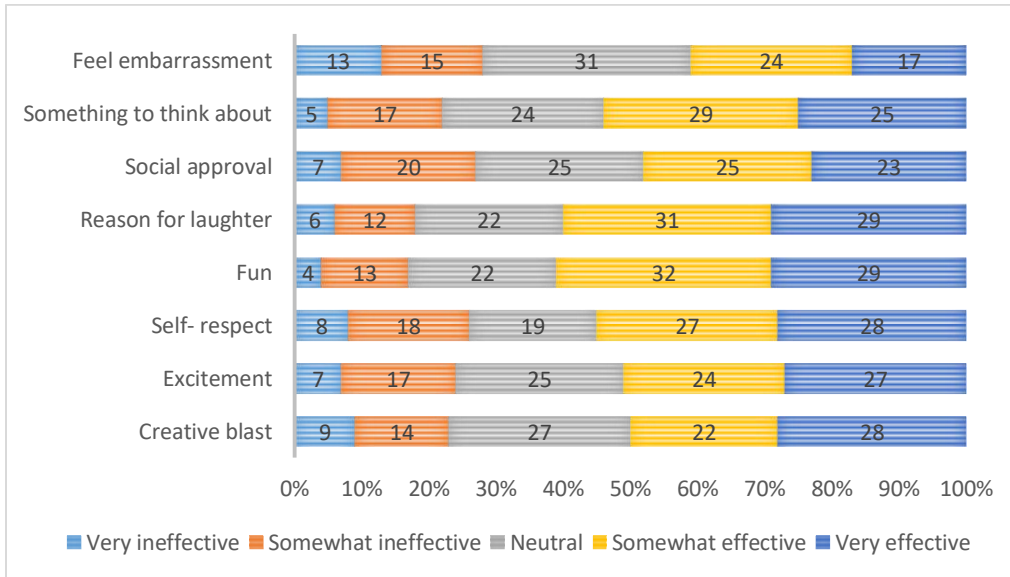
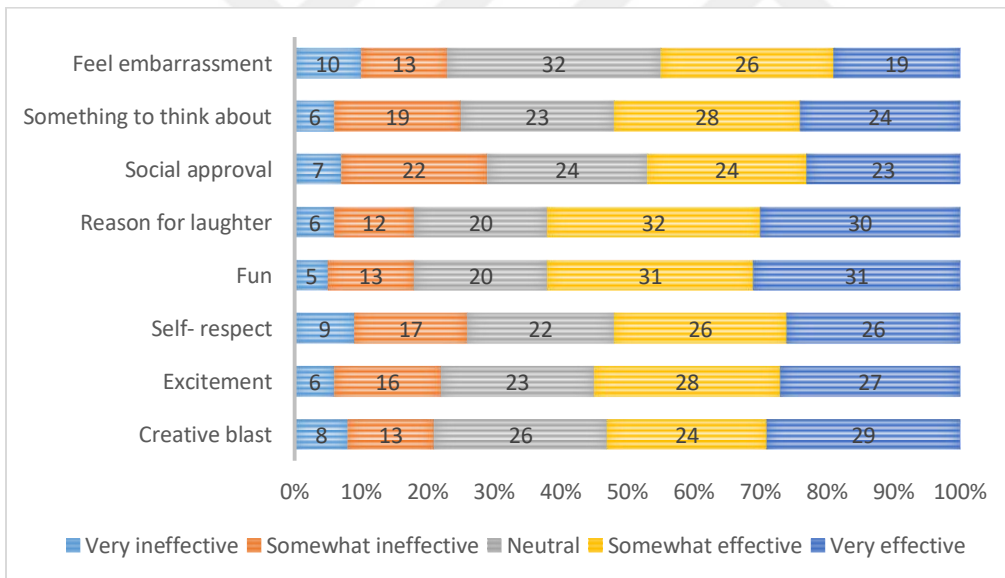


Figure 21b: Impact of Controversial Advertisement (Pakistan)



In this question it is being asked that what feeling below the respondents observe when they are witnessing controversial advertisement. These are phrases which depict different form of emotions and feelings the respondents may go through when they see a controversial advertisement. Some depict happiness and hoy, some depict grief or sadness and some may talk fear or embarrassment.

From the responses of Turkish participants, it can be seen that they are on the happier side as their top votes are inclining towards reasons for laughter, fun and also some self-reflection as

they feel moments of self-respect and something to think about. Then they also find a dose of excitement and creative blast. They don't find feelings of embarrassment and feel the need of social approval.

From the responses of Pakistani participants, we can see that like humor in the controversial advertisement as they like reason for laughter and fun and then excitement, creative blast and then something to think about. In the last comes feeling embarrassment and the social pressure but the neutral votes are there also as well.

It can be seen that humor has great way to sneak into controversial topics and much liked by the respondents as well but when it comes to feel some uneasy emotions like embarrassment, fear or pressure, it isn't much appreciated.

Figure 22a: Discussion on Controversial Advertisement (Turkish)

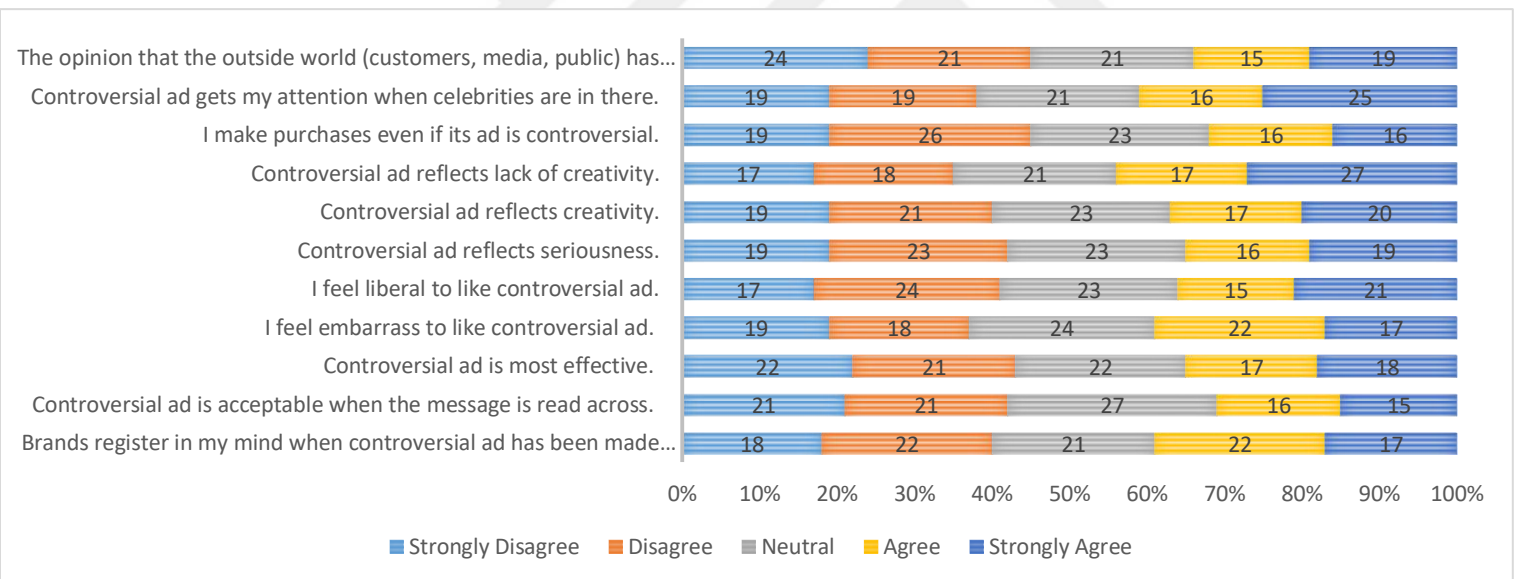
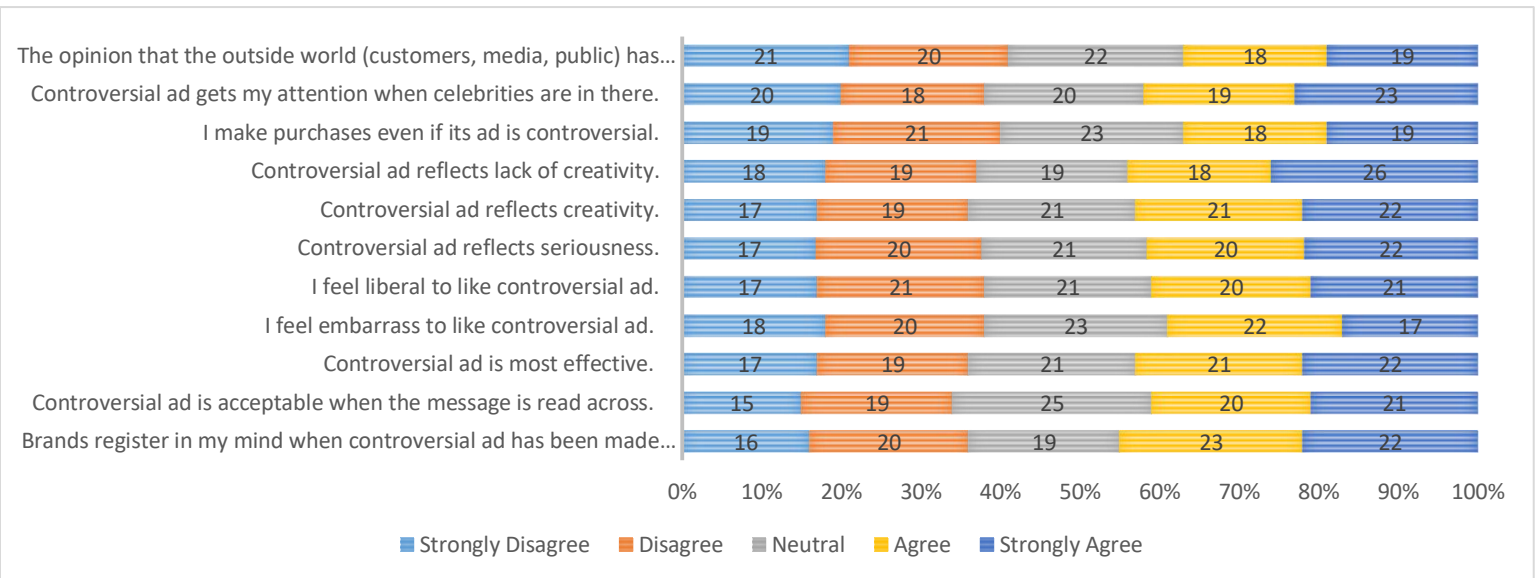


Figure 22b: Discussion on Controversial Advertisement (Pakistan)



In this question, a series of the statements have been provided to the respondents in relation to controversial advertisement in order to seek to which extent they agree and disagree with it. This will help us in better understanding of the impact of controversial advertisement on the audience. What are the reasons they find controversial advertisement good or bad. Many insights can be found by studying the responses to this question. We will go to each statement turn by turn and study responses of both sets of the respondents and do comparison where possible.

‘The opinion that the outside world (customers, media, public) has about controversial ad is important for me.’ This statement clearly highlights the idea if the external world has impact on your personal take on the controversial advertisement. The Turkish respondents disagree more (24+21=45%) than agreeing with (15+19=34%) with 21% as neutral. The Pakistani respondents are more like at an almost on 50-50 scale with disagreeing = 41% and agreeing = 37% and the neutral stand at 22%.

‘Controversial ad gets my attention when celebrities are in there.’ This statement has incorporated the use of a famous celebrity in a controversial advertisements. Celebrity marketing has been used over time now to gain attention of the masses and a famous celebrity is said to have a strong influential power when having a strong fan-base. The Turkish respondents are

agreeing more than disagreeing (41%>38%) and the same case is with the Pakistani respondents (42%>38%) with 21% and 20% neutral respectively.

'I make purchases even if its ad is controversial.' This statement talks about the action taken by the respondents in terms of their purchasing behavior. It talks about the individuals who are buying the particular product/service irrespective of its advertisement being controversial. The Turkish and Pakistani respondents are both disagreeing with it than agreeing with it as the figure shows (45%>32%) and (40%>37%) respectively. Their neutral is 23%. This shows that even Turkish participants were more comfortable and familiar with controversial advertisement as compared to the Pakistanis respondents as observed earlier in earlier questions, their practical approach when it came to buy the actual product/service, they hold similar behaviors.

'Controversial ad reflects lack of creativity.' This statement represents those individuals who think that controversial advertisement is just to create a buzz and don't find it creative. There can be alternatives with non-controversial form of advertisements which will require more creativity but is more doable. The Turkish and Pakistani respondents both are holding same ratios of responses where they are both agreeing with 44% as compared to disagreeing 35% and 37% respectively. Though about 1/5th of the responses shows neutral responses as well (Turkish=21%) and (Pakistani=37%). This reflects the idea that some are unsure but many agree with the idea that controversial advertisement may be an easy way to market a brand among the audience.

'Controversial ad reflects creativity.' This statement is claiming that controversial advertisement is a significant form of advertisement and reflects creativity as well. There are challenges in marketing a brand which may be controversial in nature and sometimes the brand is simple but the way it is advertised is controversial. There is a group of individuals and theories claiming this form of advertisement as creative as well. From the responses of the Turkish respondents it can be seen that they are still at their opinion of not finding controversial advertisement very creative as agree=37% and disagree=40% with 23% neutral. Whereas the responses of Pakistanis somewhat is different as agree=43% and disagree=36% with 21% neutral. Though the difference between agrees and disagrees isn't great magnitude wise.

'Controversial ad reflects seriousness.' This statement reflects on the idea that controversial advertisement talks about serious and significant issues and topics pertaining in our internal and external environment. The responses of Turkish disagree slightly more than agreeing (42%>35%) with 23% neutral. In responses by Pakistanis, the agreeing is slightly more than disagreeing (42%>37%) with 21% neutral. About 1/5th of the responses stand in between neither agreeing nor disagreeing.

'I feel liberal to like controversial ad.' This statement actually reflects on the idea that this form of advertisement is the result of modernization and newer thinking. It attempts to highlight those individuals who believe that by accepting the concept of controversial advertisement, they are liberal and open minded people. The responses of Turkish disagree slightly more than agreeing (41%>36%) with 23% neutral. In responses by Pakistanis, the agreeing is slightly more than disagreeing (41%>38%) with 21% neutral. This shows people are divided in being called liberal or narrow minded.

'I feel embarrass to like controversial ad.' This statement reflects on the idea that many individuals are not comfortable with the idea of controversial advertisement or/and are shy with these types of advertisements. This will highlight the hesitant people or who dislike controversial advertisement. The responses of Turkish agree slightly more than disagreeing (39%>37%) with 24% neutral. In responses by Pakistanis, the agreeing is slightly more than disagreeing (39%>38%) with 23% neutral. It can be seen the responses from both groups are in sink more in this question as they don't feel comfortable with controversial advertisement whereas however the ones who disagreeing don't fall back by a great margin as well.

'Controversial ad is most effective.' This statement is assessing that to what extent respondents agree that controversial advertisement is effective as well as any other non-controversial advertisement. This claims that controversial advertisements are impactful. The responses of Turkish disagree more than agreeing (43% > 35%) with 22% neutral. In responses by Pakistanis, the disagreeing is less than agreeing (36% < 43%) with 19% neutral. It can be seen that in comparison Pakistanis agree more than Turkish people here by a margin of 8%. This may be that the scope of controversial advertisement may be vast in Turkey as compared to in Pakistan which narrows the brands for the Pakistani market for which this form of advertisement can be made.

'Controversial ad is acceptable when the message is read across.' This statement states that despite of unpopular opinion, controversial advertisements can be accepted and respected if the message it is trying to portray is delivered and the audience understands it. This is normally the purpose of any ad to have the message read across the audience. The Turkish respondents are saying that they disagree more with 42% of the votes whereas 31% agree with 27% neutral. We can say it is more like mixed responses. The Pakistanis are agreeing more however for about 41% of them and it may be due to that controversial advertisement is limitedly aired in Pakistan and only for most crucial products/services. Though 34% of them are disagreeing with 25% neutral. We can see in both responses that there are many neutrals that are undesirable on the execution of controversial advertisements.

'Brands register in my mind when controversial ad has been made about it.' This highlights the relationship between a brand and the respondent and how it is impacted by controversial advertisement. It is claiming that the brand is able to register in the minds of the audience. It talks about brand association and brand recognition. It claims them to be stronger when a controversial advertisement is made about that particular brand. From the responses of the Turkish participants, it can be seen that they agree and disagree is almost at par i.e. 39% and 40% respectively with 21% neutral. From the responses of the Pakistani participants, it can be seen that they are agreeing more (45%) than disagreeing (36%) with 19% neutral.

4.5 HYPOTHESIS TESTING

Hypothesis 1 Testing

H_0 : *There is no significant relationship between controversial advertisement and its influence on Turkish generation X*

H_A : *There is relationship between controversial advertisement and its influence on Turkish generation X.*

For this hypothesis testing, the questions representing figures 9 and 10 are being used to provide with the following analysis when gathering responses from Turkish participants:

Report

Turkish Generation X Influence

Controversial Advertisement	Mean	N	Std. Deviation
0	.0000	22	.00000
1	.8590	78	.35030
Total	.6700	100	.47258

Correlations

		Controversial Advertiseme nt	Influence on Turkish Generation X
Controversial Advertisement	Pearson	1	.757**
	Correlation		
	Sig. (2-tailed)		
	N		
Influence on Turkish Generation X	Pearson	.757**	1
	Correlation		
	Sig. (2-tailed)		
	N		

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The results shows that null hypotheses is rejected as $r = .757$ and $p < 0.05$ with correlation being significant at 0.01 level. This proves that controversial advertisement does influence the Turkish generation X.

Result:

There is a relationship between controversial advertisement and its influence on Turkish generation X.

Hypothesis 2 Testing

H_0 : There is no relationship between controversial advertisement and its influence on Pakistani generation X

H_B : There is relationship between controversial advertisement and its influence on Pakistani generation X

For this hypothesis testing, the questions representing figures 9 and 10 are being used to provide with the following analysis when gathering responses from Pakistani participants:

Report

Pakistani Generation X Influence

Controversial Advertisemen t	Mean	N	Std. Deviation
.00	.1818	22	.39477
1.00	1.0000	78	.00000
Total	.8200	100	.38612

Correlations

		Controversial Advertisement	Influence on Pakistani Generation X
Controversial Advertisement	Pearson	1	.882**
	Correlation		
	Sig. (2-tailed)		
	N		
Influence on Pakistani Generation X	Pearson	.882**	1
	Correlation		
	Sig. (2-tailed)		
	N		

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The results shows that null hypotheses is rejected as $r = .882$ and $p < 0.05$ with correlation being significant at 0.01 level.

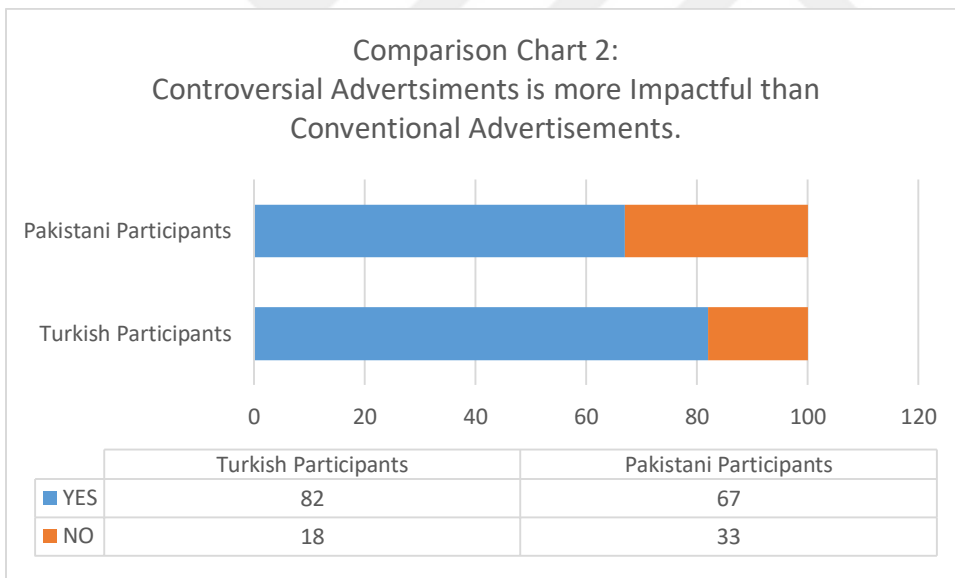
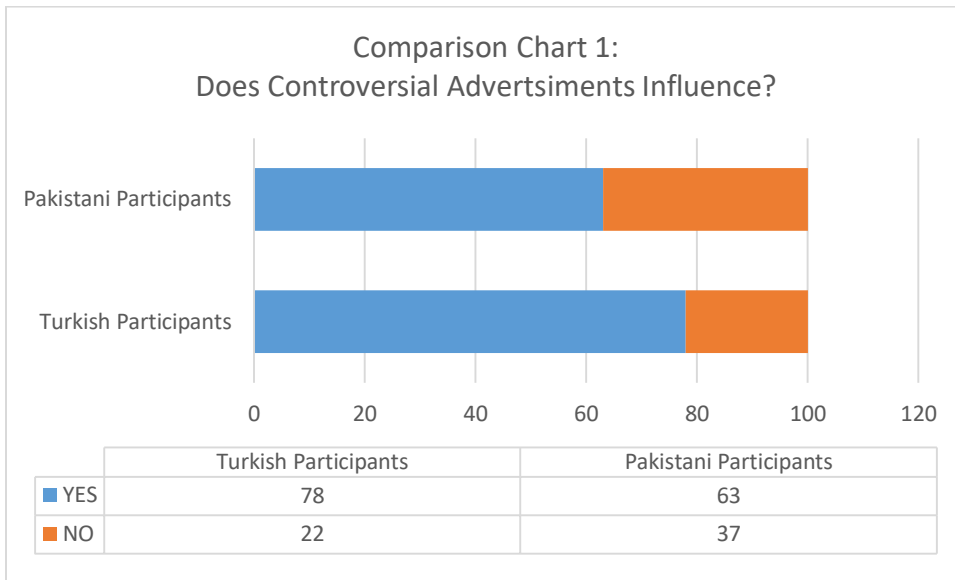
Result:

There is relationship between controversial advertisement and its influence on Pakistani generation X.

Hypothesis 3 Testing

H_C: The generation X of Turkish is less skeptical of controversial advertisement than that of Pakistanis

For this hypothesis testing, the questions representing figures 9 and 10 are being used collected from both correspondents (Turkish and Pakistani) and a comparison is doe to provide with the following result:



Interpretation:

In the comparison chart A, it can be seen that the not only the Turkish participants are familiar with controversial advertisement but also believe more that they have the potential to impact the audience as compared to the responses of Pakistani participants.

In the comparison chart B, it can be seen that the Turkish participants are more open to the idea that controversial advertisement tends to be more influential than conventional advertisement as compared to the responses of Pakistani participants.

Result:

The generation X of Turkish is less skeptical of controversial advertisement than that of Pakistanis. They are more open to the idea of the influencing potential of controversial advertisement as compared to the conventional advertisement.



CONCLUSION

It can be concluded that controversial advertisement has the power to influence its audience and it can go both ways: positive and negative. In this study we talked about impact on generation of two countries in order to produce a cross-cultural study. They respond to same set of various appeals of controversial advertisement in different as well as same ways. It influences their way of thinking to their purchasing behavior.

It is important to learn from the study that controversial advertisement isn't a foreign concept in the marketing world of Turkey and Pakistan, though their progression and acceptance level may be different. There have many reasons discussed above representing the causes behind the behavior and responses of the generation x of both countries.

It is seen in Turkey, their internal factors are stronger that navigate their reaction towards controversial advertisement whereas in Pakistan, their external factors seem to play a greater role in influencing their behavior towards controversial advertisement. This study shows on an overall basis that Turkey is much ahead in accepting different appeals of controversial advertisement and open to more ideas in the same scope as compared to Pakistanis.

This study list down factors internal as well as external which hinder the path for controversial advertisement as to be as just another form of advertisement. Though at the same time, these factors also create the buzz surrounding the fame of controversial advertisement. However these factors can be analyzed and then the most favorable appeals can be taken into account while making and executing controversial advertisements in the respective countries. This will help in wider audience, wider acceptance and bigger buzz. It will help more in creating the true essence of advertisement and achieve the main goal of advertisement which is to make the brand known and a hit among the prospect.

This will call for intensive research and development in terms of looking into factors which are most appreciated and the responses and behaviors of the audience and how they reach to different components. It is significant to identify the brands in terms of products/services that are

controversial in nature and to what groups of prospects and to how much extent. It is equally important to know the reasons for being controversial so that the execution of the advertisements can be fittingly implemented.

It is to be noted that controversial advertisement do carry a risk of being a hit or miss affair depending on its level of notwithstanding its usefulness in the capture of the targeted prospect's attention and interest.



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APPENDIX A

Questionnaire

1. What is your gender?
☐ Male ☐ Female
2. Which of the following age categories do you currently fall under?

☐ 18-24	☐ 25-34
☐ 35-44	☐ 45-54
☐ 55-64	☐ 65 or over
3. What is the highest level of formal education you have completed?

☐ Attended High School	☐ Graduated High School
☐ Attended College	☐ Graduated College
☐ Post-Graduate Study Without Degree	☐ Post-Graduate Degree
4. What is your average monthly household income?
☐ Less than \$500
☐ \$500 - \$1000
☐ \$1001 - \$1500
☐ \$1501 - \$2000
☐ \$2001 - \$2500
☐ \$2501 - \$3000
☐ \$3001 - \$3500
☐ \$3501 - \$4000
☐ \$4001 - \$4500
☐ \$4501 - \$5000
☐ Over \$5000
5. What is your occupation?

☐ Business	☐ Healthcare
☐ Academics	☐ Law-Legal
☐ Education	☐ Student
☐ Military	☐ Other
6. Do you watch/read advertisements?
☐ Yes ☐ No
7. Which form of advertisement do you prefer?

☐ Print	☐ Digital
☐ Both	
8. Are you familiar with controversial advertisement?

☐ Yes

☐ No

9. Do you think controversial advertisement has an impact on the audience?

☐ Yes

☐ No

10. Do you think controversial advertisement has a greater impact on the audience as compared to conventional advertisement?

☐ Yes

☐ No

11. Which of the following factors influence your response to controversial advertisement?
(You can use more than 1)

☐ Religious

☐ Family Values

☐ Cultural

☐ Personal Perception

☐ Societal

☐ Other

☐ Environmental

☐ None

12. Which one of the following advertisement appeals are you familiar with?
(You can use more than 1)

☐ Honesty

☐ Sex

☐ Fear

☐ Humor

☐ Emotional

☐ Other

13. Do you think controversial advertisement can be avoided?

☐ Yes

☐ No

14. Which form of advertisement appeal is liked/appreciated by you?
(You can use more than 1)

☐ Honesty

☐ Sex

☐ Fear

☐ Humor

☐ Emotional

☐ Other

15. With which form of advertisement can controversial advertisement can be replaced?

☐ Honesty

☐ Sex

☐ Fear

☐ Humor

☐ Emotional

☐ Other

16. How much can controversial advertisement impact you?

Very unlikely	Unlikely	Neutral	Likely	Very Likely

17. To what extent the following factors impact on your response to controversial advertisement?

Advertisement Appeals	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Religious					

Cultural					
Societal					
Environmental					
Family Values					
Personal Perception					

18. Do you think controversial advertisement has an impact on creating the following:

Factors	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Remembering Brand Name					
Creating Brand Awareness					
Creating Brand Loyalty					
Strengthening Brand Association					
Impacting Perceived Value of Product/Service					

19. How comfortable are you with the following topics in the advertisements:

Factors	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Alcoholic products					
Charities/Fund raising					
Cigarettes/tobacco					
Condoms					
Female Contraceptives					
Female Underwear					
Feminine Hygiene Products					
Funeral Services					
Gambling					
Guns & Armaments					
Male Underwear					
Pharmaceuticals					
Political Parties					
Racially Extremist Groups					
Religious Denominations					
Sexual Diseases					
Weight Loss Programs					

20. How effective is each form of advertisement according to you?

Advertisement Appeals	Very ineffective	Somewhat ineffective	Neutral	Somewhat effective	Very effective
Honesty					
Fear					
Emotional					
Sex					
Humor					

21. Which feeling below you observe when witnessing controversial advertisement? (Rate from least important to very important)

Feelings	Very ineffective	Somewhat ineffective	Neutral	Somewhat effective	Very effective
Creative blast					
Excitement					
Self- respect					
Fun					
Reason for laughter					
Social approval					
Something to think about					
Feel embarrassment					

22. Pick any one of the options for the statements provided for controversial advertisement:

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brands register in my mind when controversial ad has been made about it.					
Controversial ad is acceptable when the message is read across.					
Controversial ad is most effective.					
I feel embarrass to like controversial ad.					
I feel liberal to like controversial ad.					
Controversial ad reflects seriousness.					
Controversial ad reflects creativity.					
Controversial ad reflects lack of creativity.					
I make purchases even if its ad is controversial.					
Controversial ad gets my attention when celebrities are in there.					
The opinion that the outside world (customers, media, public) has about controversial ad is important for me.					



END OF DISSERTATION

