Relationship Between Worldview and Advertising Techniques

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Abstract

This study clarifies the different worldview domains of advertising and the techniques used to construct them. First, the keywords related to worldview are extracted by analyzing case studies conveying the worldview of a brand. Next, based on the questionnaire survey on keywords, classification and systematization of the worldview domains factor analysis are attempted. Additionally, based on the questionnaire survey on advertising techniques that constitute the worldview, the relationship between the worldview domain and the advertising techniques is quantified by regression analysis. The 66 keywords were classified into eight domains by factor analysis. The total regression coefficients for the eight domains were found that "Characters and Product Movements," "Atmosphere," and "Product functions, Naming, and Logos" were influential in constructing the eight worldview domains. Regression analysis was used to quantify the relationship between the eight worldview domains and 11 advertising techniques. These relationships serve as rules when planning advertising creatives and contribute greatly to marketing automation.

Keywords: Worldview, Advertising Techniques, Relationship, Factor Analysis, Regression Analysis

1. Introduction

Worldview has been discussed in various academic fields such as philosophy, literature, political science, sociology, and business administration. In this study, the term worldview is considered from the advertising perspective in business administration. Worldview is described as "a comprehensive viewpoint of the world and human life." However, from the advertising perspective, worldview is often regarded as the viewpoint and style of the advertisement provider or the opinion and style of the receiver. Therefore, there is no exact definition of the term worldview.

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2. Related Literature

Although many studies mention worldview, few clearly indicate its meaning and definition. Advertising practitioners highlight that it is important to consider worldview as "the power to present the story and the future" and to envision the worldview[1]. Moreover, the visual expression of art and design is a powerful tool to convey the worldview to others. Regarding the viewpoints and styles of those who provide advertisements, research is being conducted on the

differences in the cultural plot patterns of creative teams[2], the portrayal of traditional cultural values in China[3], the analysis of characteristic elements of the expression styles of luxury brands[4,5], and the methods of corporate advertising and cultural branding[6]. Additionally, regarding the viewpoints and styles of the recipients of advertisements, research is being conducted on the gender differences in moral worldviews[7], cultural codes shaping lifestyle behaviors[8], the effectiveness of humor through the joint humor process of advertising and the cultural orientation of viewers[9], the impact of social context on consumers' neurophysiological responses to advertising messages[10], comparison of the persuasive power of narrative versus non-narrative advertising[11], and changes in the likelihood of co-creation with consumers according to the content creation style[12]. These studies do not systematically discuss the elements and domains of a unified worldview. However, they discuss the relation of the message, story, domain (culture, tradition, social context), atmosphere (luxury, humor), and method of expression to the views and styles of advertising providers and recipients.

In this study, the worldview domains of advertising techniques are extracted and classified to quantify the relationship between them.

3. Analysis Method

3.1. *Extraction of Keywords Related to Worldview*

Using introductory texts of the branding design samples[13] and the texts of essential design points as analysis materials, keywords related to worldview described in the texts such as "conveying ~," "~ness," "making ~ feel," and "expressing ~" were extracted.

3.2. *Questionnaire Survey on Worldview and Advertising Techniques*

As it is difficult to make a conclusion when a large number of keywords are factor-analyzed, keywords with similar meanings were aggregated into keyword groups. Questionnaire surveys were conducted on the keyword groups conveying a sense of the worldview and on the advertising techniques that constitute the worldview.

Based on the favorable factors of the Advertising Favorability Survey set by the CM Soken Consulting[14] and the analysis of the advertising techniques[15,16], the advertising techniques set included: advertising message,

products, corporate attitude, story development, episode, characters and product movements, performers or character, background color, cutting tempo, music or sound, and atmosphere.

3.3. *Classification of Worldview Domains*

Factor analysis was conducted based on the response data concerning worldview keyword groups in the questionnaire survey. The statistical analysis software SPSS[17] was used for factor analysis, and factors (domains) were extracted by the Promax method with Kaiser normalization based on the principal axis factoring. Additionally, worldview domains were analyzed by gender based on the extracted factors.

3.4. *Relationship Between Worldview Domains and Advertising Techniques*

Based on the aggregated data on worldview domains and advertising techniques in the questionnaire survey, regression analysis was conducted with worldview domains as the dependent variable and advertising techniques as the independent variable. Regression analysis was performed using SPSS statistical analysis software, and the regression coefficient was calculated by selecting variables using the stepwise method.

4. Results and Analysis

4.1. *Extraction of Keywords Related to Worldview*

Sixty-six keywords were extracted based on 101 examples of branding design. Keywords with similar meanings were aggregated into 27 keyword groups, and these were used as questionnaire items. The keyword groups are shown in Table 1 below.

4.2. *Questionnaire Survey*

The questionnaire was administered to 903 participants (641 males and 262 females) aged 19–24 years. They were asked to respond on their worldview using a survey covering 27 keyword groups and the 11 advertising techniques.

4.3. *Classification of Worldview Domains*

The 27 keyword groups were classified into eight domains by factor analysis. The classification results are shown in Table 1. Although these do not cover all the domains, the main worldview domains related to advertising and store design were set and classified. The three worldview domains with the largest percentage indicated by the respondents were "Play/Novel" (36%), "Individuality/Surprise" (33%), and "Tradition/Foreign" (32%). Meanwhile, "Rural/Carefree" (24%), "Sincerity/Eternal" (19%), "Urban/Sophisticated" (16%), "Advanced/Future" (15%), and "Festival/Regional" (9%) were smaller. Fig. 1 shows the aggregated results by gender for each domain. "Play/Novel" was significant at the 5% level and was preferred more by females, while "Rural/Carefree" and "Festival/Region" were significant at the 5% level and was more preferred by males.

Table 1. The domains and keyword groups of worldview.

| Domains	Keyword Groups
Play/Novel	Playful, Fun, Interesting
	Live feeling, Uplifting feeling, Tension feeling
	New sensations, Creation, Creativity
	Various, Mixed, Miscellaneous, Wide variety
Individuality/ Surprise	Enthusiasm, Commitment, Only yourself, Individuality
	Sharp identity, Upset common sense
	Hidden charm
Urban/ Sophisticated	Fashionable, Urban
	Extreme, Premium, Luxury
	Cool, Beautiful silhouette
	Sophisticated, The classic, Gentleman, Authentic
Advanced/ Future	Technology, Advancement, Intelligence
	Future, Possibilities
	Feeling unfinished, Feeling of effort
	Specialist, Professional
Tradition/ Foreign	Tradition, History, Not influenced by fashion
	Fusion of newness and history
	Make you feel exotic
Festival/ Regional	Festival, Celebrate life
	Contribution to the community
Sincerity/ Eternal	Sincerity, Honesty
	Eternal, Be loved forever
	Benefit for all three sides, Solidarity, Connection, Ties
Rural/ Carefree	Countryside scenery, Relaxing time, Natural
	Seasons, Color the life
	Casual, Comfortable, Carefree
	Living, Way of living
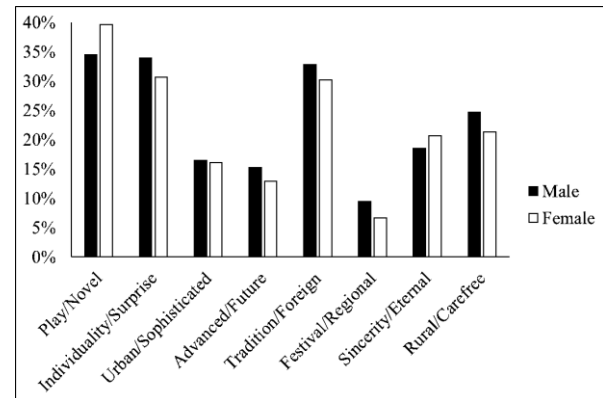
Fig. 1. The aggregated results by gender for each domain.
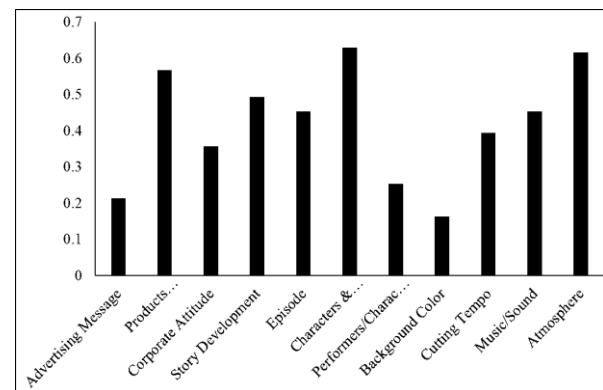

Fig. 2. The total regression coefficients for the eight domains.

4.4. *Relationship Between Worldview Domains and Advertising Techniques*

Regression analysis was used to quantify the relationship between the eight worldview domains and 11 advertising techniques. Table 2 shows the analysis results (regression coefficient at 5% significance). Fig. 2 shows the total regression coefficients for the eight domains. It was found that "Characters and Product Movements," "Atmosphere," and "Product functions, Naming, and Logos" were influential in constructing the eight worldview domains. However, for the trends of the main advertising techniques in each domain, "Music/Sound" and "Performers/Characters" affected "Play/Novel"; Atmosphere" and "Story Development" affected "Individuality/Surprise" and "Tradition/Foreign"; and "Background Color" and "Cutting Tempo" affected "Rural/Carefree".

Table 2. Relationship (regression coefficient) between worldview domains and advertising techniques.

Advertising Techniques	Worldview Domains								Total
	Play/ Novel	Individuality/ Surprise	Urban/ Sophisticated	Advanced /Future	Tradition /Foreign	Festival/ Regional	Sincerity /Eternal	Rural/ Carefree	
Advertising Message					0.073		0.071	0.069	0.213
Product functions, Naming, & Logos	0.149		0.181	0.153	0.084				0.567
Corporate Attitude		0.119				0.085	0.071	0.082	0.357
Story Development	0.104	0.136	0.07	0.094	0.088				0.492
Episode	0.071	0.093			0.071		0.138	0.08	0.453
Characters & Product Movements		0.099	0.115	0.117	0.075	0.105	0.118		0.629
Performers/ Character	0.151						0.102		0.253
Background Color	0.065							0.097	0.162
Cutting Tempo	0.074	0.091		0.134				0.095	0.394
Music/Sound	0.159	0.121	0.088		0.084				0.452
Atmosphere	0.088	0.156	0.106	0.071	0.1			0.094	0.615

5. Conclusion

In recent years, attempts have been made to automate marketing. Accordingly, effective communication is based on a worldview that is easily relatable to individual customers. In this study, classification of the worldview domain was attempted. These classifications can be used as indicators to determine individual customers' characteristics.

Additionally, a quantification of the relationship between worldview and advertising techniques was also attempted. These relationships serve as rules when planning advertising creatives and contribute greatly to marketing automation.

This research analyzed the 19–24 age group. However, an expanded age group and a comprehensive survey will become an effective indicator for determining the characteristics of individual customers. In the future, we can conduct surveys that cover a wider range of age groups to further substantiate advertising techniques.

Acknowledgements

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Authors Introduction

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He received his MBA from Graduate School of Business Science, University of Tsukuba, Japan in 1993. He is a Professor in the Faculty of Business Administration, Kindai University, Japan. His majoring is modeling the various social phenomena based on the modeling of consumer and the system building for simulation.