

Advertising Systems in Japan Marketing Behavior, Advertising Industry, Advertising Literacy

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This paper clarifies advertising systems unique to Japan. As typical of Japanese advertising systems, advertising expression tend to adopt soft sell and transformational type. The advertising expression is explained not only by the cultural value but also marketing behavior of advertisers and the characteristics of Advertising transactions. As to marketing behavior channel-oriented marketing behavior has an impact on advertising expressions. As to characteristics of Advertising transactions, the existence of media-oriented advertising agency also has an impact on advertising expression. Finally, this paper proposes significance of advertising literacy and suggests future research.

Keywords: Advertising expression, Advertising transaction, Hard sell/Soft sell, Advertising effect.

Introduction

The objective of this paper is to clarify advertising characteristics in Japan. The advertisement does not just involve only advertisers who send advertising messages and consumers who receive them. In addition to communications established between the sender and receiver, it involves cultural, social, and economic factors to form an environment between the advertiser and consumer.

Another objective of this paper is to understand the advertising systems unique to Japan. I avoid explaining the advertising systems in Japan only on the basis of values and norms generated in Japan. I also analyze the advertiser marketing behaviors unique to Japan other than the cultural values, and furthermore, the advertising industry, relationships including not only the advertisers and the advertising agencies but also the advertising agencies and the

media companies.

The respective viewpoints have been discussed in various forms including cross-cultural comparison. As to the marketing behavior unique to Japan, for example, it is characterized by comparing it with the marketing behavior of American companies. For example, the distribution policy based on long-term relationship, so called "keiretsuka" and the frequent product development style to shorten the life cycle of products are grasped as elements to characterize the marketing unique to Japan (Ikeo, 1999). Although the distribution policy and product development have been respectively discussed, the advertising activities are not understood well within the scope of marketing behavior unique to Japan, and only the singularity of advertising expressions has been discussed.

The same thing can be pointed out in the research area of advertising industry. In terms of the heterogeneity of the advertising transaction in Japan, many research results have been accumulated (Kobayashi, 1998). For example, the fact that the commission system is mainly adopted rather than the fee system for setting charges for advertising transactions is understood as a system unique to Japan. As to the relationship between advertiser and advertising agency, the existence of the account conflict, trace practices in Japan, is cited as an example¹.

As to the research area of advertising industry characterized through comparison between Japan and America and between Japan and Europe, the analytical focus is only placed on the advertising transactions, and it does not include the advertising expression and does not implicate understanding of advertising systems unique to Japan.

The objective of this paper is to consider the effects of the advertiser's marketing behavior and advertising industry instead of discussing the advertising expression only through the cultural characteristics. Understanding this will lead to understanding of Japanese advertising system in general.

¹ According to Kobayashi (1998), the characteristics of advertising transactions unique to Japan are verbal contract instead of document contract, account system to limit transactions with media, reserving system to buy up time and space, and financing function to pay charges to media.

Cultural viewpoint of advertising

Japanese advertising expression

In research area of the advertising expression, it is often explained from the cultural characteristics of a country, as described above. For example, this research area is to understand the social and cultural values existing in the country, including sex difference and race, described in advertising. In this research area, the advertising is selected as a proper medium for understanding the culture (Gilly, 1988).

The same thing was pointed out by Muller (1987) who conducted cross-cultural comparison of advertising expression. In understanding the advertising expression, the cultural effects to foster it cannot be ignored. The advertising not only promotes the buying behavior of consumers, but also forms cultural values such as ethics of consumers. In other words, the advertising embodies the cultural values.

Furthermore, the cultural effect is not limited to the social and cultural characteristics described and referred to in advertising. Even the advertising appeals, basic role of advertising, are embedded in the culture (Muller, 1987). For example, status appeals tend to be adopted more in Japan than in Europe and America (Belk and Pollay, 1985; Muller, 1987)². That appeals are to remind people of the fact that buying a product indicates the status of the purchaser. That is, position within social context, instead of physical appeal of the product itself, is stressed. Such various appeals are affected by culture.

The most remarkable difference on the appeals of advertising expression is the difference in tendency to adopt hard sell or soft sell. To be specific, American advertising tends to adopt the hard sell while Japanese advertising tends to adopt the soft sell (Muller, 1987; Tanaka, 1993; Naryu and Yamamoto, 1994; Morean, 1996).

The hard sell is an advertising appeal represented by the compar-

² In addition, group mentality, respect for elderly people, nature-oriented characteristic are established in the stage of hypothesis. It was, however, impossible to verify the significant difference. Belk and Pollay (1985) analyzed the increase of the status appeals historically on a time-series basis. In there, the tendency is increasing in America as well as Japan, but the tendency is strong especially in Japan.

ative advertising. In advertising, the superiority of the product of a company is emphasized in comparison with competitors. Referring to the competitors enhances the superiority of the company's product or brand. Even without direct comparison, adopting such expression as number one or leader falls under the category of the hard sell (Muller, 1987).

Although the definition of hard sell differs among authors, the form to directly refer to product attributes and advantages is remarkable in America. This type is to appeal the product attributes and performance on a rational or empirical basis. The advertising in the testimonial appeal to recommend a product in terms of users and specialists is relevant to this (Naryu and Yamamoto, 1994)³.

On the other hand, the soft sell is an advertising type to convey mood and atmosphere through an emotional story or beautiful scene, not so related to the product attributes, rather than the appeal based on the product itself (Muller, 1987). This appeals to the sensibility of consumers by using non-language elements such as mood and atmosphere as the main appeal, instead of the language that can objectively convey information on a product.

For the Japanese advertising, it has been explained that such soft-sell type advertising is dominant. This is plainly indicated by pointing out that many scenes not related to a product appear in the Japanese advertising (Naryu and Yamamoto, 1994). Rather than rational persuasion, it appeals to the feeling of viewers mainly through abstract description. In Japanese, it is the type called "image advertising."

The abstract content leads to another characteristic that the advertisement itself is ambiguous. Through the non-language expression involving various interpretations in comparison with the language, the Japanese advertising gives ambiguous impression. This means that most of the advertising interpretation is left to the consumers (Benedetto, et al, 1992).

If such hard sell or explanation of product attribute and the soft

³ Muller (1987) separates the hard-sell type and product merit type referring to the product itself from each other, but positions them as a modern appeal type opposed to the Japanese traditional appeal type. Naryu and Yamamoto (1994) position them as the hard sell.

sell are applied to the advertising type adopted generally in consumer behavior, they can be understood as the pair of advertising types, informational type and transformational type (Rossiter and Percy, 1997). The informational type is an objective appeal seeking rational judgment, while the transformational type has an abstract appeal to feelings.

Ramaprasad and Hasegawa (1992) verified this pair of advertising types in the content analysis of Japanese and American TV commercials following Puto and Well's classifications. They defined the advertising of the informational type that can be verified on the basis of fact information, and on the other hand, the transformational type was such that affect-based and endows the use of the brand with particular positive experience, and they conducted the content analysis in Japan and America on the basis of the TV commercial.

As a result, no significant difference was found between both forms in the TV commercial in Japan and America⁴. As to the mismatching with the so far results, however, they pointed out that the Japanese advertising type, because of ambiguousness, involved more elements of the transformational type than the strict verification results, rather than denying the so far verification results. That was, because of the ambiguousness, the elements of transformational type were mixed even in the informational type. Even in the comparative advertising mostly featuring the hard sell, it can be said that transformational type elements to appeal to feelings were involved (Ramaprasad and Hasegawa, 1992).

So far study found the difference between Japanese and American advertising types, hard sell/soft sell and informational type/transformational type. It can be said that the Japanese advertising expression has the tendency of soft sell and transformational type or image-oriented advertising⁵. Hereinafter, I call the soft sell and transformational type as image oriented-advertising.

⁴ It can be estimated that the analysis results reached are also related to the different analysis subjects. Since Ramaprasad and Hasegawa (1992) used the TV animation advertising, the advertising types of transformational type tended to increase in comparison with the print media so far subjected to the analysis.

Transfer of viewpoint to advertising activities

It has been understood in the so far interpretation that the peculiarity of such Japanese advertising expression is based on the cultural background of Japan. Especially it is explained on the basis of the peculiarity of the communication style in Japan.

The communication style means the peculiarity of the context when communicated. In comparison with other countries, the understanding in the communication depends more on the context rather than the utterance content (Hall and Hall 1987). Since in Japan there exists homogenous tendency including race and class to be the origin, many portions implicitly are shared (Morean, 1996).

Depending on the portions implicitly shared leads to avoidance of direct expression. As a reason for less comparative advertising, the cultural characteristic to avoid direct expression is cited (Muller, 1987; Hong et al., 1987). It is concluded that due to such cultural conditions the Japanese tend to adopt the advertising type with more emotional explanation to appeal to feelings and non-language and implicit portions existed in comparison with other countries.⁶

But understanding such advertising expression and cultural factors as direct relations leads to simplifying complicate relations too much. This is because it leads to elimination of many aspects related to the advertising activities.

Observing the advertising history in Japan, it is known that what is called Japanese advertising characteristics cannot be simply attributed to the cultural background (Kishiya, 2000). It is not that the abstract advertising to appeal to feelings represented by the soft sell has long been emphasized. In the postwar advertising, for example, the discussion on product attributes as the advertising appeal was prevalent (Advertising Conference, 1957 No. 37)⁷.

In the postwar period, less spread of products is cited as a rea-

⁵ In the research of Hong et al (1986), the verification results show that the Japanese magazine advertisements provide more information than the American advertisements. Similarly, in the research of Madden et al. (1986), it is shown that the Japanese magazine advertisements are of information type. The research of Madden et al. also shows that the Japanese magazine advertisements are feeling-oriented. I have no objection to the fact that the Japanese advertising form is feeling-oriented.

⁶ It is, of course, related to the length of time of TV commercial in Japan and America. Ordinary time for TV commercial is 30 seconds in America and 15 seconds in Japan. The shortness of 15 seconds can be said to be too short for explaining the convenience of a product.

son, but image-oriented advertising represented by the soft sell and transformational type was not a dominant advertising type. But in 1965 and later, image-oriented advertising increased (Uchikawa, 1980; Yamakawa, 1987; Kishiya, 2000).

For example, the importance of referring to other appeals than product knowledge is emphasized, and then it is argued that the advertising expression dependent on the product knowledge does not enhance the advertising effect (Advertising Conference, 1968 No. 167).

In this sense, not only the advertising expression and cultural values but also the activities and awareness of people related to the advertising expression must be subjected to analysis. In addition to the cultural values, two aspects, marketing behavior (Tanaka, 1993) and advertising industry (Morean, 1996) are considered as factors to affect the advertising activities and the accompanying awareness. Along the argument of this paper, I can cite two viewpoints, channel-oriented marketing of Japanese company and media-oriented advertising agency.

Marketing Behavior of Advertisers

Channel-Oriented Japanese Companies

To understand marketing behavior of Japanese advertisers. It is necessary to understand the positioning of advertising activities among the marketing activities of Japanese companies. The basic understanding of the marketing behavior is to optimally combine 4P marketing activities against a target market, product policy, distribution policy, promotion policy, and price policy (McCarthy, 1978).

But it is not possible to abstract the activities away from the peculiarity of a country. As the market itself includes cultural backgrounds, it is also possible to extract cultural factors to make foundation for the marketing behavior required to conform to it (Kotabe

⁷ In addition, similar ideas were discussed in the top interviews with the companies of the Advertising Conferences (1954 No. 8, 1955 No. 10 / No. 13, 1956 No. 23).

and Helsen, 2004).

For example, the basic principle of the marketing behavior of Japanese companies is to emphasize the distribution policy rather than the product policy, promotion policy or price policy. As represented by long-term relationship, "keiretsu" on distribution, they stress the distribution policy among marketing behaviors (Takashima, 2000).

The marketing in Europe and America is based on the sales promotion activities to develop demand by using a lot of advertising. On the other hand, Japanese companies have based the marketing behavior on the push-type strategy centering on personal selling (Tamura, 1986). This is closely related to the environmental factors of Japanese consumers. Concerning the housing conditions of the consumers, Japanese houses are generally small in comparison with those in Europe and America. This leads to higher shopping expenses and stock expenses. As a result, consumers tend to go shopping frequently and so a lot of marketing investment is made on the distribution channel including higher store density (Tamura, 1980; Naryu and Yamamoto, 1994). Therefore, its strategy is to emphasize the relations not only with consumers, but also with stakeholders including wholesalers and retailers. In other words, their behavior principle is oriented toward long-term transaction relations not only with the consumers but also with distribution companies by assisting the selling activities of the wholesalers and retailers. This can be called channel-oriented marketing behavior (Ishii, 1984; Takashima, 2000).

Effect on advertising of channel-oriented marketing

The relationship with advertising activities, the channel-oriented marketing must not only form the brand loyalty of consumers but also always meet the request of aggressive advertising from distributors. The effect on the advertising activities of the channel-orientation can be confirmed from the following two points.

The first one is related to the brand selection by consumers. Japanese consumers tend to conduct unplanned purchase decided at a retail store rather than the planned purchase in which a brand is

predetermined. In Japan, because of the housing conditions and channel-oriented marketing as described above, the store density is higher than in America, and the consumers tend to purchase small quantities frequently especially in case of shopping goods (Manabe, 1990). The frequent purchasing promotes the unplanned purchase rather than selecting a brand in advance. For the unplanned purchase, it is necessary to take such a strategy in advertising as making it important that consumers recognize a brand at a store (Tanaka, 1993). When a consumer sees a product, he/she remembers the advertising and is moved to purchase it. Rather than the advertising type of rational explanation, the advertising type to give a deep impression and appeal to feelings is considered to facilitate the remembering of the advertising.

Because of the high store density, it is possible to acquire information such as product attributes and prices at retail stores rather than through the advertising media. For the advertising activities, therefore, you must set the appeals on other aspects than objective information of products (Naryu and Yamamoto, 1994). This also leads to emphasizing the image-oriented advertising to appeal to feelings.

The second one is the effect on the advertising of the product development course based on the channel-orientation. In other words, the channel-oriented marketing behavior affects the advertising via the product development course. In terms of product policy, for example, a wide variety of product lines and frequent model changing are required in order to maintain long-term relationship on the distribution, the channel-oriented marketing principle. The objective is to maintain the continuous and comprehensive relations with distributors through frequent model changing to live up to the expectations of the distributors (Takashima, 2000). The peculiarity of the product development influence two stages, product level and company level.

First, the frequent launch of new products and frequent model changing do not so easily produce technical differences. As a result of the frequent model changing, product lines not so technically different are formed. For this reason, image discriminating through advertising is sought rather than technical discriminating. Therefore

that companies depend on the image-oriented advertising separated from referring to the attributes of the product (Ikeo, 1999).

Second, widening the product variation makes it difficult to establish an image as corporate brand (Advertising Conference 1970 No. 207). Especially Japanese companies have developed the brand management with the corporate brand as the starting point, and so extending the product lines leads to spreading the image of the corporate brand (Suyama and Umemoto, 2000). Therefore, they endeavor to restructure the corporate image (Ikeo, 1999)⁸.

This leads to emphasizing the corporate advertising to manage a wide variety of products in a unified way, in addition to the product advertising. The corporate advertising cannot appeal a product in a specific way and must adopt an abstract advertising type to appeal to feelings. For example, the term of "image advertising" started to be used when the corporate advertising started⁹. With the recognition of corporate advertising equal to image advertising as the starting point, the adoption of the advertising type was expanded from the corporate advertising to the product advertising (Kishiya, 2000).

Peculiarity of Advertising Industry

Media-oriented advertising agency

Only with the consumer level or marketing behavior of advertisers so far described, only the half of the fact is covered in discussing the advertising itself. As other peculiarity, the peculiarity of the Japanese advertising industry is present. In order to understand the background where the image-oriented advertising appeared, not only the marketing behavior of the advertisers but also the peculiarity of the Japanese advertising industry must be understood.

The peculiarity of the Japanese advertising industry is created from relations among the advertiser and advertising agency and

⁸ Ikeo (1999) pointed out that as a result of developing homogenous products called imitation, consumers lack of product knowledge, though they had a high degree of involvement in product purchase used, the corporate brand as the material for their judgment.

⁹ In the beginning of the corporate advertising, types appealing technical differences were often used, but since the occurrence of pollution problems of companies, they have been replaced with types to emphasize soft images (Kishiya, 2000).

media company to issue the advertising. That is, it is necessary to understand not only the dyadic relationship between the advertiser and advertising agency but also the triad relationship including the media company (Kishiya, 2004).

Such peculiarity of the Japanese advertising industry can be understood from two points. One is media-orientation to form the base for advertising agency behavior and the other is the existence of media-oriented advertising creative ability.

First, as the direction to frame the Japanese advertising agency behavior, the media-orientation exists. In accordance with the definition of the advertising agency, the advertising agency is specialized in the advertising activities, and so its objective is to support the advertiser through its technical and special knowledge. For example, an advertising agency in Europe or America maintains mutual trust by forming a partnership with an advertising agency handling accounts (Halinen, 1997).

The partnership-oriented attitude to the advertising agency is embodied in the advertising industry in Europe and America. It avoids the account conflict in which the advertising agency handles the accounts of a rival companies of the advertiser¹⁰.

On the other hand, a Japanese advertising agency is often grasped as representing the interests of media rather than supporting the activities of the advertiser (Morean, 1996; Kobayashi, 1998; Kishiya, 2000). This resulted in the distribution of accounts, opposed to the transaction form of European and American type that avoid competing accounts.

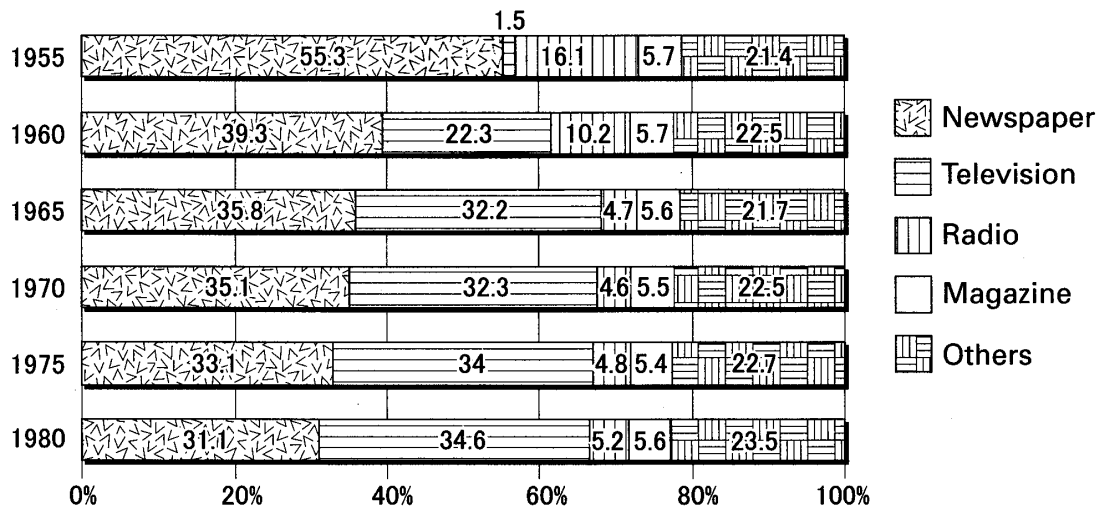
The distribution of accounts is the result of the institutionalization of the media-orientation of the advertising transactions (DiMaggio and Powell, 1991; Kishiya, 2004). The origin of the institutionalization is attributable to the fact that the origin of the Japanese advertising agency was the advertising agency to sell spaces of newspaper and magazine media (Saito, 1997).

¹⁰ Recently, however, accompanying the globalization of European and American advertising companies, mergers have frequently occurred, causing the account conflict. For this reason, there occurs the trade-off problem whether priority is placed on the technical functions by distributing advertising agencies or on the degree of integration of the different functions by adopting a general advertising agency (Gronstedt and Thorson, 1996)

The advertising agency sells the advertising media on behalf of the media companies. The account system in which transactions are made only with particular advertising agencies among the newspaper and magazine media is the remnants. The character of the origin and the character as the space broker prescribed and strengthened the subsequent advertising transactions without specializing into companies specialized in marketing and media buying companies like in America (Sudo, 1994).

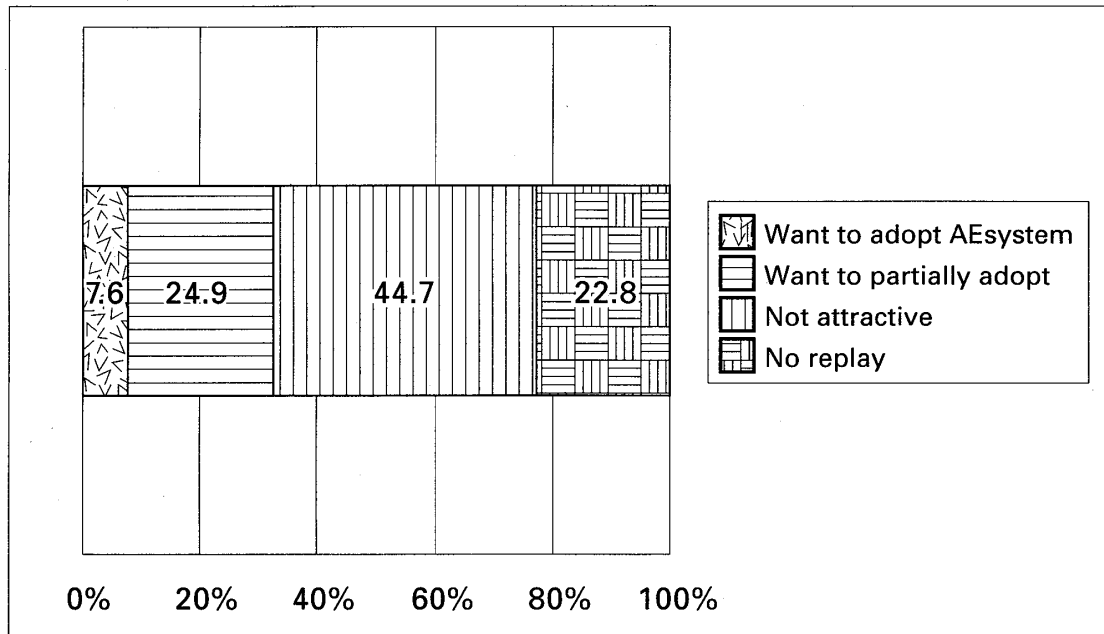
In the postwar period, when the broadcast media, especially TV broadcast media were spread, the financial function of advertising agencies and positive operating activities to secure advertisers made a great contribution (Uchikawa, 1980; Dentsu, 2002). For this reason, relation-specific resources to specialize mutual resources between advertising agencies and media companies were generated (Morean, 1996; Halinen, 1997; Kobayashi, 1998; Kishiya, 2004). Without versatility, the relation-specific resources functioned as entry barrier to other advertising agencies (Sudo, 1994). For this reason, such advertising companies as media buying specialized did not grow.

The selecting behavior of the advertisers also contributed to the establishment and maintenance of the relation-specific resources of the advertising agencies and media. As the consumer goods spread, the television media greatly spread, enhancing its media value for the advertisers.

Table 1: Changes in Advertising Rates by Media

(Source: created based on Dentsu (1971), "Advertising Yearbook," pp. 304-5, (1976), p. 74, (1981), p. 76)

From the above table, it is known that in the postwar period, as the television spread, the advertising rates rapidly increased. Rather than avoiding the advertising agencies having special relations with media companies, the relations were positively utilized. To be specific, a media to be used is decided before an advertising agency is selected, and then an advertising agency in business relationship with it is selected (Sudo, 1994). This causes the account distribution where an advertising agency is selected for each media by the advertiser.

Table 2: Adoption of AE System and Ideas on AE System

(Source: created based on Nikkei Advertising Research Institute (1996), "Overall Study on Organization and Operation of Advertising Division," p. 28)

Table 2 shows the circumstances that advertisers adopt AE system. The AE system by brand means a brand- a advertising agency system not to cause the account conflict by brand, in the context in Japan. To the question whether the introduction of the AE system is considered or not, only 32.5% agreed. Most of the companies do not consider concentrating on an advertising agency for each brand. It can be estimated that they tend to distribute accounts in order to utilize for advertising strategy in consideration of the relationship between media company and advertising agency.

Media-oriented ability of advertising creative

The media-oriented advertising agency behavior and formation of relation-specific resources through it gave a great effect to the resources formation of Japanese advertising agencies.

The advertising agencies including Dentsu that grew along with the development of the television media developed into general advertising agencies (Advertising Conference, 1965 No. 136)¹¹.

The development route is not just the division expansion but the expansion based on the relation-specific resources. It is the formation of resources and fostering capability of the advertising creative based on the TV commercial. The fact that the ability of advertising creative is based on the TV commercial can be confirmed from two points, participation in programming of advertising companies and frequent employment of celebrities in advertising.

The first is much commitment of advertising agencies in program planning and making. Usually a program is proposed by a media company, and the operating activities of searching for an advertiser to sponsor the program are the main role of the advertising agency. But many of Japanese advertising agencies often participate from the stage of planning of program making (Morean, 1996). Taking the opportunity of generating the relation-specific resources for the TV media, they participate in the program making activities. It can be guessed that the knowhow on such participating in programming is shared in producing advertisement.

The second is frequent employment of celebrities called "talents" for advertising. It is clarified through comparative researches in America and other countries that the Japanese advertising tends to frequently employ the talents (Praet, 2000)¹².

From this it can be understood that the celebrities are main elements in Japanese advertising. It is pointed out that when a celebrity is employed, he/she appears as a close friend or salesperson matching the context of each TV advertising rather than a spokesman to appeal advantages of a product like in America (Benedetto, et al, 1992).

¹¹ From 1960 when the television media rapidly grew in the composition of advertising rates, the industry-largest Dentsu expanded its Creative Division. Hakuodo also expanded its Creative Division (Advertising Conference, 1965 No. 135/136: Dentsu, 2002).

¹² As the definition of celebrities here, they adopt the definition "celebrities including those who became famous by appearing in television commercials" (Praet, 2000, p.99). The reason why it adopted those who became famous by appearing in TV commercials is that it is not rare in Japan that the TV Celebrity become popular through the TV commercials. From this, the special relationship between the TV Celebrity and TV commercials can be guessed.

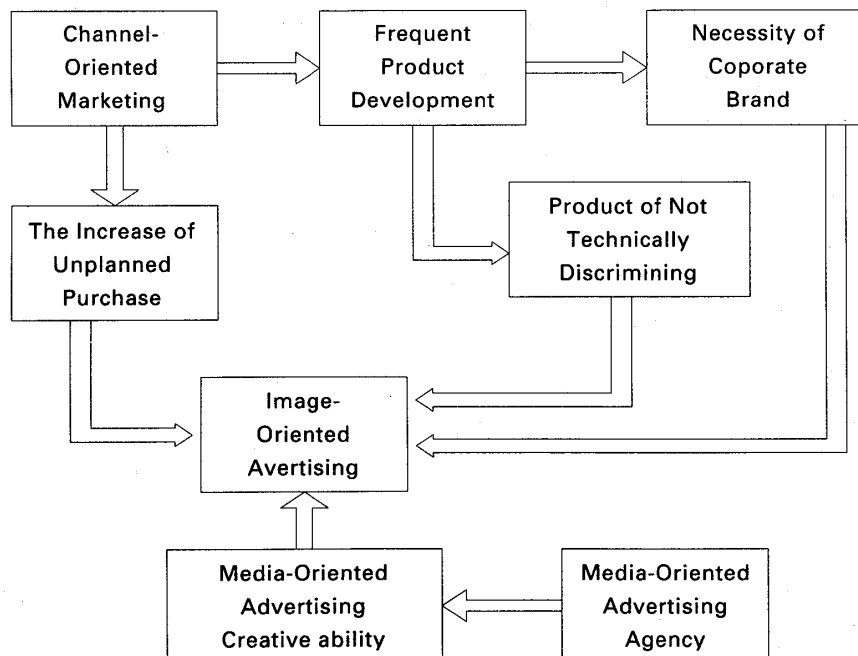
Rather than emphasizing product attributes, he/she exist matching a scene when appearing in advertising. Furthermore, the celebrity forms a common language for concept communication between the advertising agency and advertiser (Praet, 2000). That is, the celebrity is also personality to realize the starting point of media mix or brand (Morean, 1996).

Such involvement of the advertising agency in planning for program making and frequent employment of celebrities in TV commercials have brought about fusion between TV programs and TV commercials (Namba, 2000: Kishiya, 2000). As to the advertising type, it can be understood that this realized an advertising type like one scene of a TV drama or the image-oriented advertising rather than advertising to discuss about the characteristics of a product.

Advertising Literacy of Consumers: Suggestion for future research

As aforementioned, the channel-oriented marketing behavior of Japanese companies and the media-orientation in advertising agency have generated advertising systems unique to Japan. Figure

Figure 1: Generative process of image-oriented advertising



1 summarizes generative process of image-oriented advertising.

For these reasons, it can be considered that the advertising literacy of Japanese consumers has been generated different from those in Europe and America. As represented by the humor advertising, it has generated an advertising type "product-free advertising" not referring to the product, with the entertainment of advertising emphasized (Yamamoto, 1985)¹³.

In addition, there exist advertising types unique to Japan not so different in feelings from TV programs such as series advertisement developed centering on celebrities.

Recently, however, the environment that generated such literacy is changing. The marketing behavior in Japan is getting rid of the conventional channel-orientation, and the advertising industry facing globalization is getting rid of the closed media-orientation (Kobayashi, 1998). But the consumers' literacy to interpret the advertising is not so flexible as to be able to cope with such changes because a certain cultural autonomy is acquired. Such unique advertising literacy of Japanese consumers gives two important suggestions on consumer behavior theory and advertising strategy.

One is on the consumer behavior research. In the research area where the consumer behavior is the course of information processing, it is confirmed there exist two routes of information processing (Petty, et al., 1983). With the degree of involvement in purchase of consumers as the classification axis, it was verified that there was difference in route of information processing between when the degree of involvement is high and when low. In case of high degree of involvement, the information processing is done via the center route, or centering on a product and related message. In case of low degree of involvement, on the other hand, simple decision-making is done via peripheral route, or following TV commercials, endorsers and specialists appearing in them.

In Japanese advertising, however, celebrities are main advertising elements in every advertisement regardless of the degree of involvement of consumers for products. As described above, the celebrity forms a kind of scenery in the TV commercial rather than

¹³ According to Benedetto, et al. (1992), the humor advertising is much seen in Japan and it creates sympathy of receivers and readers.

the spokesman for a product. The recommendation of a celebrity is, therefore, not proper for the information processing of the Japanese peripheral route, and a form to realize new simple decision-making must be investigated.

The other is the way of recalling at a store. Brand recall and recognition at a retail store is understood as part of advertising strategy. In consideration of the literacy of consumers, however, it is necessary to understand anew the relationship between the conventional TV commercial and brand recall and recognition at a store. As so far described, much image-oriented advertising is done in Japan, and if it is assumed that the consumers interpret accordingly, it is difficult to remind the consumers of the category needs to promote the understanding of problem solving even if brand recall and recognition is possible. Like FMCG (First Moving Consumer Goods) Companies, for example, connection between brand recognition and category needs is required in some cases (Rossiter and Percy, 1997). In such a case, it is necessary to reinvestigate such media strategy as to recall the category needs. It is necessary to reinvestigate the media mix by understanding the advertising literacy of Japanese consumers.

Important subjects are occurring in the advertising strategy for retail stores. Product purchasing by a convenience store, new type of business, is almost limited to 1 item per product category. In this sense, new sub-categories other than the product category must be developed, otherwise, products will not be placed on the shelves of the convenience store rapidly growing as an outlet (Mizuno, 2004). In considering such a new type of business, not only the brand recall and recognition but such advertising strategy as creating the sub-categories will be emphasized.

Conclusion

This paper has the objective to understand Japanese advertising systems. What was confirmed is that the image-oriented advertising of soft-sell type and transformational type that are understood as characteristics of Japanese advertising expression has been greatly affected by the channel-oriented marketing behavior of Japanese

companies and media-oriented advertising agencies

As to the channel-oriented marketing, the high rate of unplanned purchase of consumers generated on the basis of the distribution policy and homogenous product development style has brought the tendency to adopt the image oriented advertising.

As to the media-orientation in advertising agency behavior, the relation specific resources between the media company and advertising agency were generated and the positive involvement in programs and frequent employment of celebrities in advertising were created, thereby promoting the fusion between the program content and TV commercial. Thus the image-oriented advertising has been adopted more than the hard-sell and information type referring to products.

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