UNIVERSITI PUTRA MALAYSIA

RELATIONSHIP BETWEEN SOCIAL IDENTITY AND BRAND COMMUNICATION USING SPOKES CHARACTERS DESIGN FEATURES IN KELLOGG'S BREAKFAST CEREALS

MAJIDATUL FARHANA BINTI NOOR ADZMEE

FBMK 2019 7

RELATIONSHIP BETWEEN SOCIAL IDENTITY AND BRAND COMMUNICATION USING SPOKES CHARACTERS DESIGN FEATURES IN KELLOGG'S BREAKFAST CEREALS

By

MAJIDATUL FARHANA BINTI NOOR ADZMEE

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of Science

January 2019

RELATIONSHIP BETWEEN SOCIAL IDENTITY AND BRAND COMMUNICATION USING SPOKES CHARACTERS DESIGN FEATURES IN KELLOGG'S BREAKFAST CEREALS

By

MAJIDATUL FARHANA BINTI NOOR ADZMEE

January 2019

Chair   : Rosmiza Binti Hj Bidin, PhD
Faculty   : Modern Language and Communication

Over the years, the spokes character has become an important aspects in the brand communication advertisement. This is due to the scholars thought on the importance of brand communication as the main function of brand communication was to enhance the brand loyalty and brand trust within several stakeholders such as; the customers, employees, suppliers, channel members, the media, government regulators, and the community. Even though the spokes characters' design features have become an important aspect in creating spokes characters to represent the image of the company somehow, less studies had been done concerning the relationship between the social identity and the design features of spokes characters. Thus, the aim of this research was to determine on the relationship between the social identity and brand communication using the design features of spokes characters in Kellogg's breakfast cereal across the six countries of the world which includes; South Africa, Japan, France, Mexico, United States of America and Australia. The social Identity was explained by the national culture using two cultural framework which were; Hofstede's Cultural Framework and Hall's Cultural Framework. A total of 81 Kellogg's spokes characters were observed to identify the design features preferences based on the national culture indicators chosen from the literature. The independent observers also were appointed to compare the results using the Normality and Reliability Analysis to prevent the systematical error. The data were analyzed through the frequency analysis on features of spokes character according to the countries, mapping of national culture markers on the spokes character design features, and Statistical Analysis using the Cross-Tabulation Data and Chi Square. In conclusion, the finding of the study found that the design features of Kellogg's spokes character across the six countries of the world has significant differences in most of the design indicators chosen. The findings also indicated that Social Identity influences the design features of spokes character across the six countries of the world. However, the research only focusing on one breakfast cereal brand hence, it is recommended for the future researcher to include

several breakfast cereal brands to make more comparison between the spokes characters brands.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

HUBUNGAN ANTARA SOSIAL IDENTITI DAN JENAMA KOMUNIKASI MENGGUNAKAN CIRI-CIRI WATAK JURUCAKAP PADA BIJIRAN SARAPAN KELLOGG'S DI SELURUH DUNIA

Oleh

MAJIDATUL FARHANA BINTI NOOR ADZMEE

Januari 2019

Pengerusi   : Rosmiza Binti Hj Bidin, PhD
Fakulti   : Bahasa Moden dan Komunikasi

Selama bertahun-tahun, watak jurucakap telah menjadi aspek penting dalam iklan komunikasi jenama. Hal ini disebabkan oleh para ulama berfikir tentang kepentingan komunikasi jenama sebagai fungsi utama komunikasi jenama untuk meningkatkan kesetiaan jenama dan kepercayaan jenama dalam beberapa pihak berkepentingan seperti; pelanggan, pekerja, pembekal, ahli saluran, media, pengawal selia kerajaan dan masyarakat. Walaupun ciri-ciri reka bentuk jurucakap watak-watak telah menjadi satu aspek penting dalam mencipta watak-watak jurucakap untuk mewakili imej syarikat entah bagaimana, kurang kajian telah dilakukan mengenai hubungan antara identiti sosial dan ciri-ciri reka bentuk jurucakap. Oleh itu, tujuan penyelidikan ini adalah untuk menentukan hubungan antara identiti sosial dan komunikasi jenama dengan menggunakan ciri-ciri reka bentuk huruf jurucakap di bijirin sarapan Kellogg di enam negara di dunia yang termasuk; Afrika Selatan, Jepun, Perancis, Mexico, Amerika Syarikat dan Australia. Identiti sosial dijelaskan oleh budaya kebangsaan menggunakan dua kerangka kebudayaan yang mana; Rangka Kerja Kebudayaan Hofstede dan Rangka Kerja Kebudayaan Dewan. Sejumlah 81 huruf jurucakap Kellogg diperhatikan untuk mengenal pasti keistimewaan ciri reka bentuk berdasarkan penanda kebudayaan kebangsaan yang dipilih dari kesusasteraan. Pemerhati bebas juga telah dilantik untuk membandingkan hasil menggunakan Analisis Normality dan Keandalan untuk mencegah kesilapan sistematik. Data dianalisis menerusi analisis kekerapan mengenai ciri-ciri ciri jurucakap mengikut negara-negara, pemetaan penanda budaya negara pada ciri-ciri reka bentuk watak jurucakap, dan Analisis Statistik menggunakan Data Salib Taburan dan Chi Square. Kesimpulannya, penemuan kajian mendapati bahawa ciri-ciri reka bentuk ciri-ciri jurucakap Kellogg di enam negara di dunia mempunyai perbezaan yang signifikan dalam kebanyakan indikator reka bentuk yang dipilih. Penemuan ini juga menunjukkan bahawa Identiti Sosial mempengaruhi ciri reka bentuk ciri-ciri jurucakap di enam negara di dunia.

iii

Bagaimanapun, penyelidikan hanya memberi tumpuan kepada satu jenama bijirin sarapan pagi, adalah disyorkan untuk penyelidik masa depan untuk memasukkan beberapa jenama bijirin sarapan pagi untuk membuat lebih banyak perbandingan antara jenama-jenama jenama

ACKNOWLEDGEMENTS

Firstly, the praises to ALLAH, the Most Gracious and the Most Merciful: from HIM I got the health, the power and patience to finish this work. Secondly, I would like to gratefully acknowledge my supervisor Dr, Rosmiza Binti Hj Bidin for her generous guidance, valuable assistance and continuous encouragement given over the entire period of this research. Lastly, I would like to express my gratitude and appreciation specially to my spouse (Zerin), my lovely daughter (Aulia Maritza), my families (Abah, Umi, and Kakak) for their total supports, encouragement and love during this period of struggle.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the Degree of Master of Science. The members of the Supervisory Committee were as follows:

Rosmiza bt Haji Bidin, PhD
Senior Lecturer
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Chairman)

Mohd Nizam bin Osman, PhD
Associate Professor
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Member)

_____
(ROBIAH BINTI YUNUS, PhD)
Deputy Dean,
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:
- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: _____

Declaration by Members of Supervisory Committee

This is to confirm that:
- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature:	
Name of Chairman of Supervisory Committee:	Rosmiza bt Haji Bidin

Signature:	
Name of Member of Supervisory Committee:	Mohd Nizam Bin Othman

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

xiv

LIST OF ABBREVIATIONS

SI	Social Identity
SIT	Social Identity Theory
USA	United States of America
UPM	Universiti Putra Malaysia

CHAPTER 1

INTRODUCTION

1.1   Preamble

This chapter begins with the background of the research which discusses in particular on the relationship between the social identity and brand communication using spokes characters design features in Kellogg's breakfast cereal. Then, the next part of this chapter discussed the problem statement of the research which focuses on the issues of national identity and the design features of spokes characters across the world. The aim and objectives, research questions, the significance of the research and limitation of the research were also provided in this chapter. Lastly, this chapter discussed the definition of key terms.

1.2   Background of the Research

Brand communication is a process that is important in the marketing strategy in the organization. It is considered as an important tool by which the organization reminds the consumer about their products and brands. According to Kotler and Keller (2007), it representing the "voice" of the brand and considered as a way to establish a dialogue and build a relationship with the consumers. The brand communication was done in many strategies such as advertising through the spokes character (Baeva, 2011).

In the late 1800's, the spokes-characters had been known as one of the most important elements in the advertising strategy and American culture. Spokes characters can be defined as a living personality which includes human beings and animals which also can be described as a fictional persona (Callcott and Phillips, 1996). Fictional persona means the characteristic or personality of an imaginary character created by the organization to represent their brands and to sell certain products or services (Callcott and Phillips, 1996; and Folse, Netemeyer and Burton, 2012).

Later, the advertisers had finally found the main function of spokes characters which were; for the product recognition, for the brand attitudes, to shows the relationship between the imaginary character, and to show the function of the brand (Callcott and Phillips, 1996; and Sandip and Jaydeep, 2015). This is supported by Stout and Moon (1990), who also believed that the spokes characters show the relationship between the advertisement and the human or animated counterparts which are the spokesperson. Hence, the advertiser had used several persuasive advertising techniques to increase the consumer's interest in their advertisements (Mashwama, 2016).

The increased usage of spokes characters on the packaging of breakfast cereal from all over the world has been seen as a primary factor for the organization to explore more on the social identity and design features of spokes characters (Lapierre, Vaala, and Linebarger, 2011, Ali, 2012). Social identity plays an important role in attracting local consumers. The image and identity of local organizational culture are one of the main factors that make the spokes characters unique and special. However, there is still an argument concerning the relationship between social identity and the design features of spokes character.

In particular, this study had three objectives. Firstly, the research investigates the design features of spokes characters of Kellogg's breakfast cereal. Secondly, the research identifies differences of design features of spokes characters on the Kellogg's breakfast cereal from different national culture. Thirdly, the research identifies the relationship between social identity through national culture and the design features of spokes characters breakfast cereal.

1.3 Problem Statement

The cultural differences had become a major factor in affecting the consumers brand communication in a different region and had been studied for decades (Tsai, 2009). According to the psychologists and sociologist, there were differences in values, design features, and general cognitive processes between the people from one culture to another. There were many studies regarding the culture to evaluate cultural differences. Some scholars claimed that the cultural differences between countries do exist because every people from different region acted differently depending on their national culture (Hofstede and Mcrae, 2004; and Cry and Trevor-Smith, 2004). Thus, the design features for a specific culture is very important. However, not many studies investigated on the breakfast cereal social identity according to countries. Therefore, this study tries to fill this gap by focusing on the social identity of breakfast cereal across the countries.

2
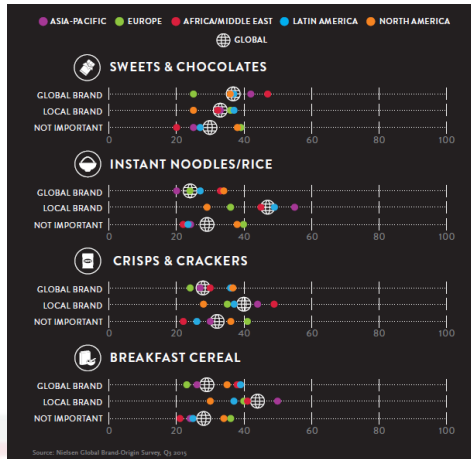
Figure 1.1: Branding Decision Influenced by the National Culture of the Countries

(Source: Pharr, 2005)

Figure 1.1 shows how the national culture influenced the branding decision and consumers purchasing intention. Based on the data, it showed the Africa/Middle East and Asia-Pacific preferred to use the global brand image on the sweet and chocolate product, Africa/Middle East, Global, Latin America and the Asia Pacific preferred to use the local brand image on their instant noodles/ rice, the Asia Pacific and Africa/Middle East preferred to use the local brand image for the crisps and cracker, and the Asia Pacific and Africa/Middle East preferred to use the local brand image for their breakfast cereal product. Based on the above discussion, this study tries to fill the gap in confirming the role of national culture in the design of spokes character.

Secondly, although the national culture was believed to be important in affecting the consumer's judgment and decision-making process somehow there still exists a research gap concerning the relationship between the national culture and the design features of spokes character. Based on the Adaptive Decision Making (ADM) theory, the knowledge, training, and culture can affect the people's decision-making process (Payne, Bettman, and Johnson, 1988). Some scholars claimed that there is a gap between the intended meaning of the designers and the perceived meaning of the consumer, and that is the reason on why some people mistreated the intended meaning of the certain subject. According to Hedberg and Brown (2002), cross-cultural has become an important element in communicating a complex meaning of certain image (refer to the spokes character). For instance; in the early 1970's, Kellogg's Sugar Smacks breakfast cereal used a Red Indian guy as their spokes characters to attract the Native American. Somehow, it did not last long because Native America believed that the spokes-characters image brought shame and disgraced to their national culture.

Third, there were many studies related to the design features of spokes characters somehow, fewer studies focused on the design features of spokes characters in every region across the world. Since the national culture was different from each region, thus, we must do a comparison between the spokes characters in every country to prove that the comparisons were valid. Therefore, this research tries to fill the gap by examining the design features of spokes character on the breakfast cereal across the six countries of the world.

1.4   Research Questions

Based on the matter stated before in problem statement, in order to achieve the goal and objectives, this research will answer specific research question as mentioned below:

1.   What are the design features of spokes character of Kellogg's breakfast cereal?

2.   Are there any differences of design features of spokes characters on the Kellogg's breakfast cereal from different national culture?

3.   Is there any relationship between the social identity through national culture and the design features of spokes characters breakfast cereal?

1.5   Research Objectives

General Objectives:

To determine the relationship between social identity and brand communication using design features of spokes characters in Kellogg's breakfast cereal.

Specific Objectives:

1.   To investigate the design features of spokes character of Kellogg's breakfast cereal.

2.   To identify differences of design features of spokes character on the Kellogg's breakfast cereal from different national culture.

3.   To identify the relationship between the social identity through the national culture and design features of spokes character breakfast cereal.

4

1.6   The Significance of the Research

The significance and the impact of the research were to affect and give benefits to certain groups which were; the academic community, the organization and, the practical and methodology. Many researchers and studies had provided models and empirical evidence that social identity could influence the design of a character. Based on the past year's research, it was believed that the design of character from the variable region differed accordingly. Thus, the study will help the academic community to acknowledge the relationship between the national culture and the design features of spokes character on breakfast cereal across the world.

Then, it helps the organization to have a greater understanding of the importance of spokes characters preferences for their reputation and image of the brand. The organization also must acknowledge that the people's choices of choosing product were depended on the product appearances including the packaging, the spokes character, the color and other physical appearances of a product. It was proved that a well-designed spokes character could improve the appeal of the product and increase the customer attraction in buying the product.

Lastly, the result of the research will help to provide an insight information on the national culture and the design features of spokes character for the practical and methodology. The content analysis could help to improvise the advertiser current spokes characters to improve their product effectiveness. The idea that the design features of spokes characters were influenced by the national culture could help the advertiser to enrich the perspectives on the spokes characters for their breakfast cereal.

1.7   Scope and Limitation of the Research

The research covered on the Kellogg's breakfast cereal, national culture, five design features of spokes character and the six countries across the world. The relevance of choosing Kellogg's breakfast cereal as the selected sample was because it is the oldest food manufacturing company that introduced the breakfast cereal to the whole world ("Our History," 2017). However, the research only focused on the Kellogg's breakfast cereal that had the presence of spokes characters on their breakfast cereal packaging. According to Hofstede and Bond (1984), a culture can be symbolized through a symbol as it can be a word, image (spokes character) or object. The spokes character is an image (spokes character) that was used by the organization as a brand communicate to communicate their social identity through the national culture (Hedberg and Brown, 2002).

After that, the relevance of choosing social identity was because culture is the primary determinant of human perception (Samovar, 1995). The culture also has an impact on people inner values and morality towards external practices such as art, clothing, and design features. Furthermore, different culture affects the perception of the consumer's way of perceiving the messages (Tsai, 2009). The culture can be communicated through the spokes character that functioned as the brand communication.

Then, the design features of spoke-characters that had been choosing were based on the physical characteristics and non-verbal communication of the spokes characters which were; gender, appearances, number of colour, facial expression and body language. The relevance of choosing the physical characteristics and non-verbal communication as the indicators were because it related to the focus of the research which was; the design features of spokes-characters in the breakfast cereal packaging. Furthermore, the social identity has an impact on the external practices of the organization such as in the art, design features and also food (Tsai, 2009). He also claimed that the external practices are perceived differently by a different culture.

Next, the research focused on the six countries across the world which consisted of Africa, Asia, Europe, Latin America and the Caribbean, Northern America and Oceania. Then, the research focused the selected country from each region which is; South Africa from the African region, Japan from the Asia region, French from the Europe region, Mexico from the Latin America and Caribbean region, United States of America from the Northern America region, and Australia from the Oceania region. The relevance of choosing these countries is because the researcher realized that these countries were capable of buying breakfast cereal based on their GDP ranking. Based on past research, different cultures have different perceptions because they have different values and different cognitive processes (Tsai, 2009).

1.8   Conclusion

As a conclusion, the design features of spokes character has an important role in enhancing the brand communication of national culture towards the consumer. Somehow, there were some scholars claimed that the national culture was not important because what works in the home country might not work out in another country (Donaldson and Dunfee, 1999; and Ali, 2012). Hence, the next chapter discussed the literature review of social identity and the design features of spokes characters thoroughly.

1.9   Definition of Key Terms

Brand Communication

Brand communication is the most important element in enhancing the brand loyalty and brand trust within the customers, employees, suppliers, channel members, the media, government regulators, and community (Duncan and Moriarty, 1998). The brand communication can be in many formed such as the spokes character in the advertisement and package (Folse and Burton, 2005).

Social Identity (SI)

Social Identity referred to the same basic knowledge that was shared by the same group such as the language, race, or national culture of the region (Wen-Shin, Tsuifang and Han-Shen, 2011; and Hogg and Vaughan, 2002).

National Culture

The national culture is a higher-level cultures that is shared between the people in the organization to differentiate the members of one nation from the other (Hofstede, 1984 and Ali, 2012). The national culture can be measured through the Hofstede's Cultural Theory and Hall's Cross Cultural theory (Ali, 2012).

Design Features of Spokes Character

There were two indicators of design features of spokes character which were; physical characteristic and non-verbal communication (Nguyen, 2014). Then, the physical characteristic were divided into; gender, facial appearances and number of colour. Meanwhile, the non-verbal communication were divided into; facial expression and body language.

REFERENCES

Aaker, D., & Keller, K., (1993) Interpreting cross-cultural replications of brand extension research. *International Journal of Research in Marketing,* 54(2), 55–59. doi: 10.1016/0167-8116(93)90033-U

Adeela, M., (2013). *Cultural Influence in Advertising - A Comparative analysis between Telenor TV Advertisements in Sweden and Pakistan.* University of Gothenburg, Sweden.

Adler, N. J., & Gundersen, A. (2007). *International Dimensions of Organizational Behavior.* Retrieved from http://www.elib.upm.edu.my/cgi-bin/koha/opac-detail.pl?biblionumber=41566#

Africa's economies ranked by GDP, which is really the largest? (2017). *CNB Africa Website.* Retrieved from https://www.cnbcafrica.com/zdnl-mc/2017/10/21 /africas-economies-ranked-gdp-really-largest/

Alexander, E., Yach, D., & Mensah, G. A. (2011). Major multinational food and beverage companies and informal sector contributions to global food consumption: implications for nutrition policy. *Journal of Globalization and Health*, 7(26), 13-26. https://doi.org/10.1186/1744-8603-7-26

Ali, M. B. (2012). *Group level influence on blog's design behaviour.* (Doctoral dissertation, Brunel University). Retrieved from: https://bura.brunel.ac.uk/bitstream/2438/7347/1/FulltextThesis.pdf

Al-Sulaiti, K. I., & Baker, M. J. (1998). Country of origin effects: a literature review. *Marketing Intelligence and Planning,* 16(3), 150-199. http://doi/full/10.1108/02634509810217309

Ambady, N., & Rosenthal, R. (1993). Half a minute: Pre-evaluations from thin slices of nonverbal behaviour and physical attractiveness. *Journal of Personality and Social Psychology*, 64(43), 431-440. http://dx.doi.org/10.1037/0022 -3514.64.3.431

Andersen, P. A. (1999). *Nonverbal Communication: Forms and Functions.* Retrieved from https://open.lib.umn.edu/communication/chapter/4-1-principles-and- functions-of-nonverbal-communication/

Andrejevic, M. (2010). Reading the surface: Body language and surveillance. Culture Unbound. *Journal of Current Cultural Research*, 2(1), 15-36.

Arslan, E. (2015). A Content analysis of male and female characters potrayed in Turkish television commersials, Hitit University. *Journal of Social Sciences Institute*, 8(1), 235-251.

Asch, S. E. (1946). Forming impressions of personality. *Journal of Abnormal and Social Psychology,* 41(1), 258-290. http://dx.doi.org/10.1037/h0055756

Askegaard, S., & Ger, G. (1998). Product-country images: Towards a contextualized approach. *European Advances in Consumer Research*, 3(1), 50-58.

Athukorala, N. A. (2011). An Empirical study of the critical success factors for business process re-engineering (BPR) in the employees' provident fund. (*Master's thesis, University of Moratuwa, Sri Lanka)*. Retrieved from http://dl.lib.mrt.ac.lk/handle/123/213

Axelrod, R. (1997). The dissemination of culture: A model with local convergence and global polarization. *Journal of Conflict Resolution*, 41(2), 203-226. https://doi.org/10.1177/0022002797041002001

Baeva, D. Y. (2011). *Strong Brands: How Brand Strategy and Brand Communication Contribute to Build Brand Equity: The Case Of Navigator* (Master thesis, University of Coimbra*).* Retrieved from uc.pt/bitstream/10316/15384 /1/Tese.pdf

Bartneck, C. (2003). Interacting with an embodied emotional character. *Proceedings of the International Conference 2003 on Designing Pleasurable Products and Interfaces,* 55-60. Retrieved from http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.67.5555&rep =rep1&type=pdf

Belk, R. W. (2017). Qualitative research in advertising. *Journal of Advertising,* 46(1), 36-47*.* doi: 10.1080/00913367.2016.1201025

BEUC (2017). *Cartoon Characters and Food: Just for Fun.* Retrieved from https://www.beuc.eu/publications/beuc-x-2017065_eca_position_paper _on_the_use_of_brand_mascots_and_licensed_media_characters_in_ marketing_to_children.pdf

Bermudez, O. I., & Tucker, K. L. (2003). Trends in dietary patterns of Latin American populations. *Journal of Public Health*, 19(2), 87-99.

Bilkey, W. N. E. (1982). Country of origin effects on product evaluations. *Journal of International Business Studies*, 13(1), 89-99. doi 10.1057/palgrave.jibs. 8490539

Bottomley, P. A., & Doyle, J. R. (2006). The interactive effects of colors and products on perceptions of brand logo appropriateness. *The SAGE Journal,* 6(1), 63-83*.* doi: 10.1177/1470593106061263

Bodenhausen, G. V., Kang, S. K., & Peery, D. (2011). *Social Categorization and the Perception of Social Groups.* Retrieved from http://faculty.wcas. northwestern.edu/bodenhausen/BKP2012.pdf

Borges, A., Babin, B. J., & Spielmann, N. (2013). Gender orientation and retail atmosphere: effects on value perception. *International Journal of Retail & Distribution Management,* 41(7), 498-511. doi: 10.1108/IJRDM-02-2012 -0014

Browne, B. (1998). Gender stereotyping in advertising on children's television in the 1990s: Across-national analysis. *Journal of Advertising,* 27(1), 83–96. https://doi.org/10.1080/00913367.1998.10673544

Bryman, A., & Bell, E. (2007). *Business Research Methods.* Oxford, USA: Oxford University Press.

Buijzen, M., & Valkenburg, P. M. (2003). The impact of television advertising on materialism,   parent- child conflict, and unhappiness: A review research. *Journal of Applied Developmental Psycholog*y, 24(1), 437–456. doi: 10.1016/S0193-3973(03)00072-8

Bureau of Economic Analysis (2019). *Gross domestic product fourth quarter and   annual   2018*   [Press   release].   Retrieved   from https://www.bea.gov/system /files/2019-03/gdp4q18_ini_2.pdf

Cabral, C. G. (2013, September). Cartoon fundamentals: create emotions from simple   changes   in   the   face. *Envato   Web*. Retrieved   from https://design.tutsplus.com/articles/cartoon-fundamentals-create-emotions-from-simple-changes-in-the-face--vector-16278

Callcott, M., F. & Wei-Na, L. (1995). Establishing the spokes-character in academic inquiry: Historical overview and framework for definition. *Advances in Consumer Research,* 22(1), 144-151.

Callcott, M. F., & Wei-Na, L. (1994). A content analysis of animation and animated spokes-characters in television commercials. *Journal of Advertising,* 23(1), 1-12. doi: 0021-8499, ZDB-ID 2191787

Callcott M. F., & Phillips, B. J. (1996). Observations: Elves make good cookies: Creating likable spokes-character advertising. *Journal of Advertising Research*, 36(5), 73-78.

Card, O. S. (2010). *Characters & Viewpoint.* Retrieved from file:///C:/Users/Majidatul%20Farhana/Downloads/epdf.tips_elements-of-fiction-writing-characters-amp-viewpoi%20(1).pdf

Carney, D. R., Amy J. C. C., & Andy J. Y. (2010). Power posing: Brief nonverbal displays affect neuroendocrine levels and risk tolerance. *Psychological   Science   Journal,*   21(10),   1363–1368.   doi: 10.1177/095679761 0383437

Cassidy, S. (2004). Learning Styles: An overview of theories, models, and measures. *The Journal of Educational Psychology,* 24(4), 123-130. doi: 10.1080/01443410420002 28834.

Cerullo, M. (2017, October). Kellogg will redo racist corn pops cereal box art. *New York Daily News.* Retrieved from http://www.nydailynews.com /news/national/kellogg-redo-racist-corn-popa-cereal-box-art-article-1.3588402

Chapman, C. (2010, January). Color theory for designers, Part 1: The meaning of color. *Smashing Magazine Website.* Retrieved from https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/

Chattalas, M., Kramer, T., & Takada, H. (2008). The impact of national stereotypes on the country-of-origin effect: A conceptual framework. *International Marketing Review*, 20(1), 54-74. doi: 10.1108/02651330810851881

Chiu, Y., Lin, C., & Liu, W. (2009). *The affect transfer effect on spokes-characters.* Paper presented at ACME Proceedings, Houston, Texas. Retrieved from http://www.myacme.org/ACME Proceedings09/p46.pdf

Chiu, Y., & Lin, C. (2011). The influence of spokes-characters on consumer patronage intention. *Asia Pacific Management Review,* 17(4), 421-435.

Chryssochoidis, G., Krystallis, A., & Perreas, P. (2007). Ethnocetnic beliefs and country-of-origin (COO) effects country, product and product attributes on Greek consumers's evaluation of food products. *European Journal of Marketing,* 41(11), 1518-1544. doi: 10.1108/03090560710821288

Clemson University (2009, May). Choosing breakfast cereals. *Clemson University Website.* Retrieved from http://www.clemson.edu/ extension/hgic/

Colman, W. (2010). Mourning and the symbolic process. *Journal of Analytical Psychology*, 55(2), 275-297. https://doi.org/10.1111/j.1468-5922.201 0.01840.x

Connor, J. M. (1999). Breakfast cereals: the extreme food industry. *An international Journal,* 5(23), 247-259. doi: 10.1002/(SICI)1520-6297(199921)15:23.0.C O;2-8

Country comparison (2018). *Hofstede Insights.* Retrieved from https://www. hofstede- insights.com/country-comparison/

Cross, S. E., Hardin, E. E., & Gercek-Swing, B. (2010). The what, how, why and where of self-construal. *Personality and Society Social Psychology Review,* 15(2), 142-179.

Cyr, D., & Trevor-Smith, H. (2004). Localization of web design: An empirical comparison of German, Japanese, and U.S. website characteristics. *Journal of the American Society for Information Science and Technology*, 55(13), 1199-1208. https://doi.org/10.1002/asi.20075

De Bortoli, M., & Maroto, J. (2001, November). *Colours across cultures: Translating colours in interactive marketing communications.* Paper presented at the European Languages and the Implementation of Communication and Information Technologies (Elicit) Conference, Paisley, United Kingdom. Retrieved from http://www.globalpropaganda. com/articles/Translating Colours.pdf

Definition of scared (2017). In *Merriam-Webster dictionary*. Retrieved from https://www.merriam- webster.com/dictionary/ scared

Definition of sad (2017). In *Thesaurus dictionary*. Retrieved from https://www. thesaurus.com/browse/sad

Definition of angry (2017). In *Thesaurus dictionary.* Retrieved from https://www. thesaurus.com/browse/angry?s=t

Definition of caricature (2017). In *Oxford dictionary.* Retrieved from https://en.oxforddictionaries.com/definition/caricature

Definition of happy (2017). In *Oxford dictionary*. Retrieved from https://en.oxforddictionaries.com/definition/happy

Dinnie, K. (2004). Country-of-origin 1965-2004: A literature review. *The Journal of Customer Behaviour*, 3(2), 165-213. doi: 10.1362/1475392041829537

Dion, K .K., Berscheid, E. & Walster, E. (1972). What is beautiful is good. *The Journal of Personality and Social Psychology,* 24(3), 285-90.

Dominick, J. R., & Rauch, G. E. (1972). The image of women in network TV commercials. *The Journal of Broadcasting,* 16(1), 259–265. https://doi.org/10.1080/08838157209386349

Donaldson, T., & Dunfee, T. W. (1999). When ethics travel: The promise and peril of global business ethics. *The California Management Review,* 41(4), 47-55.

Doolittle, J., & Pepper, R. (1974). Children's TV ad content: 1974. *Journal of Broadcasting*, 19(1), 131–142. https://doi.org/10.1080/08838157509363774

Dooley, R. P., & Harkins, L. E. (1970) Functional and attention – Getting effects of color on graphic communication. *The Perceptual and Motor Skills Journal,* 31(3), 851-854. doi: /10.2466/pms.1970.31.3.851

Duncan, T., & Moriarity, S. E. (1998). A communication-based marketing model for managing relationships. *Journal of Marketing,* 62(2), 1-13. https://doi.org/10.1177/002224299806200201

Dunford, M. (2010). *Area Definition and Classification and Regional Development Finance: The European Union and China. Handbook of Regional Development.* Retrieved from https://www.researchgate.net/publication/229041679_Area_definition_and_classification_and_regional_development_finance_the_European_Union_and_China

East, W. G., Poulsen, T. M., Windley, B. F. & Berentsen, W. H. (2018, May). Europe. *Brittanica Website.* Retrieved from https://www.britannica.com/place/Europe

Economy Watch (2010, June). Food industry, food sector, food trade. *Economy Watch Website.* Retrieved from http://www.economywatch.com/world-industries/ food-industry.html

Ekstrom, A. (2013). *How Can a Character's Personality be Conveyed Visually, Through Shape?* (Master thesis, Gotland University). Retrieved from http://www.diva-portal.org/smash/get/diva2:637902/FULLTEXT01.pdf

Ellemers, N., Spears, R., & Doosje, B. (2002). Self and social identity. *Annual Review of Psychology,* 53(1), 161-186. https://doi.org/10.1146/annurev.psych.53. 100901.135228

En-Chi, C. (2014). Influences of the spokes-character on brand equity antecedents. *Asia Pacific Journal of Marketing and Logistics,* 26(3), 494-515. https://doi.org/10.1108/APJML-02-2013-0030

Ferdinand, A. G. (1997). The interactive effects of extroversion/ introversion traits and collectivism/ individualism cultural beliefs on student group learning preferences. *Journal of Accounting Education,* 15(1), 95-107. doi: 0748-5751/97

Fichten, C. S., Tagalakis, V., Judd, D., Wright, J., & Amsel, R. (1992). Verbal and nonverbal communication cues in daily conversations and dating. *The Journal of Social Psychology,* 132(6), 751-769. *doi:* 10.1080/00224545.1992.9712105

Field, A. (2005). *Discovering Statistic Using SPSS.* Retrieved from https://www.researchgate.net/publication/247826587_Discovering_statistics_using_SPSS_2nd_edition_Andy_Field_London_Sage_Publications_Ltd_2005_Pbk_2799_ISBN_0-7619-4452-4/download

Folse, J. A. G., Netemeywe, R. G., & Burton, S. (2012). Spokes characters: How the personality traits of sincerity, excitement, and competence help to build equity. *The Journal of Advertising,* 41(1), 17-32. doi: 10.2307/23208318

Folse, J. A. G., & Burton, S. (2005). The role of spokescharacters as advertisement and package cues in integrated marketing communications. *Journal of Marketing,* 69(4), 118-132. doi:10.1509/jmkg.2005.69.4.118

Ford, G., & Kotzé, P., & Marcus, A. (2005). Cultural dimensions: Who is stereotyping whom. *The Journal of Internationalization, Online Communities and Social Computing: Design and Evaluation*, 10(2), 1-10.

Fox News (2016, March). Top 10 best selling cereals: Food trends. *Fox News.* Retrieved from http://www.foxnews.com/food-drink/2016/03/07/top-10-best -selling- cereals.Html

Garretson, J. A., & Niedrich, R. W. (2004). Spokes-characters: creating character trust and positive brand attitudes. *The Journal of. Advertising,* 33(2), 25-36. https://doi.org/10.1080/ 00913367 .2004.10639159

Giles, H., Bourhis, R. Y., & Taylor, D. M. (2009). Towards a theory of language in ethnic group relations. *The Journal of Language, Ethnicity and Inter group Relations*, 2(1), 307-348.

Gilly, M. (1988). Gender roles in advertising: A comparison of television advertisements in Australia, Mexico, and the United States. *Journal of Marketing*, 2(52) 75-85. https://doi.org/10.1177/002224298805200206

Grace, D., & O'Cass, A. (2005). Examining the effects of service brand communications on brand evaluation. *The Journal of Product and Brand Management,* 14(2/3), 106-116. doi: 10.1108/10610420510592581

Groeschl, S., & Doherty, L. (2000). Conceptualizing culture: Cross cultural management. *An International Journal*, 7(4), 12-17. doi: 10.1108/13527600010797138

Gonzalez, J., & Sherer, T. E. (2004). *The Complete Idiot's Guide to Geography: Northern America: Land of Opportunity.* Retrieved from https://epdf.tips/queue/the-complete-idiots-guide-to-american-history.html

Haake, M., & Gulz, A. (2013). Visual stereotypes and virtual pedagogical agents. *Journal of Educational Technology and Society,* 11(4), 1-15.

Hall, E. T. (1976). *Beyond Culture.* Retrieved from https://monoskop.org/ images/6/60/Hall_Edward_T_Beyond_Culture.pdf

Haglund, V. (2012). *Character Development and its Utilization for Convergent Media Formats* (Master thesis, Gotland University). Retrieved from http://www.diva-portal.org/smash/get/diva2:615435/FULLTEXT01.pdf

Harun, A., Wahid, N. A., Mohammad, O., & Ignatius, J. (2011). The concept of culture of brand origin (COBO): A new paradigm in the evaluation of origin effect. *International Journal of Academic Research in Business and Social Sciences*, 1(3), 282-230.

Harvey, F. (1997). National cultural differences in theory and practice: Evaluating Hofstede's national cultural framework. *The Journal of Information Technology and People,* 10(2), 132-146. doi: https://doi.org/10.1108/09593849710174986

Hedberg, J., & Brown, I. (2002). Understanding cross-cultural meaning through visual media. *The Journal of Educational Media International,* 39(1), 23-30. doi: 10.1080/0952398 0210131123.

Hill, H., & Tilley, J. (2002). Packaging of children's breakfast cereal: Manufacturers versus children. *The British Food Journal,* 104(9), 766-777. doi: 10.1108/00070700210443129

Hofstede, G. (1994). The business of international business is culture. *International Business Review*, *3*(1), 1-14. https://doi.org/10.1016/0969-5931(94)90011-6

Hofstede, G. (1980). *Culture's Consequences: International Differences in Work-Related Values.* Retrieved from https://books.google.com.my/books?id=Cayp_Um4O9gC&printsec=frontcover#v=onepage&q&f=false

Hofstede, G., & Bond, M. H. (1984). Hofstede's culture dimensions: An independent validation using Rokeach's value survey. *Journal of Cross-Cultural Psychology,* 15(4), 417-433. https://doi.org/10.1177/0022002184015004003

Hofstede, G., & McCrae, R. R. (2004). Personality and culture revisited: Linking traits and dimensions of culture. *Cross-Cultural Research,* 38(1), 52-88. doi: 10.1177/1069397103259443

Hooker, J. N. (2008). *Cultural Differences in Business Communication.* Retrieved from https://www.researchgate.net/publication/260898153_Cultural_differ ences_in_business_communication

Hogg, M. A., & Vaughan, G. M. (2002). *Social Psychology.* Retrieved from https://www.studocu.com/en/book/introduction-to-socialpsychology/graham-m-vaughan-michael-a-hogg/18138

Ho, H. N., Iwai, D., Yoshikawa, Y., Watanabe, J., & Nishida, S. Y. (2014). Combining colour and temperature: A blue object is more likely to be judged as warm than a red object. *Scientific Reports*, *4(2)*, 25-30.

Iglesias, K. (2005). *Writing for Emotional Impact. Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End.* Retrieved from https://issuu.com/rakursstdio/docs/writing_for_emotional_impact-lit_ka

Insch, G. S., Moore, J. E., & Murphy, L. D. (1997). Content analysis in leadership research: Examples, procedures, and suggestions for future use. *The Leadership Quarterly*, 8(1), 1–25. https://doi.org/10.1016/S1048-9843 (97)90028-X

Isbister, K., & Nass, C. (1999). Consistency of personality in interactive characters: verbal cues, non-verbal cues, and user characteristics. *International Journal of Human-Computer Studies,* 53(2), 251-267. doi: 10.1006/ijhc. 2000.0368

Jha, S. (2016). Kellogg's journey in India: From being bland to scrumptious in culturally diversified international market. *Asia Pacific Journal,* 7(2)*,* 1-5. doi: 10.16962/EAPJMRM/

Jung, C. G., Franz, M. L., Henderson, J. L., Jacobi, J. and Jaffe, A. (1964). *Man and His Symbols.* Retrieved from https://monoskop.org/images/9/97/Von_ Franz_Luise_Marie_Jung_ Gustav_Carl_Man_and_His_Symbols_1988.pdf

Karahanna, E., Evaristo, J. R., & Strite, M. (2005). Levels of culture and individual behaviour: An integrative perspectives. *Journal of Global Information Management*, 13(2), 1-20. doi: 10.4018/jgim.2005040101

Kent, M. P., Rudnicki, E., & Usher, C. (2017). Less healthy breakfast cereals are promoted more frequently in large supermarket chains in Canada. *BMC Public Health,* 17(1), 2-7. doi: 10.1186/s12889-017-4886-3

Klara, E. (2016, Jun). How America's top 2 breakfast cereal makers are responding to soggy sales. *Adweek News.* Retrieved from https://www.adweek.com /brand-marketing/how-americas-top-2-breakfast-cereal-makers-are-responding-soggy-sales-172020/

Kobayashi, H., & Kohshima, S. (2001). Unique morphology of the human eye and its adaptive meaning: Comparative studies on external morphology of the primate eye. *Journal of Human,* 40(1), 419–435. https://doi.org/10.1006/jhev.2001.0468

Komal, Mazhar, Munazzah & Abdul Rahim (2016). Effectiveness of animated spokes-character in advertising targeted to kids. *The Journal of Marketing Management and Consumer Behaviour*, 2(2), 31-47.

Kotler, P., & Keller, K. (2007). *A Framework for Marketing Management (3rd Ed).* New York, NY: Prentice Hall.

Kraak, V. I., & Story, M. (2015). Influence of food companies' brand mascots and entertainment companies' cartoon media characters on children's diet and health: A systematic review and research needs. *The Obesity Reviews*, 16(2), 107-126. https://doi.org/10.1111/obr.12237

Krippendorff, K. (2004). *Content Analysis: An Introduction to its Methodology.* Retrieved from https://usu.instructure.com/files/67974091/download?download_frd=1&verifier=qSU7xYWottTv6ZBbrn2n9XVCX50rZ9b7EaHVx6Uq

Kroner, A., Middleton, J. F. M., & Clarke, J. I. (2018, April). Oceania. *Brittanica Website*. Retrieved from https://www.britannica.com/place/Oceania

Krupka, Z., Ozretic-Dosen, D., & Previsic, J. (2014). Impact of perceived brand name origin on fashion brand's perceived luxury. *Acta Polytechnica Hungarica*, 11(3), 153-166.

Kryssanov, V. V., Tamaki, H., & Kitamura, S. (2001). Understanding design fundamentals: How synthesis and analysis drive creativity, resulting in emergence. *Artificial Intelligence in Engineering,* 15(4), 329-342. https://doi.org/10.1016/S0954-1810(01)00023-1

Lapierre, M. A., Vaala, S. E., & Linebarger, D. L. (2011). Influence of licensed spokes characters and health cues on children's ratings of cereal taste. *Archieves of Pediatrics & Adolescent Medicine,* 165(3), 229-234.

List of Europe countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http://statisticstimes.com/economy/european-countries-by-gdp.php

List of North America countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http://statisticstimes.com/economy/north-american-countries-by-gdp. php

List of South America countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http:// statisticstimes.com/economy/south-american-countries-by-gdp. php

List of Oceania countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http://statistics times.com/economy/oceanian-countries-by-gdp.php

List of Asian countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http://statistics times.com/economy/asian-countries-by-gdp.php

List of Africa countries by GDP. International monetary fund world economic outlook. (2016). *Statistic Times Website.* Retrieved from http://statistics times.com/economy/african-countries-by-gdp.php

Little, A. C., Jones, B. C., & DeBruine, L. M. (2011). Facial attractiveness: evolutionary based research. *Philosophical Transactions of the Royal Society Biological Sciences,* 366 (1571), 1638-1659. https://doi.org/10.1098/rstb.2010.0404

Lim, K., & O'Cass, A. (2001). Consumer brand classifications: An assessment of culture of origin vs. COO. *The Journal of Product and Brand Management,* 10(2), 120-136. doi: 10.1108/10610420110388672

Lim, N. (2016). Cultural differences in emotion; differences in emotional arousal level between the East and the West. *The Integrative Medicine Research*, 5(2), 105-109. doi: 10.1016/j.imr.2016.03.004

Lopez, Y., Le Rouzie, J., Bertaud, V., Perard, M., Le Clere, J., & Vulcain, J. M. (2013). Influence of teeth on the smile and physical attractiveness: A new internet based assessing method. *The Open Journal of Stomatology,* 3(1), 52-57. http://dx.doi.org/10.4236/ojst.2013.31010

Luo, J. T., McGoldrick, P., Beatty, S., & Keeling, A. K. (2006). On-screen characters: their design and influence on consumer trust. *The Journal of Services Marketing*, 20(2), 112-124.

Madlock, P. E. (2012). The Influence of Power Distance and Communication on Mexican Workers. *Journal of Business Communication*, 49(2), 169-184. doi:10.1177/0021943612436973

Marcus, A., & Baumgartner, V. J. (2004, June). A practical set of culture dimensions for global user-interface development. *Proceedings of the Asia-Pacific Conference on Computer Human Interaction,* 252-261. Retrieved from https://link.springer.com/chapter/10.1007/978-3-540-27795-8_26

Martiny-Huenger, T., Gollwitzer, P. M., & Oettingen, G. (2014). Selective attention to in-and out-group members systematically influences intergroup bias. *Social Psychological and Personality Science*, 5(8), 936-943. ttps://doi.org/10.1177/1948550614541296

Masterton, S., & Watt, S. (2000). Oracles, bards, and village gossips, or social roles and meta knowledge management. *Information Systems Frontiers,* 2(3/4), 299-315.

Mashwama, V. (2016). Brand endorsements: A study into the opportunity of using spokes-characters as brand endorsers. *The Business and Social Sciences Journal,* 1(1), 67-90

McGuire, C. & Alison J. (2015). *A Comparative Study on The Use of Female and Male Voices in Television Ads Aimed at A Female Audience (*Master's thesis, University of Strathclyde, Scotland). Retrieved from https://rei.iteso.mx/bitstream/handle/11117/2614/Dissertation%20AJClinton.pdf?sequence=2

McHugh, M. L. (2013). The chi-square test of independence. *Biochemia Medica*, 23(2), 143–149. doi:10.11613/BM.2013.018

Mc Kirdy, E. (2014, May). Japanese cuteness overload could result in mascot cull. *CNN Website.* Retrieved from http://edition.cnn.com /2014/05/12/world/asia/osaka-mascot-cull/index. html

Michael, R. S. (2001). Crosstabulation & chi square: Chi-square as an Index of Association. *Indiana Education Website.* Retrieved from http://www.indiana.edu/~educy520/sec5982/week_12/chi_sq_summary 011020. pdf

Michinov, N., Michinov, E., & Toczek-Capelle, M. (2004). Social identity, group processes, and performance in synchronous computer-mediated communication. *Group Dynamics: Theory, Research, and Practice,* 8(2), 27-39. doi: 10.1037/1089-2699.8.1.27.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook.* London, UK: SAGE Publications

Morden, T. (1999). Models of national culture – A management review. *The Journal of Cross Cultural Management,* 6(1), 19-44. https://doi.org/10.1108/13527609910796915

Moretti, F., Van Vliet, L., Bensing, J., Deledda, G., Mazzi, M., Rimondini, M., & Fletcher, I. (2011). A standardized approach to qualitative content analysis of focus group discussions from different countries. *Patient Education and Counseling,* 82(3), 420-428. https://doi.org/10.1016/j.pec.2011.01.005

Mukerjee, D., Bajaj, H., Garg, N., & Abraham, J., (2013). *Feeding a Billion: Role of the Food Processing Industry.* Retrieved from http://ficci.in/spdocument/20312/Feeding-a-Billion_Role-of-the-Food-Processing-Industry.pdf

Nakshian, J. S., (1964). The effects of red and green surroundings on behavior. *Journal of General Psychology,* 70(1), 143-161. https://doi.org/10.1080/00221309.1964.9920584

Neeley, S., & Schumann, D. (2004). Using animated spokes-characters in advertising to children. *The Journal of Advertising,* 33(3), 7-23.http://dx.doi.org/10.1080/00913367.2004.10639166

Nguyen, P. M. (2014). *Intercultural Communication. An Interdisciplinary Approach: When Neurons, Genes, and Evolution Joined the Discourse.* Retrieved from https://www.academia.edu/34980825/Intercultural _Communication_An_Interdisciplinary_Approach_When_Neurons_Gen es_and_Evolution_Joined_the_Discourse.

Nielson Insight (2016, December). Deeper than dollars: Perceptions about premium products. *Nielson Website.* Retrieved from http://www.nielsen.com/my/en/ insights/news/2016/deeper-than-dollars-global-perceptions-about-premium-products.html

Nuendorf, K. A. (2016). *The Content Analysis Guidebook.* California, USA: SAGE Publication Inc. Retrieved from https://academic.csuohio. edu/kneuendorf/SkalskiVitae/SkalskiNeuendorfCajigas17.pdf

O'Donnell, W. J., & O'Donnell, K. J. (1978). Update: Sex role messages in TV commercials. *The Journal of Communication,* 21(3), 156–158. https://doi.org/10.1111/j.1460-2466.1978.tb01579.x

Our history. (2017). *Kellogg's Website.* Retrieved from https://www.kelloggs.com /en_US/who-we-are/our-history.html

Contact us. (2017). *Kellogg's Website.* Retrieved from http://www.kelloggcompany. com/en_US/ContactUs.html

Oxford Economic (2016). *The Economic Impact of the Food Industry in Singapore, Food Industry Asia.* Retrieved from https://foodindustry.asia /documentdownload.axd?documentresourceid=22260

Panda, T. K. (2004). Consumer response to brand placements in films role of brand congruity and modality of presentation in bringing attitudinal change among consumers with special reference to brand placements in Hindi films. *South Asian Journal of Management,* 11(4), 7-19.

Payne, J., Bettman, J., & Johnson, E. (1988). Adaptive strategy selection in decision making. *Journal of Experimental Psychology: Learning, Memory, and Cognition,* 14(3), 534-522. doi: 14. 534-552. 10.1037/0278-7393.14.3.534.

Peirce, K., & McBride, M. (1999). Aunt Jemima isn't keeping up with the energizer bunny: Stereotyping of animated spokes-characters in advertising. *The Journal of Sex Roles,* 40(11), 959–968. doi:https://doi.org/10.1023/A: 1018833423803

Peirce, K. (2001). What if the Energizer Bunny were female? Importance of gender in perceptions of advertising spokes-characters effectiveness. *Journal of Sex Roles,* 45(11), 845-858. doi: 10.1023/A:1015696504841

Pharr, J. M. (2005). Synthesizing country-of-origin research from the last decade: Is the concept still salient in an era of global brands? *The Journal of Marketing Theory and Practice*, 13(4), 34-45. doi: 10.1080/10696679.2005.11658557

Physical Characteristics (2017). In *Business Dictionary.* Retrieved from http://www.businessdictionary.com/definition/physical-characteristics.html

Phillips, B. J. (1996). Defining trade characters and their role in American popular culture. *The Journal of Popular Culture*, 29(4), 143-144. https://doi.org/10.1111/j.0022-3840.1996.1438797.x

Phillips, B. J., & Gyoerick, B. (1999). The cow, the cook, and the Quaker: Fifty years of spokes-character advertising. *The Journal of Journalism and Mass Communication Quarterly,* 76(4), 713-728. https://doi.org/10.1177/1077699 09907600408

Phillips, B. J., & Lee, W. N. (2005). Interactive animation: Exploring spokes-characters on the internet. *Journal of Current Issues and Research in Advertising,* 27(1), 1-7. https://doi.org/10.1080/10641734.2005.10505170

Pradhan, R. K. (2009). Character, personality and professionalism. *Social Science International*, 25(2), 230-240.

Porcheron, A., Mauger, E., & Russell, R. (2013). Aspects of facial contrast decrease with age and are cues for age perception. *The Journal of PloS One,* 8(3), 123-130. https://doi.org/10.1371/journal.pone.0057985

Roberto, C. A., Baik, J., Harris, J. L., & Brownell, K.D. (2010). Influence of licensed characters on children's taste and snack preferences. *The Journal of American Academy of Pediatrics,* 26(1), 88–93. doi: 10.1542/peds.2009-3433

Robbins, S. S., & Stylianou, A. C. (2002). A study of cultural differences in global corporate web sites. *Journal of Computer Information Systems,* 42(2), 3-9.

Rooney, J. (2012). Kellogg's completes major brand overhaul. *Forbes Website.* Retrieved from https://www.forbes.com/sites/jenniferrooney/2012/05/10/kelloggs-embarks-on-major-brand-overhaul/#ed8db7543e5e

Rose, S., Spinks, N., & Canhoto, A., I. (2015). *Management Research: Applying the Principles*. Retrieved from http://www.gbv.de/dms/zbw/774014660.pdf

Samovar, L. A. (1995). *Communication Between Cultures*. Retrieved from https://www.utalenta.com/gallery/11305-communication-between-cultures-pdf-yeal.pdf

Sandip, S., & Jaydeep, S. (2015). Power of animated characters: A study on how pictures of animated characters on packages of packaged food & beverages influence the product liking and preferences of children and perception of parents. *The International Journal of Scientific and Research Publications,* 5(5), 2-5.

Satyabhusan, D. (2009). The effect of power distance and individualism on service quality expectations in banking: a two country individualism and national-culture comparison. *The International Journal of Bank Marketing,* 27(5), 336-358. https://doi.org/10.1108/0265232 0910979870

Scupin, R. (2016). *Chapter 3 Culture in Cultural Anthropology: A Global Perspective.* London, UK: Pearson Education. Retrieved from https://www.researchgate.net/publication/289251449_Scupin_Chapter_ 3_Culture_in_Cultural_Anthropology_A_Global_Perspective_9th_ed_2 016

Seger, L. (1990). *Creating Unforgettable Characters*. Retrieved from https://epdf.tips/creating-unforgettable-characters.html

Severson, K. (2016, February). A short history of cereal. *New York Times* Retrieved from https://www.nytimes.com/interactive/2016/02/22 /dining/history-of-cer eal.hml

Shah, R. & Lewis, M. B. (2003). Locating the neutral expression in the facial-emotion space. *The Journal of Visual Cognition, 10(5), 549-566.* https://doi.org/10.1080/13506280244000203a

Sheth, J, N., & Atul, P. (1995). Relationship marketing in consumer markets: Antecedents and consequences. *The Journal of the Academy of Marketing Science,* 25(4), 255-275.

Singh, N., & Baack, D. W. (2004). Web site adaptation: A cross-cultural comparison of US and Mexican web sites. *Journal of Computer-Mediated Communication,* 9(4), 24-30. https://doi.org/10.1111/j.1083-6101. 2004.tb00298.x

Singh, N. (2010, January). Kellogg India increases prices. *Times of India*. Retrieved from https://timesofindia.indiatimes.com/business/india-business/Kellogg- India-increases-prices/articleshow/5486110.cms

Solarski, C. (2012). *Drawing Basics and Video Games Art.* New York, USA: Guptill Publication

Spears, N. E., Mowen, J. C., & Chakraborty, C. (1996). Symbolic role of animals in print advertising: Content analysis and conceptual development. *The Journal of Business*, 37(1), 87–95. https://doi.org/10.1016/0148-2963(96)00060-4

Spencer-Oatey, H. (2012). *What is Culture? A Compilation of Quotations.* Retrieved from https://warwick.ac.uk/fac/soc/al/globalpad/openhouse /interculturalskills /global_pad_-_what_is_culture.pdf

Stafford, M. R., Stafford, T. F., & Day, E. (2002). A contingency approach: The effects of spokesperson, type and service type on service advertising perceptions. *Journal of Advertising*, 31(1), 17-35. https://doi.org/10.1080/00913367.2002.10673664

Statistics Division United Nation (2017, Jun). Geographic regions. *United Nation Website*. Retrieved from https://unstats.un.org /unsd/methodology/m49/.

Stemler, S. (2001). An overview of content analysis. *Practical Assessment, Research and Evaluation,* 7(17), 1-4.

Stemler S., & Bebell, D. (1998, April). *An Empirical Approach to Understanding and Analyzing the Mission Statements of Selected Educational Institutions.* Paper presented at the Annual Meeting of the New England Educational Research Organization, Portsmouth, New Hampshire. Retrieved from https://eric.ed.gov/?id=ED442202

Straub, D. (1994). The effect of culture on IT diffusion email and fax in Japan and the U.S. *Information Sytems Research*, 5(1), 23-47.

Stout, P. A., & Moon, Y. S. (1990). Use of endorsers in magazine advertisements. *Journalism & Mass Communication Quarterly*, 67(3), 36-46. https://doi.org/10.1177/10776990 9006700309

Story, M., & French, S. (2004). Food advertising and marketing directed at children and adolescents in the US. *The International Journal of Behavioral Nutrition and Physical Activity,* 1(3)*,* 2-5. doi: 10.1186/1479-5 868-1-3

Tajfel, H., & Turner, J. C. (1985). *The Social Identity Theory of Inter-group Behavior.* Chigago, USA: Nelson-Hall Publication.

Tajfel, H., & Turner, J. (1979). *An Integrative Theory of Inter Group Conflict.* Retrieved from http://www.ark143.org/wordpress2/wp-content/uploads /2013/05/Tajfel-Turner-1979-An-Integrative-Theory-of-Intergroup-Conflict.pdf

Thakor, M. V., & Kohli, C. S. (1996). Brand origin: Conceptualization and review. *The Journal of Consumer Marketing*, 13(3), 27-42.

Thakor, M. V., & Lavack, A. M. (2003). Effect of perceived brand origin associations on consumer perceptions of quality. *Journal of Product & Brand Management,* 12(6), 394-407. doi: 10.1108/10610420310498821

Triandis, H. C. (1989). The self and social behavior in differing cultural contexts. *The Psychology Review,* 96(3), 506-520.

Tsai, W. T. (2009). The Culture Differences On Web Design: A Study of Taiwan's and United States' Website (*Master's thesis, Iowa State University Capstones*). Retrieved from https://lib.dr.iastate.edu/etd/11178

Turner, J. C., Hogg, M. A., Oakes, P. J., Reicher, S. D., & Wetherell, M. S. (1987). *Rediscovering The Social Group: A Self-categorization Theory*. Retrieved from https://student.cc.uoc.gr/uploadFiles/%CE%92310/Tajfel%20&%20 Turner%2086_SIT_xs.pdf

Tyler, T. R., & Blader, S. L. (2001). Identity and cooperative behavior in groups. *Group Processes & Intergroup Relations,* 4(3), 207-226. https://doi.org/10.1177/1368430201004003003

Tyler, T. R., & Lind, E. A. (1992). A relational model of authority in groups. *Advances in Experimental Social Psychology, 25(2), 115-191.*

United Nations, Department of Economic and Social Affairs, Population Division (2017). *World Population Prospects: The 2017 Revision, Key Findings and Advance Tables* (Working Paper No. ESA/P/WP/248). Retrieved from https://esa.un.org/unpd/wpp/publications/files/wpp2017_keyfindings.pdf

United States Department of Agriculture (2018, April). Ag and food sectors and the economy. *USDA Website.* Retrieved from https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/ag-and-food-sectors-and-the-economy/

UNESCO (2017, March). Latin America and Caribbean. *UNESCO Website.* Retrieved from http://www.unesco.org/new/en/unesco/worldwide/latin-america-and-the -caribbean

Van der Borg, J., & Russo, A. P. (2005). *The Impacts of Culture on The Economic Development of Cities.* Retrieved from https://www.wien.gv.at/meu/fdb/pdf/ intern-vergleichsstudie-ci-959-ma27.pdf

Vogler, C. (2007). *The Writer's Journey. Mythic Structure for Writers.* Retrieved from http://craftywriters.club/reading/christopher-vogler-the-writers-journey.pdf.

Ward, J. H. (2012). *Managing data: Content analysis methodology* (Unpublished dissertation, University of North Carolina, Chapel Hill). Retrieved from http://www.impactzone.co/wp-content/uploads/2016/05/final-ca-lr-jhw-updated-compressed.pdf

Warden, C. J., & Flynn, E. L. (1926). The effects of color on apparent size and weight. *American Journal of Psychology,* 37(1), 398-401. doi: 10.2307/1413626

Wen-Shin, H., Tsuifang, H. & Han-Shen, C. (2011). The advertisement effectiveness of animated spokes-characters. *The African Journal of Business Management,* 5(23), 9971-9978. doi: 10.5897/AJBM11.1761

Who we are (2017). *Kellogg's Website.* Retrieved from https://www.kelloggs.com/en_US/who-we-are/our-history.html

William, P. G. (2014). The benefits of breakfast cereal consumption: A systematic review of the evidence base. *Journal of Advances in Nutrients,* 5(5), 63-73. doi: 10.3945/an.114.006247

Wood, W. (2000). Attitude change: Persuasion and social influence. *The Annual Review of Psychology,* 51(1), 539-570. https://doi.org/10.1146/annurev.psych. 51.1.539

Yvonne E. S., Jeanne H., & Yamamura, (2004). Measuring national culture: does gender matter? *Women in Management Review,* 19(5), 233-243. doi: https://doi.org/10.1108/09649420410545953

Zammitto, V. L. (2005, April). *The expressions of colours*. Paper presented at DiGRA 2005 International Conference, Vancouver, Canada. Retrieved from http://www.sfu.ca/~vzammitt/papers/zammitto-digra-The ExpressionsofColours.pdf

Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *The Journal of Social and Behavioral Sciences,* 2(24), 1218-1231. doi: 10.1016/j.sbspro.2011.09.142.

Zhi-peng, R. (2014). Body language in different cultures. *US-Chine Foreign Language,* 12(12), 1029-1033.

Zubair, H. (2013). *International Social Cultural Environment. International Business.* Retrieved from http://www.ftms.edu.my/images/Document/MOD001055%20%20International%20Business/Zubair%20Hassan%20(2013)%20Chapter%205%20International%20sociocultural%20envrionemnt.pdf

BIODATA OF STUDENT

Majidatul Farhana Binti Noor Adzmee was born on 28 Jun 1993 and was raised in Kuala Terengganu. She started her primary school at Sekolah Kebangsaan Gong Tok Nasek in Kuala Terengganu from 2000 until 2006 and scored 5A's in Ujuan Penilaian Sekolah Rendah (UPSR). After that, she continued her secondary school at SBP Integrasi Batu Rakit (SBPIBR) in Kuala Terengganu from 2007-2012. She scored 8A in Penilaian Menengah Rendah (PMR) in 2009 and she scored 6A4B in Sijil Penilaian Malaysia (SPM) in 2012.

In 2013, she enrolled in Universiti Teknologi Mara (UiTM) in Shah Alam Campus. Then, she was offered to continue her study in Bachelor of Communication in Universiti Putra Malaysia (UPM) in Serdang. She received her BSc. (Hons) of Communication in 2016. Her final year project paper was entitled "The Influence of Corporate Visual Identity in Universiti Putra Malaysia (UPM)" and graduated with honour. Before graduating, she did the practical training at Department of Corporate in Ministry of Finance (MoF) from September 2015 - February 2016.

In 2016, she was offered to continue study in Master of Organization in Universiti Putra Malaysia (UPM). She is now doing a full- time research thesis in "Relationship Between Social Identity and Brand Communication Using Spokes Characters Design Features in Kellogg's Breakfast Cereal".

UNIVERSITI PUTRA MALAYSIA

STATUS CONFIRMATION FOR THESIS / PROJECT REPORT AND COPYRIGHT

ACADEMIC SESSION : _____

TITLE OF THESIS / PROJECT REPORT :

RELATIONSHIP BETWEEN SOCIAL IDENTITY AND BRAND COMMUNICATION USING

SPOKES CHARACTERS DESIGN FEATURES IN KELLOGG'S BREAKFAST CEREALS

NAME OF STUDENT : MAJIDATUL FARHANA BINTI NOOR ADZMEE

I acknowledge that the copyright and other intellectual property in the thesis/project report belonged to Universiti Putra Malaysia and I agree to allow this thesis/project report to be placed at the library under the following terms:

1. This thesis/project report is the property of Universiti Putra Malaysia.

2. The library of Universiti Putra Malaysia has the right to make copies for educational purposes only.

3. The library of Universiti Putra Malaysia is allowed to make copies of this thesis for academic exchange.

I declare that this thesis is classified as :

*Please tick (√)

☐	**CONFIDENTIAL**	(Contain confidential information under Official Secret Act 1972).
☐	**RESTRICTED**	(Contains restricted information as specified by the organization/institution where research was done).
☑ √	**OPEN ACCESS**	I agree that my thesis/project report to be published as hard copy or online open access.

This thesis is submitted for :

☐ **PATENT**   Embargo from_____ until _____
                              (date)   (date)

Approved by:

_____   _____
(Signature of Student)   (Signature of Chairman of Supervisory Committee)
New IC No/ Passport No.:   Name:

Date :   Date :

[Note : If the thesis is CONFIDENTIAL or RESTRICTED, please attach with the letter from the organization/institution with period and reasons for confidentially or restricted.]