

GENDER, CONSUMPTION AND VALUES IN WOMEN'S LIFE-STYLE MAGAZINES: THE EXAMPLE OF LADIES' HOME JOURNAL¹

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ABSTRACT

The purpose of this study is to reveal the course of the relationship between gender, consumption, values and that guided American society through advertisements between 1980 and 2005 in the example of *Ladies' Home Journal*, an American women's lifestyle magazine. To achieve this purpose, a two-stage research was designed. In the first stage, the advertisements, editorial content and total number of pages in the magazine were counted and the advertisements were divided into categories. In the second stage, the advertisements in *Ladies' Home Journal* were analyzed according to Schwartz Values Scale. At this stage which was carried out with the qualitative analysis method, the previously determined advertisement categories were analyzed according to the Schwartz Value Scale: four higher order values, ten basic values and fifty-six lower order values. The most common value in *Ladies' Home Journal* issues in the twenty-five-year period is the value of "openness to change". This higher order value's frequency, which was highest in 1980, started to decline after 2000 and the value of conservatism began to rise. The basic values most often found in *Ladies' Home Journal*'s advertisements between 1980 and 2005 were hedonism, stimulation, and self-direction.

Key Words: Gender, values, consumption, Ladies Home Journal, Schwartz Value Scale.

KADIN YAŞAM TARZI DERGİLERİNDE TOPLUMSAL CİNSİYET, TÜKETİM VE DEĞERLER: LADIES' HOME JOURNAL ÖRNEĞİ*

ÖZ

Bu çalışmanın amacı, Amerikan kadın yaşam tarzı dergisi olan *Ladies' Home Journal* örneğinde, 1980-2005 yılları arasında reklamlar aracılığıyla, Amerikan toplumunu yönlendiren toplumsal cinsiyet, tüketim ve değerler arasındaki ilişkinin nasıl bir seyir izlediğini açığa çıkarmaktır. Bunu

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gerçekleştirmek için iki aşamalı bir araştırma tasarlanmıştır. İlk aşamada dergide yer alan reklamlar, editoryal içerik ve toplam sayfa sayısı sayılmış ve reklamlar kategorilere ayrılmıştır. İkinci aşamada *Ladies' Home Journal*'da yer alan reklamlar Schwartz Değerler Ölçeği'ne göre incelenmiştir. Niteliksel analiz yöntemi ile gerçekleştirilen bu aşamada, daha önce saptanmış olan reklam kategorileri, Schwartz Değer Ölçeği'ne göre: dört üst değer, on temel değer ve elli altı alt değere göre analiz edilmiştir. Yirmi beş yıllık zaman diliminde *Ladies' Home Journal* sayılarında en sık rastlanan değer, "openness to change" (yeniliğe açıklık) değeridir. 1980 yılında en yüksek değerine ulaşan bu üst değer, 2000 sonrasında düşüşe geçmiş ve muhafazakarlık değeri yükselmeye başlamıştır. 1980-2005 arasında *Ladies Home Journal* reklamlarında en çok rastlanan temel değerler hedonizm, uyarım ve kendini yönetme değerleridir.

Anahtar Sözcükler: Toplumsal cinsiyet, değerler, tüketim, Ladies Home Journal, Schwartz Değer Ölçeği.

GENİŞLETİLMİŞ ÖZET

Bu çalışmada bir Amerikan kadın yaşam tarzı dergisi olan *Ladies' Home Journal* reklamları örneğinde, reklamlarda yer alan toplumsal cinsiyet, tüketim ve sosyal değerler arasındaki ilişkinin incelenmesi amaçlanmıştır. Araştırma, değerlerin yaşanılan kültür ve sosyalleşme süreçlerinde öğrenildiği ve kitle iletişim araçlarının ortak değerleri taşıyan en önemli araçlardan biri olduğu fikrine dayanmaktadır.

Makalenin dayandığı araştırma, 1980-2005 yılları arasında *Ladies' Home Journal*'da yayınlanan reklamlarda belli başlı hangi değerlerin yer aldığını, hangi değerlerin değiştiğini, hangi değerlerin değişime direndiğini ve pazarlama süreçlerinde temsil edilen kadınlık değerlerini Schwartz Değerler Ölçeği'ni kullanarak açığa çıkarmayı hedeflemektedir. *Ladies' Home Journal* Amerikan orta sınıf kadınlarına seslenen ve Amerika'da en çok satan ikinci kadın yaşam tarzı dergisi olduğu için incelenmeye değer görülmüştür. Reklamlar ve değerler üzerine yapılmış pek çok araştırma vardır ancak bu araştırma konuyu Schwartz Değerler Ölçeğine dayalı olarak gerçekleştirilmiş öncü bir çalışmadır.

Schwartz'a göre, değerler insan hayatında önemli olan yönelimi gösterdiği için önemlidir. Schwartz Değerler Ölçeği'ni oluşturmak için pek çok farklı ülkede kültürlerin değerlerini öğrenmek için araştırma yapmış ve elde ettiği verileri bireysel ve kültürel değerler olarak iki düzeyde incelemiştir. Çalışmasında farklı kültürlerin, farklı değerlerinden çıkarsamış olduğu 10 temel değer 56 alt değeri ortaya çıkarmıştır. Schwartz'ın belirlediği temel değerler; güç, başarı, hazcılık, uyarılım, özyönelim, evrenselcilik, iyilikseverlik, gelenek ve uymadır. Schwartz ölçeğinde, 10 temel değeri kapsayacak şekilde dört üst değeri de ortaya koymuştur. Bu üst değerler: kendini aşma, kendini geliştirme, yeniliğe açıklık ve muhafazakarlıktır.

Bu araştırmada incelemek için 1980-2005 yılları arasında yayınlanan Ladies' Home Journal'ın Ocak, Nisan, Ağustos ve Aralık sayıları inceleme birimi olarak seçilmiştir. Araştırma iki aşamada gerçekleştirilmiştir. İlk aşamada derginin belirlenen sayıları editöryal içerik, reklamlar ve derginin sayfa sayısını belirlemek için sayılmıştır. İkinci aşamada reklamlar kategorilere ayrılarak, ilgili kategoriye giren reklamlar Schwartz Değerler Ölçeği'ne dayanarak incelenmiştir. Bu araştırmada incelenen Ladies' Home Journal reklam kategorileri şunlardır; "kozmetik ürünler", "arabalar", "aksesuarlar", "moda ve giyim", "içki ve sigara", "sağlık, diyet ve kişisel bakım", "seyahat" ve "diğer" başlıklarını taşımaktadır. Bu kategorilere giren reklamlar Schwartz Değerler Ölçeği'ne göre, üst değerler, temel değerler ve alt değerlere göre incelenmiştir. Reklamlar incelenirken önce reklamda var olan değer saptanmış, sonrasında reklamda var olan değer açık ya da gizli anlamı okunmuştur. Bir reklamda farklı başka değerler olduğunda bu değer de analizde kodlanarak araştırmaya dahil edilmiştir.

Araştırmanın bulgularına gelindiğinde, 1980 ve 2005 yılları arasında Ladies' Home Journal dergisinde 19.914 sayfa taranmıştır. Bu sayfaların %32.25'i editöryal içerikten, %67.75'i reklamlardan oluşmuştur. Toplam sayıları karşılaştırdığımızda Ladies' Home Journal'ın içeriğinin ağırlıklı olarak reklamlardan oluştuğunu ve tüketim toplumu yaratma süreçlerinde bu dergilerin önemli bir rol oynadığını görürüz. Derginin bütünü değerlendirildiğinde editöryal içeriğinin de reklamlarla koşut olduğunu söylemek mümkündür. 2000'li yıllara doğru derginin editöryal sayıları 1980'li yıllara nazaran artış göstermiştir. İncelenen yıllarda Ladies' Home Journal'da en çok kozmetik ürünlerin reklamları (%27.16) yapılmıştır. Kozmetik ürünlerini sağlık, diyet ve kişisel bakım (24.74) ve diğer (%16.93) kategorisindeki reklamlar oluşturmuştur. Değerler açısından incelendiğinde 1980-2005 yılları arasında Ladies' Home Journal'da en çok güvenlik temel değerinin ve buna bağlı olarak temizlik ve sağlık alt değerlerinin kullanıldığı görülmüştür. Bunu izleyen değerler uyarılım (%18.86) ve evrenselcilik (%13.63) temel değerleridir.

İncelenen yıllarda dergide en çok kullanılan üst değer ise yeniliğe açık olmak (%45) değeridir. Tüketim toplumu oluşturma süreçlerinde dergilerin bu denli önemli olmaları onların kadınları yeni olana doğru yöneltmeleriyle mümkündür buna bağlı olarak Ladies' Home Journal reklamlarında en az kullanılan üst değer muhafazakarlıktır (%13). Ladies' Home Journal reklamları yeni olanla, cesaretle, hazla olan ilişkilerini ortaya koyarken, eskiyi, muhafaza etmeyi, geleneği vurgulayan değerleri çok daha az vurgulamıştır.

Introduction

Consumption processes are affected by many variables. Gender and personal values are among the important factors that determine the purchasing behavior. A great majority of

the studies on consumer behavior point out that people purchase products not simply because of their functions or to satisfy certain needs, but rather, because of the meaning attached to those products (Douglas and Isherwood, 1999; Baudrillard, 2010). Also, the findings of the studies concerning values and consumer behavior have an emphasis on one function of the objects of consumption, namely, that of expressing value. It was especially emphasized that the prior values important in determining the motives of consumption (Howard and Sneth, 1969). Also, it was explained that the relationship between values and consumption is complicated and indirect. As Hitlin and Piliavin (2004) indicated, values are more influential than attitudes in shaping the personalities and directing the behaviors. Many studies point to the direct relation between values and behaviors (Tan, 2011; Cai & Shannon, 2012). Values have most commonly been defined as the taught beliefs about behaviors that are willingly performed within the society. Values have been conceptualized over their functionality and their effect on behaviors and beliefs (Schwartz, 1996).

The aim of this study is to understand the relationship between gender, consumption and social values, during a time period by examining the advertisements in *Ladies Home Journal*.

Among the critical studies, there are many works that examine how gender affects the values of consumption (Friedan, 1983; Vigorito & Cury, 1998; Attwood, 2005). Hirschman (1998) demonstrates that gender relations are interwoven with consumption. There are many studies concerning gender, consumption, and the ways of decision-making as well as gender, subcultures, and consumption (Vincent-Wayne & Walsh, 2004, Goulding and Saren, 2009), and the way men's and women's sexual characteristics were used in the organization of sale activities (Ritson & Elliot, 1999; Hogg & Garow, 2003). Although these studies mostly belonged to the field of marketing, and were carried out with quantitative techniques, they have shown that consumption is closely related to an individual's culture and values. Values embedded in the cultures cannot be observed directly; they can only be exposed through cultural elements such as myths and legends. A sum of the selections made by people from the alternatives offered to them may yield us the central trend. Cultural values may give us information about the essence of the messages of the advertisements. Schwartz's list of values was used in many studies that examined the relationship between consumption and values (Grunert & Juhl, 1995; Thøgersen & Grunert-Beckmann, 1997; Thøgersen & Olander, 2002). There are also

studies concerning the relationship between advertisements and consumption, as well as those about the relationship between values and consumption.

The starting point of this article is the idea that values are learned by living within the culture, and in the processes of socialization; the mass-media, being one of the most important carriers of the common values, is influential in the shaping and adopting of the new values. The values regarding gender are effectively used and spread out by the advertisements in the processes of marketing.

This study that was designed to reveal which values were prominent in *Ladies' Home Journal* between 1980 and 2005³, which values have changed, which values were resistant to change, and how the values of femininity represented in the mass-media were involved in the processes of marketing. This study differs from the previous ones by its examination of the values used in advertisements through Schwartz's Value Survey in a historic perspective. In that aspect, this is a pioneering study in the field.

On Ladies' Home Journal: The Reason Why This Magazine was Selected

Ladies' Home Journal (LHJ) is firstly published by Cyrus H. K. Curtis and Louisa Knapp Curtis. The core of this magazine was initially a double-page supplement of the weekly magazine *Tribune and Farmer* under the title *Women at Home*, written by Mrs. Curtis. By 1883, this section had become so popular among the middle class American female readers (Vaughn, 2008, p.252; Damon-Moore 1994) that Mr. and Mrs. Curtis decided to publish a magazine targeting women. Commercial reasons were principal for this decision. In a short time, *LHJ* became the largest selling magazine of the U.S. In 1903, *LHJ* became the first magazine in the world to surpass one million copies sold. The magazine's producers estimated that by the 1910s, one in every five American women was reading *LHJ* (Damon-Moore, 1994, p.1). Between 1889 and 1919, under the editorship of Edward Bok, *LHJ* became the best-known magazine in the USA and charged the most expensive price rates for advertising. Until 1914, the magazine generated the greatest number of advertisements in the market. Furthermore, it

³ The analysis starts in 1980 --the year that signifies the beginning of a globalization process during which consumption turned into the most prominent value world-wide-- and ends in 2005. In the study, the Women's Magazines Archive provided by Proquest was beneficial. This archive contains the all the issues of *LHJ* up to the year 2005.

was the first magazine to incorporate advertising and editorial material through running feature stories into the back pages. *LHJ* was also one of the first magazines to establish a distinct marketing department, and it pioneered the concept of “service” as a way of reconciling its commercial and cultural functions (Glass, 1998). Because of such significant structural specialization, the advertising in *LHJ* is worth examining.

LHJ's target reader was married, white, and middle-class, and women. The magazine contained offers and advice on childcare, cooking and household chores, as well as short stories and serialized novels written by some of the most popular writers of the day, such as Ella Wheeler, Louisa May Alcott, and Harriet Beecher Stowe.

LHJ was the first magazine to change its cover design each month, setting an example for all periodicals up to the present time. Edward Bok, who became the new editor-in-chief after the Curtis couple, masterminded the American women's magazines by several reforms (Syndner, 1998:312). The magazine was publishing fiction and news about the questions concerning gender (Damon-Moore, 1994, p. 37). Between 1889 and 1919, under the management of Edward Bok, *LHJ* became the best-known magazine in the USA.

Under Bok's editorship, *LHJ* became an entirely commercial magazine (Damon-Moore, 1994, p.62). Bok was standing against the idea of women's right to suffrage and higher education, even though he was aware that many of his readers would disagree with him. He was about to bring a change to the relationship between gender and commerce by defining shopping as a middle-class women's activity and the women as the primary consumers (Synder, 1998, p. 316; Damon-Moore, 1994). While in *LHJ* women were positioned as consumers, their purchasing behavior was defined according to the needs of their families and in relation to their household skills. While femininity was represented as limited within certain boundaries, the idea that women might have their own consumer needs or desires also remained unacceptable (Filene, 1975, p.15). But Jennifer Scanlon (1995, p. 2) claims that the magazine's contradictory messages “helped sow the seeds for women's later demands for autonomy and self-definition.”

With the decline in advertising revenues, Ladies Home Journal was sold to Meredith Group in 1986 and after 2014 the magazine ceased its monthly publication and started to be published quarterly (<https://adage.com/article/media/ladies-home-journal-fold-131-years-print/292839>).

Human Values and Advertising

Gender and values are closely related to each other. A value is an expression that directs a person towards the good and tells that she should avoid what is considered bad. Schwartz states that people are under the influence of the normative hierarchy determined by cultural norms, even while they want to act or make choices according to their personal priorities. For this reason, he argues that the value content and structure should be understood as a reflection of cultural tendencies rather than an expression of individuals' psychological characteristics (1992, p.50). Many value scales have been developed to examine which values stick the societies together and how people view education, gender, politics or consumption. Like Schwartz, Hofstede (1991), Rokeach (1973) and Inglehart (1997) also worked on values. Schwartz Value Scale (1992) is currently being used by social and intercultural psychologists and researchers from different fields to examine individual and societal differences in values, and this scale was also preferred for this study. Schwartz approaches the value system holistically. According to him (1996), values are guiding principles that do not change according to different situations and are necessary for intergroup interaction and the continuity of life. In Schwartz's theory of values, the motivations needed by individuals are divided into three categories. These are the basic needs that correspond to the biological needs of individuals, the instrumental needs that ensure successful interpersonal interaction, and the needs that ensure the continuity of the society. According to Schwartz, all values are related to universal needs. (Schwartz and Bilsky, 1987; Schwartz 1996).

Regarding these universal needs, Schwartz set out ten basic values. While creating these ten values, Schwartz conducted field studies on the subject in cultures with different religions and philosophies. As a result, Schwartz reached combined and examined values under certain basic headings. According to Schwartz's theory, the most basic motivational values are achievement, conformity, power, stimulation, hedonism, self-direction, tradition, benevolence, security and stimulation. Schwartz created a quadruple value system as "higher order values" above these ten basic values. The upper values are as follows: self-enhancement, self transcendence, openness to change and conservation (Schwartz, 1992).

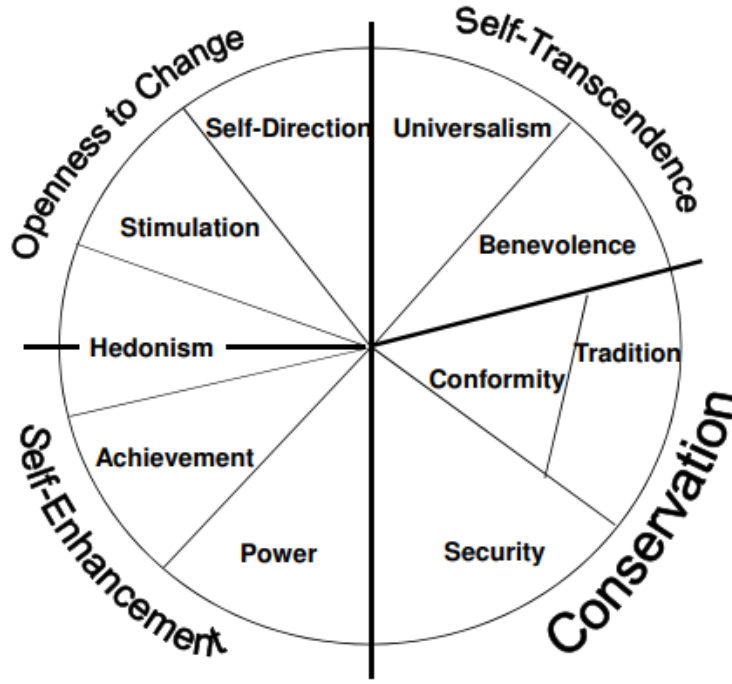


Figure 1. Theoretical model of relations among ten motivational types of value
(Schwartz, 2012:9)

Under the higher order value *openness to change*, the basic values self-direction and stimulation take place. This value dimension emphasizes independent thought and action, and readiness for change. The *self-enhancement* dimension contains the basic values power and achievement. This dimension emphasizes one's pursuit of one's own interests and relative success and dominance over others. Under the *conservation* heading there are the basic values tradition, conformity, and security. This dimension emphasizes order, self-restriction, and preservation of the past. The *self-transcendence* dimension contains the basic values benevolence and universalism. This dimension emphasizes a concern for equality and the welfare and interest of others (Barnea and Schwartz, 1998, p.18-19).

Under the higher order value *openness to change*, there are stimulation, self-direction, and partly, hedonism. Self-direction corresponds to being independent in the preferences of thought and action, creativity, and search. Therefore, the values it covers are creativity, freedom, independence, choice of one's own goals, and curiosity. Stimulation corresponds to excitement, novelty, and challenge in life. The values it covers are daring, a varied life, and an exciting life. These are values especially used in advertisements for drinks and cigarettes. Hedonism corresponds to pleasure or sensuous gratification for oneself, and its sub-values are

pleasure and enjoying life. Just like stimulation, hedonism is a widely used value in advertisements for drinks, travels, and cigarettes.

Under the higher-order value self-enhancement there are achievement, power, and partly, hedonism. Achievement corresponds to personal success by demonstrating competence according to social standards. Its sub-values are self-respect, successful, intelligent, influential, capable, and ambitious. Power value is related with social status and prestige, and control or dominance over people and resources. Its sub values are preserving my public image wealth, social recognition social power, authority. Under self-transcendence value there are benevolence and universalism. Benevolence as a basic value can be described in terms of working to maintain and enhance the welfare of those around us and to feel good about it. Under this heading are values such as helpfulness, honesty, forgiveness, loyalty, responsibility, true friendship, spirituality, mature love, and meaning in life. This basic value dimension, in the first place, corresponds to the welfare of the people in one's closer circle and seldom to larger social groups. On the other hand, the universalism value is a new form of maturity because it gives priority to enhancing the welfare of the social beings outside our closer circle. (Schwartz, 1992, p.39). Its subvalues are "social justice, broad-minded, equality, world of beauty, protecting the environment, unity with nature, world at peace, wisdom" (Schwartz, 1992, p.8). Security, which is placed under the higher order value conservation, "has family security, national security, social order, reciprocation of favors, clean, sense of belonging, and healthy as its sub-values. The sub-values of conformity are self-discipline, obedient, honoring parents, elders, and politeness. The sub-values of tradition are humble, accepting my portion in life, respect for tradition, and moderate devout" (Schwartz, 1992, p.9-10).

Methodology

Advertising is a highly culture-oriented discipline, for its language and communication aspects are deeply rooted in the culture of a given society (De Mooiji, 2013). Advertising can be regarded as a system that transfers the cultural meanings to the consumers. In the process of the transfer of the meanings, advertisers determine the needs and preferences of the consumers by bringing together the commodities with culturally meaningful values. In this sense, analyzing the discourse of advertising in terms of values would make it easier to understand and interpret the reference criteria about advertisements, because values are the

criteria that guides people to decide what is right and desirable, and what is wrong and undesirable during an event, a situation, or an action. Most of the time, values affect perceptions and decisions without our being aware of it.

This research consists of two stages. In the first stage of the research, the total number of the editorial content elements, the advertisements and the pages in the magazine were counted. In the second stage, the advertisements were counted in accordance with the created categories. These categories were “cosmetic products”, “cars”, “accessories”, “fashion and clothing”, “drinks and cigarettes”, “health, diet and personal care”, “travel”, and “others”. In the second stage, the advertisements in the magazines were examined by using Schwartz’s Value Survey.

In this study which aims to examine the relationship between values and advertisements in a historic perspective, *Ladies’ Home Journal* was chosen to assign the repertoire of values in the advertisements published between 1980 and 2005. For each year, the January, April, August, and December issues of the magazine were examined. A qualitative content analysis was performed based on the 10 basic and 56 lower-level values in the Schwartz Value Survey.

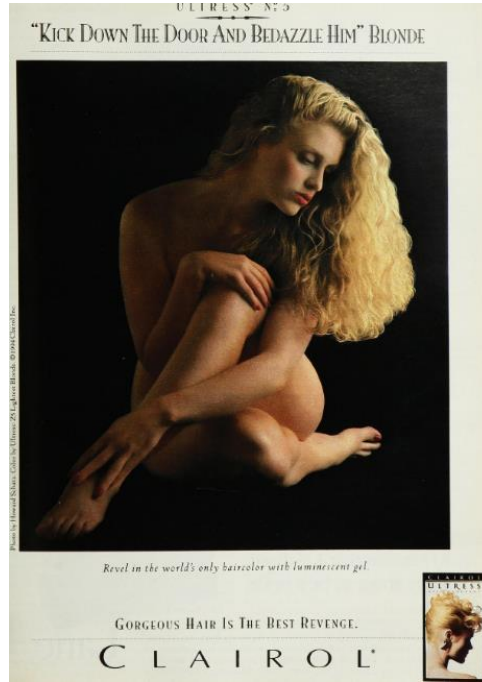
Operation

An advertisement is an effort of promotion that is carried out with concerns about message and meaning. Advertisements try to persuade people to purchase a product, through messages linked to the relationship between the product and the meaning. Meaning is an element that affects the values, perceptions and behaviors, and it allows people to comprehend the world. Because of this relationship, the pictures that complemented the meaning of the message, along with the written messages and the slogans, was involved in our analysis. A picture and a message in an advertisement imply multiple meanings. Schwartz’s analysis of values proceeds starting from the general to the particular. In this analysis that proceeds through the higher order / basic / and sub-values, the sub-values are the criteria that leads us to the higher order values. For instance, success as a basic value is an abstract notion. In order to render the success value measurable, the meaning of the message was matched with the 56 sub-values, according to the basic values of success; namely, successful, ambitious, capable, influential, self respect, and intelligent. In case there were several matchings in an advertisement, all of them were codified. Qualitative content analysis is a secondary reading

which aims to understand not only the apparent, but also what is hidden behind the apparent: the context, the culture and the era in which the meaning is formed is what makes this reading efficient. There may be several meanings in a message of advertising, because a value also gains meaning through another value. Content analysis is essentially based on clearly distinguishable and measurable units. Though the same is the case in this particular study, the content analysis performed was heavily qualitative since it focused on the meaning.

For example, in Picture 1, the slogan involves both choosing own goals value that belongs to the “self-direction” basic value, and the “avoided and challenging life, or varied life”, and “freedom” values that belong to the “stimulation” basic value.

Picture 2 contains the “independent” sub-value that belongs to the “self direction” basic value; the “responsible” sub-value that belongs to the “benevolence” basic value; and the “capable” sub-value that belongs to the “achievement” basic value.



Pic. 1. LHJ (Cosmetics) April 1994 [Choosing Own Goals, Varied life and Freedom]



Picture 2. *LHJ* (Fashion) April 1999 [Independent, Capable, Responsible]

FINDINGS

In the first stage of the research, the number of advertisements and the editorial content items of the selected *LHJ* issues published between 1980 and 2005 were counted. Totally 19,914 pages of *LHJ* were scanned through for the research. 32,25% of this total was the editorial content and 67,75% was the advertisements. The table below represents the shift in the numbers of the editorial content topics and the advertisements. According to the table, between the 1980s and 2000s, the number of editorial content topics have been gradually increasing, while the number of the advertisements have been gradually decreasing. Because of this decrease in advertisements, *LHJ* had become a quarterly magazine and moved its headquarters from New York to Iowa. Because of the diminishing advertising revenues, the magazine ceased publication in 2014 after a period of 130 years (<https://www.theguardian.com/media/2014/apr/24/ladies-home-journal-ending-regular-publication-130-years>).

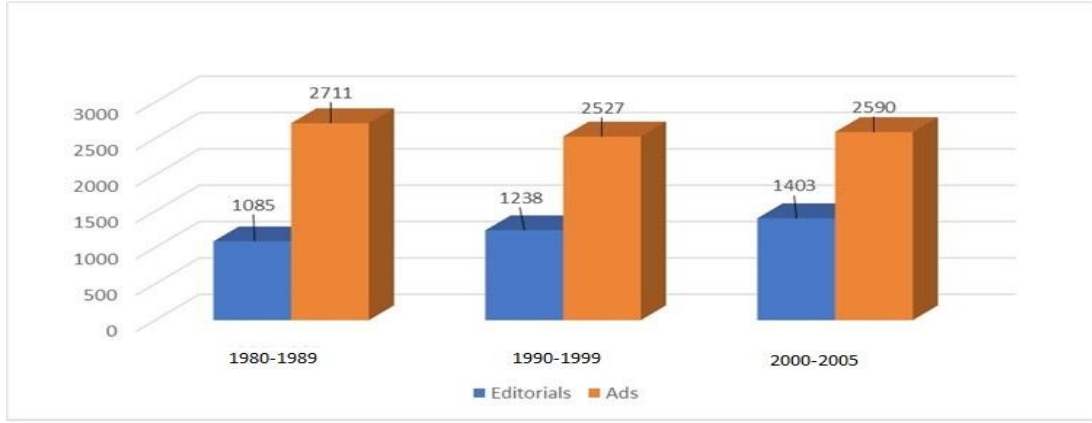


Chart 1 Shares of ads and editorial topics in *Ladies' Home Journal*

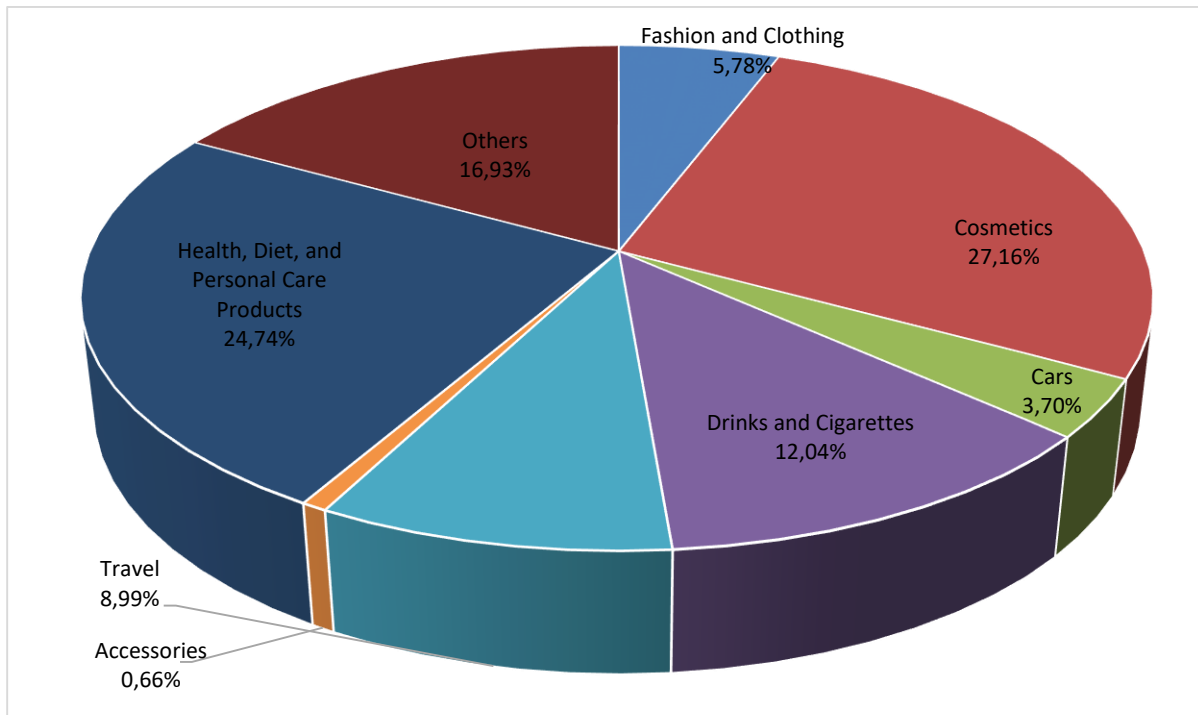


Chart 2. Share of ads in LHJ

The sector with the highest number of advertisements in *LHJ* between the 1980s and 2000s is cosmetics, with a share of 27.16%. "Health, diet and personal care" has a share of 24.74%, and "Others" has a share of 16.93%. Because of the higher share of "Others", a need was felt to evaluate this category itself. For this purpose, an issue of *LHJ* for each year between 1980 and 2005 was scanned through and the shares of the advertisements for products were assessed as follows: food, coffee and carbonated beverages: 65%; detergent: 7%; furniture and clothes: 3%; cat and dog food: 6%; toys and diapers: 8%; electric kitchenware: 6%; book and music albums: 4%; decorative goods and ornaments: 2%; and charity organizations: 1%. In

LHJ, the shares for the remaining advertisements are as follows: drinks and cigarette: 12.04%; travel: 8.99 %; fashion and clothing: 5.78 %; cars: 3.70; accessories: 0.66 %.

Looking at Ladies' Home Journal From Schwartz Values Scale

3,023 values were detected in our scan of the issues of *LHJ* between the years 1980 and 2005. The distribution of them according to the basic values is as below:

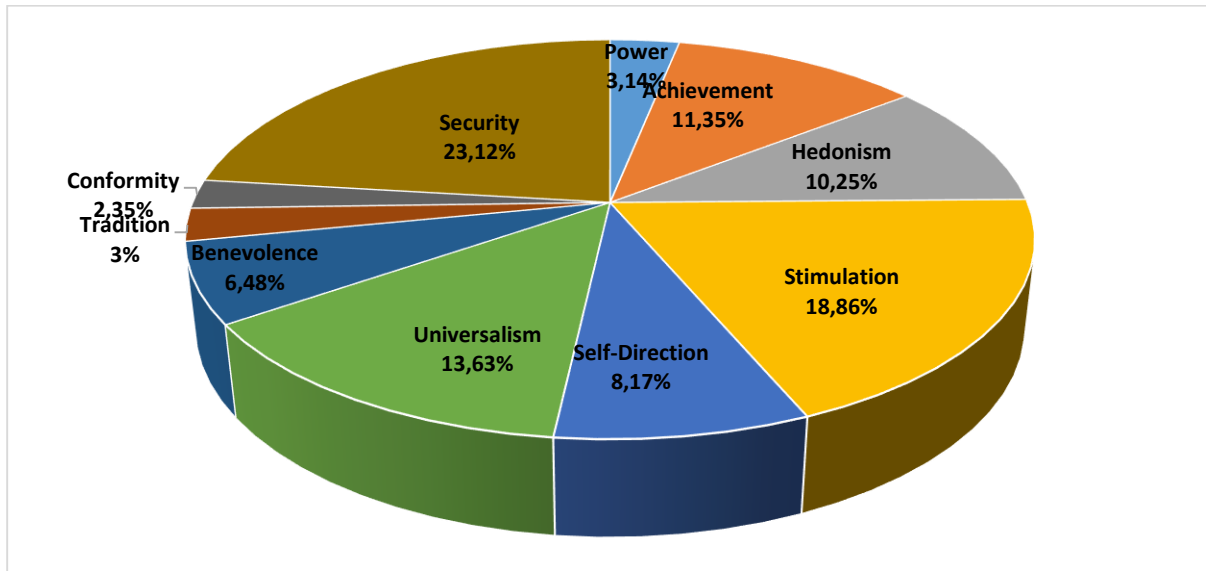
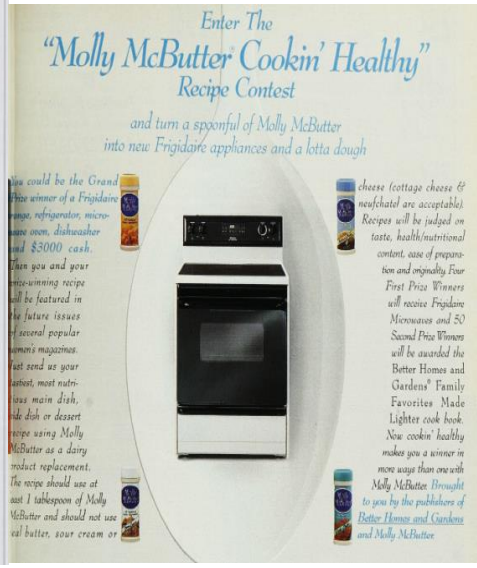


Chart 3: Distribution of basic values in *LHJ*

According to Chart 3, the most frequently used three values in *LHJ* are security (23.12%), stimulation (18.86%) and universalism (13.63%). As Schwartz indicated, "security values aim safety, harmony, and stability of society, of relationships, and of self. Security values derive from basic individual and group requirements. Some security values serve primarily individual interests (e.g., clean), others wider group interests (e.g., national security). Even the latter, however, express, to a significant degree, the goal of security for self or those with whom one identifies (social order, family security, national security, clean, reciprocation of favors) [healthy, moderate, sense of belonging]" (Schwartz, 2012:6). The high rate for the security value in this research is due to the intense use of clean and healthy sub-values in the advertisements of the cosmetic products. In this magazine, the security value was obviously used in the context Schwartz termed as the individual interest.



Picture 3. (Cosmetics) April 1996 [Healthy]



Pic.4.(Others) Aug. 1993 [Healthy]

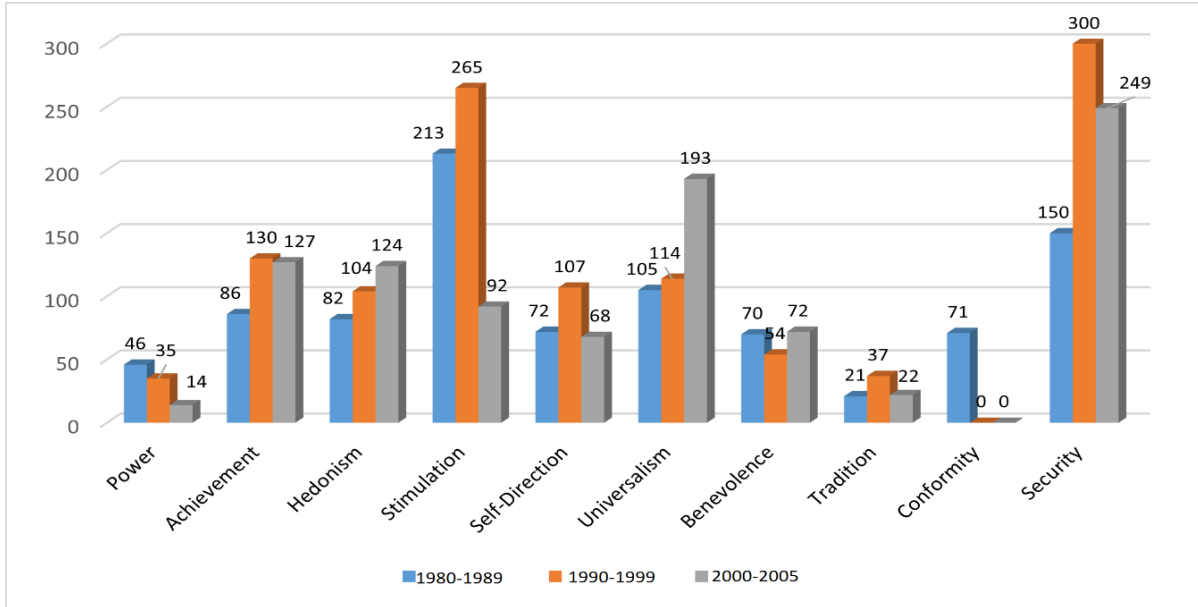


Chart 4: Basic values in LHJ

In the 1980s, the most frequently used three basic values in LHJ were stimulation (23.25%), security (16.38%), and universalism (11.46%). In the 1990s, they are lined up in the following order: security (26.18%), stimulation (23.12%), and achievement (11.34%). In the 2000s, the first three values are security (25.91%), universalism (20.08%), and achievement (13.22%).

Magazines had a great role in the process of creating a consumer society in the USA and LHJ had a special part in this process. From the beginning, LHJ targeted the white, native-

born women and more narrowly, the women with discretionary income to support the magazine's advertisers (Scanlon, 1995:13). *LHJ* dealt with non-controversial issues about household life such as food, clothing, interior decoration, beauty aids, childcare, health, and handicraft. The major part of the content of *LHJ* was devoted to topics directly concerning women in the house rather than the national or international subjects. The values presented in *LHJ* supported the role of the woman as wife and mother to a greater extent than her role as career woman and social agent (Corsiglia, 1971, p. 25). *LHJ* strongly encouraged women towards consumption both in its editorial content and in its advertisements. Consumption began to play a larger role in American values than production (Snyder, 1998, p.319). Bruce and Beatrice Blackmar Gould who became the editors of the magazine assumed that American women were a lot smarter than most people thought. They wanted "to bring our readers not only the most accurate and honest information possible in the traditional areas; health, nutrition, education and the moral guidance of children, community social and cultural activities, but also to widen the boundaries of their traditional areas of interest." As a result of this policy *LHJ* began to include articles on foreign affairs, medicine, education, and social welfare (Corsiglia, 1971, p.13). Just like the other magazines who aim to raise their advertising revenues by contributing to the process of consumption, *LHJ* used the stimulation value at a high degree in the 1980s, encouraging women to live an exciting and different life. Since the women of the 20th century were better educated, they pioneered the change of ideologies and priorities under the influence of the Second Wave Feminism. "Years later, women presented the idea of the New Womanhood. The New Women were independent, tough, strong, interested in politics, and capable. They were adventurous and they reveled in new experiences (Stansell, 2010, p.150).

In the same years, security was the second highest rated (16.18%) value in this magazine mainly with the use of sub-values. As seen on Chart 4, security value was most frequently used with the sub-values clean and healthy, and for the products in the "Others", "Health, diet and personal care" and "Cosmetics" categories. The third highly used value in *LHJ* in the 1980s was universalism. This basic value was mostly used in the advertisements with the unity with nature sub-value for all the sectors, except for "Cars", and "Drinks and cigarettes".

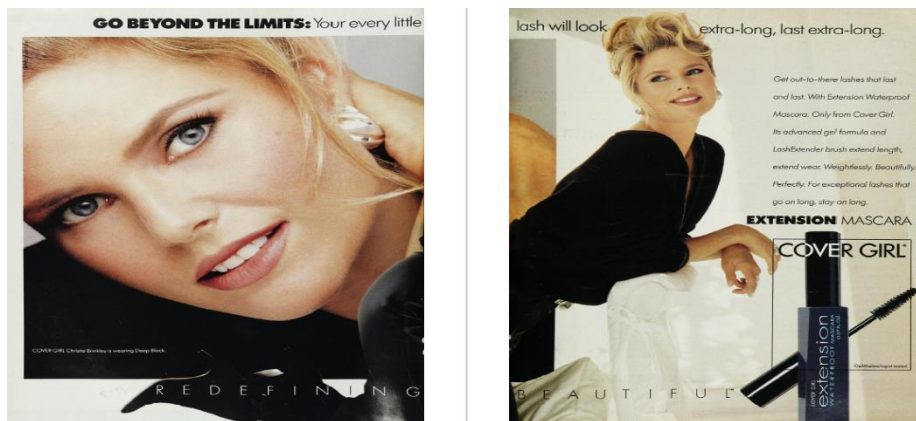
In the 1990s, the most frequently used values for the advertisements in the magazines are security (26.18%), stimulation (23.12%) and achievement (11.34%). The reason for the high rate of the security value is, just like in the 1980s, the frequency of the sub-values clean and healthy for the products in “Cosmetics”, “Health, diet and personal care” and “Others” categories. The stimulation value which has an emphasis on boldness and interesting life is the second highest rated value. And achievement, with its emphasis on the success of women, is the third highest rated one.

Edward Bok, the editor of *LHJ*, believed that a woman’s place was her home, and under his editorship, the magazine focused on elevating the women’s status in the house rather than promoting a position outside it. *LHJ* was influential in affecting women in their resistance against change and it was full of discouraging messages for those who diverged from the norms of traditional house order. Yet, later in time, with the rise of women’s liberation movement and the demands for equality, women’s magazines began giving messages concerning women’s achievements both in their editorial content and in the advertisements, as a response to these developments. This was partly because of the protests organized by feminist women against *Ladies’ Home Journal*. On 18 March 1970, at least one hundred feminist women marched into the office of the magazine and staged a sit-in which lasted for eleven hours. These protesting women were using the magazine’s own slogan: “Never Underestimate the Power of a Woman”. In those days, *LHJ* was the second biggest magazine in the USA with its 14 million readers, and both the ownership and the editorial management were in the hands of men. The protesters were objecting to the magazine’s content, which focused simply on beauty, motherhood, and household issues. They also had complaints about the magazine’s avoidance from publishing about sexual liberation and social change, and the almost all-male managing staff’s expectations for women which were limited with the family life and household duties. They demanded that John Mack Carter, the current editor-in-chief step down and a female editor replace him; they also demanded an all-female editorial staff, a free daycare facility for the female employees of the magazine. They wanted the magazine to reject all advertisements that degrade women, and to abolish the “Can This Marriage Be Saved?” column which was oriented towards the contentment of husbands. Even though Carter maintained his editor’s seat, an eight-page piece with the title “The New Feminism” appeared

in one issue of *LHJ* due to the protest, and the feminists were given the promise of the construction of an on-site daycare center (Blakemore, 2018).



Picture 5. (Cosmetics) August 1999 [Clean] (Security)



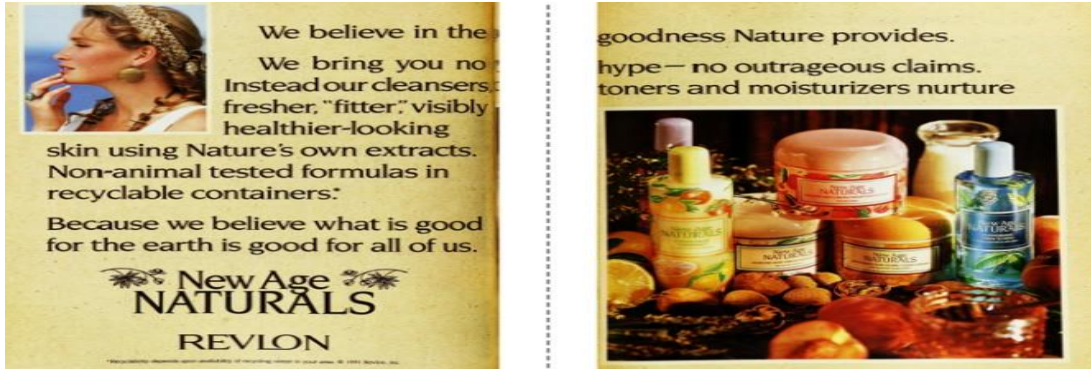
Picture 6. *Ladies' Home Journal* (Cosmetics) January 1992 [Daring] (Stimulation)



Picture 7. April 1990 (Health, Diet) (Influential) (Achievement)

In the 2000s, the highest rated values in line are security (25.91%), universalism (20.08%) and achievement (13.22%). Although this situation is like that of the 1990s,

universalism as the second value in order marks a difference. In the 2000s, excluding several sectors, there was increased emphasis on the naturalness of products; accordingly, the sub-value unity with nature was frequently used in these years.



Picture 8. (Cosmetics) April 1990 Nature with Beauty (Universalism)

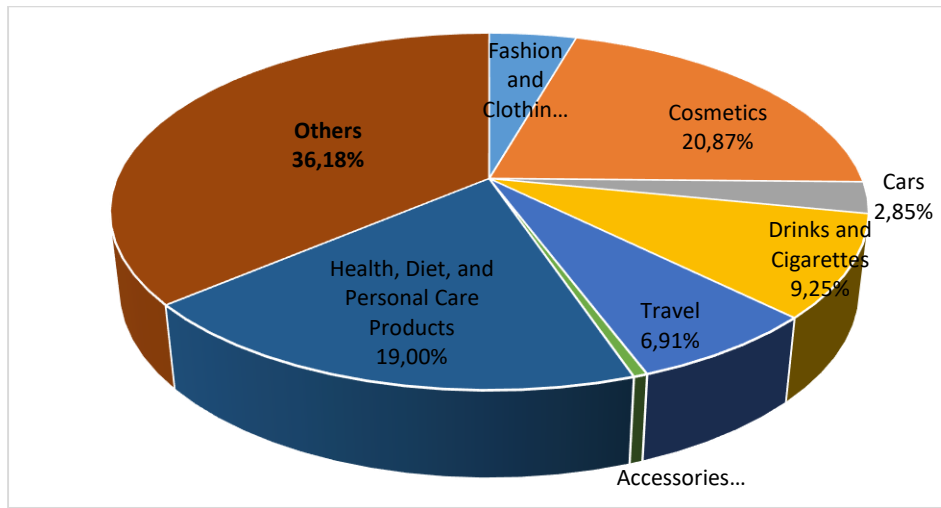


Chart 5. Sectoral distribution of advertisements in LHJ

In the sectoral distribution, 36.18% of the advertisements in LHJ belong to the “others” category. The second sector is “cosmetics” (20.87%) and the third is “Health, diet and personal care products” (19%). The chart below represents the change of the sectoral distribution in decades.

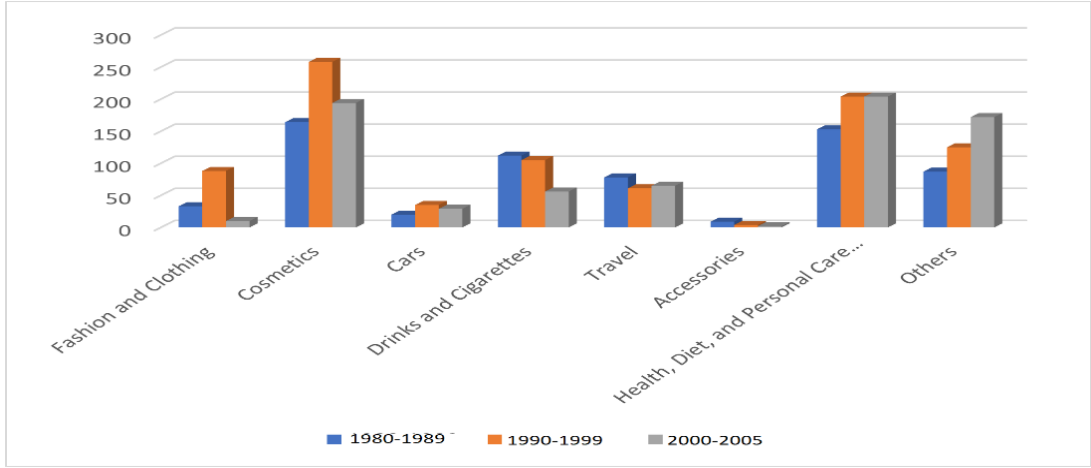
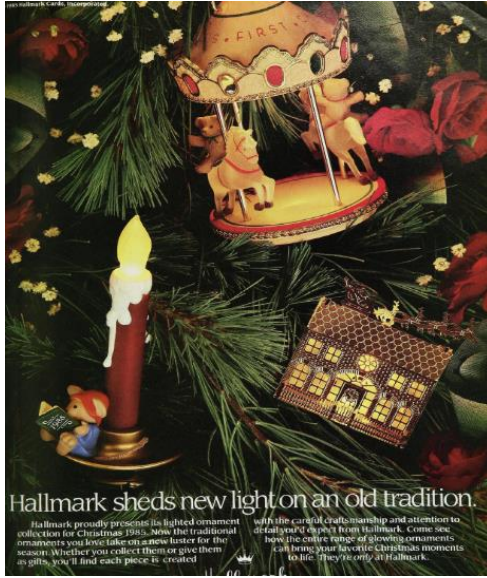


Chart 6. Distribution of values in LHM in sectors and decades

According to Chart 6, the sector with the highest rate of advertising values is "Others". The rate for "others" is 32,66% in the 1980s, 34.14% in the 1990s, and 41.73% in the 2000s. In the 1980s, the other two sectors with the highest value rates are "Cosmetics" (19.41%), and "Health, diet and personal care products" (18.11%). In the 1990s these rates are 22,51% for "Cosmetics", and 17,80% for "Health, diet and personal care products". And in the 2000s, 21.23% for "Health, diet and personal care products", and 20.19% for "Cosmetics".

It is imperative to determine the basic categories before starting the content analysis. These categories provide convenience to the researcher. Advertisements that could not be included in the said categories were evaluated under the "Others" category in the research. The high rate of the "others" category in the research is due to the abundance of advertisements that cannot be included in the main categories. Examples of the advertisements in the "Others" category (Pic. 9, 10, 11, 12) are given below.



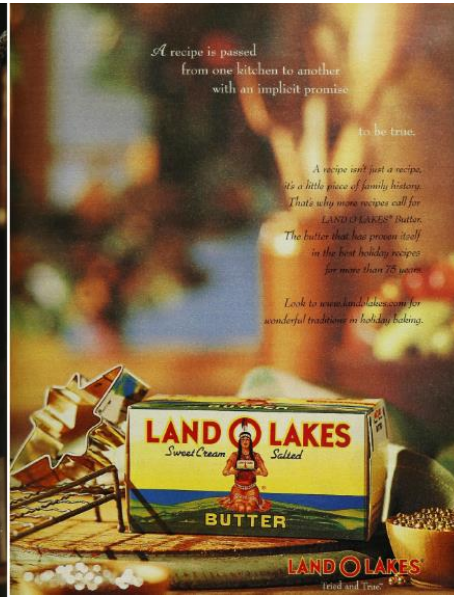
Pic.3. LHJ (Others) Dec.1999 [Respect for Tradition]



Pic.4. LHJ (Others) Dec. 2003 [Choosing Own Goals]



Pic. 5. LHJ (Others) April 1999 [Daring]



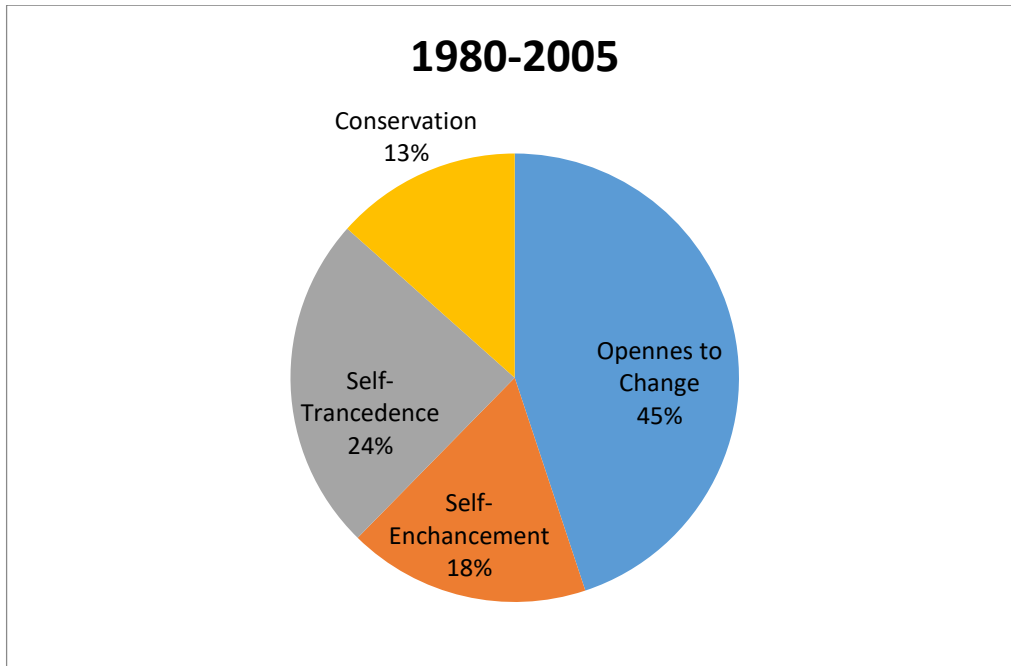
Pic. 6. LHJ (Others) Dec. 1999 [Sense of Belonging]

Ladies' Home Journal Ads According to the Higher Order Values

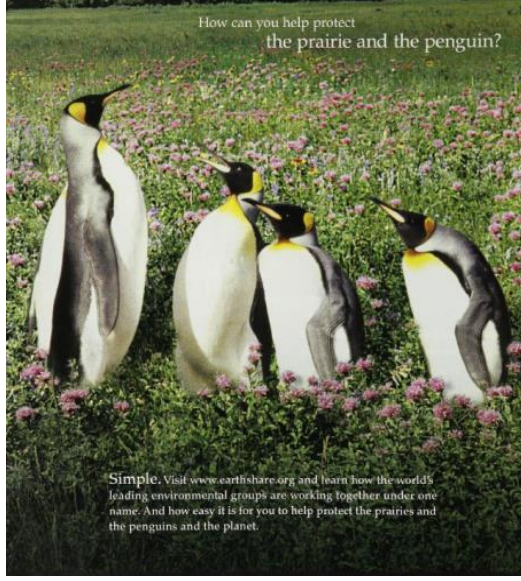
Regarding the higher order values, in all the years, the highest rated advertising value in LHJ is openness to change at 45%. This high rate is understandable, since openness to change value is supportive of novelties, and the main goal of advertisements is to promote new products. Self-enhancement which is in harmony with openness to change has a rate of 18%. The second highest rated value in LHJ is self-transcendence (24%) which involves the sub-values universalism and benevolence. The reason for the high rate of self-transcendence is the

intense use of the unity with nature value in the advertisements of cosmetic products. In all the years examined, the highest rate for conservation value is 13%.

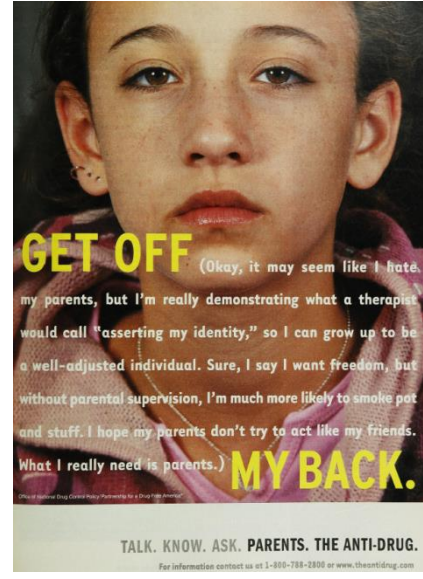
Chart 8. Rates of higher order values in advertisements of *LHJ* between 1980 and 2005



Among these basic values, unity with nature was the most frequently used one by the *LHJ*. As an example of this value, themes such as sensitivity to cancer and helping poor children are covered in advertisements. Advertisements containing this value increased especially in the 2000s. In the same years, advertisements were also made on subjects such as environmental pollution, public health problems and poverty in Ladies Home Journal advertisements. In all the years examined, the highest rate for conservation value is 13%. The low rate of conservation value in the magazine is understandable, as *LHJ*'s advertisements constantly promotes novelty to increase consumption.



Pic. 7. LHJ (Others) Aug. 2005 [Protecting the environment]



Picture 8. LHJ (Others) Jan. 2003 [Responsible]

Conclusion and comments

In this research, with an aim to examine the relationship between values and consumption, the advertisements in the issues of *Ladies' Home Journal* published between 1980 and 2005 were analyzed. In this twenty-five-year period, among 3,023 values, the most frequently used three values in *LHJ* were security (23.12%), stimulation (18.86%) and universalism (13.63%). The high rate for the security value in this research is due to the intense use of clean and healthy sub-values in the advertisements of cosmetic products. In this magazine, the security value was obviously used in the context Schwartz termed as the individual interest. As for stimulation, daring as a sub-value was used at the highest rate in the advertisements for "Drinks and cigarettes", and "Others". Universalism value was most frequently used for the advertisements of cosmetics in the context of natural products. With a sectoral examination, it was observed that the most frequently used advertising values were in the categories of "Cosmetics" (20.87%) and "Health, diet and personal Products" (19 %) and "Others" (16,93%). These were also the categories with the highest number of advertisements in the *LHJ*.

The predominant theme in the advertisements in *LHJ* between 1980 and 2005 was the orientation of women towards success and fun. While in the 1980s stimulation value was included at the highest rate in *LHJ* advertisements, the security value came to the fore in the 1990s and 2000s, and the universalism value began to appear increasingly. Achievement, the value advising women to be successful, continued to exist in advertisements both in the 1990s

and in the 2000s. This is an important indicator that *LHJ* supports the elements that promotes women's success. In the 2000s, advertisements containing the self-direction basic value in *LHJ* advertisements began to decrease while the value of universalism increased. The value of conformity found little place in *LHJ* advertisements because this value is about accepting the existing situation exactly as it is. However, women's magazines are the most important advocates of the idea of change, since their reason for existence is to provide the consumption of goods, with an emphasis on the theme of change.

In terms of higher order values, while targeting women, *LHJ* used thought, action and feelings, and readiness for change. The reason for this was to serve the main purpose of *LHJ*'s publications: that is, to direct women to consume newly developed products. Like all other lifestyle magazines, *LHJ* has tried to adapt women to new developments and increase consumption throughout the years studied to increase the sales of the products they advertised. For this reason, the higher order value that has remained unchanged for 25 years was openness to change. In 1980 and 2005, advertisements containing the most achievement and power values (self-enhancement) were published in *Ladies' Home Journal*.

Achievement and power (self-enhancement) was the most used value (%23) in *Ladies Home Journal* advertisements in 1980 and 2005. The self-enhancement value is a higher value that describes a person's pursuit of success, knowing their interests, and dominating others. This value tells the message of being strong and successful given to women to encourage consumption. The mass media always has to understand the dynamics of the society in order to communicate their message to their target audience. *LHJ*, while staying in harmony with the women's movement, skillfully embedded consumption values into its messages. In this respect, the success of *LHJ* is commendable.

Self transcendence, a value associated with well-being of others and affluency was featured at 24% in *Ladies' Home Journal* advertisements. Self-transcendence is a higher order value and it contains the basic values of benevolence and universalism. The most used sub-value in advertisements for these basic values is "unity with nature". In advertisements containing this value, themes such as sensitivity to cancer, the benefits of drinking milk, and helping poor children draw attention the most. Such advertisements increased in the 2000s. Because magazines cannot ignore the problems experienced in social life, they must include advertisements containing these themes. It has become clear that the least used core value at

LHJ is conservation (13%). It is not surprising that the conservation value is low in the magazine, which aims at the new, the pursuit of desire, and thus increasing consumption with facts.

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