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# Consumer behavior and cultural effects on taboo products

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## Consumer behavior and cultural effects on taboo products

The economy starts rising up since human beings live in societies and exchange different kinds of goods in order to maintain their daily life. This economy has known several steps from the creation of barter to what is known today, with financial and international markets.

In our modern and actual societies, this economy is surrounding every single citizen. They grow up with it, they work into it and thanks to that they are able to buy what they need and what they want. A lot of different companies of several sizes, national or international propose and sell items that is needed to survive (food, clothes and so on) or wishes according to people's tastes (holidays at the beach, video games and so on). Every single day, consumers are tending to buy those goods or services. The consumer behavior is affected by a lot of different factors. The aim of companies, whatever their products or services are, is to sell as many items as they can and in order to do so they will try to affect their actual and potential consumers to make them want to buy what they produce. In the past, this action was much easier than what have to be done today because before the 20<sup>th</sup> companies were above all concentrated on their national market. In our actual environment companies tend to internationalize themselves a lot to earn more power, and the impact they wish to create on consumption might become more difficult because of the different cultures earned by each different geographic region.

In this work, the consumer behavior will be at the heart of the study. This analysis will try to point out what kind of different factors can affect their final purchase decisions. In order to understand perfectly this field, the study will be reduced to three international companies which sell some products that can be seen as a taboo in several countries. The way those companies

sell their products in different cultures will be analyzed as well as the way consumers see the communication campaigns of those companies. It has been found that communication policies and advertisement campaigns cannot be always the same according to the culture and the country of the consumers. Most of the times, in order to succeed companies and marketers have to study very deeply the behavior of their potential foreign consumers to understand how they will react to their communication ways. In this work, the consumer approach will be valorized. What they think about companies and their strategies will be deeply studied in order to find out if companies in this specific taboo market use the good methods to attract consumption.

ASIASANAT: Culture, consumer behavior, taboo products, advertisement.

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# 1. INTRODUCTION

## 1.1. Background

As we are two French students, currently living in Finland and studying in an international business program we can say that cultural differences became a daily experience for us. Thanks to our studies, we are used to traveling a lot, we saw different cultures, different ways of being, different kinds of reactions and we have worked in different environments. Moreover, we would like to point out the fact that we are very interested in everything that refers to marketing, communication and advertising and we hope that we will be able to demonstrate it through this work.

Since a few decades from now, the business world became more and more international. Countries are exchanging a lot, they are taking some ideas from what is working in their neighbors' place and they are competing between each other. This phenomenon is called "globalization" and as a result of it we can observe that when national companies have the possibility to extend themselves to some other countries, they usually do it in order to take place on their market and achieve more profit and benefits.

According to Theodore Levitt, the world is becoming a common marketplace where people have the same basic needs, wants, desires, and taste no matter where they live (Theodore Levitt, 1983). His point leads directly to the Americanization concept. Indeed, Americanization is the term used to describe the influence of the United States of America on the culture of other countries. It refers to the globalization of American business, culture, lifestyle and technology. However, even if this point of view may be true, if we look at the general situation of the world, we believe we are not wrong by saying that not everybody agreed with Levitt's way of thinking. Most of the international companies develop and sell their product in different countries thanks to an adaptation of their advertising campaign referring to the culture, language, lifestyles and values of the countries they are targeting. (Belch & Belch, 2001, 671)

Our cultural diversification seems to have a direct impact on advertisement. Culture has an influence on all the aspect of our personal and professional life. Thanks to our culture, our values and our norms we do not see things through the same perspectives

and this also includes advertisement. Because of this fact, companies would certainly create different kinds of advertising by taking into account the cultural aspects of the countries in which they want to act. Thus, the advertisement and promotion aspect is becoming much more important for companies at an international level. In order to enter a market in another country in a successful way they have to understand and learn the culture of the other country. They also have to understand that the behavior of their consumers might be completely different. Because of their different cultures, they would probably not see companies, brands, or advertisements in the same way and that is why some adjustments may need to be made.

## 1.2 Objectives of the study

The objective of the study is to try to understand and figure out what can be the influence of culture on advertisement and how the consumer behavior might change from one country to another. In order to differ a little bit from what have been done in the past, we would like to focus our work on a consumer point of view approach instead of a company one. Our objective here would be to understand what consumers feel and think about the advertisement and communication policies of some specific international companies.

In order to explain perfectly where our research will lead us, find below our research questions:

- Does culture have an impact on the advertisement policy of international firms?
- Can a publicity campaign be the same through different countries?
- How consumer behavior might change from one country to another, referring to the same product?
- What impact advertisement campaigns produce on consumers? How do they see it?

We will start this research by gathering some information and basic theories concerning culture, consumer behavior and advertisement at a national and international level. Moreover, in order to take some concrete examples and reduce a little bit our scope we have decided to adjust our work on international companies which deals with products that can be seen as a taboo in some countries and cultures. A taboo can be defined as a ban or an inhibition from a social custom or an emotional

aversion. We believe that studying these particular kinds of products will be very relevant in order to understand the concrete differences that remain between consumers coming from different countries. The companies chosen are the following ones: Aubade (underwear), Durex (condom) and Redbull (energy drinks). We will deeply analyze the advertisement and promotion strategy used by these three companies in three cultures completely different meaning the French one, the Chinese one and the Middle-East one.

### 1.3 Research Methodology

The information gathering in this study is based on our personal knowledge, researches, books and websites. Moreover, in order to add some more concrete data, a survey directed to consumers of the three companies that have been chosen in the French, Chinese and Middle-East market, will be conducted. The point here will be to understand how consumers have seen the marketing strategy of these companies. We would like to use the consumer's point of view in order to see if the strategies set up by these companies have a positive effect on the consumption. This would help us answering to our research questions and see if some other aspects should be introduced in the marketing strategy of these international firms.

## 2 THEORETICAL KNOWLEDGE ON CULTURE AND CONSUMER BEHAVIOR

### 2.1 Concept of Culture

#### 2.1.1 Definition of Culture

The origins of the word « culture » come from Europe. In Germany, the word “Kultur” appeared at the eighteenth century referring to civilization. One century after that, the French used the expression “culture”, present in the Emile Littré's nineteenth's century dictionary and based on the Latin roots “cultura”, to describe cultivation and farming activity. It was only during the twentieth century that this word became widespread in the Anglo-Saxon's language.



Across the years, an incredible amount of definitions have been formulated. The reason to this difficulty to find a single and correct definition comes from the fact that culture is a vague and abstract notion.

Alfred Kroeber and Clyde Kluckhohn tried to find a single and correct definition in “Culture: a critical review of concepts and definition” written in 1952. After having collected more than one hundred and sixty definitions, the majority of the definitions found were from the work of anthropologists studying primitive societies. They did not reflect the aspects and perspectives of our modern societies. Thus, we can say that defining culture is similar to building a puzzle and needs several pieces in order to be completed (Kroeber & Kluckhohn, 1952).

Nowadays, the word “culture” includes six definitions:

- The arts, customs, and habits that characterize a particular society or nation.
- The beliefs, values, behaviour and material objects that constitute a people's way of life.
- (*microbiology*) The process of growing a bacterial or other biological entity in an artificial medium.
- (*anthropology*) Any knowledge passed from one generation to the next, not necessarily with respect to human beings.
- The collective noun for a group of bacteria.
- (*botany*) cultivation

### 2.1.2 Elements of Culture

A culture includes several dimensions which can be identified and are proper to every single group of individuals. Tylor (1913) describes culture as “a complex and interrelated set of elements, comprising knowledge, beliefs and values, arts, law, manners and morals and all other kinds of skills and habits acquired by a human being as a member of a particular society.” These elements can be grouped into six essential element categories:

- a. Language
- b. Believes

- c. Social institutions
- d. Education
- e. Aesthetics
- f. Material culture

a. Language

The language is the basis of a cultural recognition. Every group of individuals sharing the same culture are speaking the same language, from tribes to complex multinational cultures, it is a crucial link between members of a same group. From a commercial point of view, the knowledge of the local language is very important. Even if during the last thirty years English becomes the international business language, approaching consumers require a perfect use of the local language (as the majority of many countries' citizens don't know this language, like in France for example).

b. Believes

Believes are a key factor, including religions and superstitions. From an international perspective, many countries are sharing the same kind of believes, but its importance is not necessarily at the same level of intensity. Marketing and advertising in a culture where believes have a strong influence on consumers needs, has a very precise positioning in order to not being in disagreement with it and being rejected. At a smaller scale, people from a same country can share different beliefs opinions and create sub-cultures.

c. Social Institutions

A social institution can be defined as *“a complex of positions, roles, norms and values lodged in particular types of social structures and organising relatively stable patterns of human activity with respect to fundamental problems in producing life-sustaining resources, in reproducing individuals, and in sustaining viable societal structures within a given environment.”* (Turner, 1997, 6). These institutions are part of the state organization and also part of citizens' life, and for that reason, is part of their own culture as well.

d. Education

The basis of what is called acculturation, the process of integrating cultural values by a group of humans from another group or individual, is done at the first age of individuals.

Going to school is one of the first steps of that process, where citizens learn rules, what is considered as right or wrong by their culture. Moreover they assimilate the respect of hierarchy as the system of congratulations and punishment.

e. Aesthetics

Present on every culture, aesthetics regroup arts, folklore music, drama and dance. According to D.CUCHE (La notion de culture dans les sciences sociales, 2004.) this aspect defines citizens' vision of beauty. This factor can be extremely different considering sub cultures. From a commercial point of view, firms operating with creativity must research and adapt their product line to that particular point, if not products are going to be considered as non aesthetics and then rejected.

f. Material culture

The material culture includes two aspects which are the technology and economy. Technology development modify people's way of life and nowadays even more than ever. In order to analyze a specific culture it is important to know at which state of technological development they are in and find how they produce goods and communicate. Another aspect is the economy, from a basic barter economy to a complex capitalistic one, this aspect structures and defines the way people are organized and the way they create richness.

### 2.1.3 Cultural dimensions

Analyzing and classifying cultures is a very difficult task as we tend to look at them through our cultural mind-set and not being objective enough to build a relevant analysis. Classifying cultures on dimensions has proved to be the most constructive method. The most famous and relevant analysis has been made by two Dutch researchers: the first by Geert Hofstede and the second by Fons Trompenaars.

- a. Hofstede's model
- b. Trompenaars' model

a. Hofstede's model

Dutch researcher Geert Hofstede pointed out the fact that five singular dimensions explain why people have a particular behavior regarding their original culture. His theory has been based on the biggest survey ever realized for the firm IBM, through two questionnaires sent to over 116,000 persons from over 70 different countries around the world. The five now well known dimensions that Hofstede examined were:

1. Power distance
2. Individualism
3. Masculinity
4. Uncertainty avoidance index
5. Long term orientation

1. Power distance (PDI).

Power distance is “the extent to which less powerful members of institutions and organizations accept that power is distributed unequally” (Hofstede & Bond, 1984, p.419). The effects of that dimension can be summarized into a table:

Table 1: The effects of Power Distance – Hofstede's model

Large power distance Cultures	Low power distance Cultures
Everyone has his or her rightful place in a social hierarchy, and as a result acceptance and giving of authority is something coming naturally	Authority has a negative connotation, small proportion of supervisory personnel and the lower strata of the work force will consist of highly qualified people.
Large power distance Cultures	Low power distance Cultures
Presence of strong dependency relationships between parents and children, bosses and subordinates, professor and students, masters and learners.	Small power distance cultures stress equality in rights and opportunity in the work place.
Large power distance Cultures	Low power distance Cultures
Organizations tend to be hierarchical and inequality is accepted. Status is important for showing power, and older people are	Powerful people are trying to look less powerful and older people try to look younger.

Table 1 (Continued)

(Continued)

important because of the respect for old age.

The PDI level of a country can change with the level of education as it goes down with an increase of a culture's educational level, but differences between countries and cultures will not change totally because of the stability of their values.

## 2. Individualism (IDV).

"Individualism is the tendency of people to look after themselves and their immediate family only." (Geert Hofstede, 2001). Hofstede analyzed this aspect by a bipolar system with cultural level of collectivism on the other hand, being defined as "the tendency of people to belong to groups or collectives and look after each other in exchange for loyalty." (Geert Hofstede, 2001).

Table 2: The Individualism vs. Collectivism theory - Hofstede's model.

Individualism	Collectivism
One's identity is in the person, people are "I" conscious, express private opinions, and self-actualization is important; individual decisions are valued more highly than group decisions.	People are "we" conscious, their identity is based on the social system to which they belong, and avoiding loss of face is crucial.
In individualistic cultures, people give priority to the task.	In collectivistic cultures, priority is given to relationships with people.
More explicit and verbal communication.	Less explicit, non-verbal communication is widely spread.
Low context cultures.	High context cultures.
In-group relationships are less intimate than in collectivist cultures.	Members of collectivistic cultures are born as part of a group that defines their identity.
Individualistic cultures are not "shame" societies.	Collectivistic cultures are "shame" societies.
In-groups have less influence.	In-groups have more influence.

Table 2 (Continued)

(Continued)

Individualistic cultures have to invest time in friendship.	Collectivistic cultures do not have to invest time in friendship.
Strict division between private life and work life.	No strict division between private life and work life.
They are universalistic cultures.	They are particularistic cultures.

Table 2 (Continued)

Nowadays, individualism is becoming more and more present in world cultures for its link with wealth, but it still remains a relative concept.

### 3. Masculinity (MAS).

Hofstede defines masculinity as “a culture in which the dominant values in society are success, money and things.” (Geert Hofstede, “Culture’s consequences” 2001 p.419-420) and oppose it in its analysis to femininity considered as “a situation in which the dominant values in society are caring for others and quality of life.” (Hofstede, 2001, 419).

Table 3: The Masculinity vs. Femininity theory - Hofstede’s model.

<b>Masculinity</b>	<b>Femininity</b>
Performance and achievement are important.	Feminine societies are more service oriented.
Status is an important mark of success.	Status is less important to show success.
Tendency to polarize: Big and fast are beautiful.	People orientation: Small is beautiful.
Being a “winner” is positive. Aggressive behavior related to an explicit winning mentality is stronger in masculine cultures.	Quality of life is more important than winning. Hurting other people’s feeling is considered as extremely negative.
Children learn to admire the strong.	Children learn the sympathy for the underdog and loser.
Household work is less shared between husband and wife.	Males can take typically female jobs and take part in household activities.

#### 4. Uncertainty avoidance index (UAI).

Uncertainty avoidance is described as “the extent to which people feel threatened by ambiguous situations, and have created beliefs and institutions that try to avoid these.” (Hofstede, 2001). Life is an unpredictable factor, some cultures accept that part of uncertainty as part of the game, while others hate it and are making rules and prescribing behavior trying to cope with it.

Table 4: The Uncertainty theory - Hofstede’s model.

<b>Strong uncertainty avoidance</b>	<b>Weak uncertainty avoidance</b>
Presence of a need for rules and formality to structure life. Search for truth and belief in experts.	Will to have as less rules as possible.
Communication is more formal.	Belief stronger in generalists.
Conflict and competition are threatening.	Conflict and competition are not threatening.
Higher level of population’s anxiety and acceptance of showing its emotions.	Less ritual behavior.
People build up tension and stress that must be released.	Stronger belief in a common sense.
Members recognized as talking louder, using hand in non verbal communication, driving cars aggressively and embracing more emotionally.	Members tend not to show their emotions and are more tolerant drivers.
Deductive thinking goes with strong uncertainty.	Inductive thinking goes with weak uncertainty.

#### 5. Long-Term orientation (LTO).

Long term orientation is “the extent to which a society exhibits a pragmatic future-oriented perspective rather than a conventional historic or short-term point of view.” (Hofstede, 2001).

Table 5: The Orientation theory - Hofstede's model.

Long-Term Orientation	Short-term orientation
Persistence (perseverance), ordering relationships by status and observing this order, thrift, and having a sense of shame.	Personal steadiness and stability, protecting your "face" respect for tradition and reciprocation of greetings, and favors and gifts. Focus more on the pursuit of happiness than on the pursuit of peace of mind.
The combination of long-term orientation and collectivism results in family ties, long-term thinking.	The concept of truth does not exist in these cultures as in long term ones.
Over respect for tradition impedes innovation, so it is de-emphasized.	Personal steadiness and stability, if overly stressed, discourages both initiatives and entrepreneurship.
Reverence for nature has strong value.	

#### b. Trompenaars' cultural dimensions

A more recent description of the way cultures differs from one another has been made by another Dutch researcher, Fons Trompenaars. His research lasted ten years and was finally published in 1994, analyzing a survey of fifteen thousand managers in twenty eight different countries. Through his analysis, Trompenaars pointed out five relationships orientations (some analogical to Hofstede's model) plus two attitudes toward time and environment.

1. Universalism vs. Particularism
2. Individualism vs. Communitarianism
3. Neutral vs. Emotional
4. Specific vs. Diffuse
5. Achievement vs. Ascription
6. Time: Sequential vs. Synchronous
7. The environment: Inner-directed vs. Outer-directed



### 1. Universalism vs. Particularism.

Universalism is described by Trompennars as “The belief that ideas and practices can be applied everywhere without modification.” (Fons Trompenaars, Riding the waves of culture, 1994), while particularism represents: “The belief that circumstances dictate how ideas and practices should be applied and something cannot be done the same way everywhere (Fons Trompenaars, 1994).”

Table 6: The Universalism vs. Particularism theory – Trompennars’ dimensions.

Universalism	Particularism
The focus is more on relationship and trust than on formal rules.	Legal contracts often are modified, and as people get to know each other better, they often change the way in which deals are executed.

### 2. Individualism vs. Communitarianism.

This aspect is very similar to Hofstede’s approach; they have the same basic meaning except that Trompenaars used the word “communitarianism” rather than “collectivism”. For Trompennars, individualism refers to “people regarding themselves as individuals” (Trompenaars, 1994), while communitarianism “Refers to people regarding themselves as part of a group.”

Table 7: The Individualism vs. Communautarianism theory - Trompennars’ dimensions.

Individualism	Communautarianism
Decisions have to be taken by one only responsible person.	Try to find a decision with all the persons from the concerned team. The decision will be the entire group’s responsibility.
In case of failure, an individualism culture will try to find the person responsible for it.	In case of failure, the whole group is responsible.
	As decisions are made consulting a group, the decision making process requires more

Table 7 (Continued)

(Continued)

	time, but putting a plan in action is faster as everybody is aware of the new strategy.
	Social status is different; it would be offensive if only a single person showed up for a meeting, its power and position would then be underestimated by colleagues.
The organization is a tool for everyone's wellness, regulated by law and precise contracts.	Organizations are a social institution where people build relations and everyone contribute to the group development.

In its analysis, he points out the complex and dynamic nature of culture and the danger of overgeneralization as it tends to modify specific cultural elements into a global model.

### 3. Neutral vs. Emotional.

A neutral culture is one in which emotions are held in check, while an emotional culture is one in which emotions are expressed openly and naturally. (Hodgetts & Luthans, 2000)

Table 8: The Neutral vs. Emotional theory - Trompennars' dimensions.

Neutral	Emotional
Promote rational and objective attitudes, avoiding expression of feelings.	People often smile a great deal, talk loudly when they are excited and greet each other with a great deal of enthusiasm.
Emotional attitude is a lack of objectivity and mastery.	For emotional cultures, repressing his feelings impairs judgment.

#### 4. Specific vs. Diffuse.

A specific culture is a culture which individuals have a large public space they readily share with others and a small private space they guard closely and share with only close friends and associates. A diffuse culture represents one in which both public and private space are similar in size and individuals guard their public space carefully, because entry into public space affords entry into private space as well. (Hodgetts & Luthans, 2000).

Table 9: The Specific vs. Diffuse theory - Trompennars' dimensions.

Specific	Diffuse
People often are invited into a person's public space.	People are not quickly invited into a person's public space, because once in, there is easy entry into private space as well.
Individuals are open and extroverted.	Individuals are often indirect and introverted.
Strong separation between work and private life.	Work and private life are often closely linked.

#### 5. Achievement vs. Ascription.

Achievement culture is one in which people are rewarded status based on how well they perform their functions, it is the result of actions. Ascription culture is one which status is attributed based on who or what a person is.

#### 6. Time orientation: Sequential vs. Synchronous.

Into the first type of cultures, time is a set of events happening one after another without reciprocal influence. Activities are organized into successive and isolable sequences. These cultures are programming time utilization, and created highly elaborated scheduling tools.

In synchronous cultures, events are creating a cycle: day, week, month, year or season. Past present and future are related, experiences from the past and future

expectations, are influencing the vision of present events. In these cultures, people prefer to react to circumstances better than following a precise schedule and multiple activities can be applied at the same time.

#### 7. The environment: Inner-directed vs. Outer-directed.

The last point analyzed by Trompennars is the way people are dealing with their environment. Its work revealed that there are two kinds of environmental visions: people believing in controlling outcomes (inner-directed) and people who let things taking their own course (outer-directed). This point deals with the feeling of controlling the way things are evolving, the level of control over the directions our life is taking.

#### 2.1.4 Cultural differences

Several elements included in the term of culture and the different dimensions make every single culture particular and different from one another. These aspects build individuals' characteristics, vision, and state of mind. It is obviously a crucial element in order to understand consumer's behavior. What would be accepted in certain cultures would be rejected for the same reasons in another. From a marketing point of view, culture and consumer behavior are closely related as in order to understand consumers' behavior, the first element of interest is the local culture, in terms of beliefs and habits. This analysis is crucial in order to build an efficient marketing campaign and being accepted by the target consumers.

## 2.2. Consumer Behavior

### 2.2.1. Foreword

Consumer behavior is another fundamental and exciting subject that companies and marketers have to study in order to understand and influence their consumers purchase decisions and modify their products and strategy if necessary. Consumer behavior can be defined as the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires. (Wilkie, 1994, 14)

This field is very important and present in the life of every single human being. Most of the time, as a consumer, we do not realize that our behavior might be controlled. We are not aware of the external influences that guide us through our decision purchases and we are not thinking about our own internal processes that bring us to buy a product or service.

The consumer's decision process is going to depend on the culture of the individual and on the kind of product that he or she is thinking to buy. For some products we will not even think about buying them or not. They are necessary for our lives, and our purchases will be made in an impulsive way. However, for some other products and services, the purchase decisions will be the result of a long process that companies should strongly study and understand. Companies success will mainly depend on their capacity to understand this field and on their capacity to influence the final purchase decision of their consumers.

#### 2.2.2. Global Consumer Culture versus Particular Consumer Culture

The world as we know it today became an international and globalized one. Everything seems close and easy. Goods, services, capital, technologies, raw materials, knowledge and ideas move easily between countries and frontiers. The development of new technologies such as Internet and the facility we now have to travel and communicate with other countries led us to a new phenomenon that could be seen as the diffusion of a global culture. This tendency is generally called Globalization and according to some theories, it will also sometimes carry the name of Americanization.

According to Joseph Stiglitz, economist and winner of the Nobel Prize, Globalization is the closer integration of the countries and people of the world brought about by the enormous reduction of costs of transportation and communication, and the breaking down of artificial barriers to the flows of goods, services, capital, knowledge, and people across borders.

What can be assumed with globalization is the implicit fact that we are all converging towards a modern lifestyle. The central idea is that scientific knowledge and technology could control nature and improve human existence (Firat, 1995, 106). Societies are all moving at their own rate, from a traditional to a modern way of life. Access to technology is easy and tends to improve our living conditions and thanks to that, we

generally become more and more free from the constraints of communal life. Indeed, when we think about it, tools like washing machine, refrigerator, computers, and telephones tend to make our existence easier. The tasks that we have to do in our daily life are made in a faster and better way. Looking for information is simpler and does not require a lot of time and communicate with far away people so can be done in an immediate way. If we can say that all these different facts lead to a globalization of the world and to a possible global or modern culture, it is mainly because consumers throughout the world inevitably have fairly similar responses to new technologies and product innovations (Usunier & Lee, 2005).

Another term is sometimes used in order to define this new tendency: Americanization. In the early 1900's, "Americanization" referred to the movement where immigrants were developed into Americans. Nowadays, its meaning is quite different. According to Dominique Barjot, professor of contemporary history in the University of Paris IV, Americanization may be defined as the gradual adoption, by nations other than the United States of America, of the patterns of production, consumer behavior and ways of life prevalent in the latter nation. In fact this term can be seen as a part of the globalization process, it refers to the globalization of the world by the United States of America. Indeed, since a few decades, the American influence has been spread all over the world. The American economy is an ever-present force and American capitalism has rapidly taken over the entire world. International companies mainly come from this continent and they have established their rules and presence in a lot of different countries (Coca-Cola, Pepsi, Mac Donald and so on).

This phenomenon is related to the twentieth century. The help given by the American army during the First World War started to stimulate the European interest for this new culture. After that, during the Second World War and the liberation, American people received a significant prestige and thanks to this fact, and to their economical strength the American way of life began to be spread out.

The American way of life is an expression that refers to the lifestyle of people living in the United States of America. During the time of the Cold War, this expression was predominantly used by the media to highlight the differences in living standards of the populations of the United States and the Soviet Union, and it is today a part of our daily vocabulary.

Thus the world became more and more global and America has a strong influence on it. A last interesting point to define while studying globalization would be the ethic perspective. The ethic perspective assumes that there are common, general categories and measurements which are valid for all cultures under consideration (Solomon, Bamossy, Askegaard & Hogg, 2010, 42). This theory reinforces the ideas concerning globalization, the fact that a global culture may exist and the fact that a global consumer culture may exist. An example can be taken to highlight this last point. Young peoples' preferences in music and fashion seem to be more or less the same all over the world. If we look at it closely it appears that when we travel, we are able to find the same images and sounds in different countries. This means that young people tend to buy the same things and this fact leads us to speak about a global consumer culture.

However, when we study cultures and consumer behavior in a very deep and concrete way, we might be able to find some special differences among countries. By taking once again the example of young people's tastes, it can be said that although similar conditions exist, the way these similar conditions are lived out in reality varies a lot from context to context. Another perspective, in contradiction with the ethic one can be approached: The emic perspective. This perspective attempts to explain a culture based on the cultural categories and experiences of the insiders (Solomon, Bamossy, Askegaard & Hogg, 2010). It means that people are going to react differently according to their values, beliefs and cultures. Thus, even if a global consumer culture seems to appear the fact that particular consumer cultures are still an actual tendency should not be forgotten. Marketers are aware of this fact, and many of them decide to study and analyze a culture using an emic perspective.

In order to realize how particular consumer cultures resist over the diffusion of a global one, it would be interesting to analyze the Maslow theory.

Abraham Maslow is a well-know American psychologist who created the famous hierarchy of needs theory in the years 1940-1950's. Nowadays and since that time, his theory remains used in order to understand human motivation, management training, and personal development. It also receives a great deal of attention from international management researchers who attempt to understand employee motivation through the world.

The idea of Abraham Maslow is that everyone is motivated by five basic needs, in a hierarchical way. According to him, each need must be satisfied in turn. We start with the first ones which deal with the most obvious needs for survival itself, and then we will be able to satisfy higher needs of influence and personal development. In an ascending order, beginning with the most basic one, these 5 needs are the followings: Physiological, Safety, Social, Esteem and Self-Actualization (see figure 1).

Maslow's original hierarchy of needs model has been published in his book: Motivation and Personality during the year 1954. At the time the hierarchy of needs model comprised the five needs that have just been cited above. In 1970, a second edition of his book in which Maslow's hierarchy of needs has been extended to seven and eight stages came out. As nobody is really sure that this second work comes from Maslow himself and as the first one stay the most well-know, we will remain only on this one.

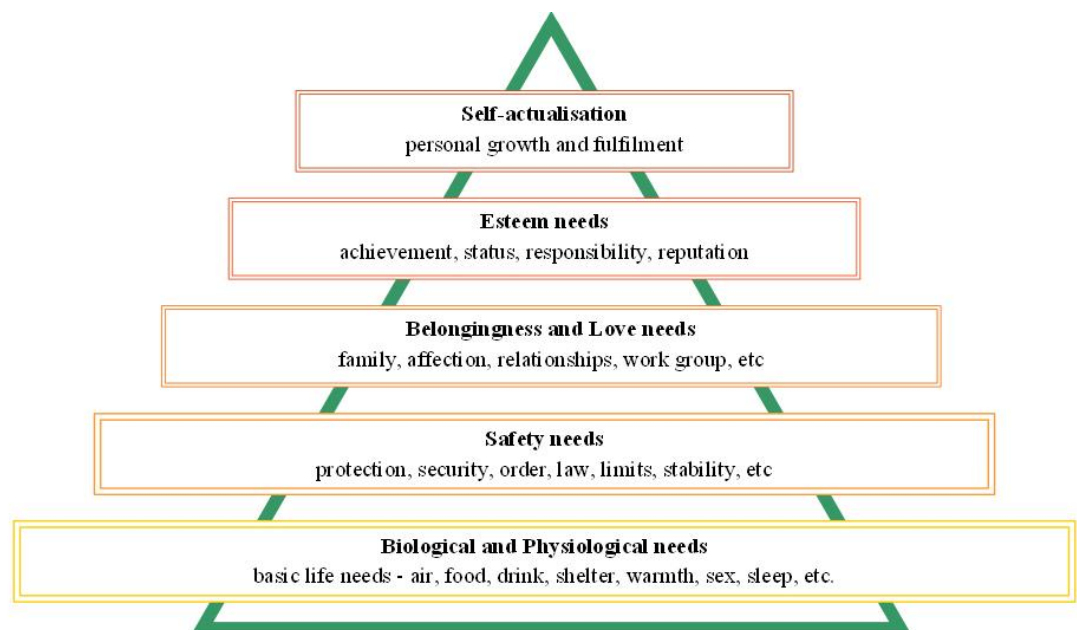


Figure 1: Maslow's Hierarchy of needs (Business balls webpage)



The figure which appears above represents the five basic needs established by Abraham Maslow. These five needs are generally represented in a pyramid shape because in order to satisfy the highest ones, the lowest ones need to be fulfilled.

According to Maslow, once an individual has taken care of his basic physiological needs (food, water, shelter) and feels safe and secure some needs for love and belonging may rise to the forefront of their concerns. Need for the respect of our fellow's and for self-respect would come after, and the very last one is called by Maslow self-actualization. Self-actualization is about achieving self-fulfillment. It is the desire to become all that one can be, to achieve everything of which one is capable, sometimes to make a real difference in the world (Buckley, 1997, 16). People who manage to achieve this level within our society are usually those who have a successful career, who have enough financial security to ensure that their physical needs will be met, and who have already won the esteem and respect of their social group.

Maslow's theory has been translated over the year and includes a number of basic assumptions. The first one is that lower-needs must be satisfied before higher-level needs become motivators. The second is that once a need is satisfied it no longer serves as a motivator. Finally the third one is that there are more ways to satisfy higher level needs than lower level needs. Some of these assumptions came from Maslow's original work, some from others works, and some have been modified by Maslow. These five needs theory and those assumptions have helped a lot of international researchers. Maslow's hierarchy of need is widely used to explain motivation in areas as human resource management and sales management, but from the view point of consumer behavior it may help to explain some behavior like the rise in independent holidays and the rise of solo sports, for instance.

Now that the basic assumptions of this theory have been understood, it would be interesting to use it in order to prove that particular consumer culture may remain in this globalization world. Indeed, it appears that this theory is not really true in every culture. In some countries the need of self-actualization is very encouraged and appears to be the highest one. In certain developing countries, people may deprive themselves of food in order to afford a refrigerator. They will then satisfy their social status and self-

esteem need before everything else. Thus, in this kind of country the basic need for safety is not satisfied according to the same criteria.

This example suggests that consumer behavior may still differ from one country to another. In order to succeed entirely on a local market, international companies should first of all study the local consumer culture of the country in question. Of course, a global culture is emerging more and more with the years but some specifically characteristics remain and marketers should not forget this point.

### 2.2.3. Model of Consumer Decision Making

This part will deal with the consumer decision making model. This model tends to be very useful for companies' marketing departments because it helps marketers to understand how consumers make their purchase decisions. This model will provide them some clarity and will encourage them to find some strategies in order to influence the final purchase decision of their possible customers. That is why it is a very interesting and relevant fact to study it.

One of the first things that marketers have to understand concerning the process decision-making of their customers is that the amount of effort they put into their purchase decisions differs according to the product or service they are planning to buy. Some purchase decisions are more important than others and sometimes we will just buy some products in an impulsive way. For instance, the things that are needed in our daily life like food, water and clothes do not necessarily need a strong reflexion in order to buy them. Without these kinds of products it will be impossible to live so buying them tends to be a natural thing for all of us. On the other hand, sometimes reaching a purchase decision can be seen as a full-time job. A person may literally spend days or weeks thinking about an important purchase such as a new home and this fact might be complicated by the fact that in our actual environment information and choices come in a very numerous way.

An interesting theory that can be studied about these different reactions consumers have according to the kind of products or services they wish to buy will be the continuum one. As you can see it in the figure below, this theory is characterized by routine response behavior, limited problem solving and extensive problem-solving.

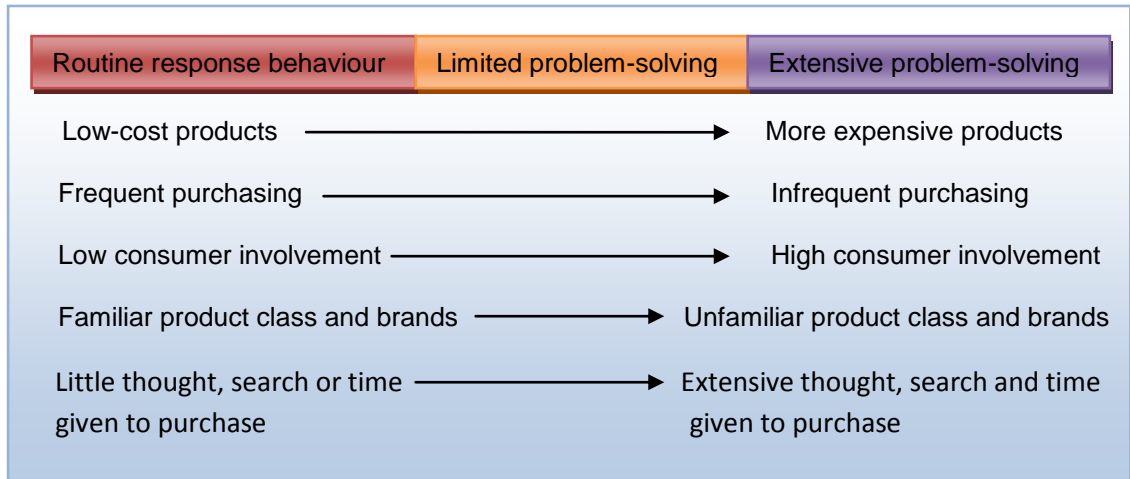


Figure 2: A continuum of buying decision behavior (Solomon, Bamossy, Askegaard & Hogg, 2010, 318)

According to this theory, consumers' behavior and consumers' decisions are not going to be the same depending on if they are treating with an Extended problem-solving, a limited problem-solving or a habitual decision making.

A decision based on extended problem-solving corresponds closely to the traditional decision-making perspective that will be studied after. Consumers usually initiate this process when they feel that the outcome that they are going to spend might be risky, when they are not familiar with the product or when it deals with an infrequent purchase. Thus, in that case they will try to collect as much information as possible and they will evaluate each possible alternative before taking their decision. The limited problem-solving is much simpler. In this case customers are not as motivated to search for information or to evaluate each alternative rigorously. This must be due to the fact that they are more familiar with the products or services they are planning to buy and the price is certainly not so important. They will use simple decision rules to choose among alternatives. The last point, called routine response behavior, deals with little or no conscious effort. As it has already been said before, many purchase decisions are so common that we may not even realized that we have made them. Some products are so necessary to our live that we don't think about looking for information and possible alternatives. Buying them is just a normal fact.

If we eliminate the products that can be classified in the routine response behavior category, we would notice that customers go through several steps before buying the product or service in which they are showing interest. These several steps are represented in the figure below and represent the different stages of the consumer decision making process.

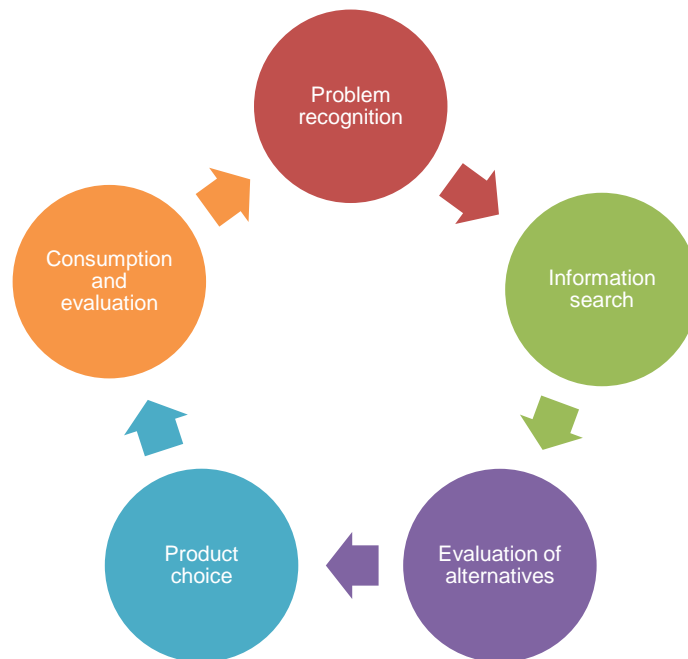


Figure 3: Stages in consumer decision-making

Those five steps can be divided into three possible groups. Problem recognition, information search and evaluation of alternatives will belong to pre-purchase, product choice will belong to the purchase process and finally, consumption and evaluation will belong to the post-purchase process.

### Step 1: Problem recognition

The problem recognition represents the start of a decision process. It occurs when a consumer is going to identify a need and realizes that something is missing in his or her life. The consumer is going to perceive a gap or discrepancy between his or her current state and his or her desired state and this will motivate him to solve the problem that he just recognized.

Problem recognitions can arise from different elements:

- New need circumstances. In our actual societies we have to deal with a lot of changes in our daily life and for those reason sometimes new categories of consumer needs arise. For instance, a single woman will not see the necessity to buy items for a baby but maybe in a clause future she will have to deal with it.
- New want circumstances. There is a distinction between what we want and what we need. If we take the example of a young Erasmus student, we can say that moving abroad is going to stimulate new wants in his life. He is going to be appealed for travelling and buying some new kinds of items. This is definitely not something that he needs but the new circumstances in which he is evolving will lead him to buy and do these new things.
- New product opportunities. This element is due to the marketing world. Companies are constantly providing consumers with new options and new products. Once this problem has been explained to us (through advertising or friends) we will maybe experience a substantial increase in our “desired state” for it.
- Purchases of other products. Sometimes problem recognitions come from the fact of having purchased a different product. For instance when a consumer buy a computer he will certainly recognize opportunities for using new kinds of accessories.
- Depletion of stock. This element is probably the most frequent cause of consumer problem recognition and it occurs when the customer’s available supply of products or services ran down.
- Dissatisfaction with current stock. This change occurs when we perceive that the products that we currently own are insufficient to continue to serve their purpose. The most common example to this situation will be fashion. At some point of our life we all realize that we might have to change our older-style

clothing because they are no longer suitable with the current social demand. Thus, in order to fix this situation we will search for new clothes.

The reasons that lead to a problem recognition have just been seen. It can and does occur naturally but the fact that this process is often motivated by marketing has to be understood. Indeed if they didn't stimulate problem recognitions they would certainly face some lower sales. Thus, they will stimulate consumers by presenting them some new products that can lead them to recognize a problem to which they are confronted to. This will allow us to maintain or increase the sales of their companies.

#### Step 2: Information search

Once a problem has been recognized, consumers need adequate information in order to resolve it. They are going to try to reduce the uncertainty they have about the kind of product or service they are planning to buy and gain some knowledge about it. If they decide to realize the purchase, this will allow them to choose between several alternatives.

There exist different kinds of consumer information searches: Internal, External and Accidental way of research.

The first mode, internal search, refers to our own memory. We all already have some degree of knowledge about many products and when we will be confronted to a purchase decision, we will search into our memory in order to assemble information about different product alternatives. Unfortunately, most of the time our knowledge doesn't seem enough to us and in order to obtain as much information as possible we will use an External way of research. This kind of research means that we are going to use every possible elements present in our environment. We will do some research on the Internet, read some specialized articles, go into some stores, speak with our friends, colleagues and family and/or look at the advertisements. This last point can make us realize that once again companies have an influence and play with our knowledge. Even when we are not really interested in a product, our exposure to advertising, packaging, sales promotion and other marketing activities will result in an accidental way of research for us. It can be interesting to underline the fact that a large portion of marketing activities is devoted to appeal customers at the pre-purchase stage. In those activities they create new products, designed, packaged and named

them in order to attract the interest of the potential buyer. They also chose the most attractive place that will allow customers to meet this new product and start thinking about it.

Thus, when customers will have researched enough information and acquired enough knowledge thanks to an internal, external or accidental way, they will be ready to decide whether or not they will realize the purchase and chose between several alternatives.

#### Step 3: Evaluation of alternatives

Regarding the amount of choices that is now available in our current societies, this step is certainly the most difficult one during the purchase process. When a consumer is going to chose between several alternatives, he will build for himself what can be called a set of alternatives. There exist several kinds of sets. The alternatives a consumer knows about is named “evoked set” and the ones they actually consider will be his “consideration set”. The evoked set gathers the products present in the consumers’ memory plus the ones that he has discovered during his information research. Surprisingly it appears that consumers often include small amounts of alternatives in their evoked set. For that reason, the main objective of the marketers will be to make sure that their brand is in their target market’s evoked set in order to have a chance to be selected by their customers during their decision making process.

#### Step 4: Product choice

Once customers have assembled and evaluated the relevant options, they will have to choose one. In order to do so, they will evaluate the criteria of each single option. Evaluative criteria are the dimensions we use to judge the merits of competing options (Solomon, Bamossy, Askegaard & Hogg, 2010, 337). It is important to do that because each product differs from one to another and it is according to those differences and to their determinant attributes that customers are going to do their selection. Determinant attributes are the features we actually use to differentiate among our choice (Solomon, Bamossy, Askegaard & Hogg, 2010, 337). Thus customers will look at the attributes of the different products they have pre-selected and they will choose one of them according to the attribute(s) more important for them.

### Step 5: Consumption and Evaluation

The consumption actually occurs during the post-purchase phase. It's only after the purchase that consumers will consume and evaluate their investment. The total time of the consumption phase can vary widely, ranging from only a few seconds (as in consuming a piece of candy) through several hours (attending a movie) to a number of years (as with a piano). The evaluation will take place in a second part. Customers will think about their purchase, they will try to figure out if the money they spend on it was worthwhile or not and they will evaluate their possible satisfaction or dissatisfaction. This last step should not be forgotten by marketers. They have the power to play on the satisfaction of their customers by adding some after-sale and other services. Indeed, trying to keep the satisfaction of their customers at a high level will have a positive effect on their future situation.

#### 2.2.4. The impact of culture on consumer behavior

A lot of different factors like the consumption of our neighbors for instance, can have an influence on consumer behavior. However, it appears that culture and advertisement are the two principle factors that can have a strong influence on the way consumers are going to behave.

Consumption choices cannot be understood without considering the cultural context in which they are made: culture is the "prism" through which people view products and try to make sense of their own and other people's consumer behavior (Solomon, Bamossy, Askegaard & Hogg, 2010, 506). Some of the pioneers of the relationship between consumption and culture were the anthropologist Mary Douglas and the economist Baron Isherwood. They underlined how goods are always used as social markers and how consumers act through a variety of daily and not-so-daily consumption rituals. Those consumption rituals are very important to understand within each culture because they are the ones which are going to determine the overall priorities consumers attach to different activities and products, and because they also determine the success or failure of specific products and services.

As it has been already seen in the previous part, a culture is composed of a multitude of elements. Here, the elements on which it would be interesting to take a look at in



order to understand how culture affect the consumer behavior will be the rules, the norms, the myths, the rituals and the language.

Norms and rules form the core principles of every culture. They determine what is right or wrong, acceptable or unacceptable and they naturally differ from every single society. These norms and rules include:

- Custom. It is a norm that comes from the past and controls our basic behavior. For instance, when somebody comes to visit us the custom is normally to offer him a cup of coffee or of tea.
- More. It is a norm with a very strong moral connotation which can involve things like taboos and forbidden behavior. The violation of these mores within a society can result in a strong censure from the other members of this same society.
- Conventions. Those norms tend to control the conduct of our everyday life. They are strongly relating to consumer behavior because, for instance, they have an impact on the correct way to furnish our home, wear our clothes and so on.

All three elements, which are a part of every society's culture, are very important to understand for companies because they are going to influence our behavior and our buying decisions. Marketers should be careful about not proposing products that could come in contradictions with our customs, mores and above all conventions. If they do so, their chances of success will be very limited. Myths and rituals should also be taken in consideration because when a company knows them, they will be able to play with them by proposing some products which refer to those myths and rituals. For instance, even in our modern western societies, people tend to have a strong interest for magic and charms. Many of us own a lucky number or a kind of lucky charm object. If companies are aware of this fact they would have the possibility to propose new kinds of items.

The last point which differs from one country or culture to another is the language. These linguistic differences can be quite problematic because they provoke some classic marketing mistakes. Indeed, a same word has often several meanings in different languages and when a brand doesn't change its slogan before selling its products in a new country or do some translation mistakes, it can have bad repercussions. For instance, the famous Pepsi-Cola slogan "Come alive with Pepsi"

was translated in Germany as “Come out of the grave” and in Taiwan as “Bring your ancestors back from the death”. Thus if they want to avoid mistakes, international companies should study very deeply the cultures of every countries in which they are planning to sell.

#### 2.2.5. The impact of advertisement on consumer behavior

Advertisement is certainly the field which has the strongest impact on consumer behavior. Trying to encourage their consumers to purchase their products is quite important for companies and maybe that is why they normally spend so much money in marketing activities. In the United States alone, over \$130 billion is spent on advertising each year, and many billion more are spent for other types of sales promotion (sweepstakes, displays, coupons and so on). This huge quantity of money prove that this field has a strong influence on consumption because every firm who advertises does so in order to earn what we can call a return on investment.

What marketers do to influence their consumers' behavior is that they play with their needs and wishes. For example, thirst is a basic daily need for all human beings. In order to fulfill this need we could naturally drink water or milk. However since a few years we are taught to want Coca-Cola or Pepsi for instance, in order to satisfy our thirst. Thus it can be said that what marketers do is that they just recommend us some ways in order to fulfill our needs. They play with our desires by showing us some hedonistic pleasures.

According to Vance Packard, an American journalist, “Large-scale efforts are being made, often with impressive success, to channel our unthinking habits, our purchasing decisions, and our thought processes by the use of insights gleaned from psychiatry and the social sciences.” Moreover, the economist John Kenneth Galbraith believed that radio and television are important tools to accomplish this manipulation of the masses. The strong point of using media instead of literacy is that they allow repetition. The chances of reaching almost everyone are then much more important.

Most of the time, because of advertisement consumers are led to believe that products have magical properties that will do special things for them and that will transform their lives. It is true that marketing policies have a powerful impact on consumer behavior

but companies should not forget the fact that consumers are not automatons that will react in a predefined way to certain stimuli (Solomon, Bamossy, Askegaard & Hogg, 2010, 22). All the other factors studied before have to be taken into account if companies want to succeed in the best way possible.

### **3 THEORETICAL KNOWLEDGE ON MARKETING STRATEGIES AND ADVERTISEMENT POLICIES.**

#### **3.1 International Marketing Strategies**

##### **3.1.1 Definition of Marketing**

In our modern societies, the global economy is not so simple. In general, offer and demand do not meet so easily. Consumers are led to do some efforts to find the goods that will fulfill their needs, and companies must find the consumers who will appreciate the goods they produce or plan to produce. For that reason, marketing activity has been created within companies, in order to try to organize this meeting between offer and demand, and facilitate the future exchanges that will occur.

Marketing is a really recent activity. Before the twentieth century, companies were more preoccupied by production. They were looking for the best techniques and the best organization methods which will allow an increase in their workers' efficiency. However, since the years 60s – 70s companies came into a sale and marketing perspective. From this point, the idea was to adapt its products and services according to the needs and wishes of their customers in order to sell as much as possible. Nowadays, marketing is present in all kinds of sectors and activities and become a very important part of every company.

The American Marketing Association, which represents marketing professionals in the United States and Canada, defines marketing as: "The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives (AMA Board Approves New Marketing Definition, 1985, 1)." They recognize that exchange is an essential point in marketing because without it companies and marketing activities

will not have any reasons to exist. In order to allow this exchange, two or more parties are necessary, something of value must be proposed to one of these parties and a way to communicate between them must exist.

Since its creation, marketing has changed a little bit. Today companies are seeking for more than a simple one-time transaction with customers. They want to develop some sustaining relationships with them and in order to do so, marketers have to become more creative and communicative.

### 3.1.2 The marketing process

All the products and services produced by a company are not going to satisfy the needs and/or wishes of every customer present on the market. Only a part of them will be interested and that is why companies have to study their potential market in a careful way, in order to know how to attack it. This process is developed into four basic steps and is called the target marketing process: Identifying markets with unfulfilled needs, segmenting the market, targeting specific segment, and positioning one's product or service.

Figure 4: The target marketing process



The two first things that marketers have to do are identifying a market on which there is a lack of offer and identifying in this market, broad classes of buyers who have the same needs and will respond similarly to marketing actions. This means that the marketer will start to segmentate his market. Market segmentation is the conceptual breakup of a market into groups of relatively homogeneous consumers, to better serve each of them (Tellis, 1997, 21°).

The segmentation process involves five distinct steps:

- Finding ways to group consumers according to their needs.

- Finding ways to group marketing actions, usually the products offered, available to the organization.
- Developing a market/product grid to relate the market segments to the firm's products and actions.
- Selecting the product segments toward which the firm directs its marketing actions.
- Taking marketing actions to reach target segments.

One of the problems that may arrive with segmentation is that the more marketers segment a market, the fewer consumers are going to be in each segment. Thus, they have to decide where exactly their segmentation process will stop and when their segmentation strategy will be in order, they will have to decide on which bases they will address the market. There exist 5 bases for segmentation: geographic, demographic, psychographic, behavioristic and beneficial.

The Geographic segmentation means that marketers will identify some differences due to the location. These locations may include nations, states, countries, or even neighborhoods. Indeed, due to elements like topography, climate, culture or nationality, consumers often have different buying habits depending on where they live. Most of the time, marketers have to understand this point and propose modifications in their products according to the place. This segmentation strategy is generally set up within an international perspective.

Dividing a market on the basis of demographic variables such as age, sex, family, size, education, income and social class is called demographic segmentation. A simple example will be the clothing industry. Companies have to design different styles of clothes for men, women, teenagers or children. This basis of segmentation is seen as been the most obvious one but the other factors shouldn't be forgotten.

Psychographic segmentation is based on people's lifestyle. The idea is that people from different regions and demographic backgrounds may still have certain similarities in the way they like to live their lives. The determination of those lifestyles is usually based on an analysis of the customers' activities, interests and opinions (AIOs).

Dividing consumers into groups according to their usage, loyalties, or buying responses to a product is called the behavioristic segmentation. This segmentation method refers

to the fact that the majority of a company's sale for a product may come from a small segment of consumers. Industrial marketers explain it thanks to the 80-20 rules which means that 20 percent of their buyers account for 80 percent of their sales volume. Therefore, managers can use a firm's resources more efficiently by concentrating themselves on those specific consumers rather than on the whole market.

Finally, the last segmentation basis is the benefit one. This involves dividing the market according to the needs that customers are planning to satisfy, thanks to the company's product. For instance, one person may buy toothpaste to prevent cavities, another one to maintain fresh breath, and a third one to keep his teeth white. Consumers might need to use the same product but for different reasons. If marketers understand these different reasons, they will be able to segment the market according to these criteria.

The segmentation part is really important within the marketing strategy. It is in this stage that marketers attempt to determine as much as they can about a market. Of course they can use several of the different bases we just studied. They do not have to limit themselves to a single one if they consider it not to be relevant. A large number of companies now offer research services to help marketing managers to define their markets and develop strategies to target them. This field is becoming more and more important. Once this segmentation analysis is done, the marketer will be able to move to the third phase which is, selecting a target market.

In this third marketing process step, marketers will have to decide if they will serve all the segments they have identified, a part of them or none at all. In fact, by taking such a decision, they will choose between setting up a mass marketing strategy, a target marketing strategy or a niche marketing strategy. A mass marketing strategy is a strategy in which managers market one standard product for the whole market. A target marketing strategy is a strategy in which managers identify and market variations of a product to various segments. Finally, niche marketing is a strategy in which managers identify and market a unique product to a very small segment or niche (Tellis, 1997, 24).

In order to decide between these three strategies, marketers will analyze if the segments they have identified are measurable, of an adequate size and accessible. Measurable means that variables to estimate the size and potential of the demand can

be identified, as well as the types of consumers in each segment. An adequate size means that the segment is large enough to enable profitable marketing. Accessible means that managers can reach the target segment with advertising using one or another medium of communication (Tellis, 1997, 26). Once marketers have figured out if the segments on which they are working own these three characteristics, they will start the positioning step.

Positioning is projecting a distinct image for the product in the consumer's mind. A positioning strategy generally focus on either the consumer or the competition and according to Trout and Ries, managers should ask themselves six basic questions before setting up their positioning strategy:

- What position, if any, do we already have in the prospect's mind?
- What position do we want to own?
- What companies must be outgunned to establish that position?
- Do we have enough marketing money to occupy and hold the position?
- Do we have the guts to stick with one consistent positioning strategy?
- Does our creative approach match our positioning strategy?

Thus, those six basic questions would help marketers building their strategy in the best way possible (Trout & Ries -1997 – 53). After that, knowing that different kind of strategies can be applied according to the situation, they will have to choose the most appropriate one. David Aaker and J. Gary Shansby discussed six possible strategies: positioning a product according to its attributes, its price, its use, its product class, its users and its competitors (Aaker & Shansby – 1982 – 56). Once marketers will have explored the alternative positioning strategies available, he will have to determine which strategy is best suited for the firm or product, and begin developing their positioning platform. This last part closes the target marketing process.

### 3.1.3 The promotional mix

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea (Ray, 1982). Generally, most of the organization's communications with the marketplace take place thanks to a promotional program which includes several

elements like advertising, direct marketing, interactive media, sales promotion, public relations and personal selling.

As showed in the below figure, those elements gathered all together are called the promotional mix.

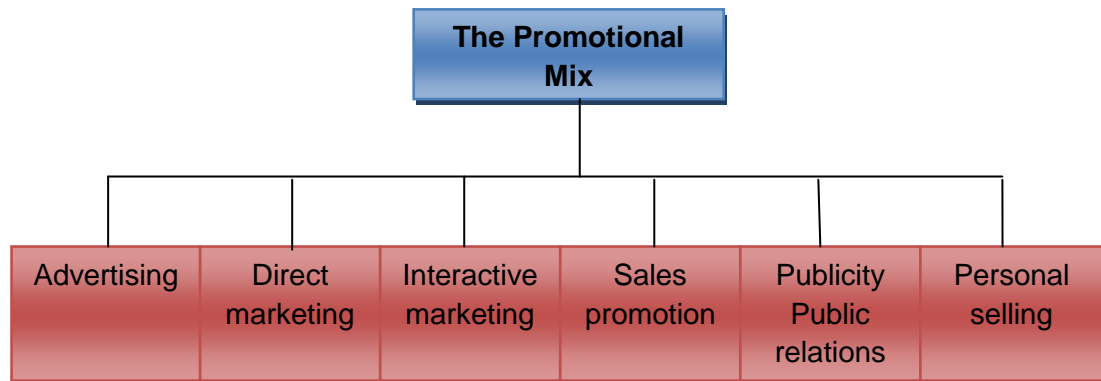


Figure 5: Elements of the promotional mix

All those different elements of the promotional mix are viewed as an integrated marketing communications tool that plays a distinctive role within the marketing policy of a company. They can all take different kinds of forms and they each have different advantages. All those elements, except the advertising one, will be explained in this part. The advertising policy is really in the heart of our subject, so we decided to devote it its own chapter, which will come just after this one.

#### a. Direct marketing

Direct marketing is a promotional way in which organizations communicate directly with target customers to generate a response and/or a transaction. It brings the market directly into the home of an individual buyer instead of the buyer having to go to the market. The Direct Marketing Association in the United State defines direct marketing as: “An interactive system of marketing which uses one or more advertising media to affect a measurable response at any location” (Smith, 1998, 323). Direct Marketing is much more than direct mail and mail-order catalogs. It involves a variety of activities and it should not be used only as a tactic to win an initial sale. Indeed, it can and should be used on a more strategic basis by integrating it with other marketing communication tools. This promotional way includes:



- Direct mail
- Telemarketing
- Door-to-door selling
- Direct response advertising (TV, radio, cinema, web and press advertisements that solicit an immediate response like “phone now” or “fill the coupon”)
- Computerized home shopping (link home computer with a store so that one can browse around the aisles, pick up merchandise, inspect it by turning it around on screen, ect.)
- Miscellaneous (leaflet, house-to-house distribution)

Thus, direct marketing plays a big role in the marketing communications programs of consumer-product companies. They spend large amounts of money each year developing and maintaining databases containing the addresses and/or phone numbers of present and prospective customers.

#### b. Interactive marketing

Thanks to the huge development of new technology that we have experienced during the last decades, marketing has known a lot of significant changes. Those changes have led to dramatic growth of communication through interactive media, especially through Internet. Interactive marketing allow users to participate and modify the form and content of the information they receive in real time. Contrary to traditional forms of marketing communications such as advertising, these new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchases. Interactive marketing also include CD-ROMs, kiosks, and interactive television but this does not change the fact that the medium which is having the greatest impact on interactive marketing is the Internet, especially through the component known as the World Wide Web (Belch & Belch – 2001 – 19).

#### c. Sales promotion

The next variable in the promotional mix is sales promotion. This is generally defined as those marketing activities that provide extra value or incentives to the sales force, distributors, or to the ultimate consumer and can stimulate immediate sales. It exists two main categories of sales promotion:

- Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes and various point-of-purchase materials.
- Trade-oriented sales promotion is targeted towards marketing intermediaries such as wholesalers, distributors, and retailers. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

Promotion and sales promotion are two terms that create sometimes confusion in the advertising and marketing field. As noted, promotion is an element of marketing by which firms communicate with their customers. It includes all the promotional mix that we are discussing and sales promotion represents only a part of it (Belch & Belch – 2001 – 21).

#### d. Publicity and Public relations

Publicity refers to all the non-personal communications regarding an organization, product, service, or idea which are not directly paid and/or identified. It usually comes in the form of a news story or announcement about an organization and its products or services. Like advertising, publicity involves non-personal communication to a mass audience, but unlike advertising, publicity is not directly paid by the company. The company or organization attempts to get the media to cover or run a favorable story on a product or service in order to change the knowledge, opinions and behavior towards them. The different techniques used to gain publicity include stuff like press conferences, feature articles, photographs, films and videotapes. The advantage of publicity is its credibility. Consumers generally tend to be less skeptical toward favorable information about a product or a service when it comes from another source (Belch & Belch – 2001 – 22).

When we speak about publicity, it is important to recognize the distinction between publicity and public relations. Public relations is defined as “the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance” (Moore & Canfield – 1977 – 5). Public relation has a broader objective than publicity because its purpose is to establish and maintain a

positive image of the company among its various publics. Thus the two things should not be confused.

e. Personal selling

The final element of an organization's promotional mix is personal selling. It is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's products or services. Unlike advertising, personal involves direct contact between the buyer and the seller. This interaction gives the marketer more flexibility, he can see the potential buyer's reactions and get some precise feedback.

All the different parts of the marketing mix have been studied in this part except the one which is maybe the most important one and the one which has our biggest interest. Indeed, advertisement is the best-known and most widely discussed form of promotion. We will now look at it in the following part.

### **3.2. Advertisement policies**

#### **3.2.1. Definition of Advertisement**

Advertisements have been developed with the rise of mass production during the late 19<sup>th</sup> century and early 20<sup>th</sup> century. During the years, its development has been so important that we are now surrounded by advertisements. We can see them in news papers, in magazines, in the streets, we can listen to them at the radio and we can watch them on the television. In our modern societies and in our daily life, advertisement is everywhere and that is why it can be said that we are all influenced to some degree by them.

Advertisement is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Belch & Belch, 2001, 15). In fact, advertisement is not only used by companies. This term refers to all kinds of messages that can be spread in the society, and sometimes advertisement is used by governments or by some organizations in order to inform the population about an issue, an idea or an advice. In this definition, they highlight the fact that advertisement is a paid service because, except when it deals with public messages like health and security, this service has to be bought. The non-personal notion means that

advertisement is a one-way communication which involves mass media. They can transmit a same message to a large group of individual often at the same time. This last point allows to understand why advertisement is such an important promotional tool for companies, especially when their products and services are targeted to mass consumer markets.

Using an advertisement campaign can bring a lot of different advantages to companies:

- It can be a very cost-effective method in order to communicate with large audiences. For example, during the 1999-2000 television seasons, the average 30-second spot on prime-time network television reached nearly 10 million households, so the cost per thousand household reached was around \$14.00.
- Advertising can be used to create brand images and symbolic appeals for a company or a brand.
- Advertisement is certainly the promotional way used by companies which has the strongest impact on customers. They attract customers' attention and help general sales.

### 3.2.2. Basic rules about advertisement campaigns

There does not exist specific rules in order to create an advertisement campaign but some elements can be used to facilitate the work and be sure to go in the right direction.

The SOSTAC and the 7 M's of advertising are one of them. The SOSTAC helps managers not to forget what the key components of a marketing communication plan are. The good thing with this tool is that it can be applied to any kind of plan.

S – Situation Analysis (where are we now?)

O – Objectives (where do we want to go?)

S – Strategy (how do we get there?)

T – Tactics (the details of strategy)

A – Action (or implementation – putting the plans to work)

C – Control (measurement, monitoring, reviewing and modifying)

In the case of advertisement, the three first points are the most important ones. Marketers will begin with the situation because in a first hand they need to do some research before starting the work. They will have to answer some questions like: What are the current sales trend, market share trend and overall market trend? Are there any regions or segments that buy more than others? How big are the competition's sales? What is the profile of the customer and of the non-customers who might be converted? Who is the target market now and in the future? Who are the heavy users? When do they buy and where do they buy? In addition to that, they will have to ask themselves some questions about the product they will advertize. Is there anything special about the product? How does the product compare against the competitors' products? Have consumers ever heard of the product before? Finally, what could be relevant at the end of their researches will be to do an analysis of their competitors' advertising campaigns and of their brand's past campaigns. All these different questions will give marketers more ideas, help them to understand the market and add some strong value to their advertisements.

Once they will have analyzed the situation, the next step will be to define exactly where the company wants to be. In another word, they will have to figure out what are their objectives. In order to do so they can help themselves with the previous year's objectives and thanks to that, their planning job will probably be a little bit easier. Previous experiences can provide a better idea of what would be realistic and non realistic for the future.

If a company wants to figure out where it wants to go exactly, its objectives have to be SMART:

- **Specific** – Be precise about what they are going to achieve.
- **Measurable** – Quantify their objectives.
- **Actionable** – Are they attempting too much?
- **Realistic** – Do they have the resources to make the objective happen?
- **Time specific** - State when they will achieve the objective.

Establishing clear and strong objectives is necessary to give a focus to the organization and allow it to move on to the next step. Indeed, once researches are completed and objectives identified, the advertising campaign will be ready to be developed. The strategy will be set up with its planning, its message and the selection of the media that

will be used. Thus, the implementation of the advertisement will finally come, followed by some evaluation in order to make sure that everything has been done properly.

Another tool that can be used in order to help marketers keeping in mind all the points they have to raise before setting their advertisement campaigns will be the 7 M's of advertising. These 7 M's are as follows:

- Merchandise: What is it that we have to promote?
- Markets: To whom are we advertising?
- Motives: Why do these consumers buy?
- Messages: What appeals will work best?
- Money: How much should we spend, and when?
- Media: Where and when should we reach our audience?
- Measurement: How do consumers respond to our ads?

Thus, doing an advertisement campaign doesn't seem like an easy task. There are a lot of different points to deal with in order to be sure to establish a good and relevant campaign. Success is not always guaranteed and maybe that is why sometimes companies chose to pass through some advertising agencies in order to realize this difficult work.

Advertising agencies began in the middle of the 19<sup>th</sup> century, as agents of the media. They were selling space in local media to manufacturers from other regions but today, the structure of an agency is largely driven by the market in which it operates. To be defined, an advertising agency is an organization that solicits clients, creates ads, or places ads in the media. It is the institution that is most closely associated with advertising in people's minds (Tellis, 1997, 64).

When companies use this kind of services, they know that it will cost them much more than if they were doing the work by their own, but it might make them feel more comfortable to use the skills of individuals who are specialists in this field. The researches, the objectives and the strategy will be discussed with the client thanks to some brainstorming and other meetings. It will be only after that that the creative part will be done by the agency or by the company itself if she didn't chose to use this kind of service.

### 3.2.3. The importance of creativity

Creativity can be defined as a productive divergence. Productive and divergence are essential to the definition because we consider something to be creative if it diverges from the norm, or is different from what is currently done or believed (Tellis, 1997, 83).

When all the first steps of the work showed in the previous part will have been done, the creative team will finally be briefed thanks to what it called the creative brief. The creative brief is a key document where all the research findings and weeks of discussions will have to be concentrated into a single page which explains exactly what the advertisement should do. This document covers all the key information such as the target audience, the advertising objectives, the choice of the media and how the audience should feel after the advertisement. It is a very important document that has to be signed by an account director before being passed to the creative team. After that, the work of the creative team will not be that simple. We may describe it as being challenging because every marketing situation is different and require a different creative approach. For every single advertisement campaign, they will have to put the advertisement message in a form that will engage the audience's interest and make the ads memorable.

According to many creative people, it is important for companies to take some risks if they want to obtain an innovative advertising campaign that will get noticed. A creative idea is one whose promise is not obvious to everyone. It thus involves risks (Tellis, 1997, 86). However, not all companies or agencies agree that advertising has to be risky to be effective. Many marketing managers are more comfortable with advertising that simply communicates the product or service and gives the consumer a reason to buy. They know that the ad campaign will cost them a multimillion-dollar investment and they are not always ready to let their agency or creative managers take too much freedom.

There are no specific rules in order to be creative but some processes and approaches can sometimes be followed. One of the most popular approaches to creativity in advertising was developed by James Webb Young, a former creative vice president at the J. Walter Thompson agency. He said that: "The production of ideas is just as definite as the production of Ford. The production of ideas too, runs an assembly line; in this production the mind follows an operative technique which can be learned and

controlled; and its effective use is just as much a matter of practice in the technique as in the effective use of any tool” (James Webb Young, 1975, 42).

Young’s model of the creative process contains five steps:

1. Immersion: Gathering raw material and information through background research and immersing yourself in the problem.
2. Digestion: Taking the information, working it over, and wrestling with it in the mind.
3. Incubation: Putting the problems out of your conscious mind and turning the information over to the subconscious to do the work.
4. Illumination: The birth of an idea phenomenon – the “Eureka! I have it! “
5. Reality or verification: Studying the idea to see if it still looks good or solves the problem. Then shaping the idea to practical usefulness.

This kind of model can be used by those working in the creative area of advertising. One of the most important steps will be to find some information and knowledge about the product, in order to develop some good ideas in a second time. It can also be observed that this model does not say much about how this information will be synthesized and used by the creative specialist because this part of the process is unique to the individual.

#### 3.2.4. Advertisement at an international scale.

With the development of faster communication, transportation, and financial transactions, companies have more and more reasons and opportunities to sell what they produce, outside their national borders. Products and services developed in one country can quickly find their way to other ones, where they are mostly accepted. We can, for example, notice that consumers all around the world wear Nike shoes and Calvin Klein jeans, eat at Mac Donald and drink Coca-Cola and Pepsi. However, in order to succeed in another environment, the communication process and above all the advertisement one must be taken with some precautions and maybe some modifications. Many companies have run into difficulties because of that. In most of the cases, they have to face a new market whose customers own different values, customs, habits, languages and purchase motives. Sometimes, even the media options are different or limited. That is why before setting any advertisement campaign in



another country, companies have to study strongly its situation. This can be done thanks to four different points: The economic environment, the demographic environment, the political environment and the cultural environment.

The economic environment is very important to study before deciding whether or not the company is going to sell in a foreign country. Indeed, it would be quite irrational to sell products and services where there is not enough income to buy them. Normally, this factor doesn't appear to be an issue in developed countries like United States, Canada, Japan and most of the Western Europe. Consumers over there generally have high income and high standard living conditions. They thus have the possibility to buy a large variety of items. Another important point which appears in developed countries is that they own everything needed in term of communications, transportation and distribution networks. Thanks to that, the companies' business activities can normally be conducted in an efficient way. As a contradiction to that fact, developing countries can suffer from a lack of purchasing power and a lack of communication network. Doing business over there can be quite dangerous but it depends of the situation. Indeed, it can be noticed that many marketers are turning their attention to parts of the world whose economies and consumer markets are growing. For example, Nestlé, the world's largest food company, estimates that 20 percent of the world's population in Europe and North America consumes 80 percent of its product. However, while they continue to target those countries with ads, they are also focusing on Third World nations as the market of tomorrow (Belch & Belch, 2001, 677). Thus, doing business in developing countries can sometimes be interested, especially when their economy is growing, but their situation will have to be studied very deeply by the company. They have to make sure that the economic environment is good enough to succeed.

The demographic environment can also provide some relevant information. Before attacking the market of a country data like income levels and distribution, age and occupation distributions of the population, household size, education, employment rates and literacy rates should be taken into consideration. For instance, with the literacy rates it can be said that people who cannot read will not respond well to some kinds of advertisement. In this case, simple images should prevail. Moreover, with the size of the population and its characteristics like age, sexes, social status and so on, companies can evaluate the size of their potential market. Thus, analyzing the

demography environment of a country can give some clues to companies in order to help them planning their advertising campaigns.

The political environment in a country is one of the most important factors influencing the advertising and promotional programs of international marketers. Government regulations and restrictions differ from one country to another and can affect various aspects of a company's advertising program:

- The types of products they want to advertise.
- The creative approach they plan to use.
- The media that they are allowed to employ.
- The use of foreign language in ads.
- The use of advertising material prepared outside the country.
- The use of local versus international advertising agencies.
- The specific taxes that may be asked against advertising.

The tobacco would be an example quite interesting to look at. Cigarette advertising is banned in some or all media in numerous countries like United States, Argentina, Canada, France, Italy, Malaysia, Norway, Sweden and Switzerland.

Finally, the last important aspect of the international marketing environment and the one in which we are mostly interested is the culture of each country. Most of the time, advertising is the most effective way to communicate with potential buyers but in an international dimension it can become a very difficult part of marketers' job. They have to deal with a lot of different cultural variables like language, customs, tastes, attitudes, lifestyles, values and ethical/moral standards. They often meet some difficulties with languages and connotative meaning of signs and symbols that they use in their messages. For example, Pepsodent toothpaste was unsuccessful in Southeast Asia because it promised white teeth to a culture where black and yellow teeth are symbols of prestige (Belch & Belch, 2001, 678). If they want their advertising campaign to succeed, all these factors should be studied and the help of a local expertise can sometimes be a good solution.

With all these different factors, it can be asked if using a same advertising campaign for different countries would be possible. This would bring a lot of advantages to companies like:

- Economies of scale in production and distribution.
- Lower marketing, advertising and advertising production costs.
- Abilities to exploit good ideas on a worldwide basis and introduce products quickly into various world markets.
- A consistent international brand and company image.
- A simplification of coordination and control of marketing and promotional programs.

For some companies and some products, this method worked quite well. For instance, Gillette used a global advertising method in the early 90s to launch its Sensor shaving system, with its slogan “The best a Man Can Get”. It became one of the most successful products in the company’s history. Unfortunately, it seems that very few products lend themselves to global advertising. Differences between countries can be too important and for that reason personalization in advertisement is, in most of the cases, a necessity.

If a company decides to set up a global advertisement campaign, they will have to be very careful about the way they are going to communicate. In this case, they could use the criteria cited by Edward Meyer (Marketing and media decisions, 1984, 74) concerning the products or services that are best suited to worldwide appeals:

- Brands that can be adapted for a visual appeal, avoiding the problems of trying to translate words into dozens of languages.
- Brands that are promoted with image campaigns that play to universal appeals such as sex or wealth.
- High-tech products and new products coming to the world for the first time.
- Products that appeal to a market segment with universally similar tastes, interests, needs and values.

### 3.3. Theoretical framework of this thesis

In order to build a relevant survey and questionnaire, some aspects of the theoretical part are going to be used while some will have to be left apart. As this investigation is focused on the consumers’ point of view and the influence of his culture on its’ buying decisions, this survey will focus on the parts concerning culture and consumer

behaviour as well as the next part concerning three brands relevant to analyze the acceptance or rejection of firms' advertisement and implantation on markets with high intercultural risk. Indeed, thanks to all the theory that has just been studied in the previous parts, the next step will be to study the cases of the three international companies previously selected. Aubade, Durex and Redbull sell products at an international scale and the kind of products they sell may oblige them to put a lot of attention on their communication campaigns. Womens' underwear, condoms or energy drinks can, in some culture, be seen as a taboo and for that reason they may have to look very carefully at the countries in which they are selling their items. Thus, in the following part it will be studied how those companies managed to enter the French market, the Chinese market and the Middle East one, which remain very different. This would give us the opportunity to look at some practical examples behind the theory.

The main objective of this survey is to understand what consumers think of those international companies' communication strategy. The point is to know how they see it, if they understand it and if they agree with it. The study of this subject has been done too many times on a company point of view and that is why this survey focuses on a consumer approach. It might be really interesting and relevant to understand how depending of their culture, country or generation their point of view will be different and companies should look very carefully at these kinds of information. It might help them to avoid some mistakes that are sometimes difficult to avoid.

In the parts that will follow, the following theoretical aspects would help us to answer to the research questions and build the consumer survey:

- Elements of culture: It can be interesting to see what are the cultural elements (education, social institutions, believes) that have a strong influence on the consumer, his habits and buying decisions.
- Global consumer culture versus Particular consumer culture. By asking to consumers coming from different countries what they think about the advertisement of Aubade, Durex and Redbull, we hope we would be able to understand if some strong differences remain between them because this will allow us to evaluate the level of particular consumer culture against the emergence of a global one.

- Model of consumer decision making. We will use some part of this theory just to see if the buying decisions of the people in the consumer's neighbourhood can have a strong influence on him.
- The impact of advertisement on consumer behaviour. Thanks to our survey, this would help us to understand what different impact a same advertisement can caused on consumers.

Thus, we took the decision to catch the theory that have a direct link with consumers and his buying decisions, and that is why we have then left apart the theoretical part concerning firm's marketing and advertisement strategies as they focus more on the firms' side, and not on the consumers' one. The questionnaire can be found in the appendix.

## **4 Advertisement and Marketing Policies In Intercultural Risks Situation**

### **4.1 Aubade**

#### **4.1.1 Historical and Activities**

The Aubade firm is a French firm specialized in creating and distributing high class women's underwear. Created in 1875 by Dr Bernard, then acquired by the Pasquier family; this brand was a pioneer of creating an efficient underwear communication campaign in the 60's in that particular market, turning an object considered as strictly functional to a tool of beauty self pleasure.

#### **4.1.2 Communication**

The 90's were a real turning point with the launching of the advertising saga "lessons in seduction". Counting nowadays more than a hundred of it, these visual advertisements were designed to attract both men and women, the desired message transmitted to men by this campaign is: "If you want your woman to be as beautiful as the ones on the posters, buy her Aubade underwear.". The message for women being: "If you want to

drive your husband crazy, because you know these posters are doing it, buy Aubade's underwear." furthermore, buy buying luxury products, consumers acquire a part of the luxury dream, which is the case with Aubade's products.



Picture 1: "Lesson n°34: Playing with his nerves."

#### 4.1.3. Worldwide markets and strategies

##### 4.1.3.1. The French market

The French women are fond of underwear, more than a simple hygienic or usual tool, underwear are considerate as a seduction tool, and an important element of beauty since 1960.

According to the French fashion institute, French women spend 18.5% of their clothing budget into underwear, representing the highest level in Europe. The really young women (15 to 24 years old), discovering their femininity, are the consumers buying the most with an average of 131.5 Euros per year dedicated to underwear spending. Older women from 45 to 54 years old are the third higher buyers with an average of 87.8 Euros per year, buying mostly expensive high ranking products. Ranking second higher consumers are women from 34 to 44 years old, with a spending average reaching 103.6 Euros per year. Globally, the sales of women underwear in France in 2007 represented 2.44 billion Euros.

Nowadays in France, women underwear is a product of massive consumption bought by women for themselves or as a present, and also bought by men as a present to their wife. The French elements and dimensions of its culture don't represent any cultural risks of rejection.

#### 4.1.3.2 The Chinese market

The Chinese culture is actually integrating women underwear as an element of beauty and a seduction tool. This turn can be compared to the French cultural integration during the 1960's. Even if the taste and fashion spirit of Chinese women are quite similar to Europeans' some changes have been made concerning colors. Chinese colors' signification is different than in other cultures (Yellow is considered as pornographic...) and some modifications are also applied to products (cups systematically reinforcement with a light padding).

Culture also modifies the consumption, for example Chinese people are shyer than Europeans, having their underwear visible is not acceptable and women don't like showing it. Then, in the biggest cities (Beijing, Shanghai...) the Occidental influence is more visible, due to international fashion magazines as well.

Concerning the communication in China, practical difficulties create a risk of none acceptance by the local population. The language barrier coming first, Chinese characters are not phenomenon transcription as in occidental cultures, but ideograms, making brand's translations very difficult.

#### 4.1.3.3 The Muslim-Arabic market

At the opposite of stereotypes, there is a growing women's' underwear market in these countries, but the local beliefs are making the market very specific from other cultures. The Muslim population is doing the "Ramadan" (being the Islamic month of fasting, in which participating Muslims refrain from eating, drinking, having sex, smoking, and indulging in anything that is in excess or ill-natured; from dawn until sunset). During this month, the activity of the underwear market is really affected by an important downturn, but as the Ramadan ends, this same activity is exploding. Another factor is the Arabic season of wedding during the month of March, Arabic weddings give imperative for both husband and wife: the husband have to raise funds to pay the dowry to his future

wife's family, while the future wife have to buy a collection of underwear dedicated to the honeymoon. This factor makes the market fluctuating importantly during the year and creating an unstable demand level.

Another important fact about some Muslim cultures is the need for women not to be visible by someone else than their husbands, the woman needs to be constantly covered in front of the outside world and by this fact develops a real need of sexiness and being desirable in front of her husband, when she is able to show her body. Underwear becomes then an important beauty tool and that is one of the reasons why the demand is growing in these countries.

These countries also bring cultural barriers, specifically concerning advertisement. In Egypt for example, an advertizing poster or television campaigns showing even just woman's legs would be extremely offensive to local beliefs and the brand would be rejected. According to that, distributors are using catalogs in book format with addresses of shops and photos of products. Another barrier in the Egyptian market is the way of selling products, the majority of sell persons are males and their culture makes them shy to help a woman choosing underwear, or determining her bra size.

## 4.2. Durex

### 4.2.1. Historical and Activities

The firm was created in 1915 by LA Jackson, named the London Rubber Company Ltd. At first, they were selling imported condoms and barber supplies. It is fourteen years later, in 1929 that the company registered the brand name Durex, representing **DU**rability, **Re**liability and **EX**cellence. The firm started manufacturing in 1930. Over the years, the brand never stopped its research and development effort, using new technologies to create new products, always looking for a better quality of their product line. Nowadays, Durex continues to move forward with its objective of becoming the world's number one authority on sexual wellbeing, dedicated to inspire people to have better sex life. Their product range has been expanded not only to condoms but also to the "Play" product line including various lubricants and vibrators.



#### 4.2.2. Worldwide marketing approach

The brand Durex is promoting its products in two different approaches. The first is through a proper network created by the firm, dedicated to promote safe sex and get the customers aware about the risks of unprotected sexual activities. The second is through a proper marketing campaign, including advertisement and different marketing actions.

The Durex Network was founded in 2005 to formalize the work that Durex has been doing over many years to raise awareness of the safer sex message globally, trying to connect business decisions to ethical, social and environmental concerns. Its vision is to inspire people to take responsibility for their sexual health, based on the principle that information leads to knowledge which, in turn, leads to action. For the Network, this means talking to people to get an in-depth understanding of their needs before developing initiatives that will enable them to gain the knowledge they need to make informed choices.

Durex network's mission is to develop and support key initiatives that harness global sexual health expertise to raise awareness of the safer sex message, communicate a prevention ethos and encourage consistent condom use. By pooling the expertise of key sex and reproductive healthcare professionals, the Durex Network also seeks to share knowledge and help replicate best practice in the field to ensure safer sex stays at the top of everyone's agenda.

The Durex Network has six main components:

- Information
- Research and analysis
- Global sexual health advocacy
- Health promotion
- Social marketing
- Global partnerships

Durex's advertisement campaign also consists in a more classical marketing policy, including both sponsorship and visual publicity. Durex's sponsorship effort is targeted on events for fifteen to twenty five years old people, representing more than fifty percent of their global income. Their marketing effort is the free distribution of their products by the implantation of Durex teams during manifestations (sportive events, concerts...).



Picture 2: A Durex team at work in China

The second mean of communication is visual advertisement, through both poster campaigns and television spots. These spots are famous for being both very explicit and fun, trying to turn a product that people could be ashamed to buy or discuss about into a trendy and fun sex wellbeing tool.

On an intercultural point of view, even if their advertisements are personalized from a country to another (language, message...) Durex is facing censorship in Middle East and china where these spots and posters are considered as too explicit to be showed nationally and must then focus both on their network development and on the sponsorship effort.

### 4.3. Red Bull

#### 4.3.1. Historical and Activities

The Austrian entrepreneur Dietrich Mateschitz has discovered during his frequent travels in the Asian region a Thai drink called “Krating Daeng”. This energetic drink as for effect to help handling jetlag and taxis and truck drivers are using it in order to stay focus and awake longer. Mr Mateschitz negotiates with the Thai producer export rights and the creation of Red Bull GmbH, situated in Austria but with 51% of the Thai firm’s capital. The drink dedicated to exportation will be with bubbles and including less sugar. The drink has been launched in 1987 in Austria.

Nowadays, this highly energetically drink is present in more than one hundred and fifty countries worldwide.

#### 4.3.2. Worldwide marketing campaign

Red Bull is the perfect example of an international advertisement policy. Their marketing approach is exactly the same worldwide. Their television spots are kept the same since the first apparition in Austria which are minimalists’ animated cartoons with the slogan “Red Bull gives you wings”. The company only translates the slogan in order to communicate in different cultures but doesn’t adapt at all its positioning.

As their product gives energy, the other important aspect of their communication effort is the sponsorship of sportive events, and as for the Durex Company, the creation of advertisement teams going to parties and sportive events in order to distribute the product, has been set up.



Picture 3: A Red Bull team

In the world of sports, Red Bull is one of the major sponsors. Trying to give an image of youth and energy provider, the firm created a formula one team and widely, high risks sportive events around the world such as WRC rally championship, Nascar racing, Motorcycle races.

## **5. RESEARCH METHOD**

### **5.1 Foreword**

Trying to explain how the consumer behavior and the consumer point of view might be different from one country or culture to another is the main objective of this work. In order to find out this challenge and make it as relevant as possible, the decision of studying “taboo” products on three markets completely different (French, Chinese and Middle East one), has been taken.

The interesting point is that the communication and advertisement strategies of the three chosen companies dealing with “taboo” products have just been studying. Understanding how they managed to enter those three areas culturally different thanks to the theory that has been seen before was really important in order to be able, in a second time, to gather our own data collection. The technique used to collect our personal data has been done thanks to the realization of a questionnaire. This questionnaire would help to answer to the research questions and conclude the work properly with a maximum of credibility.

### **5.2. Data collection**

Two different kinds of data have been used to conduct this research: the primary and secondary one. The primary data refer to all the material collected by the researcher himself. In this specific case, the main way selected for conducting this collection of data has been done through a complete survey destined to the consumers of the companies Aubade, Durex and Redbull in the French, Chinese and Middle-East market. The secondary data collection refers to the material and analysis made by other writers and researchers. For this work it can be said that the first theoretical parts have been written thanks to this way of data collection. Reliable and academic books

and internet sources have been used and a deep overview of the topic has been gained thanks to that.

In this part, the data collection in which we are interested in is the primary one. It is the one that has been conducted by our own means, and that is why more attention will be paid on it. This data is analyzed using the quantitative method. A quantitative research method involves an analysis of a numerical data. Its aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed (Miles & Huberman, 1994, 40). Several points or recommendations have to be followed when a researcher decides to use this kind of research:

- It must be known in advance what is been looking for.
- It is recommended during latter phases of research projects.
- All the aspects of the study must be carefully designed before the data is collected.
- Tools, such as questionnaires or equipment to collect the numerical data have to be used.
- The data is represented in the form of numbers and statistics.

Thus, the quantitative strategy designed for this study seems to be the most appropriate one. All the theory that has to be known for this subject has been previously designed, a questionnaire will be used and some statistical analysis will be done thanks to it. The objective is to gather as many consumers' point of view as possible and only a relevant survey will allow to do that.

The strongest point of this method resides in its confidentiality. People would not get afraid and they would more easily give the exact answer to a personal question. This would maybe not have been the case in a qualitative method (use of interviews, for instance). This is quite important and fundamental, especially by dealing with a subject which includes the study of some "taboo" products. However, it should not been forgotten that a couple of limits remain within quantitative research methods. They have a limited ability to probe answers and people who are willing to respond may share characteristics that do not apply to the audience as a whole, creating a potential bias in the study. Finally, according to Steckler, Mc Leroy, Goodman, Bird and Mc Cormick, the greatest weakness of the quantitative approach is that it decontextualizes human behavior in a way that removes the event from its real world setting and ignores

the effects of variables that have not been included in the model (Steckler, Mc Leroy, Goodman, Bird & Mc Cormick, 1992). People behavior and reactions cannot be included in the analysis of the study which transforms this method into a very impersonal one.

Despite of those difficulties, it seems obvious that the quantitative research method is the one that has to be conducted to add some relevant and significant values to this work.

### 5.3 Scope of the questionnaire

The questionnaire has been sent to a sample of French, Chinese and Arabic consumers of the three companies studied. We wanted and we obtained 10 answers per region. To do so we asked to some friends leaving there or doing their Erasmus there, to answer it. In China the answers collected come from Shanghai and in the Middle East they come from Dubai and Syria. The sample selected owns a high level of study, they are city dweller and for the majority of them, they have less than 30 years old.

The first three questions are about general information, not referring to any part of the previous analysis. The questions 4 to 7 are based on the different elements and components defining a culture (influence of the community, and different social institutions) and were created in order to evaluate the global influence of a culture on people's everyday life and buying decisions.

The Eighth question is a transition, mixing both culture and product orientation, and, finally the questions nine to fifteen are the final part of the survey, focused on the culture and advertisement strategy acceptance.

This survey has for goal to give answers to the two remaining research questions which are "How consumer behavior might change from one country to another, referring to the same product?" and "What impact produces the advertisement campaign on consumers? How do they see it?".

#### 5.4 Results and reflexion

In order to build a relevant survey, showing the differences between each nations and culture and being able to compare them, the analysis of the survey has been built on a sample of ten citizens for each geographic region (France, China, and Middle East).

The first three questions of the survey were created to classify the answers according to the cultural location of the consumers. Indeed, the aim of this quantitative research is to point out the differences between them, in terms of product acceptance and consumption habits.

In the following part of the survey concerning the elements of culture and their strength on inhabitants, the next points have been observed:

- The religion and beliefs are essential parts of the Middle-East culture while in France and China the answers collected point out that it is not a crucial factor.
- The norms and values seem to be an important factor of the Chinese and Middle-East societies. However, in France by comparing the answers collected from young and older people, we observe that the tendency is a devaluation of values and norms in this country.

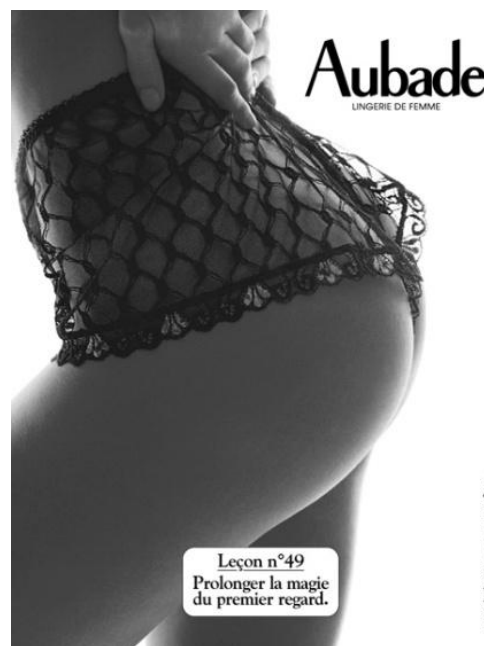
In order to understand how these values and norms are integrated by the citizens of each different geographic region, we tried to evaluate the importance of the three main social institutions (Government, Education and Families). The results showed that in China the government and the educational institutions are extremely strong. 70% of them strongly agree with the fact that the government plays an important role in their culture and the educational system in the transmission of these values and norms. For the family, we discovered that it is a little bit less important. Only 40% of them marked that this institution is important in their values and norms transmission. In France like in the Middle East, it appears that the values and norms are first transmitted by the family. The second one is the educational system and the last one being the government.

Apart from the culture, the consumer external environment can also be a factor of influence in their buying decision. Considering the Chinese environment, the answers show that Medias have the strongest influence on consumers (60% of the answers). On the contrary, the Middle East citizens would be more influenced by the people

around them (70%) and in France the influence of both of these factors are evaluated as equal (70%).

Now that the external factor analysis has been done, the next step is to point out consumers' differences of feeling and consumption according to the three "taboo" products, subject of the thesis. Thus, it has been discovered that French consumers have no fear about this kind of shopping. Chinese and Arabic male consumers feel pretty comfortable about going shopping for condoms while there are extremely uncomfortable about buying women' underwear (70% of the Chinese feel strongly uncomfortable and 60% of the Arabic feel uncomfortable). Finally, concerning the last item (Red bull), it seems that they don't have difficulties at all to buy this energy drink. They all feel comfortable about it (average for each culture: 80%).

The following advertisement has been created by the company Aubade in order to promote their product in France (see picture 4).



Picture 4: Lesson n°49: Extend the magic of the first look

The result of the survey shows that the three different cultures consider this picture as an attractive one but for Chinese and Arabic citizens it would be quite shocking to see it in the street. They don't consider it relevant to their culture but for different reasons.



According to their religion values, Arabic people do not think that it could be apply or show in public areas and in marketing campaigns. In China, the government would certainly not accept this poster. They will see it as a choking one and inappropriate to their culture.

Durex's television communication campaign is mostly accepted in France except by religious authorities. In China and Middle East it is, on the contrary, strongly rejected by all the different actors that has been studied (Government, citizens and religious institutions). According to their culture, it would be very inappropriate and for that reason other means of communication have to be used.

The last company that has been studied is Redbull. The product they sell is widely accepted. Contrary to the two other brands they use the same communication campaigns in different countries. It has been asked to the citizens of the different cultures studied if they thought that this type of advertisement was adapted to them and it has been found out that it was not really the case but, at the same time, it does not bother them.

As a conclusion it can be said that this survey showed some differences between the regions in which it has been applied in terms of culture itself, product integration and marketing strategy (see below the table 10).

Table 10: Summary of the survey.

<b><i>Elements of Culture</i></b>			
	<b>Middle East</b>	<b>China</b>	<b>France</b>
<i>Importance of religion and beliefs</i>	Crucial	Not crucial	Not crucial
<i>Norms and values</i>	Important	Important	Important for older generation (over 40yo), not for young people
<b><i>Importance of social institutions</i></b>			
<i>Government</i>	3 <sup>rd</sup>	1 <sup>st</sup>	3 <sup>rd</sup>
<i>Educational system</i>	2 <sup>nd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>
<i>Family</i>	1 <sup>st</sup>	3 <sup>rd</sup>	1 <sup>st</sup>
<b><i>External environment influence</i></b>			

Table 10 (Continued)

(Continued)

<i>Medias</i>	Small influence	Strong influence	Equal influence
<i>People around</i>	Strong influence	Small influence	Equal influence
<b><i>Feeling about shopping for</i></b>			
<i>Women' underwear</i>	Males: uncomfortable Women: comfortable	Males: Extremely uncomfortable Women: comfortable	Both sex feels comfortable
<i>Condoms</i>	Pretty comfortable	Pretty comfortable	Extremely comfortable
<i>Energy drinks</i>	Extremely comfortable	Extremely comfortable	Extremely comfortable
<b><i>Aubade's poster</i></b>			
<i>Attractiveness</i>	Attractive	Attractive	Very attractive
<i>Acceptation of street marketing publication</i>	No, for religion issues	No, the government will censor because not their values	Already visible in the streets
<b><i>Durex TV advertisement</i></b>			
<i>Possibility to see that on national TV</i>	No, because too shocking	No, too shocking	Accepted because only figurative
<b><i>Red Bull</i></b>			
Product acceptation	Accepted	Accepted	Accepted
Is the TV advertisement adapted to your culture?	No, but doesn't matter	No, but doesn't matter	No, but doesn't matter

This table tries to summarize the differences that have been discovered thanks to the survey. The first visible difference revealed by this survey relies on the elements of culture and the importance of social institution in transmission of values. This fact is the basis of the difference between these cultures and the reasons why consumers from different countries do not see the same product or marketing campaign through the same way. The shopping habits and products acceptation are another relevant point. When some cultures are comfortable to shop for a given product, it is no more considered as taboo, while in other countries consumers can still feel not comfortable about shopping for the same kind of products. Finally, the advertisement campaigns are not always widely accepted for taboo products, according to religious or cultural values.

Integrating Hofstede's cultural analysis the principal dimension playing a role in the differentiation of behaviors is the masculinity vs femininity aspect. Arabic countries like United Emirates and China both have a culture more masculine (on a scale from 0 to 100, where 0=exclusively feminine and 100=exclusively masculine) these two countries

have a grade superior to 50 (China 53 and United Emirates 62) while France have a grade of 38. This reveal that the country where the women are the more integrated and treated as equal to men is the France. This factor is in accordance with the responses to our survey concerning consumers' feeling about shopping for women underwear. In masculine countries, this type of shopping is not integrated in the culture as common shopping and is set as taboo by the culture itself.

## 6. CONCLUSION

### 6.1 Foreword

The cultural and marketing theories have been studied, the communication strategies of the companies selected have been analyzed and the consumers' point of view and reactions of these companies have been found out. Thus, to pursue this work in a good way, the main findings and conclusions of the analysis will be presented in this chapter. The purpose of this chapter will be to answer to the research questions and present the implications and recommendations for further research.

### 6.2 Answers to the research questions

#### 6.2.1 Does culture have an impact on the advertisement policy of international firms?

First of all, in order for a company to build a relevant and effective communication campaign, it has to be able to communicate with the customers targeted, using a language that the citizens of the given culture will understand and integrate the message the firm wants to transmit. This language can be their own speaking language or another one well understood by most of the population.

In addition to the language barrier, a lot of dimensions and elements of a culture pointed out by many researchers (Hofstede, Trompenaar...) have to be considered to either build a specific or general marketing strategy. These components of a culture set the rules and values, way of life and beliefs. The advertisement as the product itself has to be adapted to the local behaviors, and, through these particular factors, culture does have an impact and influence on advertisement policies and is often a decisive element of a campaign success or total failure.

Through brands' marketing analysis it has been shown that companies can sometimes completely modify their communication message and tools in order to adapt their own promotional policy to different geographical locations and cultures (for example Aubade exposing explicit posters in France while the firm only prints small undercover catalogues in the Middle East region for religious, beliefs and values matters).

It is then set that by the fact that companies have the need to adapt their advertisement policies to local cultures that these cultures have an impact on firms marketing campaigns.

#### 6.2.2 Can a publicity campaign be the same through different countries?

Through the analysis of the marketing international approach of the firm Red Bull, an international marketing campaign appears to be possible. Nevertheless, Red Bull is a particular firm as it is able to apply this strategy due to the fact that this particular company is selling a product line composed of only two extremely simple and very similar items, Red Bull and Red Bull light. These two products are produced, distributed and promoted worldwide in the exact same way including packaging and marketing.

In addition to that, these products are not facing any kind of rejection in terms of culture. Even if some governments across the globe are considering this product as potentially risky in terms of over usage, and parents does not recommend their children to use or overuse this particular product, that fact does not affect its worldwide distribution.

This type of marketing is risky as promoting products in different cultures imply a need of adaptation to customers' local culture, but considering that particular brand, the survey revealed that customers are not disturbed by the fact that the marketing approach even if they consider that it is not adapted to their own culture.

Another relevant point is that some countries are sharing a same cultural background, (same elements and dimensions, for example the United Kingdom) then, it is possible for a company to promote a similar product in different country, not at a national scale but at a cultural one as they know that if the policy reveals to be efficient in a country, this will work on the other.

### 6.2.3 How consumer behavior might change from one country to another, referring to the same product?

Referring to the methodological part of this thesis, consumers' behavior is the result of many cultural elements, environment and marketing aspects; the investigation realized proved that for a same product, consumers from different culture are not responding in a same way. While some products are considered as taboo in certain countries, others have widely integrated them into their consuming habits.

The example of women' underwear is particularly relevant, while the French citizens from both sexes feel comfortable about going shopping for this kind of products, citizens of the Middle East region revealed that while women are comfortable to go, men are at the opposite uncomfortable to do so, revealing a first difference. Finally, the Chinese male citizens feel extremely uncomfortable to enter an underwear shop. This kind of differences reveals that culture does have an impact of consumers' behavior; regarding their country of origin and also that all citizens from a same country and a same culture may not consider a same product the same way.

Other differences are visible as well, for example considering different regions. In countries where the religious authorities have a strong influence on citizens' beliefs values and behaviors, Durex product line will face a high rejection from the citizens (for example highly catholic countries where condoms are negatively considered, referring to the pope's prohibition) while in some other countries with different cultural background, consumers will be asking for more innovative products and have integrated the use of condoms in their culture.

### 6.2.4 What impact advertisement campaigns produce on consumers? How do they see it?

In our daily life, as a consumer, we are all affected by several external factors which can have an influence on our consumer behavior and purchase decisions. These factors can for instance be the choices our friends, family or neighborhoods are going to take. If one of them buys a new pair of shoes, maybe unconsciously we will think about buying some too because ours are too old or because we want to look like this person. This environment factor can be very strong depending on the people. Some consumers according to their thoughts, cultures, values and norms will consider that

the look of other people is very important and that is why this environment factor will affect them in a very strong way.

Another important factor, certainly stronger than the environment one has been deeply analyzed in this study. Advertisement is the most important tool of the promotional mix used by companies. It is one of the way companies are going to use in order to affect as much as they can their actual and potential consumers, in order to make them want to buy the company's products. This tool used by companies has to be created with a lot of precautions to produce the perfect impact on the consumption.

The companies which have to take the most precautions are certainly the one dealing with "taboo products" on international markets. Consumers coming from different countries will not understand a same campaign through the same way. According to their culture, they can see a same image, a same slogan or a same spot differently. Thus, in order to produce the same impact on consumers coming from several regions, some modifications on the communication and advertisement campaigns must be added, in most of the cases.

Advertisement is supposed to attract people's look. By seeing an advertisement, they are going to be tempted to buy the product or service proposed. It is going to show them that they may miss something in their life and create a need. However, it has been discovered thanks to the following work that some difficulties can emerge in the sale of some products. In some countries and cultures, some products that people still need in their daily life can be seen as a taboo. They would not accept to see a picture of this kind of product in the street because it would go against their values and norms. It is for instance the case with condoms or underwear in areas like China and Middle East. Thus if the companies that sell these items produce and show the same advertisement campaigns that they will certainly set up in countries like France, their products might be rejected by the local population. A same advertisement will produce different impacts on consumers and companies must be careful to make sure that these impacts are goods ones.

### **6.3 General reflexions and recommendations for international companies located on risky markets.**

The conclusions of the study and research questions have just been presented. Thus, in order to end this work properly, in this last section, the implications for further recommendations will be discussed, based on the analysis and findings reached.

As it has been seen and said before, the world is becoming more and more globalize. People tend to have the same needs and wishes and that is why in some cases, companies may have the possibility to produce the same items and the same advertising campaigns for its international consumers (see the case of the company Red Bull). However, thanks to the analysis previously done, it has been realized that strong differences remain according to the cultures of the citizens. Companies must understand these differences, especially when they sell products that can be considering as chocking by the population. If they understand them and learn how consumers think according to their cultures, they will be able to produce good ways of communication and sell their products properly.

This thesis has provided an interesting look on consumer behavior and cultural effects on companies, but it still remain a great deal of areas in which to conduct additional research about this subject. The analysis has been only done about companies which sell some “taboo products” on the French, Chinese and Middle East market. Thus, the following areas could be quite interesting to pursue this research: Make the same study on a larger sample of companies, or on the other hand make the same study based on an industry completely different, or investigate deeper on cultural effects by analyzing more geographic part of the world. These are just some of the multiple alternatives that can be thinking about in order to pursue and complete the presented research.



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## APPENDICES

1	Cover letter in English
2	Questionnaire

**Appendix 1/1 (2)**

Dear all,

We are two French exchange students in the international business program of the Turku University of Applied Sciences, in Finland. Currently in our third year of studies, we have been asked to realize a bachelor thesis and in order to complete our work we would like to collect some of your feedbacks. Our thesis is entitled “consumer behaviour and cultural effects on taboo products”. It deals with the way consumers are going to react against the communication policies that international companies decide to set up and, to be more precise in our subject, we decided to focus ourselves on the communication policies of international companies which sell some products that can be seen as a taboo in some countries. As an illustration of our work, we choose to analyse the company Aubade which sell women’s underwear, the company Durex which sell condoms and other sexual items and the company Redbull which sell energy drinks. Thanks to this work, we want to prove that most of the time, according to our culture, our norms and values, our reaction concerning a specific product, service or advertisement can be different.

This survey has been realized in order to understand in a better way the factors that can affect consumers during their buying decisions. We would like to find out what are the real consumers’ points of view and we would like to obtain their personal feeling about the companies we have chosen to analyse, according to their different nationalities. We think that collecting some data from the main actors of this analysis will be very relevant and thanks to it we hope to add a very interesting value to our thesis.

Thus, as a potential consumer of international products and above all of the products sold by the companies we are analysing, your opinion will be fundamental for us. You are the principals actors of our survey and you may be the only ones able to help us finding the concrete answers we are looking for. We will be very grateful if you could take only five minutes of your time to complete this survey. You will find it thanks to the following link:

<http://FreeOnlineSurveys.com/rendersurvey.asp?sid=3zr2qsv9ffknxy5752046>

Be sure that all your answers will be confidential and will be used in our future work.

**Appendix 1/2 (2)**

Thank you very much in advance for your help,  
Sincerely, Delphine Olivieri & Gauthier Tardy

## Appendix 2/1 (5)

### Personal Information

1. What gender are you?
  - Male
  - Female
  
2. How old are you?
  - < 18 years old
  - 18-30 years old
  - 30-50 years old
  - 50-60 years old
  - > 60 years old
  
3. Which part of the world do you come from?
  - China
  - France
  - Arabic countries

### Cultural Information

4. Indicate with a number from 1 to 5, where 1 means “low” and 5 means “high”, how you evaluate the importance of beliefs, religion, norms and values in your country?

	Low				High
Importance of religion	1	2	3	4	5
Importance of beliefs	1	2	3	4	5
Importance of values	1	2	3	4	5
Importance of norms	1	2	3	4	5

### Appendix 2/2 (5)

5. Indicate how much you agree or disagree with each of the following statement.

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The government plays an important role in my culture.					
Schools and universities are important for the transmission of values and norms in my culture.					
Families have a strong influence on the learning of values and norms in my culture.					

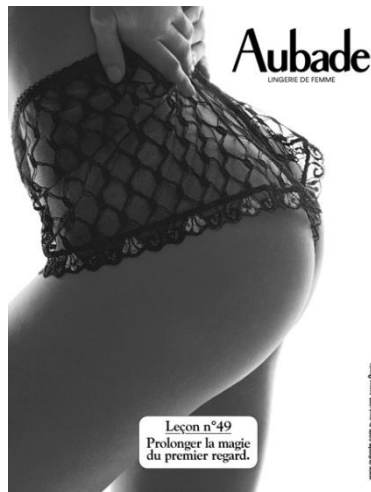
6. Do you think the purchasing decisions of the people you know are influencing your purchase choices? (Examples: Several of your friends have recently bought one specific model of sneakers) How does this influence you?
- Extreme influence
  - Strong influence
  - Normal Influence
  - Small influence
  - No influence
7. Do you think Medias like advertisements, internet, TV and so on, have an influence on your final purchasing decisions?
- Extreme influence
  - Strong influence
  - Normal Influence
  - Small influence
  - No influence



**Appendix 2/3 (5)**

8. Indicate how you feel about going shopping for the following products:

Feeling	Strongly uncomfortable	Uncomfortable	Neutral	Comfortable	Strongly comfortable
Women underwear					
Condoms					
Energy drinks					



9. Indicate with a number from 1 to 5, where 1 means “Attractive” and 5 means “Rejection”, your personal feeling about this poster. Does this question relate to the picture above, if yes, indicate it here.

Feeling	Attractive			Rejection	
	1	2	3	4	5

10. Would this picture encourage you to buy women’s underwear?

- Very Strong
- Strong
- Neutral
- Weak
- Very weak

## Appendix 2/4 (5)

11. Would your national institutions authorize the diffusion of this advertisement?

- Yes
- No

Do you agree with it and why:

12. Click on the following link:

<http://www.youtube.com/watch?v=mJJyqY2DZqY&feature=related>

After having seeing it, indicate if this would be accepted or rejected by the following actor:

Feeling	Accepted	Rejected
Government		
Religion institution		
Yourself		

13. Look at the following picture.



## Appendix 2/5 (5)

Indicate how much you agree or disagree with each of the following statement.

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
This kind of marketing is shocking					
It is a smart way to speak about sexual protection					
I would go and speak with them					

14. Indicate with a number from 1 to 5, where 1 means "Acceptation" and 5 means "Rejection", what you think is the feeling of the following actors about energy drinks?

Rejection	Acceptation				
Government	1	2	3	4	5
Family (parents)	1	2	3	4	5
Yourself	1	2	3	4	5

15. Click on the following link :

<http://www.youtube.com/watch?v=fxOSwl1p5RQ&feature=related>

Do you think this kind of advertisement is adapted to your culture and if not, does it bother you?