

# MAGAZINES' ADVERTISING OF FRENCH COSMETICS BRANDS IN CHINA: STRATEGIES INFLUENCED BY A CULTURE



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## ABSTRACT

**Purpose of this paper:** The aim of this research was answering the research question: what are the influences of Chinese culture on advertising strategies of French cosmetic brands in Chinese magazines? The researcher had set 5 research objectives.

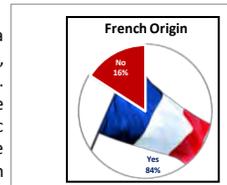
**Methodology:** The methodology was "Research Onion" (Saunders, Lewis, and Thornhill, 2012). The research philosophy was interpretivism. The research approach was inductive. The research design was explanatory and mono-method quantitative. The research strategy was a questionnaire with an electronic mail survey. The time horizon was cross-sectional. The sampling technique was without replacement, non-probability, judgmental and snowballing. The sample size was 100 French respondents. The data collection was self-completed questionnaires and Internet-mediated with Google Docs. The data analysis used Microsoft Office Excel 2007.

**Research Limitations:** The researcher had financial limitations: travelling in China and employed a team of researchers. The researcher had time limitation: 3 months allowed by Dublin Business School. The researcher had access limitations: difficulties with Chinese respondents.

**Practical Implications:** Theoretical recommendations for researchers: survey method isn't the best approach whereas content analysis of cosmetics advertisements in Chinese magazines may be a better one (Cui, Yang, Wang, and Liu, 2012). Practical recommendations for professionals (French companies): start by launching the campaign in one of the main Chinese's city, employed combination strategy, be aware of Chinese legislation, and be careful with advertising message and sex-appeal.

**Value of this paper:** The research is new because of its geographic area (France VS China), advertising channel (Magazine), and type of industry (Cosmetic) combined together. This research clears up the gap in the literature concerning advertising strategies of French cosmetic brands in Chinese magazines.

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84% of respondents said they appreciate the **French origin** in an advertisement for cosmetics products.

## METHODOLOGY

In order to achieve research objectives, the methodology used was the "Research Onion" (Saunders, Lewis, and Thornhill, 2012). This study was based on epistemology's principles, so the research reflects the **interpretivism** philosophy. Consequently, the research approach was **inductive**. Regarding research design, this study was **explanatory** with a **mono-method quantitative**.

The research strategy chosen was a **questionnaire** applied with an **electronic mail survey**. The time horizon was **cross-sectional**. The target population was French and Chinese people, both male and female, living in France or China or Ireland in November, 2014. The sampling technique was sampling without replacement, **non-probability sampling**, judgmental and snowballing sampling.

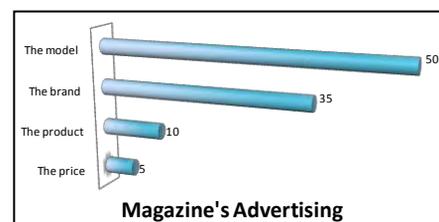
The sample size was **100 French respondents**. Concerning data collection, this research had employed self-completed questionnaires and **Internet-mediated**. The researcher had used **Google Docs** to create and distribute the online survey. For data analysis, the researcher had used the software **Microsoft Office Excel 2007**.

## RESULTS

**Model** and **brand** plays an important role in the judgment of a cosmetic advertisement by consumers. In fact, this advertisement for L'Oréal has been judged at **48% beautiful** and **36% effective** by respondents.



Respondents said at **43%** and **25%** that an effective



**50%** of respondents said that, when they see an advertisement for cosmetics, they look at the **model** in the first place, while **35%** said they notice the **brand** first.

## DISCUSSION

The literature review and the survey met **research objectives**:

- (1) Chinese culture impact on advertising content of French cosmetic brands
- (2) Advertising appeals for both Chinese and French consumers are model, brand name and product characteristics'
- (3) The role of women is to show modernity and society evolution
- (4) Successful advertising strategies employed in China are combination and localisation
- (5) Cultural context in China influence advertising elements such as strategy, content, appeal.

## CONCLUSION

The findings of this research allow drawing **theoretical recommendations** for researchers. Regarding research methodology to adopt for a similar study, the survey method seems not to be the best approach. In consequence, a content analysis of cosmetics advertisements in Chinese magazines may be a good approach (Cui, Yang, Wang, and Liu, 2012).

The findings of this research also allow drawing **practical recommendations** for professionals. Regarding geographical location to choose in China, companies should start by launching their campaign in one of the main Chinese's city. Regarding the advertising strategy to adopt in China, companies should avoid standardisation and localisation. Combination appeared as the best approach for the Chinese market. Regarding advertising content to apply in China, companies should be aware of the Chinese legislation. Regarding advertising appeal to put forward in China, companies should be careful with advertising message and sex-appeal.

## REFERENCES

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## INTRODUCTION



The aim of this research was to answer the following research question: **what are the influences of Chinese culture on advertising strategies of French cosmetic brands in Chinese magazines?** To do that, the researcher had set 5 research objectives: (1) To study the impact of Chinese culture on advertising magazines for French cosmetic brands; (2) To compare Chinese and French advertising appeals for cosmetics magazines; (3) To understand the role of women Chinese magazines' advertising for cosmetics; (4) analyse advertising strategies in magazines of French cosmetics brands for the Chinese market; (5) To explain the role played by the Chinese culture during the creation of advertising for cosmetics in magazines by French marketers for the Chinese market.