Consumer Insights in China and India: Methods & Findings from Consumer Culture Theory

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What is Consumer Culture Theory?

• Qualitative Consumer Research
• Ethnography
• Post-modern Consumer Research
• Post-positivism
• Interpretivism

But ALL Research is Interpretive

– We interpret data whether qualitative or quantitative
– We interpret results whether anticipated or not
– We interpret our own experiences and observations to get ideas for research
– We interpret others’ findings and research results
Premises of CCT

• The major question: Why?
• We can observe what people say & do, but not why
• The one question we don’t ask consumers
• But the one question we must answer in interpretation
• This involves going beyond what people say
• We must intuit the underlying reasons using inductive & abductive logic
The making of paradise: sacralization

- Small Potala Palace
- Song Zan Lin Monastery
- Fortunate Victory Prayer Wheel
- Chorten (Shangri-La airport)
- Thangkas (Shangri-La airport)
- Dharma Wheel (on a hotel)

Mysticism
Spirituality
Tibetan Buddhism
E.g., Santa Claus
Hong Kong
China
India
Reader Response Approach

Responses to Global & Local Appeals in Chinese Television Advertising--video
Archival
Yu Fen Pai
Flower Vase

Cultured Nurturer
Strong Woman

Strong Woman/Urban Sophisticate

Urban Sophisticate
An Ethnographic Example
Gillette in the US

• 80% share in US with $4 cartridge Fusion Pro-Glide

• India still dominated by 100-year-old double edge
Gillette in India

- Sent an ethnographic team to conduct:
  - Depth Interviews
  - Observations
  - Shop-alongs
  - In-home visits
  - Test shaves

- Developed Gillette Guard costing < 3% of Fusion Pro-Glide
- Simple; few moving parts, large safety comb, easy to clean without running water
- Razor 15 rupees ($.33); blades 1 rupee ($.02)
- Result: 50% share within 6 months
Other Elements

- India-centric innovation
- Small scale retailers
- Ads with Indian actors
- Rollout to China & Africa
- Target developed Markets in Future
Asian Consumer Insights
Ceding Control to Consumers
霸道，你不得不尊敬。

LAND CRUISER PRADO 霸道 gx
全新上市

车知其名，无论在哪，无论在哪，都无法忽视PRADO霸道的存在。一切只为追求身份、气派，彰显你的地位；时尚，惬意你的气质；豪华，体现你的品味；动力，一如你的骨气。车主们共同的眼光，让无数人为只在都市路上行驶而感到骄傲！实际上，PRADO霸道卓越的性能，全可以让你身处任何场合独步江湖。PRADO霸道，一个都市风潮的时代由此开启。

http://www.toyota.com.cn 服务热线 800-8101210（免费）或010-84629300

TOYOTA
霸道，不得不拿下！
Second Life

“Anshe Chung” avatar

Second Life Virtual Real Estate Entrepreneur from China living in Germany

Has virtual land and currency holdings worth U.S.$1,000,000

Has opened a 50-person studio in Wuhan

Second Life includes sites by:

- Reebok, Nike, Toyota,
- Coca-Cola, Sun, IBM,
- Swedish embassy,
- Sony BMG, Starwood,
- Intel, ABN Amro, 1-800-Flowers, Dell, Adidas,
- Caldwell Banking

http://www.abc.net.au/4corners/special_eds/20070319/
Projective Visual Stimuli

This child has a lot of new and expensive toys. This child does not have a lot of toys.
This child has a lot of new and expensive toys.

This child does not have a lot of toys.
Smile study
Marketing Whiteness in Asia

• Meanings of White Skin
  – White skin is associated with flawless, smooth, young, natural, transparent and is opposed to dull, rough, and dark

• Functions of the Product
  – Whitening, lightening, rejuvenating, recovering, repairing, refreshing, preventing the formation of Melanin, protecting from UV-light etc.
Consuming Whitness in Asia
紫外線をパワー ディフェンス、
透明肌を魅せつける、守りきる。

New. Cyber White
UV Defense SPF 30/PA++

さらに紫外線のパワーディフェンス、 Telephone
さらに紫外線を紫外線を防ぎます。
悪児アタックを防ぎますように。
暗い肌を美しくするのに効果的。

保証に透明感のある肌を保つのに
輝きにあふれたキメ細かな肌を保つ。

パワーウォッシュ エッセンスなどサイバーホワイト
サイバークト前処理もあなたの肌に

製品

サイバー ホワイト UV ディフェンス SPF 30/PA++
<パッケージ> 40g \(5,500円\) \(税込\)
サイバーマスクパック 155ml
サイバー ホワイト UV ディフェンス エッセンス
<化粧水\> 30ml \(11,900円\) \(税込\)

25ans (Japan) September 2005
Consuming Whitness in Asia
Panda’s Eye (Cosmopolitan Hong Kong, December 2005)

Shark’s Fin (Elle Hong Kong, March 2005)

Consuming Whitness in Asia
Findings

• Cultural Similarities
  – Combine of natural ingredients and advanced technologies
  – Tailor-made for Asian female skin

• Cultural Differences
  – The use of cultural symbols
  – The percentage of local models
Example: Genevieve Bell (f46), Director of User Experience at Intel Labs

- Problem: Lack of faith in new connected cars (e.g., Ford’s Sync system; Audi’s Connected Car future—to exchange data with parking garages and other connected cars)

- Approach: She & fellow Intel anthropologist Alexandra Zafiroglu travelled around the world examining and photographing the contents of people’s cars & finding how they drive daily

- Example: Frank’s Volvo SUV in an underground parking garage in Singapore
Frank’s Car Contents

• iPod, calculator, Bluetooth headset, collection of CDs & DVDs, remote controls for the car’s DVD players, wireless headphones, detachable GPS system, manuals for the electronics, umbrella, golf clubs, credit cards, toys, candy, hand sanitizer, a small Buddha from Frank’s mother & an anti-slip pad on which it rested.
Report

• Key exhibit: photos of car contents laid out on a beige shower curtain

• Findings: Despite voice-command system, actual uses much messier: when bored in traffic drivers pick up hand-held personal devices, ignore built-in technology, find that the technology fails them

• Action: Intel paired with Jaguar Land Rover & Toyota to better sync with driver devices & Use voice, gesture, & touch interaction
Example: A Global Toy Manufacturer in China

- Ethnography found Chinese children had far fewer toys than NA/European children, even in privileged classes
- They spend more time in education and job preparation, with excelling at studies as the path to well-paid adult jobs
- Childhood = more of an apprenticeship in China for the serious business of getting ahead in the world
Recommendations

• Emphasize educational benefits of the toy maker’s products
• Stress how the products stir children’s creativity
• Link with Chinese schools to blend toys with teaching science subjects
• Develop after-school programs where children can learn through play tied to Chinese curriculum