

Prices ending with 99

Price with doubles numbers representation by consumers

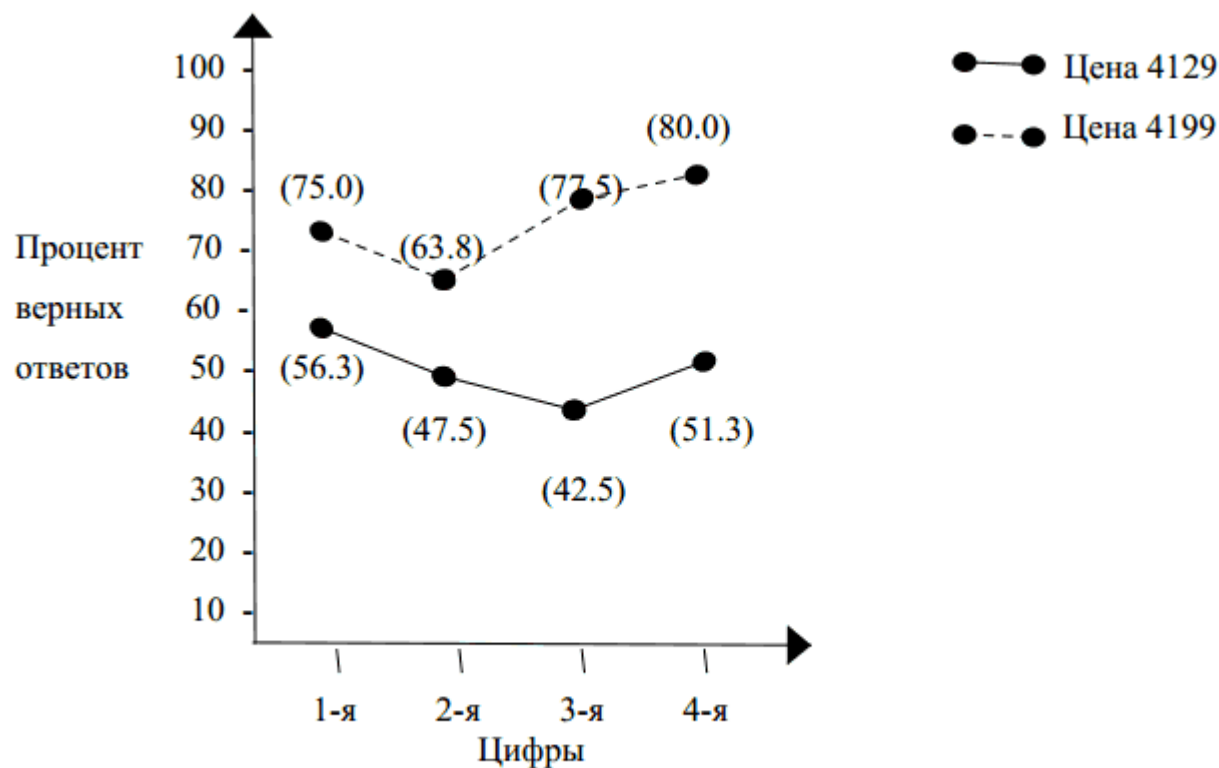


Рисунок 1. Репрезентация цен с наличием и отсутствием повторяющихся цифр.

Consumers remembering prices

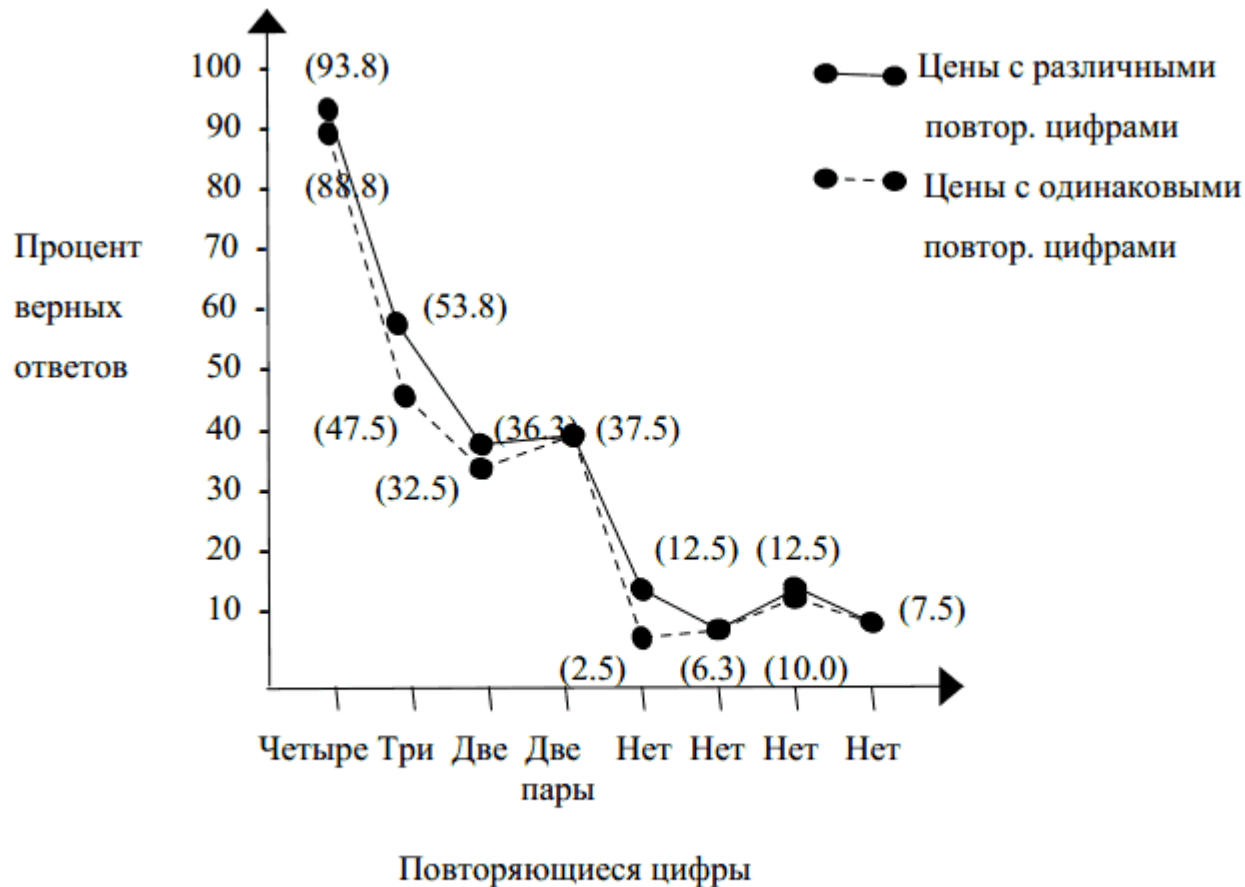


Рисунок 2. Запоминание наборов цен с одинаковыми и различающимися повторяющимися цифрами.

Cultural aspects: Consumption in Japan

Specific tastes



Specific package



Ecology consciousness of consumers



National traditions



Brand adaptation: Barbie



人形は支えなしでは立ちません (ドールスタンド付属)



BARBIE®  COLLECTOR

Brand adaptation: KitKat



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Consumer trust to the
advertisement

Trust to the ad image

- Women – children – animals - men

Identification process

- Consumer-hero: specific and non- specific object
- Surrounding – hero: authority, likes
- Sleeping effect – consumer forgets about the source but remember content

Traits of the ad hero influencing consumer trust

- acting talent
- source of information
- emotions
- speech

Social roles of heroes consumers...

trust

- 8 –company owner
- 5 - expert
- 2 - celebrity
- 76 –consumer
- 17 –imagined hero

don't trust

- 15 –company owner
- 35 - expert
- 43 - celebrity
- 25 –celebrity
- 2 – imagined hero

Traits of ad heroes consumer ...

trust

- Cheerful
- Kind / helping
- Good manners and appearance
- Natural behavior
- Ethics

don't trust

- Low ethics
- Low intelligence

Consumer trust to ideal female ad hero

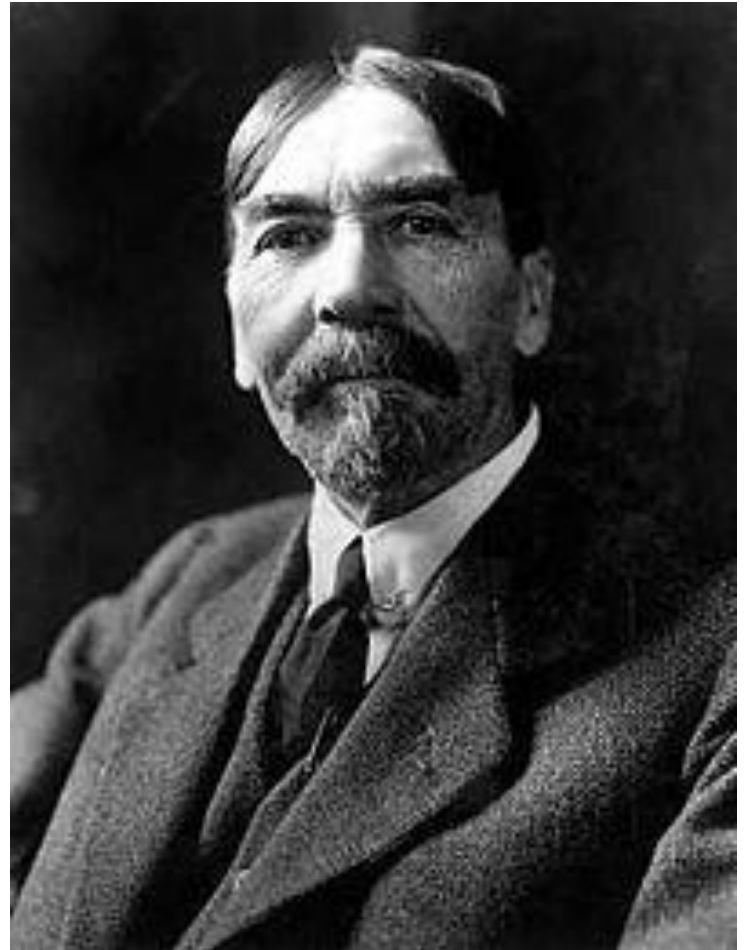
- Brave and powerful
- Feminine and attractive
- Emotional
- Independent
- Kind

| Характеристики | Среднее |
|---------------------------------|---------|
| Боязливая – Храбрая | 3,84 |
| Добрая – Злая | 2,21 |
| Женственная – Мужественная | 2,07 |
| Зависимая – Свободная | 3,78 |
| Эмоциональная – Рациональная | 2,60 |
| Мягкая – Неуступчивая | 2,90 |
| Мягкосердечная – Чёрствая | 2,60 |
| Нежная – Грубая | 2,13 |
| Привлекательная – Отталкивающая | 1,43 |
| Приятная – Неприятная | 1,37 |
| Покорная – Строптивая | 3,11 |
| Слабая – Сильная | 3,64 |
| Спокойная – Тревожная | 2,35 |
| Чувствительная – Бесчувственная | 2,15 |
| Энергичная – Пассивная | 1,67 |
| Броская – Невзрачная | 1,79 |

Conspicuous Consumption

The Theory of the Leisure Class: An Economic Study of Institutions (1899)

- July 30, 1857
 - August 3, 1929



Symbols of Status: Poverty VS wealth



Symbols of Status Poverty VS wealth



Traditional Items of Conspicuous Consumption



Conspicuous Consumption in poverty groups



One product– different symbols

