MARKETING DISSERTATION

Ethno-Advertising in French magazines

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Introduction

Background

France is represented abroad by different people like, for instance, Nicolas Sarkozy - our President - the French football team and also Miss France 2009, Chloé Mortaud. All these persons reflect the image of France all over the world and moreover if we focus on these two last examples we can see that all these persons are either mixed-race persons or black persons.

Nowadays, in France a debate has been recently launched by the president, Nicolas Sarkozy. This debate concerns the establishment of ethnic statistics in order to know the structure of the French population. However, French laws prohibit ethnic surveys and statistics because these run counter to Republican values. INED - French National Institute of Demographical Surveys - tried to establish ethnic statistics of the French population based on British model but it was accused of racism by some associations and unions. Now, the access to ethnic data is broken by the CNIL - National commission of informatics and freedoms-which prohibited the 16th of May 2007 to establish ethnic data and stipulated that personal data which precise, directly or indirectly, racial or ethnic origins, political views, philosophical and religious ones are not allowed too.

In 2009, INSEE - the French National Institute for Statistics and Economic Studies – estimates the French population of 62 448 977 inhabitants without French West Indies population. In 2005, the French population was around 61 million whose 5.5 million of immigrants – it means naturalized people and foreigners born out of France - and foreigners, that is to say about 9% of the French population. (See Annexe 1).

Given that there is no national statistics about the French population, TNS-Sofres – French agency specialized in marketing surveys and opinion polls - realized a large scale survey of representative samples of inhabitants – who are 18 years old or more – in metropolitan France and French West Indies in order to extract a sufficient and significant number of persons defining themselves as “black people”. From the 3rd to the 23rd of January 2007, 13059 persons have been interviewed, 581 said they are “black” or “mixed-race with black roots”. Thus, this survey provides, for the first time, an evaluation of the black
population weight being more than 18 years old: 3.8% of French population is “black”, that means 1 865 000 persons. (Tns-Sofres 2007)

According to a survey of SOPI (2004) – Marketing agency focused on ethnic marketing- the French population is divided in six ethnic groups:

- Caribbean from France (Martinique, Guadeloupe, French Guiana, Reunion Island…)
- Black Africans (Senegal, Mali, Cameroon…)
- Maghreb-Arabians (Morocco, Algeria, Tunisia…)
- Indo-pakistanis (Sri Lanka, India, Pakistan…)
- East-Asians (China, Vietnam, Cambodia…)
- And other minorities (Anglo-Saxon, Latin American, Italian, Spanish…)

For this research the definition of minorities could be used as follow: **Caucasian** - all persons with white skin, whatever her hair colour, only her skin colour matters. Their roots are from Western and Eastern Europe. **Black** - gather people from Africa (Mali, Ghana or Cameroon) or from Caribbean -, **Mixed-race** - “the terms multiracial and mixed-race describe people whose ancestries come from multiple races” (Larousse dictionary, 2005) -, **Arabian/Maghreb** - people form North Africa (Tunisia, Morocco or Algeria) -, **Indo-pakistanis** - people from India or Pakistan. (West part of Asian continent) -, **Asian** - people from the east part of the Asian continent (China, Japan and so on) - and **Latin-American** minorities - people from South America (Brazil, Chile, Argentina and so on). Researchers consider than minorities like Anglo-Saxon, Italian and Spanish are included in the Caucasian group.

The concept of ethnic marketing was born in the United-States in 1900 with Ms. C.J. Walker. C.J Walker was an Afro-American aesthetician. She became millionaire thanks to the creation of a heating comb to help women to smooth their frizzy hair. Then, she adapted intuitively the marketing mix to her potential consumers: advertisement in “black”
newspapers, low price for a quite poor target even if this price was sufficiently high to prove its quality. (Sengès, 2003)

According to Sengès (2003), the ethnic marketing is an approach which takes into account the existence of a parallel market at the existing one: a market by communities. The society is divided in communities which can be distinguished by their consumption ways, their way of living, their languages and their hobbies. Ethnic marketing notices that each ethnic group has a special way of consuming. Thus, marketers should segment the market to offer adapted products for their physical and cultural characteristics. The term “ethnic marketing” is linked to the racial and geographical dimension but also to the sense of belonging to specific customs, languages, religion and so on. (Sengès, 2003)

Ethnic marketing is already used in France with a large choice of ethnic products, notably in the cosmetic world.

Cosmetics are “substances used to enhance or protect the appearance or odour of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lip sticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, coloured contact lenses, hair colours, hair sprays and gels, deodorants, baby products, bath oils, bubble bath, bath salt, butters and many other types of products” (Robert Collins dictionary, 2005).

In France, there are cosmetic popular shops like Sephora, Marionnaud and Galleries Lafayette which sell a whole of cosmetic brands, for instance, l’Oréal, Chanel, Clinique, Guerlain and so on. However, between these brands, there are some brands which are specialized in ethnic cosmetics. The most famous are Black’Up, Kanellia, Iman, SoftSheen-Carson (has owned by L’Oréal group since 2000). The supply in ethno-cosmetics seems real in France thanks to the introduction of these specialized brands.

Since a long time, L’Oréal has tried to conquest the ethno-cosmetic market in France with some brands like Goldys or L’Oréal Radiant. However, these brands missed some marketing techniques to get closer of their target. It was easier for L’Oréal to buy brands – with a great notoriety - which already existed in the United-States – and real specialist of ethno-cosmetics, in order to bring its know-how. Thus L’Oréal purchased the American firms Softsheen and Carson, and then merged them in 2003 to create Softsheen-Carson. By this
way, L’Oréal got the required knowledge to understand the ethno-cosmetic’s market in addition to its know-how. (Beautés d’Afrik 2004)

Then, the “ethnic filial” of L’Oréal – Softsheen-Carson – realized a survey to analyze needs and wants of European population in terms of cosmetics. It assessed that its potential customers spend three times more, without hair cares, than a Caucasian woman; a black woman uses nine times more hair products; seven times more make-up and five times more beauty care products than a “white” woman in same conditions. (Beautés d’Afrik 2004)

Some French firms - like Optimales - were created in France to help professionals in beauty sector and consumers to understand the different kinds of skins and choose the right product. The owner of this firm is Charlayn Léotin and through an interview (2003) realized by Falila Gbadamassi, she explains her mission and her vision:

“Optimales is the link between professionals and consumers that have difficulty to understand the ethno-cosmetic market which is growing fastly in Europe and especially in France. This market gathers African, Asian, Indian, Arabian and all kind of mixed-race persons. This market represents today more than 50% of the global population. With my knowledge and my experience in that field, I propose training courses to individuals, professionals and manufacturers who work in the cosmetic sector. In France, the only reference in the professional education of cosmetics remains the white skin, which does not reveal the current reality of our society.”

Thus, this market of ethno-cosmetic exists in France. It keeps growing and attracts great brands. According to an article of Sophie Pasquet (2007) - in the French magazine Marie-Claire - ethnic people appear, from now on, in the government, in famous firms, in TV shows and in policy. Thus, black, mixed-race and Arabian women become famous in France, like Rachida Dati (Minister of justice), Noémie Lenoir (Model and actress) and so on. Moreover, international brands of cosmetics - like Clarins, L’Oréal and Garnier - are using more and more a “multi-ethnic” communication because, given that they have settled the five continents, their products have to satisfy all women. Alain Evrard – top executive of the Africa-Orient-Pacific area for L’Oréal – even adds: in cosmetic, the bet of tomorrow will be the mixing of origins (S.Pasquet, 2007).
**Problem**

Nowadays, France starts to accept its mixed population which makes the cultural wealth of this country. Several discussions around, first the ethnic statistics and then the representativeness of minorities appear and become a current subject. Given that, cosmetic’s brands have bet that they are developing the mixing of origins in order to reach all their targets all over the world and that the demand for ethno-cosmetic products is real, this research tries to figure out:

- How the ethnic groups are represented in cosmetic ads in France through fashion magazines?

**Purpose**

Further to our key question, this study focuses on French fashion magazines for women to analyse the advertisement of ethnic women for cosmetic products during two months.

The goal of this research is to find out if ethnic groups are represented in these cosmetic’s ads. Then, when ethnic groups are represented, are they associated with ethno-cosmetics (specialized products) or generalist product.
Theoretical frameworks

Given that the subject of this thesis is the ethno-marketing, a few terms must be clarified. According to De Mooij (1998), the existence of an ethnic market seems to be real and justified because this market represents different cultures which can not be ignored or gathered in one standardized and global market.

“In Europe, expectations of a single market after 1992 added to the wish to develop standardized products, marketing strategies, and advertising for what was expected to become one homogeneous market. The argument was that people’s wants, needs and motives would become so similar that would justify targeting uniform products and advertising campaigns to consumers across cultures. Having lived my life in Europe and having taught in various places around the world, I could not believe that one uniform approach could be equally effective everywhere. I felt that replacing successful multi-domestic campaigns by standardized advertising would lead instead to alienation of consumers and would resist in decreased market shares.” (De Mooij, 1998, xv).

Ethnicity

The term ethnicity is the main topic of the research. To understand clearly what it means, the study has to consider first the ethnicity and the ethnic identity and then the concept of “ethnicity”.

Although the term “ethnicity” is recent, the sense of kinship, group solidarity, and common culture to which it refers is as old as the historical record: ethnic communities have been present in every period and continent (Hutchinson 1996).

As said previously, ethnicity as a term and a subject of study is very recent. For a last 150 years liberals and socialists confidently expected the demise of ethnic, racial, and national ties and the unification of the world through international trade and mass communication (Hutchinson 1996).
1. Ethnicity and ethnic identity

The term “ethnicity” first appeared in the 1950 in the English language. It is first recorded in a dictionary in the Oxford English Dictionary of 1953, and one of the earliest compilation of articles under that heading states: “ethnicity seems to be a new term” (Glazer and Moynihan, 1975, p. 1). The meaning of the term is equally uncertain. It can mean “essence of an ethnic group” or “the quality of belonging to an ethnic community or group” or “what it is you have if you are an “ethnic group” ” (Glazer and Moynihan, 1975, p. 1).

“Ethnic identity” and “ethnic origin” refer to the individual level of the identification with a culturally defined collectivity, the sense on the part of the individual through his or her belongs to a particular cultural community. “Ethnic origin” likewise refers to a sense of ancestry and nativity on the part of the individual through his or her parents and grandparents; although the concept may also have an even more problematic collective dimension, referring to the cultural groups and migration origins of “ethnies” - the Greek noun – (Hutchinson, 1994).

“Ethocentrism” is often used in social psychology on an individual or interpersonal level as a synonym for disdain of the stranger. But it can also have a collective historical referent, as the sense of uniqueness, centrality, and virtue of an ethnicity in its relations with other ethnicities. This has been an important feature of most ethnicities in history, helping to sustain their members in times of adversity. The term “ethnicism” is more rarely used. It refers to movements or exploitative outsiders; and again such movements have frequently punctuated the historical record (Hutchinson, 1994).

While each of these concepts may be used on both individual and collective levels, it is important to bear the distinction between them in mind and avoid the problems of attempting to read of individual ethnic behaviour from the collective character or trajectory of ethnicities, and vice versa. This is very clearly illustrated by the fate of diaspora groups such as the Armenians, Greeks, Jews, and overseas Chinese. It is, after all, quite possible for large numbers of individuals of a diaspora ethnicity to assimilate to their host societies, and yet leave the ethnicity in question intact. Conversely, the ethnicity may experience political destruction and cultural marginalization, yet, as occurred with so many minorities like the Frisians, Wends, and Huguenots, individuals bearing the culture may persist for many generations (Armstrong, 1982).
2. The concept of ethnicity

The key term in the field is that of “ethnic group” or “ethnic community”, but it is one for which there is no agreed stipulative or ostensive definition. The issue is complicated by the levels of incorporation which named human culture communities display. Hutchinson (1994) has distinguished four such levels: a perceived cultural difference between the group and outsiders, and a sense of the boundaries between them. In the next stage, that of ethnic network, there is regular interaction between ethnic members such that network can distribute resources among its members. In the ethnic association the members develop common interests and political organizations to express these at a collective, corporate level. Finally, we have the ethnic community, which possesses a permanent, physically bounded territory, over and above its political organizations; an example would be an ethnicity in command of a national state (Hutchinson, 1994).

In fact most of people would tend to equate the latter with what are termed “nations”, and to simplify these levels by opposing the ethnic category to the ethnic community. The former is much as the author describes, but the latter conflates the ethnic network and the ethnic association. An ethnic community or ethnicity, then, is one where the members interact regularly and have common interests and organizations at a collective level (Hutchinson, 1994).

According to Schermerhorn (1978), the “ethnic community is “defined as a collectivity within a larger society having real or putative common ancestry, memories of a shared historical past, and a cultural focus on one or more symbolic elements defined as the epitome of their peoplehood” (Hutchinson, 1996, p12).

If we drop Schermerhorn’s insistence (1978) that ethnic groups are only to be construed as “parts of a larger society”, and exchange his long list of symbolic elements for “elements of common culture”, we arrive at the following definition of the term ethnicity: “a named human population with myths of common ancestry, shared historical memories, one or more elements of common culture, a link with a homeland and a sense of solidarity among at least some of its members”. (Hutchinson, 1996, p12).

It is important to consider other definitions of what is an Ethnic group. It is part of the discussion of this research. The term ethnic group is generally understood in anthropological
literature to designate a population which is largely biologically self-perpetuating, which shares fundamental cultural values, realized in overt unity in cultural forms, which makes up a field of communication and interaction, and which has a membership which identifies itself, and is identified by others, as constituting a category distinguishable from other categories of the same order. This ideal type of definition is not so far removed in content from the traditional proposition that a race = a culture = a language and that a society = a unit which rejects or discriminates against other. Yet, in its modified form it is close enough to many empirical ethnographic situations, at least as they appear and have been reported, so that this meaning continues to serve the purposes of most anthropologists (Barth, 1994).

**Ethnic marketing**

As the landscape of many countries has been changing and the buying power of the minorities – and the minorities themselves – has increased, more and more companies decide to use *ethnic marketing* to the minorities, now considered as marketing segments.

Ethnic Marketing is nothing other than the realization that a brand does not mean the same thing in a different time and place. Its main purpose is not brand loyalty, nor maximizing profits, but penetrating a new market (Zolghadr, 2004).

According to Pires and Stanton (2005), ethnic marketing is “an emerging approach to segmenting and targeting markets that focuses on meeting the needs and wants of particular groups of consumers – ethnic minority consumers – rather than treating them as a part of a large integrated market”. Thus,

> “ethnic marketing arises from the growing recognition by marketers that marketing to ethnic minority consumers as if they were indistinguishable from other consumers may often ignore differences in communications preferences and consumption behaviour. Developing a value proposition that better meets the needs and preferences of ethnic minority consumers can be a way of winning customers and holding their loyalty” (Pires and Stanton, 2005, p3).

Marketing research into ethnic minority consumers has a relatively long history traces marketing research on American ethnic minorities back to 1932, showing an increasing volume especially since the 1990s, with a heavy emphasis on the differences between the
consumption behaviour of ethnic minorities and the consumption behaviour of mainstream consumers (Pires and Stanton, 2005).

These differences provide the opportunities for ethnic marketing to become a more effective approach to communicate with, supply and satisfy minority ethnic consumers than the alternatives encompassed in the marketing approaches used in domestic marketing, global marketing, or a weaker form of ethnic marketing often called “multicultural marketing” (Pires and Stanton, 2005).

Many advanced countries recognize the ethnic diversity of their populations and proclaim their status as “multicultural societies”. Issues related to the ethnic uniqueness of population groups are subject to research in many disciplines, from anthropology, sociology and psychology, to the healthcare, politics and management. In marketing, the dominant tendency in the literature is to equate ethnic marketing with segmentation and targeting based on some concept of ethnicity (Pires and Stanton, 2005).

Ethnic Marketing emerged as said previously within the USA because of its multicultural society, its geographical dimension, which made easier the appearance of ethnic segmentations.

According to De Mooij (1998), several migratory waves have occurred in Europe: Polish, North-African, Italian, Portuguese, Pakistanis and Indians to Great Britain; Turkish and Polish in Germany. These naturalised consumers keep a great interest in their roots, and a strong link between them. Their economical acts are attracted by the products from their origin land. Thus, they are ethnic sub segments, and a lot of companies fit their marketing policy to their needs. (De Mooij, 1998)

Thus, marketers have to take into account the ethnic minorities because nowadays, they are more and more present in the market. That’s why ethnic marketing, although it is in the earliest stages – particularly in France – keeps developing and targeting people according to the ethnic group they belong to and according to their needs.
**Advertising**

All communication process is composed of a sender and an audience. The sender will send an intended message to the audience and has to put the intended message into words, pictures or symbols. This is also called encoding. The encoded message is then transmitted through a media, like television or newspapers, to the audience. When the message is received by the audience, the audience has to interpret or decode it. Thus, the audience may respond in some way. Finally, there is feedback, which is the information that the sender gets about the audience’s answer. (P. Doyle, Marketing Management and Strategy, 2006)

The British Advertising standards Authority (ASA) once defined advertising as “the use of paid-media space or time as a means of persuading people to take a particular course of action or to reach a point of view” (M.P. Davis, 1997, p.3). This definition is now broader in coverage, but is still the best functional definition. A more recent definition could be, “advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor”(Kotler, 2008, p.737). In these two definitions, the key words are “paid for media”, as an essential element in effective advertising is contractual relationships with media-owners, who undertake to deliver an advertising message for a given amount of money. The media owners have a legal obligation to transmit a message and a purchaser has a legal obligation to pay them for this service. Here, “purchaser” is seen as an industrial or governmental organization just as much as the man or woman in the street (M.P. Davis, 1997).

Advertising is a good way to inform and persuade people to act. As seen previously, advertising is used in order to stimulate an answer from the audience. The response may be “perceptual in nature: for instance, the consumer develops specific views or opinions about the product or brand, or these feelings are altered by the ad. The response could be behavioural: for example, the consumer buys the product or increases the amount that he or she buys.” (P. Kotler, 2008, p.737).

Nowadays, a lot of money is spent in advertising. In Europe, experts have established an estimated annual advertising bill of approximately €91bn, while annual spend in the US is more than $271bn (€200bn) (P. Kotler, 2008).
Thus, as De Mooij (1998) explains, advertising is a means to reach a great number of people from different continents and to improve the image of a brand or a company. One type of advertising is called ethnic advertising, and this kind of advertising is made for the specific targets of this study.

**Ethnic advertising**

Given that the subject of this research is the ethno-advertising, a definition has to be explained in depth:

“In Europe, expectations of a single market after 1992 added to the wish to develop standardized products, marketing strategies, and advertising for what was expected to become one homogeneous market. The argument was that people’s wants, needs and motives would become so similar that that would justify targeting uniform products and advertising campaigns to consumers across cultures. Having lived my life in Europe and having taught in various places around the world, I could not believe that one uniform approach could be equally effective everywhere. I felt that replacing successful multi-domestic campaigns by standardized advertising would lead instead to alienation of consumers and would resist in decreased market shares.” (De Mooij, 1998, xv)

According to De Mooij (2003), the culture influences the perception of advertising. Actually,

“advertising is a symbolic artefact constructed for the conventions of a particular culture. The sender crafts the message in anticipation of the audience’s probable response, using shared knowledge of various conventions. Receivers of the message use the same body of cultural knowledge to read the message, infer the sender’s intention, evaluate the argument, and formulate a response. Cultural knowledge provides the basis for interaction. If advertising crosses cultures, it lacks the shared conventions. The purpose of communication may also be different across cultures. Not in all cultures is communication by definition persuasive”. (De Mooij, 2003, p.211)

Thus advertising, does not reach everyone. To catch the attention of the target of this research – ethnic groups – advertising has to be specific. That is calling *ethnic advertising*. Ethnic advertising is an ad including at least one person of ethnic communities inside.

These are some examples of ethnic advertising. Actually, these ads are considered as ethnic ads because they represent different women from different minorities. Thus, these women transmit the message to all women that the product they represent is adapted and
made for their ethnic groups. The first ad is from Dove – generalist cosmetic brand – which shown women from different ethnic groups – Asian, Black, mixed-race and Caucasian minorities. The second one is an ad from Black’up, a specialist cosmetic brand, specialized in cosmetics for Black women.

Dove
Methodology

This research tries to give some answers about the representativeness of ethnic minorities in French magazines. To do so, it is necessary to observe a large amount of advertisings to draw some trends and establish a reliable methodology.

Method

Many authors (Burrell and Morgan, 1979; Putnam, 1983; Bantz, 1983; Lincoln and Guba, 1985; Patton, 1990) have enounced the main characteristics of a quantitative research.

Quantitative research requires the use of standardized measures so that the varying perspectives and experiences of people can be fitted into a limited number of predetermined response categories. One of the advantages of this research is that it is possible to measure reactions of many people to a limited number of questions, in order to facilitate comparison and statistical data. Thus, researchers get answers to the research problem. (Johansson, 1995)

However, to obtain these answers, researchers must be sure of the validity of their quantitative research. The validity depends on careful instrument construction like standardized tests, questionnaires, structured interviews and statistics. Finally, the researchers will find the average, the frequency, the causality, the prediction and the base for reporting from statistics. (Johansson, 1995)

The authors Aaker, Kumar and Day (2006), even add that quantitative research organizes characteristics, counts them and, thus, researchers can establish statistics in order to make a fact clear. A quantitative analysis allows separating this fact and estimating if it is frequent, intense and rare. This point of view is also supported by Bryman and Bell (2007):

“Quantitative analysis doesn’t allow classifying an item in two different groups, it is required to choose, and, sometimes, some data are lost because they are too rare. Quantitative analysis can be sometimes an idealization of the data; that’s why this study had to try to obtain ten minimum frequencies collecting a large amount of data. Otherwise, it would have been easy to sideline rare occurrences which could take part to the main phenomenon”. (Bryman and Bell, 2007, p.28).
Thus, the research method elected is quantitative method.

Type of research

Business research produces information to reduce uncertainty. It helps to focus on decision making. According to Zikmund (2003), there are three kinds of researches: the exploratory, the descriptive and the causal research.

The exploratory research is “an initial research conducted to clarify and define the nature of a problem” (Zikmund, 2003, p.54). This kind of research helps to clarify an ambiguous problem and have a deeper understanding of this one. The author adds that exploratory studies provide information to use in analyzing a situation, but uncovering conclusive evidence to determine a particular course of action is not the purpose of exploratory research. Usually, this research is managed with the expectation that a subsequent research will be required in order to provide conclusive evidence. Exploratory research is convenient because it is flexible, not structured and qualitative. However, as Aaker (2006) said, the research will work only if researchers “begin without firm preconceptions as to what will be found”. (Aaker, Kumar and Day, 2006, p.79)

The descriptive research is “designed to describe characteristics of a population or a phenomenon”(Zikmund, 2003, p.55). Descriptive method seeks to determine the answers to who, what, when, where and how questions, but certainly not the why question. Moreover, this kind of research is most of the time used to establish frequencies, averages and statistics, in order to validate or invalidate a hypothesis previously enounced. Thus, descriptive research can provide qualitative as well as quantitative results. However, unlike exploratory research, descriptive studies are based on some previous understanding of the nature of the research problem. (Zikmund, 2003).

Finally, the Causal Research is conducted to “identify cause-and-effect relationships among variables when the research problem has already been narrowly defined” (Zikmund, 2003, p.56).

Others authors, Mattsson and Örtenblad (2008), have found other types of research in addition of the three previous ones, like the explanatory research and the normative research.

According to Mattson and Örtenblad (2008), the explanatory research is to explain why things are in a certain definite way. There are always many different explanations concerning
why, for example, a person behaves in a specific way and the answer depend on which perspective the researcher adapts. It can be of especially great value when it involves creating an understanding of phenomena that, for one reason or another, seem peculiar and even incomprehensible. Thus, this kind of research can also be called causal research.

A further type of research is normative – referring to norms and values. A normative research always looks for solutions which are better in some way, more valuable than what exists. However, it places great demands on the researcher. He or she must describe the present situation, propose improvements, and give a justification of why the new solution would have a better outcome than the old.

This Research will be a descriptive one, with quantitative results; indeed, the descriptive approach is the most appropriate to this research’s purpose. However, describe facts is not enough; actually, according to Gummesson (1991), “there is no description without analysis and interpretation” (Gummesson, 1991, p75).

**Population / Sample**

With 436 million of magazines sold last year, woman’s magazines represent a really important part of the French press.

Population or universe means “a complete group of entities sharing some common set of characteristics” (Zikmund, 2003, p.369). Here, the population is French Fashion magazines because the goal is to analyze the representativeness of ethnic groups in cosmetic’s ads through fashion magazines, in France.

Sampling is the “process of using a small number of items or parts of a larger population to make conclusions about a whole population. Thus, a sample is a subset, or some part, of a larger population” (Zikmund, 2003, p.369). Then, the first sampling question that must be asked is “Who is to be sampled?” Defining the population and determining the sampling units may not be obvious (Zikmund, 2003, p.70). In this research, the chosen sampling method is the non-random sampling. According to Zikmund (2003), non-random - or "nonprobability" - samples are selected by any kind of procedure that does not give all
cases in the population equal chances to fall into the sample. A non-random sampling is useful when descriptive comments about the sample itself are desired.

Thus, given that the population of the research is French fashion magazines, the sample chosen is **four** French fashion magazines, intended for women – ELLE, Marie-Claire, Biba and Cosmopolitan. These four magazines have been chosen because they are the **most popular** Woman’s magazines in France, the **most read**, and the **most sold**.

**• ELLE**: ELLE magazine was published for the first time the 21\textsuperscript{st} of November 1945. In 2006, ELLE is sold all over the world with 37 editions and more than twenty million of readers. In France, ELLE’s target is women between 25 and 40 years old. During one month, experts estimate that almost 366,428 magazines are sold in France (4,394,238 in one year). These sales have kept growing since 2002 and despite rough competitors on the market of woman’s magazines. (OJD: association for the control and the diffusion of media 2008)

**• Marie-Claire**: Marie-Claire is a French magazine for women. It was created in 1937 by the Group Marie-Claire. There are 29 editions of this magazine in the world. The target of this magazine is French women between 25 and 40 years old. During one month, experts estimate that almost 420,188 Marie-Claire magazines are sold in France. (OJD, 2008)

**• Biba**: This magazine was born in 1980. Its target gathers women between 25 and 49 years old. Experts estimate that, during the year 2008, 3,305,743 magazines were sold in France, so on average, 275,479 magazines per month. (OJD 2008)

**• Cosmopolitan**: This magazine is an adaptation of the US version. The US version was created in 1886 and appeared in 1973 in France. This French magazine is owned by the group Marie-Claire, like Marie-Claire magazine seen previously. Cosmopolitan is an international magazine published in 57 different languages all over the world. This magazine targets women between 25 and 35 years old who read magazines. In 2008, 4,488,199 magazines were sold in France, so on average, 374,017 per month. (OJD 2008)
Thus, the research is based on the four most popular magazines in France. Moreover, these four magazines allow researchers to have a global view of French women who are in these magazines; even if in this research they do not represent interest at all. The research is done to have a global vision on advertisings - not on readers - in different kind of woman’s magazines because, in that way, it can analyze and focus on advertisings with an objective eye. Actually, these four magazines target a large range of French women between 25 and more than 45 years old. Then, in the research, researchers can figure out and compare if there are more ethno-groups represented in one specific magazine than another one.

The data collection lasts two months – February and March - it means that researchers have collected fourteen magazines; Marie-Claire, Biba and Cosmopolitan are monthly and Elle is weekly.
Data collection

In order to answer to the problem - “How the ethnic groups are represented in cosmetic ads in France through fashion magazines?” - researchers have to collect data, to analyze them and finally, get answers.

Interest of collected data

Collecting information is an important process during the research.

A data “refers to information or facts usually collected as a result of experience, observation or experiment, or processes within a computer system or premises. Data may consist of numbers, words or images particularly as measurements or observations of a set of variables.” (Larousse dictionary, 2005).

Collecting data can be done by asking people to report on something that’s happened to them, by observing that fact has happened, or by using some sort of tool to measure the presence or absence of a fact (Zikmund, 2003). Thanks to the available research’s tools – first magazines and then the complete tab - the research permits to discover if ethnic groups are present or not in cosmetic ads of magazines.

Instrument to collect data

Given that the goal of the research is to count the proportion of ethnic women shown in cosmetic ads in French magazines. Thus, the classification of each cosmetic ad will be realized through a simple or marginal table. A simple table is to “count the number of different responses to a question and arrange them in a frequency distribution” (Zikmund, 2003)

Thus, this kind of table permits to have a clear view of the work done and go ahead step by step. It seems to be the clearest and easiest way to classify and define the cosmetic ads in French magazines in order to respond to the research problem. Tabular form helps researchers to analyse and then, establish statistics about the representativeness of ethnic groups in cosmetic ads. The table will be based on several and specific characteristics – for instance is
there a person on the ad and how many, which type of product is represented, is this person a model or a housewife or an actress, which kind of skins have they … - to collect data, establish some statistics and thus, answer to the problem.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Type of pages (simple, double or back page)</th>
<th>Different cosmetic’s products (Make-up, Fragrance…)</th>
<th>Different ethnic groups (Caucasian, black…)</th>
<th>Status of women (Models, singers…)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad N° 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad n°2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad n°3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(See annexe 4)

**Primary or secondary data**

This study is using both primary and secondary data. At the beginning of the research, the most useful and helpful is the secondary data. “Information that already exists somewhere, having been collected for another purpose, is called secondary data” (Kotler, 2008, p.334). Actually, for the study, different sources of information are used:

- **Paper-based sources**: *Articles* provide data for parts like the background. In order to define clearly how to process for a research, *books* are useful for the frame of reference, methodology part and data collection.

- **Electronic sources**: The research uses the *internet* to find surveys about ethnicity, cosmetics, ethno-cosmetics and so on; and statistics about the evolution of mentalities in France on the ethnicity.

There are several positive points concerning secondary data: “secondary data involves just spending a few days in the library extracting the data and reporting them. This should involve very little time, effort, and money compared to primary search. In some cases, secondary data can be more accurate than primary data”. (Aaker and al., 2006, p.111).
However, secondary data can also present problems. The needed information may not exist – researchers can rarely obtain all the data they need from secondary sources. Even when data can be found, they might not be very usable. The researcher must evaluate secondary information carefully to make certain it is relevant (fits research project needs), accurate (reliability collected and reported), current (up-to-date enough for current decisions) and impartial (objectively collected and reported). Thus, researchers need to take into account primary data. (Kotler, 2008)

Primary data is defined as “information collected for the specific purpose at hand” (Kotler, 2008, p.335). However, like collecting secondary data, researchers have to be sure that collecting primary data will be relevant, accurate, current and unbiased. Most of the time, this kind of data needs more time than secondary data and money to develop the research and access to required tools. Research approaches for gathering primary data include observation, surveys and experiments. Each research approach is associated to different tools or instruments which could have different forms like tabular, questionnaire or graphical form. In this research, the aim of the data collection part is to extract, count, analyze and interpret cosmetic ads of French magazines thanks to the table explained previously. (Kotler, 2008)

The table helps researchers to collect and analyse data. Given that the subject is based on specific key words - Ads, magazines, ethnicity, women and cosmetics – the research has to take into account several characteristics associated to these key words. Thus, the table is composed of four different characteristics’ groups:

- **Cosmetic’s advertisements in magazines:**

<table>
<thead>
<tr>
<th>Single page</th>
<th>Double page</th>
<th>Back page (of magazine)</th>
</tr>
</thead>
</table>

23
• *Cosmetic’s products:*

<table>
<thead>
<tr>
<th>Fragrance</th>
<th>Hair</th>
<th>Cream</th>
<th>Make-up</th>
<th>Soap</th>
</tr>
</thead>
</table>

According to the definition of cosmetics:

“substances used to enhance or protect the appearance or odour of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lip sticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, coloured contact lenses, hair colours, hair sprays and gels, deodorants, baby products, bath oils, bubble bath, bath salt, butters and many other types of products” (Robert Collins dictionary, 2005).

Cosmetics can be gathered in these five components. Moreover, these five components are the most frequent.

1. **Fragrance:** All perfumes.
2. **Hair:** All products associated to hair, like shampoo, hair colours, hair care and so on.
3. **Cream:** All kinds of cream or lotions for face and body (skin-care creams). These creams can be to moisturize the skin or struggle against wrinkles (wrinkle care).
4. **Make-up:** Facial makeup (Blush or foundation cream), eye makeup (mascara, eyeliner, eye shadow and so on.), lip sticks and, fingernail and toe nail polish.
5. **Soap:** All kinds of soap.

• *Ethnic communities:*

<table>
<thead>
<tr>
<th>Caucasian</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Arabian / Maghreb</th>
<th>Asian</th>
<th>Indo-Pakistanis</th>
<th>Latino-American</th>
</tr>
</thead>
</table>

1. **Caucasian:** all women with white skin. Whatever her hair colour, only her skin colour matters.
2. **Black:** gather women from Africa (Mali, Ghana or Cameroon) or from Caribbean.
3. **Mixed-race:** “the terms multiracial and mixed-race describe people whose ancestries come from multiple races” (Larousse dictionary, 2005).

4. **Arabian / Maghreb:** people form North Africa (Tunisia, Morocco or Algeria)

5. **Asian:** people from the east part of the Asian continent. (China, Japan and so on)

6. **Indo-Pakistanis:** people from India or Pakistan. (West part of Asian continent)

7. **Latino-American:** people from South America. (Brazil, Chile or Argentina and so on)

- **Status of the represented person in the ad:**

<table>
<thead>
<tr>
<th>Fashion (Model)</th>
<th>Tv / Movie (Actress)</th>
<th>Music (Singer)</th>
<th>Housewife</th>
</tr>
</thead>
</table>

Thus, these four groups help to classify all cosmetic’s ads of the fourteen magazines (ELLE, Marie-Claire, Biba and Cosmopolitan). Other characteristics like demographical data are not necessary in this research because, the aim is to focus only on the representativeness of ethnic groups in cosmetic’s ads.
Empirical data

As seen previously, primary data have been collected thanks to a table. Thus, researchers have to analyze these data in order to learn more about the representation of ethnic groups in cosmetic’s ads of French magazines.

Presentation of results
(See annexe 2)

In order to have a clear vision, the table’s results are divided into the four previous characteristics’ groups: cosmetic’s ads in magazines, cosmetic’s products, ethnic communities and status of represented persons in ads. On fourteen magazines studied, 198 cosmetic’s ads have been found.

The presentation of data is divided in two parts. First, it is the presentation of simple tables presented previously. Then, we will make a cross-tabulation presentation. “The technique of cross-tabulation amounts to organizing data by groups, categories or classes to facilitate comparisons; a joint frequency distribution of observations on two or several sets of variables”. (Zikmund, 2003, p.475). These variables could be women, products, magazines and so on.
A. Presentation and analysis of simple tables

1. Type of pages for ads

<table>
<thead>
<tr>
<th>Type of pages for ads</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single page</td>
<td>59%</td>
</tr>
<tr>
<td>Double page</td>
<td>35%</td>
</tr>
<tr>
<td>Back page</td>
<td>6%</td>
</tr>
</tbody>
</table>

The terms “single page”, “double page” and “back page” describe the three ways for marketers to publish an ad in a magazine. The most valuable page is the “back page” because this is the most visible ad in a magazine. Then, the double page which costs more than a single page because it is more impressive when you are reading a magazine.

**Ad’s number** means how many times cosmetic’s ads are presented in single, double or back page forms.

This first table permits to see that cosmetic’s ads in fashion and French magazines are in majority published on a single page (58.6%).
2. Cosmetic’s products

- Different kinds of cosmetic’s products.

![Cosmetic's products](chart)

The product the most published through cosmetic’s ads in these magazines is cream product (41.6%). Then, fragrance (23.7%) and make-up (22.2%), which are pretty close.

- Ads representing either only the cosmetic’s product or the product and a person.

![Ads with product only or with product + person](chart)

Cosmetic’s ads take two kinds of shape:

- Ad shows *only* the product.
- Ad shows the product but also one or several persons.

However, there is no ad showing just a person *without* the product.
The majority of cosmetic’s ads in these magazines show both product and a person (79.3%).

It is this majority (79%) which will interest researchers because this thesis is about the representativeness of women in cosmetic’s ads, and especially ethnic women. Thus, there are 79% of opportunities to see an ethnic woman appear in a cosmetic’s ad.

3. Description of persons

- How many women are represented in an ad?

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>One woman</th>
<th>Several women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s number</td>
<td>144</td>
<td>13</td>
<td>157</td>
</tr>
<tr>
<td>Frequency</td>
<td>72.7%</td>
<td>6.6%</td>
<td>79.3%</td>
</tr>
</tbody>
</table>

As seen previously, sometimes, the product does not appear alone on the ad. Thus, there could be one woman or several women (≥ 2 women).

The total is 157 ads with one or several women in addition to the product because there are 41 ads on 198 which show only the product. Thus, this explains why there are 79.3% of ads representing the product with one or several women.
Nb: Only women are mentioned because men are not showed in cosmetic’s ads in these French magazines for women.

This table demonstrates that 72.7% of the 198 cosmetic’s ads counted, showed only one woman. Thus, brands seem preferred to associate their product to one face.

○ Ethnic communities

<table>
<thead>
<tr>
<th>Ethnic communities</th>
<th>Number of women represented in all cosmetic’s ads.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>153</td>
</tr>
<tr>
<td>Black</td>
<td>1</td>
</tr>
<tr>
<td>Mixed-race</td>
<td>1</td>
</tr>
<tr>
<td>Indo-Pakistanis</td>
<td>1</td>
</tr>
<tr>
<td>Arabian / Maghreb</td>
<td>0</td>
</tr>
<tr>
<td>Latino-American</td>
<td>0</td>
</tr>
<tr>
<td>Asian</td>
<td>4</td>
</tr>
</tbody>
</table>
Or :

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Caucasian</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistanis</th>
<th>Arabian / Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s numbers</td>
<td>153</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>160</td>
</tr>
<tr>
<td>Frequency</td>
<td>77.3%</td>
<td>0.51%</td>
<td>0.51%</td>
<td>0.51%</td>
<td>0%</td>
<td>0%</td>
<td>2.0%</td>
<td>80.83%</td>
</tr>
</tbody>
</table>

This graphic and this table show the right representativeness of the minorities in cosmetic’s ads of French magazines in order to compare with their weight in the French population.

Nb: The total of women in these ads is superior to the total number of cosmetic’s ads (198) because in some ads, it could appear several women of the same or different ethnic groups.

Actually, 0.51% of “black” women are shown through cosmetic advertisings, compared to 77.3% of “Caucasian” women.

With regard to the other minorities, the most represented groups in cosmetic’s ads after the “Caucasian” one, is the Asian minority. (2%) Other ethnic groups are few or not represented in this kind of advertising, like the Arabian and Latino-American groups.

Total number is the number of women counted in ads (157). The main status of women is model (120).

The majority of women showed in these 198 cosmetic’s ads are models (60.2%). Then, with 17.7%, these women are actresses. No singers appear in these ads and only 2 % are housewives.

Thus, this presentation permits to have a general view of collected data. However, a simple tabulation with some topics, like “What is the product which appears the most often in these 198 cosmetic’s ads?” is not sufficient to answer to the research problem about the representativeness of ethnic groups in cosmetic’s ads. In order to resolve this, a cross-tabulation presentation is realized.
B/ Presentation of cross-tabulations

(See annexe 3)

1. Focus on ethnic groups

The presentation of cross-tabulations takes only into account the ethnic groups as followed: Black, mixed-race, Indo, Arabian, Latino-American and Asian. (■ ■ ■)

When one or several ethnic group(s) appear in a cosmetic’s ad, this variable “ethnic women” will be crossed with other variables – magazines, pages, products, brands and status – in order to see in which circumstances they are the more often represented. The different ethnic groups will not be analyzed separately because not enough showed in cosmetic’s ads.
In order to understand the numbers quoted in the following part, it is necessary to remember some results, seen previously. On fourteen magazines collected, 198 cosmetic’s ads have been counted. On these 198 ads, a total of 160 women appear - there are no men on these cosmetic’s ads, only women – whose 153 women who are Caucasian and only 7 who are from ethnic groups (one Black woman, one mixed-race woman, one Indo-Pakistanis woman and four Asian women). Finally, most of these women are models (120) or actresses (35).

- In which magazine ethnic women appear the more often?

<table>
<thead>
<tr>
<th>Ethnic women in French magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
</tr>
<tr>
<td>Elle</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

This graph permits to notice that the magazine which shows more often ethnic minorities is Biba magazines (4 ethnic women), followed by Cosmopolitan magazine (2 ethnic women) and ELLE magazine (one ethnic woman). ELLE and Marie-Claire magazines, do not represent, or a little bit, ethnic communities, whereas Biba and Cosmopolitan magazines “do it”.

The minority the most represented in French fashion magazines is Asian minority with four women, and this minority is represented in three different magazines: ELLE, Biba and Cosmopolitan. At the opposite, Arabian and Latino-American minorities are not represented at all, in these four magazines.

However, these statistics have to be taken into account cautiously because:

- Number of cosmetic’s ads between Biba and ELLE magazines, for instance, is really different. ELLE counts 109 cosmetic’s ads, against only 38 for Biba magazine. This difference is explained by the fact that Biba is a monthly
magazine and ELLE, a weekly magazine. However, ELLE magazine could use this advantage to show more often ethnic women in its ads.

- Two months for collecting data is maybe too short to have a real perception of the representativeness of ethnic groups in French magazines.

![Ethnic women in cosmetic's ads](chart.png)

- Are ethnic women represented in cosmetic’s ads through a single, double or back page?

Most of the time, ethnic women appear in single pages. However, it is important to notice that on 198 cosmetic’s ads; only one double page shows one mixed-race and one Asian woman. These two women are on the same advertising.

There are no ethnic women who are showed in cosmetic’s ads in back page, the most visible and costly advertising.
○ Which kind of products is associated to ethnic woman?

![Cosmetic products that ethnic women represent](chart.png)

With only 19 ads for hair, two ethnic women are represented. Whereas, only four ethnic women appear on 82 ads for cream products, of which three are Asian and one is black. Thus, ethnic communities are more in hair product advertising than cream or make-up. The make-up is represented once by an Indo-Pakistanis woman. There are no ethnic women who appear in ads for soap or fragrance.

The trouble is that these minorities have special needs for their skins and their hair, requiring special products in term of make-up, hair and cream products. However, this table demonstrates, first, that these frequencies are low and, then, the products that they represent are general and not adapted to them. For instance, one ad is promoting two products for colored hair by Schwarzkopf. These two hair products are associated to two ethnic women - one is indo-Pakistani and the other one is mixed-race. However, even if these two women are from ethnic communities, they do not promote a shampoo which is specialized for their type of hair, but a shampoo which is generalist.

○ Which brands are represented by ethnic women?

Each time that an ethnic woman appears in a cosmetic’s advertising, the name of the brand is noted down. Thus, five brands are listed:

- Nivea
- L’Oréal
- Gemey
- Sephora
Nivea, L’Oréal and Gemey are three generalist brands. That means they sell all kind of cosmetic products (Make-up, shampoo and so on) intended for all women.

Sephora is a French shop where you can buy different brands of cosmetic products, generalist as specialist brands (Black up, Kanellia and so on). However, the advertising of Sephora which comes out in these magazines, was a cream product made with Asian plants, but for all kind of skins and not specific to Asian women.

Finally, Schwarzkopf is a brand specialized in hair products. However, this brand remains generalist because its products are not different according to hair. Thus, the Schwarzkopf’s advertising showing one mixed-race and one Asian woman, is intended to promote a shampoo for all women.

To conclude, when an ethnic woman appears in a cosmetic’s advertising, the product that she represents is never a specialized cosmetic’s product adapted to her hair or her skin.

When an ethnic woman comes out in a cosmetic’s ad, what is her status?

<table>
<thead>
<tr>
<th>Status of ethnic women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
</tr>
<tr>
<td>Black</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

Most of ethnic women are models: five ethnic women are models on a total of seven. However one mixed-race woman and one Asian woman appear in a same ad, for Schwarzkopf, as housewives. Thus, there are no ethnic singer women or ethnic actresses who are represented in cosmetic’s ads in these four magazines.
2. Focus on Caucasian women

In order to understand deeper the representativeness of ethnic women in cosmetic’s ads, researchers have to consider also the major group which is Caucasian women.

The majority of women represented in cosmetic’s ads is Caucasian (153/160 women). This group is associated with all kinds of cosmetic’s products; however, they are more often shown in ads for cream, fragrance and make-up. Finally, these Caucasian women are mainly models and actresses, but never singers or housewives in these ads. Thus, most of the time, Caucasian women are chosen because of their celebrity to make the ad attractive. They incarnate icons for French women, like Katie Holmes (actress) for the brand Miu Miu, Monica Bellucci (actress) for Dior and Laeticia Casta(Model) for L’Oréal Paris.
3. Comparison between Caucasian and ethnic women

The table below shows a comparison between Caucasian and ethnic women. It takes into account only some characteristics on which Caucasian and ethnic women are the most represented. Indeed, cream products are the products the most associated with both Caucasian and ethnic women through magazines. However, it is noticed that the difference is significant. The problem is the same for their status because both of them are mainly models, but at a different scale.

![Comparison between Caucasian and ethnic women](image)

*49 = Total number of cream’s ads with a woman.

Thus, despite common aspects - main product (cream) and main status (fashion) – the difference between Caucasian and ethnic women is flagrant.
Analysis of empirical data

As seen previously in the presentation of results, minorities do not appear so often through cosmetic’s ads in French magazines. Actually, on 160 women represented in these ads, only 7 are from ethnic communities, whereas France is a multi-ethnic country. In this part, the goal is to analyze these results in order to get some answers.

Analysis is to summarize large quantities of raw data so the results can be interpreted.

“Categorizing, or separating out the components or relevant parts of the wall data set, is also a form of analysis to make the data easily manageable. Rearranging, ordering, or manipulating data may provide descriptive information that answers questions posed in the problem definition.” (Zikmund, 2003, p.473)

The analysis of data is called descriptive analysis because

“it refers to the transformation of raw data into a form that will make them easy to understand and interpret. Descriptive analysis amounts to calculating averages, frequency distributions, and percentage distributions” (Zikmund, 2003, p.473).

The previous presentation of the results is linked to the theoretical framework part in order to establish an analysis answering to the research problem.

According to the previous results, the majority of women who are shown in cosmetic’s ads are Caucasian (153 Caucasian women/ 160 total women). This fact was expected, given that the French population is essentially composed of Caucasian people.

As mentioned in the background, ethnic statistics is forbidden in France, so it is difficult to estimate the real proportion of each ethnic minority. However, a survey made by TNS-Sofres in 2007 evaluates only the proportion of the “black” minority. This agency said there are about 3.8% of “black” people living in France in 2007. It should be obvious to see through French fashion magazines the same proportion of “black” people. Actually, only 0.51% of “black” women are shown through cosmetic’s ads, compared to 77.3% of “Caucasian” women. Thus, researchers can conclude that, at least black minority, is not represented through cosmetic’s ads in the most popular French magazines. The reality is absolutely not revealed, and this, also for the other minorities.
According to a survey of SOPI (2004) – Marketing agency focused on ethnic marketing- the French population is divided in six ethnic groups: Caribbean from France (Martinique, Guadeloupe, French Guiana, Reunion Island…); Black Africans (Senegal, Mali, Cameroon…); Maghreb-Arabians (Morocco, Algeria, Tunisia…); Indo-Pakistanis (Sri Lanka, India, Pakistan…); East-Asians (China, Vietnam, Cambodia…); and other minorities (Anglo-Saxon, Latin American, Italian, Spanish…). For this research the definition of minorities is used as follow: Caucasian - all persons with white skin, whatever her hair colour, only her skin colour matters. Their roots are from Western and Eastern Europe. Black - gather women from Africa (Mali, Ghana or Cameroon) or from Caribbean -, Mixed-race - “the terms multiracial and mixed-race describe people whose ancestries come from multiple races” (Larousse dictionary, 2005) -, Arabian/Maghreb - people form North Africa (Tunisia, Morocco or Algeria) -, Indo-pakistanis - people from India or Pakistan. (West part of Asian continent) -, Asian - people from the east part of the Asian continent (China, Japan and so on) - and Latin-American minorities - people from South America (Brazil, Chile, Argentina and so on). As said in the background, researchers consider than minorities like Anglo-Saxon, Italian and Spanish are included in the Caucasian group.

Thus, even if there is no exact statistics about the representativeness of these minorities, SOPI agency has demonstrated, through its survey, that these minorities occupy one significant part of the French population. Through this research, results show that only one black woman, one mixed-race woman, one Indo-Pakistanis woman and four Asian women are represented. The minorities Arabian and Latino-American are missing.

According to Pires and Stanton (2005), ethnic marketing is “an emerging approach to segmenting and targeting markets that focuses on meeting the needs and wants of particular groups of consumers – ethnic minority consumers – rather than treating them as a part of a large integrated market”. Given that all these minorities are existent in France, marketers have to segment and target these groups because they constitute the real French society.

The results of this research illustrate that there is no ethnic marketing at all in cosmetic’s ads. Indeed, almost all the collected ads (77%) are showing Caucasian women and in 100% of the times, only generalist products – products intended to all women - are promoted. When ethnic women are represented in cosmetic’s ads, it is especially to promote a cream or a shampoo; but not a specific product for their particular skins, a generalist cream (Nivea for instance), for all kind of skins. Actually, as the definition of ethnic marketing says, these
women from minorities have different needs and wants according to their cultures. Black women, for instance, have different needs concerning their skin – which has a high rate of melanin - and their frizzy hair. However, despite these different needs concerning, especially, cream and hair products, ethnic women are not represented in these two fields, or only in a few ads.

Even when an ethnic woman is present on a cosmetic’s ad, the advertising is not totally made in her interest but for the interest of all women in France.

Thus, according to the focus of this research, no real segments are created for minorities in the most popular French magazines. Actually, it is important to notice that ethnic marketing exists in France but especially through specialized magazines, as “beaute afrik magazine” or “shenka magazine”, and for specialized brands as Black’Up.

This research is focused in ethnic groups represented in cosmetic’s ads through French fashion magazines. As seen previously, advertising is a good way to inform and persuade people to act and it is used in order to stimulate an answer from the audience. The response may be “perceptual in nature: for instance, the consumer develops specific views or opinions about the product or brand, or these feelings are altered by the ad. The response could be behavioural: for example, the consumer buys the product or increases the amount that he or she buys.” (Kotler, 2008, p.737). However, advertising means first that is “any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor” (Kotler, 2008, p.737).

Thus, in relation with the previous results, this research permits to demonstrate that the most popular magazines in France – ELLE, Marie-Claire, Biba and Cosmopolitan – published mainly brands which have preferred to pay one or several women, in order to present their product. Thus, when the product is associated with a famous person or with a “desirable” person, this motivates readers to purchase.

Moreover, most of the time, companies prefer to associate their product with a Caucasian woman. That means these famous brands consider that it is more profitable for them, to show their products with a Caucasian woman, rather than with an ethnic woman, given that advertising is made to have a purchase’s impact on the consumer’s action. Thus, this implies that for readers and consumers, Caucasian women are more effective than ethnic women.
Yet, there is a market for each culture. De Mooij (1998) adds about **ethnic advertising**:

“I could not believe that one uniform approach could be equally effective everywhere. I felt that replacing successful multi-domestic campaigns by standardized advertising would lead instead to alienation of consumers and would resist in decreased market shares.” (De Mooij, 1998, xv). Thus, communication, and especially advertising, does not reach everyone. To reach the target of this research – ethnic groups – advertising has to be particular. That is calling *ethnic advertising*. Ads are considered as ethnic ads when they represent different women from different minorities. Thus, women transmit the message to all women that the product they represent is adapted and made for their ethnic groups.

Apparently, according to the previous results, ethnic advertising is almost inexistent in the most popular magazines in France. Actually, only 7 women on 160 are ethnic women who appeared in cosmetic’s ads. Thus, ELLE, Marie-Claire, Biba and Cosmopolitan do not try to reach different cultures through their ads of cosmetic, but use standardized products and brands, more adapted to a Caucasian woman.
Conclusion

“How the ethnic groups are represented in cosmetic ads in France through fashion magazines?” This study allowed answering this question. It is focused on French fashion magazines for women to analyse the advertisement of cosmetic products – especially ethno-cosmetic products – during two months. The goal of this research is to find out if ethnic groups are represented in these cosmetic’s ads. According to the results, researchers can conclude that ethnic groups – Black, Mixed-race, Arabian/ Maghreb, Indo-Pakistanis, Asian and Latino-American – are not represented through cosmetic’s ads in the most popular magazines in France – ELLE, Marie-Claire, Biba and Cosmopolitan.

Actually, on 198 collected cosmetic’s ads, 153 Caucasian women appeared and only 7 ethnic women. Obviously, minorities are almost inexistent through these magazines.

When ethnic women are represented in cosmetic’s ads, it is especially to promote a cream or a shampoo; not a specific product for their particular skins, but a generalist cream for all kind of skins. In fact, one ad was made by Nivea for the product Q10 plus, anti-ageing cream. In this ad, the product is associated with three women - Caucasian, Black and Asian. The point is that this advertising is using three different minorities; however, this anti-ageing cream is a generalist product. It means that this cream is not adapted for one specific kind of skin. Thus, when ethnic women are shown in cosmetic’s ads, it is only to present a generalist brand - like Schwarzkopft, Nivea, L’Oréal Paris and Sephora – and not a specialized brand, adapted to their specific needs, like Black’up, Kanellia and SoftSheen-Carson.

This sub-representativeness of minorities in cosmetic’s ads in French and fashion magazines could be due to the inexistence of ethnic statistics in France. Actually, French laws prohibit ethnic surveys and statistics because these run counter to Republican values. However, the problem is still current because, a debate is launched in the government and is mentioned in an article of ELLE magazine (P.Williams, 28th of March 2009), about: “Should we establish ethnic statistics in France?” In this article, people who agree with the fact that the government should establish ethnic statistics, say that the knowledge of these statistics would in one hand, permit to get a better understanding of our country, and in the other hand, permit
marketers to create surveys in order to use it in advertising. Thus, these statistics do not reinforce the discrimination but help French population to go ahead.

Moreover, this problem of sub-representativeness can be taken easier because it does not concern only minorities but also all women in France. Actually, in most of these magazines, women in ads are mainly models and have a perfect body. High-technology transforms these models in women without defaults, which is not the reality in each society. Thus, Caucasian and modern women in France do not recognize themselves either. One brand which has understood this problem is Dove. In Dove’s ads, women from different minorities and women with different weights - and not only slim – are represented; women from the real life.
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Annexes

Annexe 1

<table>
<thead>
<tr>
<th></th>
<th>1982</th>
<th>1990</th>
<th>1999</th>
<th>01/01/2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the immigrants (a+b)</td>
<td>4 037 036</td>
<td>4 165 952</td>
<td>4 306 094</td>
<td>4 959 000</td>
</tr>
<tr>
<td>Men</td>
<td>2 178 816</td>
<td>2 168 271</td>
<td>2 166 318</td>
<td>2 458 000</td>
</tr>
<tr>
<td>Women</td>
<td>1 858 220</td>
<td>1 997 681</td>
<td>2 139 776</td>
<td>2 501 000</td>
</tr>
<tr>
<td>% Men</td>
<td>54,00%</td>
<td>52,00%</td>
<td>50,30%</td>
<td>50,00%</td>
</tr>
<tr>
<td>Naturalized (a)</td>
<td>1 167 368</td>
<td>1 307 926</td>
<td>1 556 043</td>
<td>1 992 000</td>
</tr>
<tr>
<td>Foreigners born out of France (b)</td>
<td>2 869 668</td>
<td>2 858 026</td>
<td>2 750 051</td>
<td>2 966 000</td>
</tr>
<tr>
<td>% Foreigners</td>
<td>71,10%</td>
<td>68,60%</td>
<td>63,90%</td>
<td>60,00%</td>
</tr>
<tr>
<td>Foreigners born in France (c)</td>
<td>651 000</td>
<td>737 000</td>
<td>508 488</td>
<td>535 000</td>
</tr>
<tr>
<td>All the foreigners(b+c)</td>
<td>3 520 668</td>
<td>3 595 026</td>
<td>3 258 539</td>
<td>3 501 000</td>
</tr>
</tbody>
</table>

Immigrants and foreign population from 1982 to 2005
Annexe 2: Presentation of results

1. Cosmetic’s ads in magazines:

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Single page</th>
<th>Double page</th>
<th>Back page</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s Number</td>
<td>116</td>
<td>69</td>
<td>13</td>
<td>198</td>
</tr>
<tr>
<td>Frequency</td>
<td>58.6%</td>
<td>34.8%</td>
<td>6.6%</td>
<td>100%</td>
</tr>
</tbody>
</table>

2. Cosmetic’s products:

   a) Ads representing either only the cosmetic’s product or the product and a person.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Only product</th>
<th>Product + Person</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s numbers</td>
<td>41</td>
<td>157</td>
<td>198</td>
</tr>
<tr>
<td>Frequency</td>
<td>20.7%</td>
<td>79.3%</td>
<td>100%</td>
</tr>
</tbody>
</table>

   b) Different kinds of cosmetic’s products.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Fragrance</th>
<th>Cream</th>
<th>Hair</th>
<th>Make-up</th>
<th>Soap</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s number</td>
<td>47</td>
<td>82</td>
<td>19</td>
<td>44</td>
<td>6</td>
<td>198</td>
</tr>
<tr>
<td>Frequency</td>
<td>23.7%</td>
<td>41.4%</td>
<td>9.6%</td>
<td>22.2%</td>
<td>3.0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

3. Description of persons
a) How many women are represented in an ad?

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>One woman</th>
<th>Several women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s number</td>
<td>144</td>
<td>13</td>
<td>157</td>
</tr>
<tr>
<td>Frequency</td>
<td>72.7%</td>
<td>6.6%</td>
<td>79.3%</td>
</tr>
</tbody>
</table>

b) Ethnic communities

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Caucasian</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistanis</th>
<th>Arabian / Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s numbers</td>
<td>153</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>160</td>
</tr>
<tr>
<td>Frequency</td>
<td>77.3%</td>
<td>0.51%</td>
<td>0.51%</td>
<td>0.51%</td>
<td>0%</td>
<td>0%</td>
<td>2.0%</td>
<td>80.83%</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Fashion</th>
<th>Tv / Movie</th>
<th>Music</th>
<th>Housewife</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad’s numbers</td>
<td>120</td>
<td>35</td>
<td>0</td>
<td>2</td>
<td>157</td>
</tr>
<tr>
<td>Frequency</td>
<td>60.6%</td>
<td>17.7%</td>
<td>0%</td>
<td>1.0%</td>
<td>79.3%</td>
</tr>
</tbody>
</table>
Annexe 3: Presentation of cross-tabulations

a) In which magazine ethnic women appear the more often?

<table>
<thead>
<tr>
<th>Ethnicgps Magazines</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistani</th>
<th>Arabian/ Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elle</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1/109*=0.91%</td>
</tr>
<tr>
<td>Marie-Claire</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Biba</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>(4/38*)x100=10.52%</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>(2/23*)x100=8.69%</td>
</tr>
</tbody>
</table>

*: 109 = Number of cosmetic’s ads in ELLE magazines.
: 38 = Number of cosmetic’s ads in Biba magazines.
: 23 = Number of cosmetic’s ads in Cosmopolitan magazines

b) Are ethnic women represented in cosmetic’s ads through a single, double or back page?

<table>
<thead>
<tr>
<th>Ethnicgps Pages</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistani</th>
<th>Arabian/ Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single page</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>(5/116*)x100=4.3%</td>
</tr>
<tr>
<td>Double page</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>(2/69*)x100=2.89%</td>
</tr>
<tr>
<td>Back page</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

*: 116 = Number of single pages on the total of cosmetic’s ads (198).
c) Which kind of products is associated to ethnic woman?

<table>
<thead>
<tr>
<th>Ethnic gps Products</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistani</th>
<th>Arabian/ Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fragrance</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Cream</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>(4/82*)x100 = 4.87%</td>
</tr>
<tr>
<td>Hair</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>(2/19*)x100 = 10.52%</td>
</tr>
<tr>
<td>Make-up</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>(1/44*)x100 = 2.27%</td>
</tr>
<tr>
<td>Soap</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

*: 82 = number of ads with cream products.
: 19 = number of ads with hair products.
: 44 = number of ads with make-up products.

d) When an ethnic woman comes out in a cosmetic’s ad, what is her status?

<table>
<thead>
<tr>
<th>Ethnic gps Status</th>
<th>Black</th>
<th>Mixed-race</th>
<th>Indo-Pakistani</th>
<th>Arabian/ Maghreb</th>
<th>Latino-American</th>
<th>Asian</th>
<th>Total</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>(5/131*)x100 = 3.81%</td>
</tr>
<tr>
<td>Tv/ Movies</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Music</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Housewife</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>(2/3*)x100 = 66.6%</td>
</tr>
</tbody>
</table>

*: 131 = number of models in all cosmetic’s ads (198).
: 3 = number of housewives in all cosmetic’s ads (198).

Even if the majority of ethnic women are models, this table shows that the higher percentage (66.6%) is the status of housewife. This is because there are on two advertising, three housewives of which two are ethnic women.