

CHAPITRE 6

Contribution personnelle, hypothèse 1, hypothèse 2 et hypothèse 3

3. Contribution personnelle

Dans ce chapitre nous tenterons de répondre à nos trois hypothèses, à l'aide des informations collectées dans nos recherches bibliographiques. Notre intention est de mettre en relief les points les plus importants qui pourraient nous aider à les justifier. Nous essayerons de ne pas être répétitifs et d'apporter des nouvelles idées au moment de les traiter. Enfin, nous terminerons par la conclusion.

6.1 Hypothèse 1 :

Une campagne de communication globale dans le secteur de la lingerie ne peut pas avoir le même impact sur le comportement des consommateurs de sous-vêtements qu'une campagne locale à cause de la culture de chaque pays, car les marchés ne sont pas homogènes. Il faut faire des adaptations culturelles dans les campagnes de communication pour arriver de meilleure façon à la cible souhaitée.

Comme nous avons observé dans les premiers chapitres de ce mémoire, la globalisation permet l'internationalisation des entreprises. Nous avons vu que nos trois sociétés comptent avec une présence mondiale, même si elles ne sont pas présentes partout, elles doivent faire face à différentes cultures. Par exemple, Le Bourget est présente en France, Belgique, Angleterre, Irlande, Etats-Unis, Espagne et quelques Pays de l'Est ; La manière dont cette société décide de communiquer doit être adaptée dans ces pays en raison de leurs différences culturelles. Différences qui définissent l'hétérogénéité des marchés.

Le Bourget est une des sociétés qui suit une stratégie de communication locale et même si elle n'a pas encore exposé de campagnes de communication à l'étranger, du fait des divers motifs comme sa récente entrée sur le marché, elle partage et souligne l'importance de la diversité culturelle au moment de communiquer : « *Oui, je pense que la diversité culturelle est très importante. Aujourd'hui on peut pas communiquer de la même façon dans tous les pays, par exemple dans les pays comme l'Arabie Saoudite, où la religion empêche de montrer le corps des femmes, difficile de ne pas le faire dans ce secteur, la communication doit être adaptée, simplement*

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