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Analytical work on advertising messages is never mentioned (see Perron (1973) uses the concepts of linguistics and semantics to analyze the verbal and nonverbal significance of advertising messages. Although this approach is not widely used by agencies, it provides a challenging framework to develop our understanding of communication determinants. By and large, however, research in the field of advertising in France is more characterized by a multiplicity of situation or product specific studies than by methodological innovations.

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Empirically based research is now becoming available in the field. Joureau (1978) performs a factor analysis of consumers' perceptions of various retailing systems. Guynard (1979) investigates differences in consumer behavior according to their choice of distribution outlet. Touquet (1978) also forms a psychographic analysis of consumers' attitudes toward distribution. Work has also been conducted

called "Marketing" or "Marketing" in our country. It is not surprising that these words have your sight while reading the French literature.

Our review should not be considered as a survey. We may indeed have overlooked some work whether published or not in our country. The multiplicity of sources of information, both professional and academic, led us to read our field of investigation in the major French journals and conference proceedings. As many researchers in France are publishing extensively in foreign journals, the picture we give here of research activities and activities in marketing is undoubtedly narrow. The paper is organized in three sections. First we review the existing literature about each of the four marketing mix elements. Advertising, Distribution, Product, and Price. Then, we review what appears to be new developments in the field of consumer psychology, and human factors and discuss public marketing. Finally, we conclude where marketing heading in France in the years to come.

### Advertising

Advertising investments in France reached \$1 billion in 1980 (REB 1980), corresponding to approximately 1% of the GNP. The advertising research tradition originated some 20 years ago. The creation of the Institut d'Etudes de Recherches Publicitaires (IREP) marked the recognition of the field and led to its further development.

If we set aside developments of the French advertising system (Leduc 1977) and international research of the literature (Kotler 1978), recent developments in advertising research mainly focused on lifestyle, media effectiveness, and communication. The lifestyle concept was introduced in France some 10 years ago as a result of the poor value of classical sociodemographic studies to explain consumer behavior. The idea was to characterize individuals not only from a sociodemographic standpoint but also in terms of their opinions, interests, attitudes towards society, politics, etc. Since then there has been a continuous flow of research to improve the quality of lifestyle measures. Such empirical studies have been conducted by the Centre de Communication Avancée (CCA) at Marsson (1978, Cahalot 1977, CORRAE 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 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Our review should not be considered as exhaustive. We may indeed have overlooked some work, whether published or not, in our screening process. The multiplicity of sources of information, both professional and academic, led us to limit our field of investigation to the major French journals and conference proceedings. As many researchers in France are publishing extensively in foreign journals, the picture we give here of research interests and activities in marketing is undoubtedly narrow. The paper is organized in three sections. First we review the existing literature about each of the four marketing mix elements: Advertising, Distribution, Product, and Price. Then, we review what appears to be new developments in the field of consumerism, public marketing, and business logistics and discuss methodology. Finally, we conjecture where marketing is heading in France in the years to come.

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If we set aside descriptions of the French advertising system (Leduc 1978) and international reviews of the literature (Kapferer 1978), recent developments in advertising research mainly focused on life-styles, media effectiveness, and communication. The life-style concept was introduced in France some 10 years ago as a result of the poor value of classical sociodemographic studies to explain consumer behavior. The idea was to characterize individuals not only from a sociodemographic standpoint but also in terms of their opinions, interests, attitudes towards society, politics, etc. Since then there has been a continuous flow of research to improve the quality of life-style measures. Such empirical studies have been conducted by the Centre de Communication Avancé (Cathelat et Matricon 1976, Cathelat 1977), COFREMCA (de Vulpian 1976), and CESA (Douglas and Le Maire 1976, Douglas and Macquin 1977).

With respect to media effectiveness, most models have focused on the evaluation of audience duplication (Agostini et al. 1962, Chandon 1974). The originality of Morgensztern's work (1970, 1973, 1976, 1978) is to base his evaluations on recall rather than exposure. He started from the empirical ob-

servation that recall, as a function of advertising exposure, followed a geometric progression. The model he proposes enables him to identify saturation levels in message exposures. There is little doubt that this work has had some effect on the advertising profession here. It rests, however, on the assumption that recall is a good measure of advertising effectiveness.

Analytical work on advertising messages deserves mentioning too. Peninou (1972) uses the concepts of linguistics and semiotics to analyze the verbal and nonverbal significance of advertising messages. Although this approach is not widely used by agencies, it provides a challenging framework to develop our understanding of communication determinants. By and large, however, research in the field of advertising in France is more characterized by a multiplicity of situation or product specific studies than by methodological innovations.

### Distribution

Up to the early sixties, distribution seemed to raise very limited interest among French marketing researchers. The modernization of the French retailing system, which took place in the late 60's, however, fostered research in the field. Several descriptive studies are now available that analyze the evolution of the distribution structure in France (Ministere du Commerce et de l'Artisanat 1979) and compare it to that encountered in major European countries (Waldman 1978a). Although these studies attempt to identify new trends in the distribution system, they do little to assess how environmental changes affected this evolution. Work by Billon (1979), Langeard (1977), Marchand (1979), and Waldman (1978b) deserves special mentioning, however. They explicitly address the impact of such changes as the French restrictive law on large scale retailing on the structure of distribution.

Empirically based research is now becoming available in the field. Justeau (1978) performs a factor analysis of consumers' perceptions of various retailing systems. Guignard (1979) investigates differences in consumer behavior according to their choice of distribution outlet. Tocquer (1978) performs a psychographic analysis of consumer profiles in food distribution. Work has also been conducted in the field of intrachannel relationships. Boudon (1979) analyzes price formation in a single product distribution channel. Angelmar and Waldman (1975) study the nature of distribution conflicts and their mode of resolution.

Some analytical work aimed at optimizing retail outlet management deserves mentioning too. Védrine (1978) proposes and illustrates the use of a

method for optimizing the store mix. Quin (1976) investigates shelf space allocation problems in supermarkets. However, most work in the distribution area remains conceptual and descriptive. A more competitive distribution environment associated with changing consumer attitudes is expected to foster research in this field in the future.

### Product

Product line management has recently received increasing attention in France, as shown by the January 1980 issue of the *Revue Française de Gestion*, devoted entirely to the management of innovative products. Of special interest is the article by Daudé (1980), which provides an excellent analysis of the risks involved in new product development and commercialization activities. He proposes an operational definition of these risks as well as a typology of innovative products. He contends that certain categories of innovations are so risky in the current economic environment that one cannot hope to see them carried on without substantial financial support from the state. Firms should then concentrate on micro innovations after their market has been carefully assessed. Insufficient market analysis and a lack of understanding of the new product diffusion process have indeed been isolated as most significant factors in new product failures in France (C.N.M.E. 1980).

Mahieux (1980) develops a methodology to select new product opportunities. He suggests using a conjunctive model in a first step to eliminate unacceptable product concepts. Then he proposes the use of a compensatory scheme that integrates judgmental estimates of the likelihood of success as well as the likely costs.

An innovation in France with respect to the management of new products has been the role taken by ANVAR (Agence Nationale pour la Valorisation de la Recherche) since 1979. This public agency manages funds that are used to finance products research, development, and commercialization activities of private firms. An excellent overview of the various ways it intervenes to reduce the risks of innovation is provided by ANVAR (1980).

### Price

Price has not been a marketing decision variable for very long in France. Only recently has the government restored a competition based on the pricing system. Since World War II French firms have been under price controls. However, the liberalization of industrial prices started in August 1978 and has been extended since then to most

sectors of the economy. Paralleling this move, the action of public agencies has been considerably reoriented to ensure a reasonable level of competition. The Administration des Prix (Price Administration) has been transformed into the Direction de la Concurrence et de la Consommation (Direction of Competition and Consumption). The role of the Commission de la Concurrence (Commission of Competition) has been progressively enlarged. One of its major responsibilities is to investigate if firms' practices are preventing fair competition.

An excellent overview of the new French pricing system is provided by Servant-Chamoret (1979). Although it is still too early to assess its impact on firms' marketing practices, some information is already available (Boyer 1979, Serbat 1978). There is little doubt that pricing will become an intensive area of research in France.

## Frontiers in Marketing

### Consumer Protection and Consumerism

The '70s will remain as a decade of movement in the field of consumer protection in France. Following the rapid rate of growth of the economy, the quasi-zero level of unemployment, the accelerated pace of urbanization of the '60s, and the big student-instigated turmoil of May 1968, basic attitudes toward consumption have changed considerably. The recent energy crisis favored questioning not only the value of massive consumption for individuals and society, but also its economic feasibility.

This maturation of consumers in recent years is very important both for marketers and students in sociology (F.N.E.G.E. 1979). The changing attitude is only one aspect of a trilogy in the consumer field. The other two sectors that saw major actions recently are public policy and marketers' responses (Tixier and Baker 1980).

The first major sign of a positive public policy backing consumers was the establishment of the Institut National de la Consommation (INC) at the very end of the '60s. It is not a consumer association but a public institute in charge of technical or legal studies to help improve the level of information and protection of consumers. It took some time for INC to emerge as a strong power in consumerism, but by the mid '70s it had become an obvious consumer activist in France.

The second major sign of strengthening of public policy in the field has been the establishment in 1974 of a junior ministerial Department for Consumer Affairs (Secrétariat d'Etat à la Consommation) within the Department of Economy. Its action was essentially centered in two directions: education

and legislation. Its major work in this respect was the Law "Scrivener," which improves consumer protection against frauds and falsifications, allows the government to stop distribution of dangerous products, and regulates consumer credit procedures.

The third major step in the upgrading of public policy towards consumer protection was the later inclusion of antitrust and competition policy within the *Secrétariat à la Consommation*. A major law was passed in July 1977 dealing with the public control of economic concentrations and with illegal fixings and abuses of size power. It provides for the establishment of a Competition Commission with strongly increased powers over its predecessor's. One of the important recent decisions was the 1980 bait and switch case in which major French producers of appliances were refusing to deliver products to distributors inducing consumers to switch to little known imports with higher margins, while the quality of the distributor was established by the major domestic producers (Jenny and Weber 1980).

Regarding consumer associations, the policy of the French government is to help them gain enough power to balance that of producers and distributors. They are subsidized at a rapidly increasing rate, for a total of some 15 million Francs in 1980. In 1973 they received the right to sue in the name of consumers and to receive compensatory damages. There are now over a dozen major national consumer associations, plus local unions. One of them, *Union Fédérale des Consommateurs*, publishes a major comparative testing magazine *Que Choisir?*

### Nonprofit Organizations

Some interesting research has been done in France on the marketing of nonprofit organizations, such as political parties (Faivre 1975, Lindon 1976, Lindon and Weill 1974, Quintric and Schroeder 1978) and associations promoting social causes (Labidoire 1976, Lindon 1976). But it is in the area of public marketing that research is most original, probably because of the importance of this sector in France.

In the late sixties, officials started considering the possibility of introducing marketing concepts and methods to improve the management of public agencies and services (Nora 1969). Growing pressure from potential competition and users was at the origin of the move in such sectors as telephone (Bon et al. 1976), railways (Rapello and Chauvineau 1976, Ravel 1979), and electricity and postal service.

Insofar as public agencies whose activities are mainly commercial are concerned, the usefulness of marketing is obvious. It does not appear to be

so for noncommercial public activities, however, and a considerable flow of research has emerged on the potential problems raised by the use and implementation of marketing precepts in such a different and constrained environment (Saias and Leonardi 1977).

Some research studies concern the implications for marketing resulting from a lack of market regulations for public agencies, the necessity to satisfy people's general interest, and government involvement (Bon et al. 1977, Laufer and Burlaud 1980), while other researchers have investigated the risks associated with the fact that public agencies may find tools in marketing to make their own survival and position legitimate (Laufer 1977). Finally, considerable work has been undertaken recently to develop indicators of the effectiveness of social decisions (Antoine 1972). The role of surveys as a means to affect choices and policies has also been investigated (Antoine 1976, Bon and Louppe 1980, Lindon 1976).

### Business Logistics

In France, business logistics is not yet looked upon as a major management function, although it is currently gaining considerable prestige (Kolb 1972). Professional associations such as ASLOG (Association des Logisticiens d'Entreprise) and AFT (Association pour le Développement de la Formation Professionnelle dans les Transports) are slowly moving their interest from transportation to more general physical distribution management.

In research there are signs that the field is getting more mature (Tixier 1979a). Industry's increasing concern about reducing transportation cost and optimizing physical plant location and products distribution has fostered interest in more theoretical work. The recent move by the French Foundation for Management (FNEGE) to push both theoretical and empirical research in the field illustrates what it might become in the future. Tixier (1979b) discusses these new perspectives for marketing research.

### Marketing Research Methodology

Research methodology in marketing has received considerable attention in our country during the last few years (IPA Lille 1980). Several books have appeared that are sufficiently different from what we are accustomed to, to deserve mentioning here. Bertier and Bouroche (1975) provide an interesting blend of methods used both in the United States and in France to analyze multidimensional data. Bouroche (1977) reviews recent developments in the field of nonmetric multidimensional scaling and

conjoint analysis. Deroo and Dussaix (1980) provide an excellent overview of survey methods with emphasis on sampling designs. Interestingly enough, research methodology appears to have evolved in some way independently in France, leading to a specific school of thought. Methods are investigated and used here that have received little or no attention abroad. This section briefly describes a sample of these.

In the field of cluster analysis, work has been continuing for years on the comparative merits of available methods and algorithms, as evidenced by Chandon and Pinson's (1981) work. Some of this research provides additional evidence of the relative robustness and stability of clustering results. Interesting work in this field has been done by Trémolières (1978, 1980) with his generalization of clustering algorithms. His method, called PERCOLATION, is based on an iterative algorithm to identify unimodal zones in the empirical multidimensional distribution of characteristics analyzed. In a generalized version of this method, he provides a rigorous definition of what is a mode in multidimensional space as well as an operational criteria to specify unimodal zones (Trémolières 1980). The subjective parameter he introduces to define empirical classes allows a sensitivity analysis on the robustness of the clustering solution retained.

In the field of factor analysis, considerable work has been done in France, both at the theoretical and the empirical level, on a method called Analyse Factorielle des Correspondances (AFC). Work by Benzecri (1973) and others deserves mentioning here. Pages et al. (1979) position the method with respect to principal component. The aim of the AFC method is to portray points (both individuals and variables) in a common multidimensional space of reduced dimensionality by decomposition of a contingency table. The method allows treatment of multidimensional nominal and ordinal data. It should, therefore, appear more robust than traditional factor analysis methods. Unfortunately, empirical comparisons of the relative performance of this method against common factor analysis

models have not been conducted so far. The exact statistical properties of AFC results have yet to be developed.

Finally, interesting work is also going on in the field of preference modeling and multi-attribute utility models (Chandon 1981, Jacquet-Lagrez 1978, 1979, Roy 1978). The research done in this area tends to differentiate itself by its emphasis on the modeling and decomposition of ordinal preference structures.

### Concluding Comments

In this paper, we have reviewed what we think are some of the most interesting developments in the field of marketing in France. We have, as requested, limited ourselves to exclusively French sources. This, undoubtedly, leads to an incomplete picture of research interests and activities in our country. Pricing and product management should become areas of intensive research in France in the future, mainly as a result of the orientation taken by the French economy. Also, what we called *Frontiers in Marketing* should no longer appear as such in the future.

Some interesting work is currently being done in the field of consumer behavior, where researchers are investigating how individuals act as nonpaying consumers, and in the field of industrial marketing, where the composition and dynamics of buying centers is receiving increasing attention. The marketing behavior of small firms is also coming under closer scrutiny. Most of this research, however, has not been published.

It should appear to the reader that marketing research in France is not only alive but has its own identity. Much may be expected from a better sharing of information between France and the U.S. This paper is a first step in this direction.

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