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# **Local, Foreign and Global Consumer Culture Positioning: Strategy Choices in International Television Advertising in Egypt**

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# Local, Foreign and Global Consumer Culture Positioning: Strategy Choices in International Television Advertising in Egypt

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## Abstract

Multinational companies operate in different host countries around the world and have to deal with a wide variety of economic, political, legal, socio-cultural and technological factors. One of the significant components of the business environment is a socio-cultural environment. So this research aims to investigate the consumer culture positioning strategies used in the advertisements of multinational companies that were shown in the Egyptian satellite channels during the year 2018. After determining the different strategies being used by MNC, the relationship between the strategies being used in the television advertisements will be studied from a cultural perspective. In order to validate the formulated research questions, a content analysis was designed to analyze 125 international television advertisements in Egypt according to the use of Local, Foreign and Global Consumer Culture Positioning Strategy choices.

The study has reached the following: "Most of the ads analyzed used Local Consumer Culture Positioning Strategy by 78.4%, whereas 21.6% of ads used Global Consumer Culture Positioning Strategy, and the "Foreign Consumer Culture Positioning Strategy" wasn't used by MNCs in Egypt. This means that the brands in the international television advertisements weren't associated with a specific foreign consumer culture.

The results revealed that the local consumer culture positioning strategy was tackled more in the advertisements in comparison with the other strategies ,as the majority of the advertised products used local strategy (LGC P) , while (29.2%) of them used global strategy(GCC P) . Regarding the services' ads, (97.2%) used local strategy (LGCP) and (2.8%) used global (GGCP).

## Research limitations/implications:

This study provides valuable managerial insights into the potential value of GCCP strategy in Egypt and offers specific strategic positioning guidelines to brand multinational marketing managers competing in the Egyptian marketplace.

As with the importance of global market segments, it is essential to assist brand managers seeking to strengthen their brand's equity in a competitive global marketplace. This paper contributes to the literature on international brand positioning by exploring the usefulness of GCCP as a premeditated positioning strategy for global marketing managers competing in the Egyptian marketplace.

**Keywords:** Consumer Culture, Special Status, International TV Advertising.



## **Introduction:**

The influence of multinational corporations has increased in the world and shaped what is called a "Global economy," which paved the way for open intensive trade activities among different nations (Kordos, M. & Vojtovic, S., 2016). M.N.C.'s revenues and profits have risen significantly over the past 50 years, some countries like the United States of America received high returns on sales (profits) in foreign markets than at local, domestic markets (Jonathan, W., peter, E. & Steve, T.,2017).

The continuous increase in the number of multinational corporations around the world with various trademarks made it essential for marketers and scholars to understand the proper role of culture and globalization influenced consumer culture. (Huldah, B., 2018). Globalization contributed to the growth of global consumer culture, in which consumers' shares and similar trust sets of consumption-related symbols.

We are living in an interdependent global economy; the Importance of integrated marketing communication strategies has risen in order to build substantial brand equity for M.N.C.'s products among different global consumer segments. These common signs and symbols are understood by significant numbers of consumers in urban markets around the world.

Nowadays, manufacturers require understanding the proper role of culture in order to obtain a competitive advantage because understanding national and organizational cultures becomes increasingly important in the era of transnational manufacturing, and the world becomes flat as boundaries break down.

In this context, the influence of culture in the execution of international advertising is still a controversial issue. Some believe cultures have a strong impact on international advertising which affect the positioning strategies as they focus on positioning a specific brand or product as being typical of a particular culture, while others rely on the fact of standardization to attain the global brand awareness, image, and equity.

To shed light on the international advertising sphere nowadays, this study seeks to investigate the consumers' culture positioning strategies applied in international advertising aired on Egyptian media channels.

## **Global Consumer Culture:**

Globalization also contributed to the growth of global consumer segments at different markets, which share similar values and link similar meanings to certain places, people, and things. Such growth was paralleled with the emergence of the concept of global consumer cultures (G.C.C.). Global Consumer Culture (G.C.C.) is a term that emerged in the early 1990s. It refers to generally accepted beliefs and consumer tendencies toward globally shared consumption-related symbols such as brands, product categories, and consumption activities and events..(Huo, Y. 2008)

As there is an indication that integrated marketing communication strategies have a direct influence on brand equity and an indirect positive effect on consumer's purchase decision, so companies should focus on planning, and conduct integrated marketing communication strategies that could enhance the brand equity of the company's products and the purchase decisions of consumers (Ikbar, D.H., Andriani, K., Khoild, M.M., 2016). So the research on the impact of globalization on culture is essential (Cleveland, M., Rojas-Méndez, J. I., Laroche, M., & Papadopoulos, N.). And therefore, marketers and managers had to consider new brand positioning strategies that could create unique brand equity for their different product categories.

Scholars labeled a brand positioning strategy that could fulfill such goal for marketers as "Global Consumer Culture Positioning" strategy (GCCP). They hypothesized that GCCP strategy contrasts with two other positioning strategies which are labeled as "Local Consumer Culture Positioning" strategy (LCCP) in which the brand is related and associated with local consumer culture. In contrast, the second one that GCCP contrasts with is "Foreign Consumer Culture Positioning" (FCCP) in which the brand is associated and related to a particular foreign culture (Dana, A. L., Jan-Bendeict, S. M. B. & Rajeev, B., 1999). As global consumer cultures are evolving, scholars have indicated that global consumer culture positioning strategy will be more appealing to marketers and business managers than of local and foreign strategies. GCCP is defined as a strategy that distinguishes the brand as a symbol of a given global culture. This strategy can be seen in advertisements that suggest that consumers around the world use a particular product or brand, as well as those ads that reflect universal values (e.g., peace) or markets (e.g., youth). GCCP is distinguished from FCCP, which positions the brand as symbolic of specific foreign consumer culture. It is also distinguished from LCCP, which associates the brand with local cultural meanings (Akaka, Archpru, M & Alden, D. L., 2010).

Researchers who reviewed the progress in global, international, and cross-cultural advertising research have concluded that there is a need for further progress and more exploration in this research area. Also, they have concluded that many research efforts have been devoted to the debate between standardization vs. local adaptation as opposed to viewing global vs. local advertising as a continuum. They have called for more research on cultural convergence and its impact, as well as a more robust understanding of global brands (Charles, T.R., 2010).

The Role of Global Consumer Culture was identified as the most cited article according to both SSCI and Google Scholar (Khang, H., Han, S., Shin, S., Jung A.R. & Kim, M.j., 2016). The research over the years has examined the role of culture in advertising from various perspectives using both cross-country comparisons and within-country investigations. (Lee, W.N., 2019).

## **Research Problem:**

Multinational companies operate in different host countries around the world and have to deal with a wide variety of economic, political, legal, socio-cultural, and technological factors. One of the significant components of the business environment is a socio-cultural environment. So this research aims to investigate the consumer culture positioning strategies used in the advertisements of multinational companies that were shown in the Egyptian satellite channels during the year 2018. After determining the different strategies being used by M.N.C., the relationship between the strategies being used in television advertisements will be studied from a cultural perspective.

## **Literature Review:**

In most parts of the world, globalization has become an unstoppable and potent force that impacts everyday life and international relations. It is a complex process having social, environmental, and cultural implications. It is strongly connected with economic mechanisms, in addition to various aspects related to markets and production. This needs to be discussed and considered when developing specific marketing activities beyond the borders of the country.

For over 50 years, both academics and marketers have debated over the degree to which firms should globalize or customize their marketing programs across countries (Mueller, B. & Taylor, C.R., 2013). Currently, multinational companies can proliferate. They develop activities in almost every country in the world. Several brands have, in the present, a global image. With the expansion of the internet, the companies do not have national boundaries anymore, requiring marketers to create their strategies to ensure that brands use the potential of the global market. M.N.C.s usually develop creative strategies that are usually broad, general, and could be accepted everywhere.

The influence of culture in the execution of international advertising is still a debatable issue between scholars, as some believe cultures have a substantial impact on international advertising, while others rely on the power of culture in all ads. A study suggested that more cultural cues were visible in M.N.C. ads in Malaysia as compared to local ads, which support the idea that culture does have an impact on international advertising. (Harun, M.H, Chui, C.T., Hussin, M.H., & Nasir, S., 2014).

The scope of the literature review will be divided into two parts; part one refers to the studies that tackled the relationship between advertising and consumer culture positioning strategies (Global, Local and Foreign); while part two refers to the studies that recently examined the use of international advertising in Egypt.

## **First: The International Advertising and Consumer Culture Positioning Strategies (Global, Local, and Foreign) strategies:**

A study by (Heinberg, M., Ozkaya, H. and Taube, M, 2017) investigated how positioning a brand as global and/or local iconic can moderate the impact of advertising frequency (A.F.) on brand attitudes in an emerging market context. Results indicated that a separate positioning (i.e., global or local iconic) is a better strategy to increase the attractiveness of the advertising source, and in turn, facilitating the effect of advertising frequency to create a brand image. (Heinberg, M., Ozkaya, H. & Taube, M, 2017)

An additional study investigated consumers' responses to global positioning in advertising from the perspective of self, suggested that their ideal selves and cosmopolitan orientations influence consumers' attitudes towards the brand advertised through global positioning, and one's self-esteem level moderates these influences. The results indicated that attitudes towards the globally positioned brand are more favorable for those with ideal selves that are more consistent with personal traits associated with globally positioned brands but only for those with high self-esteem. Whereas low self-esteem informants make use of the global brands associated with 'Western' as a means of signaling their social selves in order to obtain social approval and that high self-esteem informants attend to ad content, whether the ad employs global or local positioning (Jun, S., Jeong, Y, Gentry J.W. & Hyun, Y.J., 2017).

Another study that advanced the theoretical understanding of the forces underlying the persuasiveness of global versus local appeal examined global consumer culture positioning (GCCP) and local consumer culture positioning (LCCP) in advertising. To shed cultural insights on the complex interplay between globalization and local ideologies, this study presents an online experiment that tested the comparative effects of global and local consumer culture positioning strategies in China. The findings highlight the power of consumer nationalism on driving the effects of these culture-oriented positioning strategies (Liu, Y. & Tao, W. & Tsai, W., 2017).

Another study in China and the U.S.A. replicated and extended Lin's (2001) research on cultural values expressed in advertisements in China and the United States to determine what changes have occurred in product categories and cultural values since 1998. Further, the study aimed to determine if these changes represent a shift towards individualism or GCCP. Its results showed significant changes in the representation of cultural values towards GCCP for both the U.S. and Chinese commercials between 1998 and 2014. The Chinese sample in the study increased in individual/independence appeal, while the United States sample increased in-group/consensus appeal. Results suggested that both cultures have started to represent cultural values in a unified structure depicting advertisements globally. (Allen, J., Lee, K. & Escalera, E, 2016).

The main purpose of a study conducted in the U.S.A. and Japan is to compare the content of a large sample of the U.S. versus Japanese television

advertising and looked at several execution variables (timing and counting variables) used in prior studies to explore whether global brands use more similar executions across the United States and Japan in comparison with local brands. Results indicated fewer differences for global brands on these dimensions. This pattern of results appeared to be consistent with the notion that the uses of GCCP strategies aimed at responding to the trend towards global consumer culture have taken hold. For global brands, it is possible to standardize executions, in addition to strategy, than was the case in the past. However, results suggested that the amount of time that visuals are on screen is more difficult to standardize than other elements of the ad and that ads for services show somewhat more similarities than ads for physical products (Taylor, C. & Okazaki, S., 2015).

A further study carried out in the Netherlands purposed to investigate how the globalization (vs. localization) of different cues (advertising copy, brand name, spokesperson and brand logo) influences consumers' perceived brand globalness. The authors conducted conjoint analyses for two products differing in product category involvement. The Findings revealed that Advertising copy is most important in determining perceived brand globalness. The spokesperson and the brand logo determine perceived brand globalness more strongly for a low-involvement product, whereas the brand name is more important for a high-involvement product. Further, the spokesperson and the brand logo are relatively more important for global consumer culture individuals, while local consumer culture individuals find the brand name and advertising copy relatively more important (De Meulenaer, S., Dens, N., and De Pelsmacker, P., 2015)

Focusing on the effectiveness of global consumer culture positioning (GCCP), a study tested this effect in terms of perceptions of soft-sell (indirect and image-based) and hard-sell (direct and information-based) appeals across markets. The study hypothesized that soft-sell appeals are more similarly perceived across markets than hard-sell ones. The results indicated somewhat more homogeneous acceptance of soft-sell appeals but, surprisingly, also showed relatively homogeneous acceptance of hard-sell appeals across markets (Okazaki, S., Mueller, B., & Taylor, C. R., 2010). Regarding How advertising strategy affects brand and U.S.P. recall for new brands and extensions, the results show that extensions benefit from a brand recall advantage compared to entirely new brands, but positive emotional appeals help bridge the gap for new brands. (Dens, Nathalie & De Pelsmacker, Patrick. 2010).

Additional research carried out in the U.S.A. examined GCCP and LCCP in an advertising context. It showed that the collective identities of global and national identification are strongly related to responsiveness to global and local consumer culture positioning (GCCP and LCCP, respectively). The results also indicated that personality influences people to adopt collective identities. The personality traits of openness to experience and agreeableness are significantly related to global and national identity, respectively (Westjohn, S. A., Singh, N., & Magnusson, P., 2012).

Moreover, a study conducted in the U.S.A. examined the impact of global consumer culture positioning (GCCP) in comparison to local consumer culture positioning (LCCP) strategies on consumer evaluations of a new unknown brand. The results of the study supported effectiveness of these strategies, as demonstrated by the overall improvement in subjects' attitudinal evaluations of the fictitious brand when GCCP is used relative to the use of LCCP. Furthermore, the results showed a moderation effect for subjects' level of belief in global citizenship on the effectiveness of the GCCP strategy (Gammoh, B. S., Koh, A. C., & Okoroafo, S. C., 2011).

A study carried out in France, Germany, Italy and Spain investigated how brands can position themselves as part of a global segment in order to obtain an international character and how they can profit from positive stereotypes of a country by promoting the country-of-origin (C.O.O.) of the brand or its products in terms of specific local or foreign cultural attributes. The purpose of this study was to examine whether differences exist between product categories and between countries in how brands are positioned in advertisements (global, local, or foreign). The findings indicated that consumer culture positioning strategies and C.O.O. markers were indeed used differently across product categories and countries (Vries, S. de, 2015).

In the same context, a study explored the use of culture-specific elements and consumer culture positioning strategies in advertising and the impact of product category and origin of the brand on the use of these phenomena. The results demonstrated that certain culture-specific elements were more widely used than others. For example, the use of language to refer to a particular culture was used frequently, whereas 'made in ...' statements and logos to refer to a specific culture were hardly used. Furthermore, it was shown that the product category and brand origin affected the use of culture-specific elements and consumer culture positioning strategies.

According to a study analyzed the content of 480 advertisements from three popular Chinese women's magazines, the Global C.C.P. is more commonly utilized for brand positioning strategies than Foreign C.C.P. or Local C.C.P. Five elements of the advertisements determined in the language used for the brand name, the pronunciation of the brand name, the intended meaning rooted in an original foreign country for the brand name, the product's appearance of either utilitarian or symbolic, and a modern or westernized advertising appeal for brand positioning were found to be differentially related to GCCP and FCCP compared to LCCP (Li, D.X., Lee, U.K., Griffin, M. & Lee, D.I., 2011).

Increased attention has been given to examining global consumer culture and its impact on consumer product preferences and choices, lifestyles, and exposure to mass media from other countries, determined in consumer world-mindedness and its impact on attitudes and behavior. In this context, a study tested the comparative effects of global and local consumer culture positioning strategies in China. Its findings highlight the power of consumer nationalism on

driving the effects of these culture-oriented positioning strategies. Furthermore, the self-brand connection was found to be a critical mediator of the effects of consumer nationalism on brand evaluation (Liu, Y., Tsai, W.S. & Tao, W., 2019).

In the same context, a study examined the effect of consumer culture positioning and ad-brand incongruity in print advertisements on consumers' brand perceptions. Findings revealed a superior effect of global consumer culture positioning over its local and foreign counterparts on attitudes towards the advertisement and brand. In particular, cosmopolitan consumers with a robust global identity and belief in global citizenship are likely to buy the brand advertised as being widely available globally and consumed by people all over the world. Ethnocentric consumers with a weak global identity, however, are more likely to buy the brand advertised as reflecting local values and as being consumed by local people. Ad-brand incongruity is found to be capable of increasing viewing times of the advertisement (Milchram, C., 2012).

An additional study investigated the moderating role of national openness to foreign markets on consumer responses to different degrees of advertising adaptation according to three levels of advertising adaptation (standardization, glocalization, and adaptation) by using international versus local celebrity and international versus local advertising copy) in Belgium, Iran, and India. The results showed that societies with low openness to foreign markets respond more positively to fully adapted ads than to glocalized and standardized ads. The differences in responses decrease with national openness (Rajabi, M., Dens, N, De Pelsmacker, P. & Goos, P., 2017).

Furthermore, another research examines differences in consumer response to advertisements reflecting a global consumer culture positioning (GCCP) versus a foreign consumer culture positioning (FCCP) or a local consumer culture positioning (LCCP) and the relationship with consumer world-mindedness. The results demonstrate, for example, that advertisements for brands with FCCP and GCCP are nomologically different and evaluated differently (Nijssen, E. & Douglas, S., 2011).

Another important aspect of consumer culture positioning strategies (Global, Local, and Foreign) is considered essential to the rapid interest and consumers' purchase behavior/intention. In this context, a study conducted to examine the relationship between a local vs. global brand positioning strategy and buying impulsivity, as well as the mediating role of construal level. The main findings referred to that local food brands promote higher levels of buying impulsivity than global brands by lowering consumers' level of construal. The results added that local brands decrease the psychological distance between the brand and the consumer, compared with global brands because they are proximal to consumers' lifestyles, values, preferences, and behaviors (De Vries, Eline L. E., Fennis, Bob M., 2019).

Another research in Austria and Slovakia developed a theory-driven framework that clarifies the effects of product category on global/local brand preference. The results showed that global brands are perceived as better than

local brands when the purchase entails significant product risk and provides functionality rather than experiential enjoyment. The study found that consumers view global brands as superior in categories in which consumption is visible to others and in categories with high identity-signaling capacity (Davvetas, V., & Diamantopoulos, A., 2016).

Concerning investigating the effects of global brand positioning on product quality perceptions, attitudes towards brand, and attitudes towards advertising, a study carried out in Korea illustrated that global brand positioning has the primary effect on product quality perceptions, attitudes towards the brand, and attitudes toward advertising. Global brand positioning and prestige also influence brand evaluations, and the interaction effect between them is also found (Kim, J.E. & JUN, J.W., 2014).

### **Second: International Advertising in Egypt:**

Several studies investigated the impact of international advertising in the Egyptian marketing environment. One study examined the influence of cultural factors on the values embedded through commercial advertising and measured their presence, Importance, and impact on the cultures of local communities. It concluded that the relationship between culture and advertising is mutual, as culture affects advertising in terms of the nature of cultural values used in the ads, such as individual, collective, masculinity, and femininity. Meanwhile, the advertising affects culture in terms of cultivating new values, behaviors, and images such as stimulating consumerism, strengthening consumption culture, spreading false happiness, stereotyping the image of women, and using the English language (Kamal, Z.I., 2018).

The additional study addressed the cultural analysis of commercial advertising messages used in the mobile services for Vodafone in Egypt and the United Kingdom as a sample of advertising campaigns to determine the values reflected in those campaigns, the aspects of standardization and the differences between the campaigns in the two countries according to the indicators of Hofstede cultural dimensions. It showed the predominance of social values in the ads in the two countries. The positive values in the Egyptian were interest and family sympathy, excellent formation, compassion between the Brotherhood, encouraging children to play sports, developing their abilities, and focusing on family gatherings that deepen the link of love and bonding between the family individuals. The positive values in the campaign aimed at the public in the United Kingdom were determined in smiling in the faces of others without precedent, knowing men market as a kind of participation in daily household chores, helping others without asking for help and holding celebrations after any victory, such as a person's reward and the police's role in protecting citizens (Ali, S.R., 2019).

To explore how multinational companies adopt a specific promotion strategy in the Egyptian environment, a study aimed to answer the main



question determined in "What are the factors that determine the use of the promotion strategy (standardization, glocalization, and adaptation(. The results indicated that the companies in the sample adopt the glocalization strategy "integration between standardization and adaptation" which the companies depend on in the home country. At the same time, they use appropriate techniques and methods for the Egyptian society when implementing their strategies in Egypt (Abou Harb, H.S., 2016).

The subject of consumer ethnocentrism is discussed in the context of advertising country-of-origin effects. This was examined in a study using the U.S. and Egyptian samples. The findings show some evidence of consumer ethnocentrism in both countries (Keenan, K. & James, P., 2010). Another study argues that understanding the nature and influence of cultural differences in print advertising is essential for an effective international marketing strategy. Previous studies have investigated cross-cultural differences in advertising, but have not focused on advertising from the Arab world. There is also a scarcity of studies providing specific recommendations about localizing advertising for Arab consumers. Therefore, a study conducts a comparative analysis of Arab and U.S. print advertisements in magazines to identify cross-cultural differences in advertising and make recommendations on localizing advertising to Arab consumers, and in particular, those in the Persian Gulf states. (Sobh, R., Singh, N., Chun, W. & Benmamoun, M., 2018).

### **Review of Literature Implications:**

1-A specific shift appears to have occurred towards the representation of similar values across different cultures in advertisements. At the theoretical level, the findings were consistent with the pattern of results that would be predicted by GCCP theory – that more firms are targeting their brands to those consumers who share consumption values independent of the countries in which they live.

2-The most important cue to position a brand as global is the advertising copy. The results of the studies offered managerial insights, as brand managers of a low-involvement product and/or targeting global-minded consumers should concentrate on the spokesperson and the brand logo to position their brand as global is the advertising copy.

3-The potential value of the GCCP strategy offers specific strategic positioning guides to brand managers competing in the global marketplace, as studies have generated insights into the actual use of consumer culture positioning strategies and C.O.O. markers. Studies have shown how these strategies are used across product categories and countries.

4-It was shown that the product category and brand origin affected the use of culture-specific elements and consumer culture positioning strategies.

5-The brand managers should use consumer culture positioning in compliance with prevailing associations of the brand's localness, foreignness, or globalness

and should craft culturally relevant campaigns that capitalize on the growing trend of consumer nationalism in transitioning markets such as China.

6-Global brand positioning, involvement, and susceptibility to global consumer culture were linked to ultimate purchase intentions, and involvement is found to be a significant moderator.

7-There are some practical implications for the choice between a global or local brand positioning strategy, several papers argue in favor of the latter. Local (food) branding is a precise brand positioning mechanism that can influence and benefit from consumers' buying impulsivity.

### **Research Design:**

This study aims to identify the different strategies being used by M.N.C. in Egypt. Also, it aims to examine the relationship between the strategies being used in advertisements from a cultural perspective.

### **Importance of the Study:**

#### **1-Theoretical Importance:**

This research study will contribute to the general knowledge of international advertising that is potentially useful to a variety of business executives, educators, and others interested in understanding the process and effects of international advertising. Much of the research relevant to international advertising was published in the U.S.A., or countries of Europe and Asia, while very few research studies were conducted in Africa and developmental countries. This gives Importance for contributing to the field of international advertising from an African developmental country like Egypt.

#### **2- Managerial and Practical Importance:**

Most research papers investigated international advertising and consumer culture positioning strategies from the perspective of consumers and their responses. This research will instead study the consumer culture positioning strategies from the perspective of the firm practices. Conducting research studies in this area is necessary to lead the positioning strategies of business executives who are responsible for communicating in Egypt.

### **Research Questions:**

1-What are the most used Consumer Culture Positioning Strategies by multinational corporations in the Egyptian media?

2-Is there a relationship between the nature of the product and the used consumer culture positioning strategy?

3-Is there a relationship between the slogan and the used consumer culture positioning strategy?

4-Is there a relationship between the used advertising approach and the used strategy?

This question has the following two sub-questions:- (as advertising approach includes functional objectives and execution-style of the advertisements).

a-Is there a relationship between the functional objectives of the ads and the used strategy?

b-Is there a relationship between the execution-style and the used strategy?

5- Is there a relationship between the category of the content and the advertising strategy?

### **Methodology:**

In order to validate the formulated research questions, a content analysis was designed to analyze 125 international television advertisements in Egypt according to the use of Local, Foreign, and Global Consumer Culture Positioning Strategy choices.

### **Results:**

The tested sample (N=125) exhibits the following characteristics:

1-Most of the international advertisements that were analyzed during the study period were about consumer products (71.2%); the remaining bulk (28.8%) was about services.

2-Most of the advertisements used Arabic (72.8%), while (2.4%) only used English, meanwhile, the remaining bulk of the advertisements (24.7%) used both languages.

3-Regarding the content of the advertisement, most of the advertising content focused on the consumer's benefit by (31.2%), the content focused on the product's promotions by (28%), whereas the content focused on showing the advantages of the product by (20.8%), and finally the content focused on a new payment method by (16%).

4-Most of the product pictures displayed by the advertisements (40.8%) were during use, (37.6%) of them were ready for use and (21.6%) were other pictures (comparing the product with another one, showing the product after usage, using symbolic picture).

5-Regarding the symbols used in the advertisement, the majority of the advertisements (96%) did not refer to any symbols, (3.2%) of them used Egyptian symbols, and (0.8%) of them used foreign symbols. This result indicated that these ads usually do not use the symbols to link between the product and specific consumer culture.

6-The music used in the advertisements was mostly Western by (90.4%), it was eastern by (4%), non-music by (3.2%), and a mixture between eastern and western music by (2.4%).

7-The primary logo used in the advertisements was the logo that created a distinctive image about the product by (32.8%), then the logo confirming the benefit to the consumer by (27.2%) and the logo related to product's characteristics by (13.6%). The remaining bulk included logos that ensured the validity of the product for all consumers or showed the advantages of the company.

9-Most of the advertisements (53.6%) did not use celebrities, and when they did, they used famous actors or singers by (93.6%), and famous sports figures by (6.4%). This indicated that the companies tended to use celebrities in

advertising to create brand equity, to increase the consumer's remembrance of the ad, and to relate the product to the celebrity's skills.

10-Regarding nationality of the main characters in the ads, the results indicated that (84.4%) of the ads used the Egyptians, while (5.6%) of them used more than one nationality and finally (4.8%) of the ads used foreign nationalities.

11-Concerning the costumes of characters, (81.6%) of the ad's characters used Egyptian costumes, (5.6%) of the characters used more than one costume, and (4.8%) used foreign costumes. This indicated that the multinational companies prefer to use the local culture of the consumer.

12-Most of the advertisements (96%) did not refer to any symbols, (3.2%) of the samples used Egyptian symbols, and only (0.8%) used foreign ones. This indicated that these ads usually do not use symbols to link between the product and a specific culture to consumer.

13- The results showed that 78.4% of the ads used Local Consumer Culture Positioning Strategy and 21.6% of used Global Consumer Culture Positioning Strategy, whereas. M.N.C.s did not use foreign Consumer Culture Positioning Strategy in Egypt,

#### **- The category of advertisement's type (functional goals of the advertisement):**

Table 1 The category of advertisement's type "functional goals of the advertisement.  
(Source: Author)

The category of advertisement type (functional goals of the advertisement)	Total		Chi <sup>2</sup>	p-value df(7)
	Freq	percent		
News	20	16	56.18	0.0001
Competitive	22	17.6		
Reminder	3	2.4		
image	33	26.4		
Reputation	11	8.8		
Educational	6	4.8		
Motivating to increase the purchases from the item	26	20.8		
Others (interesting - social marketing)	4	3.2		
Total	125	100		

It is clear that there are many various functional objectives of the advertisements; forming a unique image came first by (26.4%), then increasing purchases of the products by (20.8%), achieving competitive objectives by (17.6%) and achieving news objectives by (16%). There are significant differences between the categories of the functional objectives of the product at the significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (56.184)$ .

**The category of the advertisement style used in the advertisement:**

Table 2 The category of advertisement style used in the advertisement (Source:Author)

The category of advertisement style used in the advertisement	Total		Chi2	P-value	df(5)
	Freq	Percent			
Dialogue style	24	19.2	9.256	0.099	
Testimonial style	25	20			
Story style	19	15.2			
musical style	25	20			
Introductory news style	23	18.4			
Direct selling	9	7.2			
Total	125	100			

The previous table shows that Testimonial and musical styles were used in advertisements by (20%) for each of them, the dialogic style was used by (19.2%) and finally the direct selling style by (7.2%). There are insignificant differences between the categories of the advertising style at the significance level of  $\alpha = (.05)$ , as the p. value = (.099) and  $X^2 = (9.256)$ .

**Main Findings:**

Findings of the content analysis provided answers to the proposed research questions as follows:

**1- What is the most strategy used in the brands according to consumer culture?**

Table 3 The strategies used in the advertisement (Source:Author)

Strategies used in the advertisement	Total		Chi2	P-value	df(2)
	Freq	Percent			
Global (GCC P)	27	21.6	40.32	0.001	
Local(LGC P)	98	78.4			
Foreign(FCCP)	0	0			
Total	125	100			

The above table shows that (78.4%) of the strategies used in the brands according to consumer culture were local and (21.6%) of them were global. There are significant differences between the categories of the strategies used in brands at significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (40,328)$ .

## Is there a relationship between the nature of the product and the used strategy?

Table 4 The value of chi2 of the relationship between the nature of the product and the used strategy (Source: Author)

Nature of the product	Item		Service		Total		Chi2	P-value Df(2)
	Freq	Percent	Freq	Percent	Freq	Percent		
Global (GCCP)	26	29.2	1	2.8	27	21.6	10.578	0.001
Local(LGCP)	63	70.8	35	98	98	78.4		
Foreign(FCCP)	0	0	0	0	0	0		
Total	89	100	36	100	125	100		

Contingency coefficient = (.279)

It becomes clear that (70.8%) of the products advertised used local strategy (L.G.C.) , (29.2%) of them used global strategy(G.C.C.) . Regarding the ads services, (97.2%) used local strategy (L.G.C.) and (2.8%) used global (G.G.C.). There is a significant relationship between the nature of the product and the strategy used at the significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (10.578)$ .

## Is there a relationship between the slogan and the used strategy?

Table 5 The value of chi2 to the relationship between the logo and the used strategy (Source:Author)

Strategy	Slogan nature	Benefits for consumers	Product properties	Availability of product for consumers	Advantages of producing company	Create a good self-image about the product	Save your taste	Chi 2	P-value Df(5)
	Percent	26.5	29.4	9.1	36.4	17.1	9.1		
Local (LGCP)	Freq	25	12	10	7	34	10		0.41 2
	Percent	73.5	70.6	90.9	63.6	82.9	90.9		
Total	Freq	34	17	11	11	41	11		
	Percent	100	100	100	100	100	100		

As evidenced through the previous table, the strategies of the logo confirming the benefit to the consumer were local by (73.5%) and global by (26.5%). For the strategies of the logo confirming the characteristics of the product, (70.6%) of them were local, and (29.4%) were global. Regarding the strategies of the logo emphasizes the validity of the product for all consumers, (90.9%) of them were local, and (9.1%) were global. Concerning the strategies

of the logo confirming the advantages of the product, (63.6%) of them were local, and (36.4%) were global. For the strategies of the logo creates a mental image, (82.9%) of them were local, and (17.1%) were global. Finally, according to the strategies of the logo saves your flavor, (90.9%) of them were local, and (9.1%) were global. There is no significant relationship between the nature of the logo and the strategy used at the significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (5.034)$ .

**4- Is there a relationship between the used Advertising Approach and the used strategy?**

To elaborate on this question, it was divided into two sub-questions:

**a- Is there a relationship between the functional objectives of the ads and the used strategy?**

Table 6 The value of chi2 to the relationship between the ads functional objectives and the used strategy(Source: Author)

Goals											Chi2	P-value
Strategies		News	Competitive	Reminder	Product image	Product Reputation	Educational	Motivation to increase	Other		Df(7)	
Global (GCCP)	Freq	4	4	0	8	3	2	2	0	8.593	0.283	
	Percent	20	36.4	0	24.2	27.3	33.3	7.7	0			Insignificant
Local(LGCP)	Freq	16	14	3	25	8	4	24	4			
	Percent	80	63.6	100	75.8	72.7	66.7	92.3	100			
Total	Freq	20	22	3	33	11	6	26	4			
	Percent	100	100	100	100	100	100	100	100			

The previous table shows the relationship between the ads' functional objectives and the used strategy. According to the strategies used in the news advertising, (80%) of them were (LGCP), and (20%) were (GGCP). For the strategies used in competitive advertising, (63.6%) of them were (LGCP) and (36.4%) were (GGCP). Regarding the strategies used in the Reminder ads, all of them were (LGCP). Concerning the strategies used in creating product image in the advertisements, (75.8%) of them were (LGCP) and (24.2%) were (GGCP). The strategies used in the reputation s ads (72.7%) of them were (LGCP) and (27.3%) were (GGCP). Regarding the strategies used in the educational ads, (66.7%) of them were (LGCP) and (33.3%) were (GGCP).

Finally, according to the strategies used in the ads motivating consumers to purchase, (92.3%) of them were (LGCP) and (7.7%) were (GGCP). Finally, all the strategies used in the other ads were local. There is no significant

relationship between the functional objectives of the ads and the used strategy at the significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (8.593)$ .

### **b- Is there a relationship between the execution-style and the used strategy?**

Table 7 The value of chi2 for the relationship between the execution-style and the strategy used (Source: Author)

Style		Dialogu e	Testimoni al	narrativ e	music al	New s	Direc t sellin g	Chi2	P- valu e  Df(5 )
<b>Strategy</b>									
Global (G.C.C. P)	Freq	7	2	1	4	11	2	16.34 3	0.01
	Percen t	29.2	8	5.3	16	47.8	22.2		
Local(L.G. C. P)	Freq	17	23	18	21	12	7		
	Percen t	70.8	92	94.7	84	52.2	77.8		
Total	Freq	24	25	19	25	23	9		
	Percen t	100	100	100	100	100	100		

Coefficient contingency = (.340)

The table shows the relationship between the execution-style and the used strategy; regarding the strategies used in the dialogue ads, (70.8%) of them were(LGCP ) and (29.2%) were (GGCP ). For the strategies used in the Testimonial ads, (92%) of them were (LGCP ) and (8%) were (GGCP ). Concerning the strategies used in narrative advertising, (94.7%) of them were local, and (5.3%) were global. According to the strategies used in the musical ads, (84%) of them were local, and (16%) were global.

For the strategies used in the news advertising, (52.2%) of them were (LGCP ) and (47.8%) were (GGCP ). Finally, for the strategies used in the Direct selling ads, (77.8%) of them were local, and (22.2%) were global. There is a significant relationship between the functional objectives of the ads and the used strategy at the significance level of  $\alpha = (.05)$ , as the p. value = (.001) and  $X^2 = (16.343)$ .



### 5- Is there a relationship between the category of the content and the advertising strategy?

Table (8) The value of chi2 to denote the relationship between the content category and the used advertising strategy (Source:Author)

Style		Focus on giving 25information about the product	Focus on the benefits of getting the product for consumers	Focus on giving offers to promote the product	Include what insure the Importance of time	Focus on previous achievements	Selling with new pay technique	Chi 2	P-value
Strategy									Df(5)
Global (GCCP)	Freq	10	13	2	0	1	1	20.73	0.001
	Percent	38.5	33.3	5.7	0	100	5		
Local (LGCP)	Freq	16	26	33	4	0	19		
	Percent	61.5	66.7	94.3	100	0	95		
Total	Freq	26	39	35	4	1	20		
	Percent	100	100	100	100	100	100		

Coefficient contingency= (.377)

The previous table indicates to the relationship between the category of content and the advertising strategy; regarding the strategies used in the advertising focused on a showing of information about the components and the features of the product, (61.5%) of them were local, and (38.5%) were global. For the strategies used in the advertising focused on the benefit to the consumer result of the use of the product, (66.7%) were local, (33.3%) were global. According to the strategies used in the advertising focused on offering for product promotions, (94.3%) of them were local, and (5.7%) were global. Concerning the strategies used in the advertising interested in time, all of them were local.

All strategies used in advertising focused on the content of the announcement of what has been accomplished to achieve over the past years were global. The strategies used in the advertising focused on "a new payment method" (95%) of them were local and (5%) were global. There is a significant relationship between functional objectives of the ads and the used strategy at the significance level of  $\alpha = (.05)$ , as the p. value = .001 and  $X^2 = 20.738$ .

### Discussion:

This study aimed at identifying different strategies used by M.N.C. to position their products in the Egyptian market by referring to a specific local, foreign, or global consumer culture in their television advertising campaigns.

By using the content analysis to analyze 125 international television advertisements in Egypt, the study has reached the following: "Most of the ads analyzed used Local Consumer Culture Positioning Strategy by 78.4%, whereas 21.6% of ads used Global Consumer Culture Positioning Strategy, and the "Foreign Consumer Culture Positioning Strategy" was not used by M.N.C.s in Egypt. This means that the brands in international television advertisements were not associated with specific foreign consumer culture.

The results revealed that the local consumer culture positioning strategy was tackled more in the advertisements in comparison with the other strategies, as it is shown below.

1-Most of the international advertisements that were analyzed during the study period were about consumer products (71.2%); the remaining bulk (28.8%) was about services and most significant bulk of the advertisements used the Arabic language, while only (2.4%) used English,

2-Regarding the content of the advertisement, most of the advertising content focused on the consumer's benefit by (31.2%), the content focused on the product's promotions by (28%), whereas the content focused on showing the advantages of the product by (20.8%), and finally the content focused on a new payment method by (16%).

3-The music used in the advertisements was mostly Western by (90.4%), it was only eastern by (4%), non-music by (3.2%), and a mixture between eastern and western music by (2.4%).

4-The primary logo used in the advertisements was the logo created a distinctive image about the product by (32.8%), then the logo confirming the benefit to the consumer by (27.2%) and the logo related to the characteristics of the product by (13.6%). The remaining bulk included logos that ensured the validity of the product for all consumers or showed the advantages of the company.

5-Most of the advertisements (53.6%) did not use celebrities, and when they did, they used famous actors or singers by (93.6%), and famous sports figures by (6.4%). This finding indicated that the companies tended to use celebrities in advertising to create brand equity, to increase the consumer's remembrance of the ad, and to relate the product to the celebrity's skills.

6-Regarding nationality of the main characters in the ads, the results indicated that most of the ads used the Egyptians, and the costumes of characters were mostly Egyptian costumes, which indicated that the multinational companies prefer to use the local culture of the consumer. Nevertheless, when it comes to using Egyptian symbols, they did not use the symbols to link between the product and the local consumer culture.

7-Most of the advertisements (96%) did not refer to any symbols, (3.2%) of the samples used Egyptian symbols, and only (0.8%) used foreign ones. This result indicated that ads usually do not use symbols to link between the product and a specific culture to the consumer.

8-There are many various functional objectives of the advertisements; forming a unique image came first by (26.4%), then increasing purchases of the products by (20.8%), achieving competitive objectives by (17.6%) and achieving news objectives by (16%).

9-The styles used in the advertisements were Testimonial and musical styles by (20%) for each of them, the dialogic style was used by (19.2%) and finally the direct selling style by (7.2%).

10-The majority of the advertised products used local strategy (LGCP), while (29.2%) of them used global strategy (GCCP ). Regarding the services' ads, (97.2%) used (L.G.C. P) and (2.8%) used (GGCP).

### **Research limitations/implications:**

This study provides valuable managerial insights into the potential value of GCCP strategy in Egypt and offers specific strategic positioning guide to brand multinational marketing managers competing in the Egyptian marketplace.

### **Originality/value:**

With the Importance of global market segments, it is essential to assist brand managers seeking to strengthen their brand's equity in a competitive global marketplace. This paper contributes to the literature on international brand positioning by emphasizing on the usefulness of GCCP as a strategic positioning guide for global marketing managers competing in the Egyptian marketplace.

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