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**THE INFLUENCE OF CULTURE AND LIFESTYLES ON
RECEPTIVITY TO DIRECT MAIL**

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of
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ABSTRACT

The Influence of Culture and Lifestyles on Receptivity to Direct Mail

by

Andrée Turmel

This study is an analysis of the differences in Receptivity toward Direct Mail between Anglophones (English Canadians) and Francophones (French Canadians). A Receptivity toward Direct Mail model is proposed and demonstrated. This model integrates the *Pay Attention To*, *Cognitive*, *Affective/Motivational*, and *Behavioral* stages as well as various demographic data, lifestyle preferences and culture dimensions (Acculturation and Culture Identity). Due to the exploratory nature of the study, conclusions are formulated in terms of further work to be accomplished to better understand the situation.

DEDICATION

To Ghislain, for facing the now famous Ice Storm in January 1998 and help me complete the survey portion of this paper.

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INTRODUCTION

Direct marketing, relationship or loyalty marketing, database marketing, and one to one marketing, are the different terms used by marketers to qualify an area of the marketing discipline which enables to target individual customers and prospects, thus allowing the establishment of a one-to-one dialogue with them. According to Kote (1989): "Direct Marketing occurs when a consumer is first exposed to a good or service through a non-personal medium (such as Direct Mail, cataloguing, television...) and the order by mail or telephone...."

Direct marketing works with all media: television, magazines, newspapers, internet and radio. However, for the purpose of this study, we will focus more specifically on direct marketing defined as advertising that is sent through the mail.

Advertising sent through the mail is usually composed of an outer envelope, a personalised letter, a brochure describing and selling the product as well as presenting a special offer, and finally a reply vehicle (usually postage paid) inviting the audience to respond. Printed direct marketing campaigns can take many different forms in the mail: catalogues, contests, Direct Mail in bag (e.g. Publisac), coop envelopes, free sample offers, discount or free trial coupons, and fundraising efforts sent by charitable organisations. Some of the commonly known direct marketing companies in Québec are: Readers' Digest -- we have all received one of their famous and extensive Sweepstakes mailing; Air Canada and its points/miles club -- Aéroplan that involves long-run relationship building efforts so as to build trust and loyalty among their preferred consumers; Air Miles with another type of point collection club that is presented in conjunction with many major advertisers; LL Bean's outdoor clothes catalogue; Columbia

House selling records through the mail; Yves Rocher's beauty products offer; as well as Time Life's and Québec Loisirs' Book Clubs.

Direct advertising sent through the mail can be personalised. Personalising a Direct Mail package may simply mean laser printing the name and address of the receiver on the envelope. Or, it can be a lot more sophisticated if the marketing database is well developed and maintained. For example, as part of the letter copy, an advertiser could 'personalise' by stipulating the brand name of a product previously purchased and even the date of purchase. Other elements that can be personalised include: an age group ("... a person like you that is now aged between 50 and 59 years old should be thinking about his/her retirement more seriously..."), a special rate offer (depending on the historic level spending achieved with the company), or the name of the person in many different places throughout the communication, etc.

One of the most important issues for Direct Mail companies is to gain customer confidence. Because the sale is attempted without a face-to-face encounter between seller and buyer, the use of 100% unconditional money back guarantees claims, cited endorsements for the product from recognized companies (often supported by photographs), and when possible, the inclusion of samples can impact the credibility factor. Another proven element in gaining customer acceptance and confidence is the use of a detailed letter included in Direct Mail packages. Pierce (1988) asserts that the letter is the single most important part of the offer. It is the sales pitch that needs to answer all potential objections.

The first mail order catalogue was published by Montgomery Ward in 1872 (Grossman 1979). Direct marketing has evolved continuously ever since. A dozen years ago, when the cost of doing direct marketing was low (more specifically the postage and printing costs), the strategy was to buy as many mailing lists as possible and to send a

Direct Mail offer to every prospect on those lists. Since then, the price for developing direct marketing campaigns has risen considerably. The competition has grown and become more strategic. Consumers thus got wiser. This has spurred lower rates of return to non-targeted offerings. Finally, the privacy issue became more salient. Direct marketers have had to turn to different targeting tools to be able to increase the efficacy of each mailing and hence reduce wasteful efforts such as offering mortgage packages to retired senior citizens who are more likely to be in a time of their life where they are considering selling their homes to go to a home care centre.

The addition of demographic data was further exploited to develop better targeted mailing lists. This has taken direct marketing a giant step further. In addition, direct marketers have found that incorporating lifestyle and attitude factors in their targeting strategy can increase response rates. This gave birth to marketing tools such as SAM (shared attitude marketing) and Compusearch's segmentation which uses prospects' lifestyles attitudes to fine-tune prospect lists and the marketing message that will reach them and have them respond.

The huge development of "computer science" has enables direct marketers to build rich databases of information on their clients and potential clients. Direct marketing leaders such as American Express report that they classify the types of purchases made by customers thus breaking them down by demographic profile and age range before mailing a specific product offer. By target marketing to a finer degree, the firm is now able to spend its money in an efficient manner without cutting down on the value put into the offer. The direct marketing division of American Express has the highest return on equity with respect to all its major profit centres (Newport, 1989).

Many articles in Marketing and Communication publications predict that direct marketing will continue growing in the years to come. For instance, a research performed

by the Canadian Direct Marketing Association (CDMA) in 1995 revealed that Canadians bought over \$10.15 billion in goods and services through direct marketing channels (Cuthbert 1996). Direct marketing is an industry that is expected to grow in Canada – one only has to look at the importance it has taken in countries such as the United States and France. However, at the same time, direct marketers now have to face various obstacles in producing efficient direct marketing offers.

This study will attempt to provide additional information on the influence of culture and lifestyles on receptivity to Direct Mail. Identifying cultural differences with regards to Direct Mail should help marketers better target the right customer with the right offer. Being able to better customize and better target the marketing communication is the essence of the direct marketing discipline.

LITERATURE REVIEW

The literature review is organized into three sections. The first section covers the consumer attitudes towards direct marketing at various levels : cognitive, affective and intention. The second section discusses how culture influences consumption and attitudes toward direct marketing. Finally, a third section examines the impact of lifestyle preferences on responsiveness to direct marketing.

Consumer Attitudes Toward Direct Mail

Everyday, people in most households receive mail which they sort. They throw some away and hold other pieces for further inspection (Crespi and Petersen, 1992). What gets them to open a specific envelope and not another? Why do some groups of individuals prefer very promotional and colorful packages and others do not? Could we identify clusters of individuals that are, by definition, more responsive to Direct Mail offers? This is very hard to say. Nevertheless, direct marketing companies that have managed to learn about these attitudes by testing different approaches have also become very successful in their marketing efforts. Obtaining a response rate of 10% to a mailing of 100,000 units is great! But still, 90,000 individuals did not react to the offer! This unopened mail represents a loss. Understanding mail-sorting behavior is therefore an issue of considerable importance.

A survey conducted for Canada Post by Travis Research Associates of Toronto, in 1990 revealed that Canadians had a love-hate relationship with the 14 billion pieces of promotional paper delivered to their mail boxes in the previous year. It was reported that people spend an average of three to four minutes each and every weekday reading their unsolicited mail. Direct mail is welcomed when it's about frequently purchased, low-

priced, and mass-market products. These include: groceries, drug store items, and some clothing. Less welcome is mail with information about rarely bought, expensive, and narrowly targeted goods. These include: luxury autos, real estate, and certain posh services. Canada Post was surprised to learn that 49% of the people polled in the survey said they made no distinction between personally-addressed Direct Mail (i.e. a package containing a letter or a reply card personalised with the use of name and address). The remaining 13% said they gave more attention to non-personalised items. This was quite surprising because it is usually accepted in the direct marketing industry that a package that is personalised with the name and address of the person you want to reach, should typically get more attention than a non-personalised counterpart. Another unexpected result was that consumers expressed little concern about the privacy issues related to Direct Mail.

In their study, McMellon and Ducoffe (1995) have examined how the two information-processing theories of categorization and deliberative processing applied to mail-sorting behavior. By using two types of Direct Mail envelopes (highly promotional vs. personal correspondence types), the researchers also studied Direct Mail expertise effects on several measures of cognitive response.

Categorization is defined as "...the identification of an object as a member of a class of objects at a particular level of specificity, a process that results in the activation of the associated schematic knowledge" (Pavelchak, 1989). Categorization theory describes "the shorthand process whereby organised prior knowledge related to a category is used in evaluations" (Goodstein, 1993). Through categorization, consumers quickly and efficiently classify and then evaluate objects on the basis of previous experience (Fiske and Neuberg 1990). For example, a consumer may look at an envelope,

categorize it as "junk mail," immediately recall previous negative experiences associated with this type of mail, and then toss it in the wastebasket without further thought. Or, they might not recognize it at first and need to examine the envelope to ascertain if, for example, it has been bulk mailed before successfully categorizing it.

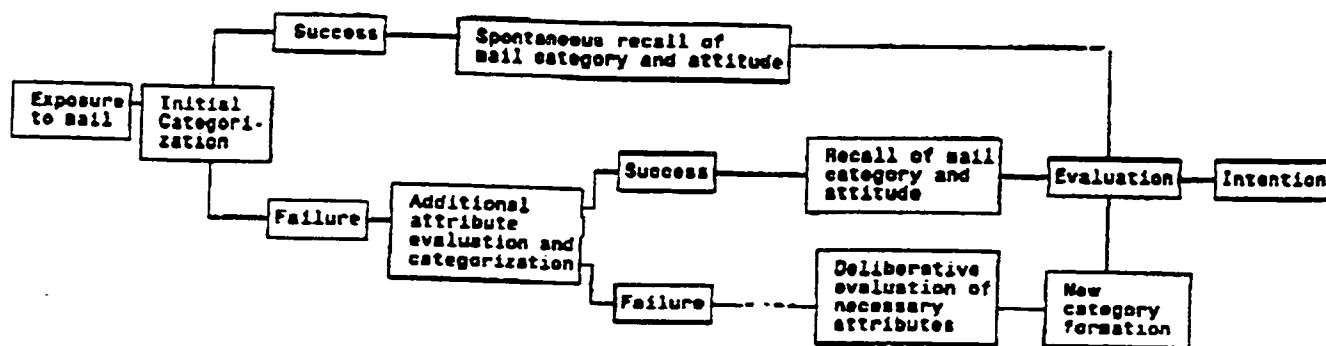
When the initial attempt at categorization fails, the consumer will then pay attention to selected target attributes in an attempt to find a fit with other known categories in memory. Ajzen and Fishbein (1980) have demonstrated this linear model:

- Attributes are evaluated and transformed into beliefs; beliefs influence attitudes; attitudes and subjective norms influence intentions; and intentions influence behavior.

Individuals exposed to pieces of mail that defy easy categorization may react more deliberately thus evaluating envelope attributes until categorization is successful. The envelope may or may not be opened on the basis of how it is categorized. On the other hand, it may be opened in an effort to resolve the categorization question.

Figure 1 presents an overview of the model that was tested and supported by McMellon and Ducoffe's research (1995). As hypothesized, subjects in the match condition used fewer total and attribute thoughts, more simple evaluation thoughts, and were more extreme in their evaluations. This characterised categorical cognitive processing in mail sorting. Conversely, in the mismatch condition, cognitive processing was, as expected, clearly observed to be more deliberative.

Figure 1: Cognitive Processing in Direct Mail Sorting (McMellon & Ducoffe: 1995)



To separate the subjects into Direct Mail experts and novices categories. McMeilon and Ducoffe (1995) used the mean value of the number of pieces of mail received or inspected each month ($X=29$) as the midpoint. Contrary to previous studies which indicated that experts are more able to generate attribute-oriented thoughts, the authors have found that experts processed information more efficiently and used fewer attributes in order to categorize the offer based on what they had previously seen and to build their intention to react to the offer. They also found that Direct Mail novices do not exist per se and that it would be more accurate to talk about different degrees of expertise.

Because the current study is performed in Canada and not the United States, we have adapted a scale to measure the “number of Direct Mail offers responded to” ranging from 0 (never) to 31 and over. The answer given by the responder will indicate his/her *degree of expertise* in Direct Mail.

Gehrt, Yale, and Lawson (1996) have outlined how *convenience*, an important motivation behind Direct Mail patronage, can be broken down into three dimensions: time, space, and effort. They found that the time-oriented dimension relates to a variety of consumer concerns including the ability to do two things at the same time. The space-oriented dimension relates to factors such as minimizing travel to stores, walking once through the shopping center, and travel specifically related to comparison shopping. The effort-oriented dimension was linked with the ability to avoid crowded stores, the unpleasant presence of salespersons, and the ease with which merchandise can be returned to a catalog retailer.

Research performed by the Sales and Manager Canada publication demonstrated that seven out of ten Canadians liked something about Direct Mail (see Table 1). The types of Direct Mail offers that are welcomed by Canadians were ranked by order of preference:

Table 1: How Canadians Rank Direct Mail by Priority of Item

<u>Item</u>	<u>% who said they welcomed the item</u>
Retail store catalogues	73%
Free samples	70%
Mail order catalogues	60%
Coupon Magazines	52%
Flyers	40%
Coupons in envelopes	40%
Direct mail in a bag	38%
Promotions on single page	29%
Charitable requests	27%
Inserts	27%
Sales letters	24%
Contests/Sweepstakes	17%
Source: Sales and Marketing Manager Canada (July 1991), Junk Mail.	

Much research suggests that there are demographic, attitudinal, and/or psychographic differences between customers who shop through *in-home* shopping methods) e.g., buying through catalogs, Direct Mail, telephone, videotex, direct sales, and televised shopping programs). In profiling direct response television commercial shoppers, James and Cunningham (1987) found that shoppers differed from nonshoppers on several variables. Direct response television shoppers were more affiliation and convenience oriented, less risk-adverse, and demographically younger, female versus male, married, having children, and white. However, shoppers and nonshoppers did not differ by income, education, or occupation.

In contrast, James, Kramer, and Sonner (1994) found that direct response television advertisement shoppers differed by income and education and not by gender and age, whereas catalog shoppers differed from nonshoppers with respect to age, gender, and income.

Earlier studies suggested contradictory findings. Cox and Rich (1964), Cunningham and Cunningham (1973), Gillett (1970), and Reynolds (1974) have found that Direct Mail shoppers had higher incomes whereas Peter and Ford (1972) indicated lower incomes. Some showed Direct Mail shoppers with higher education levels (Gillett, 1970) whereas other research showed lower educational levels (Peter and Ford, 1972). Direct marketing shoppers were also profiled with respect to occupational status. Two studies showed higher occupational status (Cunningham and Cunningham, 1973; Gillett, 1970) whereas another found lower occupational levels (Peter and Ford, 1972).

In terms of nondemographic indicators, Cox and Rich (1964), Gillett (1970), and Reynolds (1974) found levels of perceived risk to be low whereas Spence, Engel, and Blackwell (1970) found no difference in perceived risk between Direct Mail shoppers and store shoppers. With respect to attitude toward shopping, several studies showed that

direct marketing shoppers were interested in expediting shopping as much as possible (Cox and Rich 1964); Gillett 1970). On the other hand, Reynolds (1974) found that nonstore shoppers actually enjoyed the shopping process.

These findings are obviously somewhat contradictory. It is therefore difficult to identify trends or tendencies linked to Direct Mail shopping.

The findings of the current research will be compared against those of a more recent study on consumer perceptions of mail/phone order shopping media vs store shopping. In this study, Settle, Alreck, and McCorkle (1991) used an image rating scale to measure consumers' perceptions. They used their scale to measure the following factors across differing shopping media: catalogue, television, Direct Mail, magazine ad, and newspaper ad, and store shopping.

- safe vs. risky
- convenient vs. inconvenient
- extravagant vs. economical
- fast vs. slow
- difficult vs. easy
- practical vs. impractical
- unenjoyable vs. enjoyable
- sensible vs. foolish

All eight items were summed for each respondent to create an unweighted *Total score*. The higher the value of this score, the more positive was the *overall image*. Settle, Alreck, and McCorkle found significant differences in the demographic characteristics of the respondents with regards to the factors outlined in the previous chart.

Their research indicated the following patterns:

- Women indicated a significantly more positive attitude than men toward catalogue and store shopping.
- Compared to singles, married people were more positive about catalogue and magazine shopping (and more so if they had children).
- Those with normal time were more positive toward TV shopping and those with ample time were more positive toward stores.
- The higher the socio-economic level (based on education, occupation and family income), the more positive the person was likely to be toward all five mail/phone order shopping media
- The age of the respondent did not affect the image of mail/phone order shopping.

Settle, Alreck, and McCorkle discussed the fact that mail/phone order marketers typically focus on response and purchase rates by demographic and sometimes by psychographic groups. Yet, they only rarely look behind the actual purchase behavior to explore the cognitive, attitudinal, and perceptual processes that partially govern the decision itself. They point out that one reason why some do and others do not buy from a mail/phone order shopping medium may be differences in their perceptions of the medium itself. While the purchase decision is a multifaceted process, the authors justifiably presume that if prospective buyers hold a positive image of a particular medium, they are more likely to purchase through it than if their image is negative.

Of the eight *image* dimensions chosen for the study—economy, enjoyment, ease, speed, convenience, sensibility, practicality, and safety—the mail/order shopping media most closely rivalled store shopping on perceptions of economy and ease. Moreover, respondents found these media to be rather risky than safe. Perceived risk therefore continues to inhibit mail/phone order purchasing.

Goerne (1992) postulates that although many companies believe that Direct Mail is the best way to reach their true customers, the indifference of consumers toward Direct Mail shopping is making the apparent success of mail order unrealistic. Specifically, over 55% of consumers see Direct Mail advertising as a nuisance and 27% see it as an invasion of privacy. Goerne (1992) suggests that although consumers may have somewhat of a negative view toward direct marketing, almost half of those surveyed indicated that they have bought something through mail order over the past year.

Barry (1991) outlines a study that was performed for Canada Post. He suggests that Canadian consumers like the fact that Direct Mail helps them save money or get a good value for their money and that it is an excellent source of information about upcoming innovations and market changes. In general, consumers tend to welcome Direct Mail from organizations that offer products or services that are relevant to their needs. Barry (1991) found that rapid fulfillment of orders was one of the keys to success for cataloguers. Companies that deliver orders within seven days are viewed as the most desirable to deal with. Another important finding was with respect to a company's return policy. It is evident from the survey that the order processing, credit, and refund policies should be a major area of concern for many direct marketers because they have an enormous impact on how customers view the company and on how profitable the company is.

Schneider and Rodgers (1993) developed an *attitude toward Direct Mail scale* (DIRSCALE). They started with Raju's (1980) generalized "information seeking" measure and developed eight items (used in this survey's questionnaire). One question was asked twice as a verification device which gave the authors a total of nine questions.

The overall attitude is measured with the summed answers, ranging from 9 (strongly disagree with all nine items, yielding most negative attitude toward Direct Mail), to a maximum of 63 (strongly agree with all nine items, yielding most positive attitude toward Direct Mail).

Schneider and Rodgers used the *market maven status* concept developed by Feick and Price in 1987 which is defined as:

individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information

Higie, Feick and Price (1987) found that market mavens are more likely than other consumers to read Direct Mail communications.

Schneider and Rodgers concluded that attitudes toward Direct Mail as a source of information about products and market is at least modestly related to *market maven status*. Those consumers in a position to exert influence over the purchase decisions of others due to their special interest in and expertise about the marketplace in general are relatively more likely to hold favourable attitudes toward Direct Mail. Similarly, consumers who score low on *market maven status* tend to receive somewhat fewer Direct Mail offers than do those scoring higher on *market maven status*.

To measure the *market maven status*, Feick and Price (1987) constructed and tested a six-item scale. The six questions have been incorporated to this research's survey and are presented in the Methodology section of this paper.

Cultural Differences - Francophones and Anglophones

Canada was founded by two cultural groups. The Anglophones came mostly from Scotland, Wales, England, and Northern Ireland. Some were crown loyalists who immigrated from the United States. The Francophones came mainly from France. Today, these two groups still represent numerically the largest markets of the country (i.e. about 11.2 million Anglophones and 7.4 Francophones (see Statistics Canada 1991).)

Numerous studies have been done on culture and its impact on consumer behaviour. They reflect a belief that consumption is to a significant degree a cultural phenomenon. The cultural element in any society is an important environmental factor affecting marketing decisions therefore culture may be viewed as an independent determinant of consumer attitudes and behaviour (Dwight, 1976). Culture has been defined as “the whole set of beliefs, attitudes, social forms and ways of doing things of a reasonably homogeneous set of people” (Calantone, Morris, and Johar 1985). Schaninger, Bourgeois, and Buss (1985) have demonstrated how cultural differences between groups are likely to result in different consumption and media behaviour. Their study demonstrated that culture was a strong determinant of attitudes. Consequently, they argued that consumption differences were due to cultural differences. Therefore, various cultural sub-groups should react differently to different promotional strategies. Bergier, Rosenblatt and Laroche (1980) proposed that “Culture may be considered as providing individuals with a certain optic, through which they view the world. This variable is assumed to shape one’s values, perceptions, attitudes, opinions and behaviours... locking individuals in patterns which permeate their day-to-day actions and ultimately affect their buying behaviour.”

According to Kotler (1984) “cultural factors exert the broadest and deepest influence on consumer behavior.” Furthermore, a given culture adapts or changes over time. The existence of multiple cultures within a nation’s geographical boundaries is a fairly common phenomena in modern times. People within cultural groupings are thought to be more similar in outlook and behavior than other individuals in a given society and, by the same token, significantly different from the general population. Several Canadian researchers have identified differences between French and English speaking Canadians (Tigert, 1972); Vickers and Benson, 1972); Bergier et al, 1982). Schaninger, Bourgeois and Buss (1985) demonstrated that these cultural differences were related to differences in consumption behavior, even after removing the effects of social class and income.

Culture has been regarded as having four main functions (see Kindra, Laroche, and Muller, 1994) :

1. *To establish rules of conduct.* For example, a culture will define an appropriate mode of response when one receives an income tax form or an invitation to a wedding.
2. *To set standards of performance.* A culture will define what level of effort and performance would be worthy of an A+ academic grade or a standing ovation.
3. *To establish ways of interpreting environmental cues and interpersonal signals.* A culture will determine how a person should interpret the statement of an offer or a demand and define the meaning of verbal and non-verbal communications that allows parties to correctly interpret each other’s behavior.
4. *To provide a society with vehicles or patterned solutions for solving its recurring problems.* For example, going to prison as a punishment for stealing as opposed to cutting up the hand of the accused.

Acculturation

Differences and/or similarities within cultural groups such as the Francophones in Canada with respect to the rest of the population suggest a basis for one's marketing and promotional efforts. The key question concerns when such groups warrant a distinct marketing strategy, and when they can be aggregated with other groups for the purpose of decision-making. The answer rests, in part, with the degree of acculturation a given cultural group has undergone with respect to its surrounding environment (Calantone, 1985). Several studies on ethnicity have used a unidirectional concept of cultural change where newcomers learn to adapt to the new environment (Phinney, 1990). However, newcomers do not necessarily lose all aspects of their culture of origin as they acquire another culture. The assimilationist approach implies that newcomers are being absorbed into the cultural tradition of the pre-existing population. Full assimilation is said to have occurred when the impact of the norms associated with the culture of origin becomes very small (Phinney, 1990). This unidirectional approach does not reflect the bargaining power of the concerned groups nor does it consider the historical and political contexts. Researchers today tend to view the cultural change process as bi-directional whereby an ethnic group member can coexist in two cultural worlds and adopt both value systems thereby favorably incorporating the notion of Québec where two major ethnic groups (i.e., Francophones and Anglophones) have a reciprocal influence over one another. Indeed, the Anglophones have adapted to some aspects of the Francophones culture and vice versa.

The word "acculturation" is therefore more appropriate than "assimilation" to define cultural change. Acculturation is the process of learning a culture different from the one in which a person was originally raised. Thus, the degree of acculturation pertaining

to an ethnic individual refers to the extent that these attributes of the person correspond to those of the other culture (Keefe, 1980; Laroche, Joy, and Kim 1989; Rogler et al., 1991).

Ethnic Identity

Recent research has shown that ethnicity and race are not merely “in” or “out” classifications. The construct *Strength of Ethnic Identification* describes how strongly a minority or ethnic group member identifies with his or her group. *Strength of Ethnic Identification* has been shown to influence consumer behavior for both ethnic (Deshpandé, Hoyer, and Donthu, 1986) and racial (Williams and Qualls, 1989) classifications. For example, Deshpandé, Hoyer, and Donthu (1986) found that not only did ethnic identification affect consumer related behavior (i.e., Hispanics were more brand loyal than Anglophones) but strength of ethnic identification had an impact within an ethnic group (i.e., strong Hispanic identifiers were more brand loyal than weak Hispanic identifiers).

Indications of ethnicity

Many traditional research on consumer ethnicity have been criticized for their reliance on single objective indicators of ethnic identification. For example, *language spoken at home* has traditionally been used by many researchers (e.g. Schaninger, Bourgeois and Buss, 1985; Tigert, 1973) as the single indicator of ethnicity. However, there is a shift in the recent literature toward the use of multiple indicators. For instance, Valencia (1985) created an *Index of Hispanicness* combining six indicators: self-identification, English language ability, the extent of Spanish language use at home,

language preference, and relative stay in the U.S. and miscegenation. However, Hui, Kim, Laroche, and Joy (1993) have identified six indicators of ethnicity. Their study demonstrated convergent validity of the EFC (English-French Canadian) ethnicity concept, as operationalized by these six factors below:

1. Self-Identification

The degree of felt identification with a given ethnic group which may largely determine the level of commitment he experiences toward the group's norms.

2. Language use

Language represents a significant factor by which one may identify to ethnic group members. Anderson (1983) argues that it is not merely the use of language per se but the unifying effects of print and other media that are significant in the creation and maintenance of ethnic boundaries.

Language and communication are critical elements in the bi-cultural environment observed in Québec as they affect the process of an individual's acculturation toward either the Francophones or the Anglophones. The importance of communication as an acculturation medium was postulated as early as 1931 by Spair who stated that "every cultural pattern and every single act of social behavior involves communication in either explicit or implicit sense."

Kim (1977) stipulates that communication is crucial to acculturation because it provides the fundamental means by which individuals develop insights into their new environment. In the context of Québec, we know that major efforts have been made to

preserve the French culture. Bill 101 law has been implemented to prevent businesses the use of bilingual signs.

3. Religious Beliefs

Religion can be another unifying force in the creation and maintenance of ethnicity. It provides symbols that create a sense of continuity with the past and a heightened sense of belonging to a particular group. According to Dashevsky (1976) and Greely (1976), religion co-varies with other factors such as class and occupation to define ethnicity. However, religion tends to account for less variance than do the previous factors (Phinney, 1990)

4. Social Interaction

Social interactions represents friendship networks, the links to neighbours, the networks that include other members of the group of which one is a part, as well as membership in ethnic associations and institutions. Acculturation and the extend of social interaction an individual has with a particular culture are important indicators of ethnicity.

5. Upbringing/background

Family, neighbourhood and community are important sources of influence in shaping one's ethnic identity. The family is where ethnic identity is developed and maintained. It is from early childhood that individuals begin to develop the perceptions of self-identity that may have a lasting effect throughout the later stages of life.

6. Spouse's ethnic identity (Endogamy/Exogamy)

In conjunction with the above factors, the choice of spouse from within the community also aids in the maintenance of ethnic identity.

Hui, Kim, Laroche, and Joy (1993) have found that language use in various social communication contexts and self-identification prove to be the most valid indicators of EFC ethnicity. On the other hand, religion is the least valid indicator of the six. Their findings also indicated that the concept of EFC ethnicity is distinguishable from socio-economic status.

Calantone, Morris and Johar (1985) selected three cultural groups: the Ontario English, the Anglo-Québécois, and the French-Québécois, and tested the assimilation model. Recognizing that English is the language spoken by the majority in Canada but that the English represent a minority group in Québec (80% of the Québécois speak French), the authors searched for similarities and differences among groups of consumers. Their study demonstrated that the Québec English are much more similar in their motivations to the Québec French than to the Ontario English. As with the Québec French, the Québec English had a strong family orientation, took pride in physical appearance, and showed interest in fashion trends.

Cultural Differences

Francophones have traditionally been characterised as strongly influenced by their religion, church-educated, more rural than urban, submissive or cooperative in relationships, oriented toward the present, self-indulgent, means-oriented, risk-averse, and coming from an authoritarian family structure (Richer and LaPorte, 1971). On the other hand, the Anglo Canadian has historically been stereotyped as less influenced by religion, educated secularly, more urban, individualistic, competitive in relationships, future and goal-oriented, and having an egalitarian family structure. However, it has been suggested that the Francophone of today is more liberal than his/her predecessors whereas the Anglophone has become more conservative and traditional than previous generations (Woolfson, 1982).

There appears to be additional significant differences between these two cultural groups, in terms of buyer behavior. For instance, the French tend to be more brand loyal, receptive to advertising, responsive to coupons and premiums, attracted to premium products, and favourable toward national brands versus private brands whereas the Anglophones feel house brands are less expensive than national brands. Francophones tend to buy more chocolate, perfume, ale, soft drinks, maple syrup, decaffeinated coffees, and convertibles, among other products, than do Anglophones (Calantone, 1985). They also tend to eat more, drink more and party more and spend 24% of their disposable income on food whereas Anglophones spend less (20%) on the same (Cossette, 1975).

Bruce Mallen (1977) examined corporate and public marketing research studies done over a twenty year period and identified three basic traits manifested specifically by Francophones:

1. The sensate trait -- Francophones exhibited a more hedonistic consumption attitude and behavior than their Anglo counterparts. Francophones had a predisposition to products appealing to the four senses of sight, smell, taste and touch. Francophones were said to be more discriminating than Anglophones where products involving attributes relating to the four senses are concerned. For instance, they were more prone to purchasing household items (e.g. telephones) which match the general decor and food items with certain textures. They were also more partial to social and sporting events (social hedonism). Appearance was also more important to Francophones. Compared to Anglophones, French-Canadian women were more fashion conscious and spent more on dresses (Tigert, 1973; Vickers and Benson, 1972). Preferences of the whole family were taken into account more often because the Francophone family operates more as a unit. The expression *joie-de-vivre* is often used to characterise the French-Canadian attitude of searching for the good things in life.

2. The conservative trait -- Francophones were also characterised as more conservative in their attitudes and less willing to take risks. This was supported by past studies, such as that by Calantone mentioned above. This indicated that Francophones tended to be more brand loyal than Anglophones, and that, in many cases, the leading brand among Francophones had a much higher share than the leading brand among Anglophones (Kindra, Laroche, and Muller, 1994).

3. The non-price cognitive trait -- That is, if a product is liked by Francophones, it will be bought regularly and price will unlikely represent an obstacle to purchase. In fact, if sensual satisfaction plays an important function in consumption patterns, then

logically, higher prices will willingly be paid. By the same token, if a particular brand is judged superior in spite of higher prices, it will be purchased and sought repeatedly.

Ogilvy and Mather (1976) found that, in terms of decision making, Francophones were less likely to rely on emotions than Anglophones. This is surprising when we think of the *sensate trait* identified by Mallen. Moreover, they found that Francophones were far more likely to be skeptical and mistrustful of individuals and of business. This lends support to the *conservative trait* (risk-averse) identified by Mallen.

Using data collected for the Print Measurement Bureau (PMB) in 1991, François Vary (1992) concluded that Francophones consistently showed different consumption and behaviour patterns from other Canadians. Francophones tended to link price to perceived value, but also tended to pass on a buy rather than pay on credit. They were more willing to pay premium prices for convenience and premium brands. Francophones gave greater credence to advertising than the average Canadian. They were cautious with respect to the use of new products and often postponed trial until a product had proven itself. Francophones generally showed more brand loyalty, but bought another when on special. Furthermore, they bought few “no name” products but made extensive use of cents-off coupons. Francophones were less likely to drink tea and diet cola or eat jam, tuna, cookies and eggs on a daily basis than the average Canadian. However, they liked pre-sweetened cereals and regular cola and used butter for cooking. They showed a strong preference for instant coffee products giving decaffeinated products a slight edge.

Vary (1992) has also indicated many interesting findings on Francophones:

- Francophones felt they gave more importance to personal grooming and fashion than most Canadians. This may explain the fact that 64% went to specialized clothing boutiques compared to 52% among other Canadians. Although Franco women in Québec did not use as much lip gloss, face powder, foundation make-up, or perfume as the average; they were big users of perfumed body spray, cologne and toilet water, as well as lipstick. They also bought more panty hose, swimwear, and hair coloring products (the latter were purchased at beauty salons).

- Francophones had a higher proportion of wine drinkers (51% vs. 44%), beer drinkers (50% vs. 46%) and smokers (38% vs. 29%) than the rest of the country. On the other hand, Québec consumed less hard liquor.

- Francophones in Québec were bigger buyers of lottery tickets than most Canadians and were more likely to subscribe to book Clubs. However they made fewer personal long-distance phone calls. The number of credit card holders was falling -- holders of two or more cards made up to 32% of the population in French Québec vs. 39% for the rest of Canada. .

James Warrington, VP of strategic planning at Publicité Martin Inc., the fourth largest ad agency in Québec, pointed out that three major factors that make French Québécois so different from the rest of Canada:

1. Their positive cultural values of family, loyalty and pride;
2. Their primarily emotional versus rational decision-making behavior;
3. Their unique social and community-driven leisure behavior.

Basing himself on different sets of data (Processus Marketing which conducted four surveys in 1990 measuring the responses of 3,000 French Québécois to various television ads and PMB (1990)), Warrington offered the following observations:

- French Québécois are cautious about trying new products due to their strong brand loyalty and high quality consciousness;
- Humour, even very off-the-wall humor, can work wonders.
- Sex in advertising is much more acceptable (e.g., Benetton's condoms ad that appeared in Québec but nowhere else in North-America).
- Price is closely linked to perceived value and Quebec French prefer to pay a higher price for convenience rather than shop around.
- Testimonials are strong selling points in all media especially since the Québécois tend to believe advertising claims.
- A growing group of fluently bilingual business execs, dubbed by Warrington as Fruppies (French urban professionals) are developing an international perspective. Their interests, by order of preference, are Europe, the U.S. and the rest of Canada.
- Families, homes, friends, and community remain very important in Québec. This pride is a strong trigger when used as a creative device in advertising.

Lifestyles

A consumer's lifestyle is the outward expression of his or her values and needs. When we describe consumers' lifestyles, we are describing how they live and express their values and satisfy their needs. These outward manifestations of needs and values can be seen in what the consumer buys and does not buy; what interests and does not interest the person; and what opinions and attitudes have and have not been formed on various issues or topics. All of these dimensions of thinking and behaviour constitute a consumer's lifestyle. In fact we can view a consumer's lifestyle as the *tendency to behave in the marketplace and to respond to marketing efforts in a predictable manner* (Hui, Joy, Kim, and Laroche, 1993).

Hui, Joy, Kim and Laroche (1993) have presented a summary of past findings and conjectures found in the above literature regarding French-English Canadian lifestyle differences:

1. Francophones are more strongly oriented toward the home, the family, the children, and the kitchen.
2. Francophones are more brand loyal.
3. Francophones are more fashion conscious and more concerned about personal appearance and home cleanliness.
4. Franco women are more religious.
5. Franco women are more negative toward the use of credit (i.e., bank borrowing and credit cards).
6. Franco women are more interested in baking and cooking and are more negative toward convenience foods.
7. Mixed results have emerged regarding the relative price sensibility of Francophones.

Hui, Joy, Kim and Laroche, have tried to strengthen the existing evidence for the relationship between ethnicity and lifestyles. They used a questionnaire that included 47 lifestyle questions using 10-point Likert scales selected from Wells and Tigert (1971) and Tigert (1973). Questionnaires were administered to four ethnic groups (English, French, Greek and Italian). Results indicated the relatively prominent lifestyle features of each ethnic group.

Features of Anglophones included:

1. Less concern for their children
2. Less innovative and less likelihood of being opinion leaders
3. Greater price consciousness
4. Less fashion consciousness
- 5 Greater liking of credit use
6. More dislike for housework than Greeks and Italians
7. Greater liking of canned foods

The prominent lifestyle features of Francophones included:

1. Stronger fashion consciousness
2. A less favourable attitude toward cooking and baking
3. More dislike for housework
4. Less brand loyalty
5. Higher opinion leadership and health consciousness
6. More of a homebody nature

Variety Seeking

Raju's research (1980) on Optimum Stimulation Level (OSL is a property that characterizes an individual in terms of his general response to environmental stimuli -- every organism prefers a certain level of stimulation) showed that individuals with high OSLs are somewhat different in their response patterns. They feel less threatened by ambiguous stimuli and are more likely to respond rather than withdraw from such stimuli. However, there seems to be no differences in openmindedness or tendency to perceptually categorize stimuli. This can be translated by saying that high OSLs and low OSLs are cognitively similar, but behaviorally different.

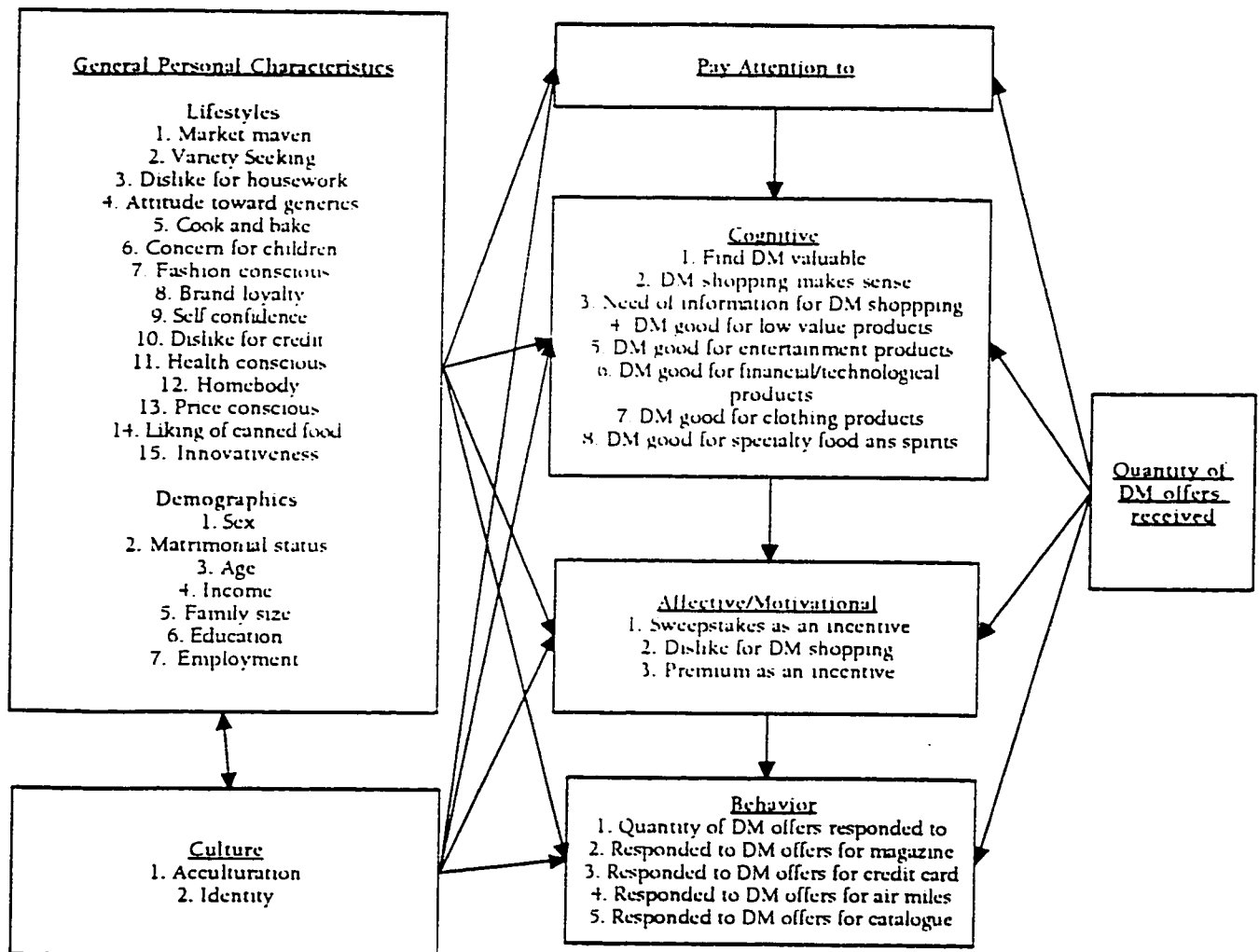
Raju (1980) concluded that the basic motivations underlying exploratory responses seem to be *risk taking*, *variety seeking*, and *curiosity*.

Variety seeking is explored in this paper as a lifestyle variable because of it's link with brand switching and repetitiveness behaviour proneness which are key concepts in a cultural differences study.

HYPOTHESES

This section proposes nine hypotheses based on the findings discussed in the previous section. A model of Receptivity to Direct Mail is also proposed (figure 2).

Figure 2: Proposed Receptivity to Direct Mail Model



H1. Francophones and Anglophones will show significant differences on Receptivity toward Direct Mail.

This model is a proposed explanation for the receptivity of an individual toward Direct Mail. It starts with notions proposed in Krech, Crutchfield, and Ballachy (1964). They describe attitudes according to a three-category classification:

- 1) *Cognitive* -- the beliefs an individual has about the situation or object;
- 2) *Feeling* -- the affective component or the emotions connected with the situation or object; and
- 3) *Action-tendency* -- behavioral readiness associated with the situation or object.

To this three-component basis, the model incorporates, at the very beginning of the interaction, the *Pay Attention To* condition: Will the targeted prospect even consider looking inside the envelope or will the Direct Mail package go directly into the garbage can? This is based on McMellon and Ducoffe's (1995) demonstration of the application of Information-Processing theory to mail-sorting behavior (see Direct Mail section of this paper).

Hypotheses 1 states that Anglophones and Francophones will demonstrate significant differences in the interactions of the elements involved in the proposed model.

H2. Differences in the influence of the variable *Number of Direct Mail Offers Received* will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

The variable *Number of Direct Mail Offers Received* is also integrated in this model.

We know that Anglophones in Québec and in the rest of Canada are greatly influenced by American media and values because they share a common language. This facilitates communication and enables American companies to reach Anglophones and to promote their product to that group. Americans have generally tended to use lists of English Canadian names for Direct Mail offers. Francophones have been left out of this process because of the language barrier. Americans have generally shyed away from attempts at advertising to Francophones.

In addition, the great number of mail order ads that are found in magazines and newspapers of the English language versus the French language also indicates that the latter group has been less exposed to Direct Mail and that therefore it is less knowledgeable and experienced with this medium.

It is expected that Anglophones and Francophones will differ with respect to the influence of this variable at the four levels enumerated above: *Pay Attention, Cognitive, Affective, and Behavior*.

The *Attitude Toward Direct Mail Scale* (DIRSCALE) developed by Schneider & Rodgers (1993) as well as the *Image of Direct Mail Scale* created by Settle, Alreck and McCorkle (1991) will help establish the *Cognitive* and *Affective* components of the model in terms of *Direct Mail Receptivity*.

Culture and *lifestyle* variables are integrated in the model as suggested by Kotler (1984) in that they influence *Cognitive, Affective* and *Intention* levels. Many authors have identified differences between Francophones and Anglophones (Tigert, 1972; Bergier et

al, 1982; Scaninger, Bourgeois, and Buss, 1985) and have demonstrated that these cultural differences had an impact on consumption behavior.

Moreover, Raju (1980) has demonstrated that *Variety Seeking* is an element that may have an influence over *Affective* and *Intention* levels but not the *Cognitive* level.

It has been established that *Culture* and *Lifestyles* play important roles in the receptivity of different groups of consumers toward advertising, consumption behavior, and product preferences. Differences between the two cultures may also emerge in the case of Direct Mail.

H3. Differences in the influence of *Culture* will emerge between Anglophones' and Francophones' receptivity to Direct Mail

H4. Differences in the influence of *Lifestyles* variables will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

H5. Differences in the influence of *Variety seeking* variable will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

It is hypothesised in this study that Anglophones will be more receptive than Francophones to Direct Mail offers. This will impact their attitude toward Direct Mail (DIRSCALE) as well as their perception of Direct Mail (DIMAGE). It should also affect the number of Direct Mail offers received and responded to over a certain period of time.

We have also seen that Francophones exhibit a more hedonistic consumption pattern and that they have a predisposition to products appealing to the four senses of

sight, smell, taste and touch (Mallen; 1977). Direct mail purchasing involves only one of those four senses --sight-- and should therefore further disinterest that group. In-store shopping which involves the senses of touch, smell, taste (if it's edible) and sight with respect to a particular product should be more attractive for Francophones. It is argued that these behaviors will influence negatively Francophones' score on the attitude toward and image of Direct Mail scales.

Mallen (1977) has also identified a conservative trait with Francophones which makes them less willing to take risks. Direct mail purchasing includes a certain level of risk. When purchasing via Direct Mail, you do not have control over the quality of the product; you don't know whether the product you are looking at in the catalogue will actually be the one received by mail; and you're never sure that the company you bought from will still be there if you decide to return the merchandise. It is hypothesised that Francophones will show a higher risk adversity than Anglophones with regards to Direct Mail. This should influence their scores on the attitude toward and image of Direct Mail scales.

The Francophones' dislike for credit has also been documented. For instance, research performed by François Vary (1992) has established that Francophones will prefer passing on a good buy rather than to pay on credit. This aversion toward credit could also have an impact on their attitudes toward Direct Mail. Direct mail purchasing usually involves credit as a form of payment only after the product has been received and utilized. Yves Rocher, for example, only sends an invoice 10 days after the consumer has received cosmetic products. They have noticed that this practice diminishes significantly the return rate of the merchandise. Again, it is argued that Francophones' dislike for credit will impact on their scores.

H6. Anglophones will have a more positive attitude toward Direct Mail than Francophones.

H7. Anglophones will have a more positive image of Direct Mail than Francophones.

It has been established by Schneider and Rodgers that Market mavens hold more favorable attitudes toward Direct Mail than other consumers. This paper will try to confirm those findings.

As no study has been performed to date on the cultural composition of a group of Market mavens, we assume that an equal number of Anglophones and Francophones will compose our mavens group. This assumption will be tested.

H8. Market mavens will show a more positive attitude toward Direct Mail than the other respondents.

H9. The Market maven group will be composed of equal proportions of Anglophones and Francophones.

METHODOLOGY

Data

The survey method was used to collect the appropriate information regarding consumer lifestyles, cultural dimensions, demographics, and their attitudes toward various types of direct marketing promotions.

The populations targeted for this survey consisted of Anglophones and Francophones residing in the Greater Montréal area. An area sampling procedure was used. Within selected municipalities, a number of census tracts were randomly selected. Next a number of streets were picked at random and efforts were made to survey as many households on these streets as possible until 250 usable sets of questionnaires were obtained from each target group. In order to ensure a representative sample of each one of the two ethnic groups, given the bicultural and multicultural character of the population of the city of Montréal, sampling was carried in the following manner:

- A number of census tracts in various municipalities in Montréal and surrounding area which, based on the 1991 Census of Canada, exhibited a large percentage of residents whose mother tongue (single response) was either English or French, was selected.
- 37 census tracts in 21 municipalities were chosen at random for the survey.
- The geographic areas chosen were residential districts with detached or semi-detached dwellings which are easily accessible to interviewers. Residents in apartment dwellings were not canvassed because of difficulty in obtaining access.

Based on previous surveys, a response rate of 30% was expected. The data distribution took place from December 4th, 1997 to April 6th, 1998. The questionnaires were administered door to door. Data collection was done mostly on weekends and

evenings when respondents are more likely to be at home. Bilingual (English and French) interviewers, after the initial introduction, used a filter question to screen out those who identified themselves as belonging to neither group. Those who qualified were asked whether they preferred a French or an English questionnaire. The choice between having the questionnaire picked up at a later time or using a prepaid envelope addressed to Prof. Michel Laroche, Concordia University, to return the filled questionnaire at their own convenience, was offered to participating individuals.

Measures

A structured non-disguised questionnaire was designed to gather the data required for this research. A cover letter explaining the research project was attached to the questionnaire. The questionnaire was made available in English and in French, and it was pretested prior to printing. No major flaws were detected in the pretest. The questionnaire was comprised of four parts. Part A measured variety seeking, market maven status, and lifestyles; part B tapped attitude toward and utilization of Direct Mail; part C assessed ethnicity; and, finally, part D contained demographic questions. The English and French questionnaires appear in Appendix A.

Part A - Variety seeking, market maven status, and lifestyle factors

- *Variety Seeking* was measured using two different scales. The first one was developed by Mehrabian and Russell (1974) and was composed of the following questions:
 - I like continually changing activities (*arousal from change*).
 - When things get boring I like to find some new and unfamiliar experience (*arousal from novelty*).

- I like to go somewhere different nearly every day (*arousal from new environments*).
- I sometimes like to do things that are a little frightening (*arousal from risk*).
- I like to touch and feel a sculpture (*arousal from sensuality*).

The second scale was developed by Raju (1980) and measured the following items:

- When I see a new or different brand on the shelf, I often pick it up just to see what it's like (*innovativeness*).
- Investigating new brands of grocery and other similar products is generally a waste of time (*innovativeness*).
- I enjoy sampling different brands of commonplace products for the sake of comparison (*brand switching*).
- If I like a brand, I rarely switch from it to try something different (*brand switching*).

• The *Market Maven Status* scale items included:

- I like introducing new brands and products to my friends.
- I like helping people by providing them with information about many kinds of product.
- People ask me for information about products, places to shop, or sales.
- If someone asked where to get the best buy on several types of products, I could tell him or her where to shop.
- My friends think of me as a good source of information when it comes to new products or sales.
- I am a person who has information about a variety of products and likes to share this information with others. I know about new products, sales, stores, and so on, but does not necessarily feel I am an expert on one particular product.

Each item was administered on a ten-point scale while Feick and Price's initial research used a seven-point scale.

- Fourteen *Lifestyle* factors were measured in the first part of the questionnaire by using 47 questions selected from Wells and Tigert (1971):

Factor 1: Concern for Children

Factor 2: Self-Confidence

Factor 3: Price Consciousness

Factor 4: Cook and Bake

Factor 5: Fashion Consciousness

Factor 6: Dislike of Housework

Factor 7: Attitude toward Generics

Factor 8: Dislike of Credit

Factor 9: Opinion Leadership

Factor 10: Innovativeness

Factor 11: Brand Loyalty

Factor 12: Liking of Canned Food

Factor 13: Health Consciousness

Factor 14: Homebody

Part B - Attitudes Toward and Utilization of Direct Mail

Attitude toward Direct Mail was measured using several groups of questions.

- Eight questions were borrowed from a scale developed by Schneider and Rodgers (1993).

- Mail order catalogues and other Direct Mail offers are very interesting to me.

- When reading mail order catalogues and other Direct Mail ads, I usually pay a lot of attention to them.
- Mail order catalogues and other Direct Mail ads are very helpful to me as a shopper.
- I like to browse through mail order catalogues and other Direct Mail offers even when I don't plan to buy anything .
- I generally read even my junk mail just to know what it is about.
- I usually throw away mail advertisements without reading them.
- I often read advertisement just out of curiosity.
- I rarely read advertisements that just seem to contain a lot of information.

While Schneider and Rodgers (1993) used a seven-point scale, we chose to work with a ten-point scale throughout the survey.

Another image rating scale was developed by Settle, Alreck, and McCorkle (1991) for a study on consumer perceptions of mail/phone order shopping media vs store shopping. It was used to measure consumers perceptions across different shopping media. The following factors emerged:

- safe vs risky
- convenient vs inconvenient
- extravagant vs economical
- fast vs slow
- difficult vs easy
- practical vs impractical
- unenjoyable vs enjoyable
- sensible vs foolish

Finally, the questionnaire also included other questions related to the number of Direct Mail offers received and responded to; the types of products for which Direct Mail purchasing was found to be a good medium; and the types of Direct Mail programmes patronized by respondents.

Part C - Measurement of Ethnicity

Items designed to tap the six dimensions of ethnicity suggested by Hui, Kim, Laroche and Joy were included in the questionnaire. For the measure of self-identification, respondents were asked to indicate the degree of agreement (1=Strongly Disagree; 10=Strongly Agree) with the statement, "I consider myself to be Anglophone (Francophone)." Instead of assuming the unidimensionality which would have required one measurement scale, individuals' self-identification with English-Canadian ethnicity as well as that with French-Canadian ethnicity were measured separately. The question "I consider myself to be Allophone" was also included in the questionnaire as a screening device in order to keep only those belonging in the Francophone or Anglophone category.

The extent to which respondents used English, French or another language across thirteen activities such as watching TV, talking with friends, reading newspapers, was measured by asking the distribution of percentage of time used in each language. The scores added to 100 for each activity.

Religious beliefs were also measured using three 10-point Likert statements:

1. I consider myself to be a strong Protestant (Catholic) believer.
2. I had a strong Protestant (Catholic) childhood upbringing.
3. Protestant (Catholic) beliefs are important an part of my life.

Questions such as:

1. All my closest friends are Anglophones (Francophones).
 2. All my neighbours are Anglophones (Francophones).
 3. I am very comfortable dealing with Anglophones (Francophones).
 4. I go to places where I can be with Anglophones (Francophones).
 5. I often participate in the activities of Anglophones (Francophones) community or political organizations.
- etc...

were used to measure the degree of English-Canadian (French-Canadian) social interaction.

The measure of Upbringing/background contained two Likert-type statements:

1. My parents are Anglophone (Francophone).
2. I grew up in a mostly Anglophone (Francophone) neighbourhood.

Finally, spouse's ethnic identity was measured with the statement " My spouse is Anglophone (Francophone)."

A total of 1,342 questionnaires were distributed, 716 in English and 626 in French. A total of 575 usable questionnaires was obtained (268 English and 307 French). The response rate was 42.85%.

Table 2: Questionnaire Distribution and Collection

Municipality	No. of Census Tracts	No. of Question. distributed		No. of Question. usable Received		Not Usable*	Received Gross Total
		English	French	English	French		
Verdun	1	9	51	7	14	3	24
N.D.G.	1	28	3	13	2	3	18
Nun's Island	1	3	25	2	6	3	11
Montréal West	1	34	2	16	3	7	26
Montréal	3	5	66	2	34	4	40
Westmount	3	152	19	58	16	12	86
T.M.R.	1	25	13	6	10	3	19
Dorval	1	22	3	14	3	1	18
Pointe-Claire	2	69	5	41	9	6	56
Beaconsfield	3	132	14	41	22	6	69
Kirkland	1	32	10	4	7	4	15
Pierrefonds	2	85	24	29	8	16	53
D.D.O.	3	81	7	25	5	11	41
Montréal East	2	1	37	1	31	1	33
Anjou	1	1	36	1	13	1	15
Montréal Nord	3	1	47	1	30	6	37
Laval	1	1	31	none	14	2	16
St-Hubert	2	1	50	1	18	none	19
Brossard	1	2	6	1	1	1	3
Greenfield Park	1	28	8	5	3	2	10
Longueuil	3	4	169	none	58	6	64
Total	37	716	626	268	307	98	673

* Incomplete or Allophones (not included in the target market). Includes French and English questionnaires.

Table 3: Rate of Return

	English	French	Total
Number of Questionnaires Distributed	716	626	1342
Number of Usable Questionnaires	268	307	575
Rate of Return (usable)	37,43%	49,04%	42,85%
Percent of Total Sample	46,61%	53,39%	100,00%

Following the data collection, responses were coded and entered directly into a data file. Questionnaires returned by non-qualifying respondents (belonged to an ethnic group), or questionnaires containing a substantial amount of missing information were not entered in the data file. The data was verified and input errors were corrected.

RESULTS

Demographics

The following is a summary of various demographic variables found in the study.

Sixty-four percent (64%) of respondents from the usable questionnaires were female and 36% were male, the majority (83.10%) were married or living with their spouse. Respondents were, in majority, between 30 and 59 years old (85.8%). And about a third of the sample came from families of 4 members (34.6%). These findings are representative of both target groups (English and French). Table 4 below provides a more detailed breakdown on four demographic variables.

Table 4: Gender, Marital Status, Age and Family Size Summary

	English	French	Total
Gender			
Male	31,70%	39,70%	36,00%
Female	68,30%	60,30%	<u>64,00%</u>
Marital Status			
Single	6,00%	10,20%	8,30%
Married	84,20%	82,20%	<u>83,10%</u>
Separated/Divorced/Widowed	9,80%	7,60%	8,60%
Age			
0-29	3,80%	9,80%	7,00%
30-39	17,70%	25,20%	<u>21,70%</u>
40-49	32,00%	31,10%	<u>31,50%</u>
50-59	27,10%	18,70%	<u>22,60%</u>
60+	19,50%	15,10%	17,20%
No. of Members in Family			
1	3,90%	5,40%	4,70%
2	21,00%	19,80%	20,40%
3	16,00%	25,80%	21,30%
4	35,80%	33,60%	<u>34,60%</u>
5+	23,30%	15,40%	19,10%

Most of the French respondents were born in Québec (94.4%). The majority of English respondents were also born in Québec, but to somewhat a lesser degree (61,5%). A good proportion of the English respondents also came from another Canadian province (21.4%). The proportion of respondents born out of Canada as very low (less than 10%). This reduced the probability of getting information from individuals not belonging to one of our two target groups.

Table 5: Place of Birth

Place of Birth	English	French	Total
Québec	61,50%	94,40%	79,20%
Ontario	9,90%	1,00%	5,10%
Western/Atlantic Canada	11,50%	0,70%	5,60%
Europe	9,50%	2,60%	5,80%
Other	7,60%	1,30%	4,20%

Almost half (48.9%) of the respondents come from high income households (over \$70,000 per year). The balance of the respondents came from 'comfortable' families as only 16.4% of the households earned less than \$40,000 per year. Table 6 outlines the breakdown per target group.

Table 6: Income Level

Income	English	French	Total
Under \$39,999	15,40%	17,30%	16,40%
\$40,000 to \$49,999	6,40%	12,80%	9,90%
\$50,000 to \$59,999	12,40%	14,20%	13,40%
\$60,000 to \$69,999	12,00%	10,70%	11,30%
\$70,000 +	53,80%	45,00%	48,90%

Most of our respondents (89.9%) owned their home which was a detached house 61.40% of the time. These results reflect the sampling procedure which targeted high income residents and mostly houses (as opposed to apartment blocks).

Table 7: Home Categories

	English	French	Total
Owner vs Renter			
Own Home	90,60%	89,40%	<u>89,90%</u>
Rent Home	9,40%	10,60%	10,10%
Hometype			
Detached House	64,50%	58,70%	<u>61,40%</u>
Semi-Detached or Row	26,80%	19,30%	22,80%
Apartment/Other	8,70%	22,00%	15,70%

Table 8 outlines the degree of education attained as well as the employment status for the respondents and their spouses. Over half of the respondents and their spouses have obtained a university degree. Fifty-five percent of the respondents and 69.2% of their spouses are working full-time. We can explain the fact that the proportion of spouses working full-time is higher than the proportion of respondents due to the fact that our sample of usable questionnaires have been filled by more women than men. This also explains the fact that 10.4% of the respondents are homemakers vs. only 5.6% for the spouses.

Table 8: School Degree Obtained and Employment Status (respondent and spouse)

	English Respond.	English Spouse	French Respond.	French Spouse	Total Respond.	Total Spouse
School Degree Attained						
Elementary/High School	12,10%	21,50%	21,40%	26,30%	17,20%	24,10%
Cegep	25,40%	21,50%	25,00%	27,50%	25,20%	24,70%
Undergraduate/Graduate	62,50%	57,00%	53,60%	46,20%	<u>57,70%</u>	<u>51,30%</u>
Employment Status						
Full-Time	48,30%	68,90%	60,10%	69,50%	<u>54,70%</u>	<u>69,20%</u>
Part-Time	15,10%	7,80%	12,10%	6,50%	13,50%	7,10%
Retired	17,80%	14,60%	14,40%	14,90%	15,90%	14,80%
Homemaker	13,50%	6,80%	7,80%	4,60%	10,40%	5,60%
Unemployed/Student	5,40%	1,80%	5,50%	4,60%	5,50%	3,30%

Lifestyle Analysis

The *Variety Seeking*, *Market Maven*, and *Lifestyle* items were submitted to exploratory factor analysis with oblique rotation. The following 15 factors (see tables 10 to 23) which explained 63.5% of the total variance were identified:

Table 9: Dislike of Housework Factor

Three statements were identified under what was qualified as the “dislike of housework” factor.

	loading
I must admit I really don't like household chores	.8749
I find cleaning my house an unpleasant task	.8590
I do not enjoy most forms of housework (R)	.7610

Note: (R) indicate statements that have been reversed.

Table 10: Attitude Toward Generic Factor

Three statements have been gathered under the “attitude toward generic” factor.

	loading
Generics are often as good as advertised brands	.8858
Generics are not much different from brands except for the packaging	.8314
Generic products provide good value for what I pay	.8016

Table 11: Cook and Bake Factor

The “cook and bake” factor can be qualified by these three statements.

	loading
I am a good cook	.8195
I love to cook	.7724
I love to bake and frequently do	.6928

Table 12: Concern for Children Factor

A factor “concern for children” as been identified with these four statements.

	loading
My children are the most important thing in my life	.8112
I take a lot of time and effort to teach my children good habits	.7308
I try to arrange my home for my children’s convenience	.7243
When my children are ill in bed, I drop almost everything else to see to their comfort	.7128

Table 13: Fashion Consciousness Factor

Four statements have been grouped under the “fashion consciousness” factor.

	loading
When I must choose between the two I usually dress for fashion not for comfort	.7900
Dressing up is an important part of my life and activities	.7839
I usually have one or more outfits that are of the latest style	.7722
I often try the latest hair styles when they change	.5505

Table 14: Brand Loyalty Factor

The following four statements qualify the “brand loyalty” factor.

	loading
I feel there is a risk in choosing a brand other than the one I am familiar with	.7212
I do not buy brands that I have never tried before	.7070
If I like a brand, I rarely switch from it to try something different	.6198
I usually end up buying the same brand of packaged goods over and over again	.6110

Table 15: Self-Confidence Factor

The “self confidence” factor can be identified using these four statements.

	loading
I think I have more self-confidence than most people	.6937
I like to be considered a leader	.6363
I think I have a lot of personal ability	.6298
I am more independent than most people	.6212

Table 16: Dislike of Credit Factor

A “dislike of credit” has been identified by these three factors.

	loading
I do not buy many things with a credit card or a retailer card (R)	.8448
I like to pay cash for everything I buy	.8402
To buy anything, other than a house or a car, on credit is unwise	.6613

Note: (R) indicate statements that have been reversed.

Table 17: Health Consciousness Factor

Two statements have been gathered under the “health consciousness” factor.

	loading
I use more low calories foods and beverages than the average person	.8263
I consider myself to be health and nutrition conscious	.7844

Table 18: Variety Seeking Factor

Four statements can be grouped and qualified as the “variety seeking” factor. They are four out of the five statements taken from the Mehrabian and Russell (1974) research. The fifth statement “I like to touch and feel a sculpture” did not load unto the Variety Seeking factor.

	loading
When things get boring I like to find some new and unfamiliar experience	.7366
I like continually changing activities	.6999
I sometimes like to do things that are a little frightening	.6474
I like to go somewhere different nearly every day	.5595
I like to try new and different things	.3799
I like parties where there are a lot of music and talk	.3576

Table 19: Homebody Factor

Includes two statements which are related to enjoyment of being at home.

	loading
I would rather spend a quiet evening at home than go out to a party	.7680
I am a homebody	.7063

Table 20: Price Consciousness Factor

The “price consciousness” factor has been identified by theses four statements.

	loading
I am willing to spend more time shopping in order to find bargains	.7607
I shop a lot for “specials”	.7323
A person can save a lot of money by shopping around for bargains	.6654
I find myself checking the prices in the grocery store for small items	.6412

Table 21: Liking of Canned Food Factor

Two statements discuss the topic of canned food.

	loading
I couldn't get along without canned foods	.8630
I depend on canned foods for at least one meal a day	.8326

Table 22: Innovativeness Factor

The next factor, Innovativeness, was identified by two statements.

	loading
When I see a new or different brand on the shelf, I often buy it just to see what it's like	.5490
I often buy other brands to see if they are better than the brand I usually buy	.4391

Table 23: Market Maven Status/Opinion leadership Factor

	loading
People ask me for information about products, places to shop, or sales	.8040
My friends think of me as a good source of information when it comes to new products or sales	.7853
People come to me more often than I go to them for information on brands	.7530
My friends or neighbours often come to me for advice	.7085
I am a person who has information about a variety of products and I like to share this information with others	.6892
I like introducing new brands and products to my friends	.6576
I sometimes influence what my friends buy	.6494
I like helping people by providing them with information about many kinds of products	.5973
If someone asked where to get the best buy on several types of products, I could tell him or her where to buy it	.5425
I often try new brands before my friends and neighbours do	.4810

These ten statements clearly indicate the Market Maven Status/Opinion Leadership factor. All five statements elaborated in Feick and Price's research (1987) on market maven status are found as well as five statements measuring the opinion leadership lifestyle factor.

Lifestyle Factors Reliability

In order to verify the reliability of each of these 15 factors, the cronbach alpha coefficient was calculated for the whole sample and then for both the English and the French groups.

Table 24: Reliability of lifestyle factor measures

Factor	Cronbach Alpha	English Alpha	French Alpha
Market Maven /Opinion Leadership	.9085	.9123	.9074
Dislike of Housework	.8233	.8356	.8076
Attitude Toward Generics	.8154	.8841	.7410
Cook and Bake	.7455	.7588	.7457
Concern for Children	.7765	.7356	.8232
Fashion Consciousness	.7287	.6676	.7312
Brand Loyalty	.6307	.6482	.6197
Self-Confidence	.6930	.7728	.6155
Dislike of Credit	.6977	.7255	.6704
Health Consciousness	.6056	.6040	.6088
Variety Seeking	.7284	.7471	.7162
Homebody	.6282	.5295	.7055
Price Consciousness	.7699	.7842	.7565
Liking of Canned Food	.6845	.6896	.6771
Innovativeness	.5710	.5774	.5650

Most factors displayed acceptable levels of reliability.

Attitude Toward Direct Mail

The following six factors were found with factor analysis (Oblimin rotation) on attitude-toward-direct-mail statements. The six factors explained 63.7% of the total variance in the data.

Table 25: Pay Attention to/Consider Direct Mail Offers Factor

A total of eight statements loaded on this factor. They were interpreted as “pay attention to/consider” Direct Mail factor. This measure can be linked with the first component of our Direct Mail model named “pay attention to.”

	loading
I generally read even my junk mail just to know what it is about	.8499
I often read advertisements just out of curiosity	.8021
I am always interested to see inside a mail offer package	.7736
I like to browse through mail order catalogues and other Direct Mail offers even when I don't plan to buy anything	.7072
I do not usually throw away mail advertisements without reading them	.7035
(R)	
I will always open a mail package that looks promotional	.6703
I prefer mail offers with numerous pieces inside	.6273
I will always open a mail package that looks official	.4633

Note: (R) indicate statements that have been reversed.

Table 26: Find Direct Mail Offers Valuable Factor

Seven additional statements formed a factor. They mostly belonged in the cognitive factor category of our Direct Mail model as they expressed opinions on the medium. This factor was named “find Direct Mail valuable.”

	loading
I get a better deal when I purchase a product via a mail offer	.7540
I buy a better quality product when I purchase it via a mail offer	.7313
When reading mail order catalogues and other direct mail ads, I usually pay a lot of attention to them	.6340
Mail order catalogues and other Direct Mail ads are very helpful to me as a shopper	.6305
Mail order catalogues and other mail offers are very interesting to me	.6238
I purchase a lot of products from catalogues	.5615
I believe that information received in the mail is relevant and useful	.4722

Table 27: Direct Mail Shopping Makes Sense Factor

Three statements summarized the “Direct Mail shopping makes sense” factor as they showed positive advantages of Direct Mail. They too can be linked to the cognitive component of our model.

	loading
Mail order shopping is practical	.8096
Mail order shopping is sensible	.8087
Mail order shopping is convenient	.7696

Table 28: Need for Information for Direct Mail Shopping Factor

Another three item factor was called “need of information.” As it has been previously established, there is a risk involved in Direct Mail shopping and the potential buyers need to be provided with a certain degree of information before making the decision to respond to the offer or not.

	loading
I need to be provided with a lot of information before responding to a mail offer	.8738
I need to read carefully the letter and the brochure that are part of the mail offer before responding to it	.8256
I prefer mail offers with a detailed informative brochure	.4959

Table 29: Proneness to Sweepstakes Factor

Sweepstakes are often included in Direct Mail offers as an incentive for a response. Two statements were grouped together by our factor analysis.

	loading
A sweepstake will motivate me to respond to a mail offer	.8155
I have already enrolled in a sweepstake that was part of a mail offer	.7998

Table 30: Dislike for Direct Mail Shopping Factor

Two items loaded on “dislike for Direct Mail shopping” factor as they showed negative points about Direct Mail. They too can be linked with the Affective component of our model.

	loading
Mail order shopping is difficult	.8231
Mail order shopping is unenjoyable	.7370

Direct Mail Factors Reliability

In order to verify the reliability of each of these 6 factors, the Cronbach alpha coefficients were calculated for the whole sample and then for both the English and the French groups. Most factors display acceptable levels of reliability.

Table 31: Reliability of Direct Mail measures

Factor	Cronbach Alpha	English Alpha	French Alpha
Pay Attention/Consider DM offers	.8905	.8680	.8992
Find DM Valuable	.8457	.8616	.8304
DM Shopping make sense	.7629	.7574	.7632
Need of Information for DM Shopping	.6829	.6702	.6961
Proneness to Sweepstakes	.6811	.7028	.6609
Dislike for Direct Mail Shopping	.6227	.5606	.6627

Product Categories That Can be Bought via Direct Mail

The 26 types of products included in the questionnaire were submitted to factor analysis (Oblimin rotation) in order to identify larger product categories. A total of 5 categories emerged which accounted for 65.6% of the total variation in the data.

Table 32: Low Value Products

	loading
Plants and seeds	.6967
Arts and craft products	.6883
Inexpensive Items	.5944
Useful information on a topic of interest	.5851
Photo development	.5729
Greeting cards	.5669
Low value gifts	.5584
Beauty products	.5392
Exclusive products	.4647

Table 33: Entertainment products

	loading
Books	.7963
CD/Music	.7949
Magazine Subscriptions	.7443
Video Cassettes	.7397

Table 34: Financial and Technological Products

	loading
Unsurance products	.8478
Financial products	.8257
Cable Services	.6536
Internet Services	.5749
Computer software products	.5319
Credit cards	.5237

Table 35: Clothing

	loading
Lingerie	.7792
Clothes	.7394
High Value Gifts	.7210

Table 36: Specialty Food and Spirits

	loading
Specialty wines and spirits	.7870
Imported and specialty beers	.7732
Specialty food	.6068
Sweet and candies	.5512

In order to verify the reliability of each of these 5 product categories, Cronbach alpha coefficients were calculated for the whole sample and then for both the English and the French groups. All factors show a reliable factor analysis, for the total sample as well as the English and the French samples taken individually, with a Cronbach alpha coefficient of over 0.5 in all cases.

Table 37: Reliability of Direct Mail product measures

Factor	Cronbach Alpha	English Alpha	French Alpha
Low Value Products	.8880	.8837	.8934
Entertainment Products	.9139	.9223	.9079
Financial/Techno Products	.8631	.8515	.8702
Clothing	.8078	.7989	.8134
Specialty Food and Spirits	.8429	.8526	.8327

Measure of Acculturation and Identity

Acculturation was measured using the 13 language-use questions and Ethnic Identity was measured with the questions "I consider myself..." and "My parents are...."

Table 38: Reliability of Acculturation and Identity Measures

	Acculturation Cronbach Alpha	Identity Cronbach Alpha
Anglophones	.9100	.6262
Francophones	.8850	.7713

All measures showed high levels of reliability.

Findings on Receptivity to Direct Mail Model

Each component of the model was tested using a regression analysis. The major findings are discussed below. Appendix B summarizes the results of the regression analysis for all elements of the model.

• PAY ATTENTION factor

For Anglophones, the regression analysis indicated that “Market maven,” “Price conscious,” and “Liking of canned food” had a positive influence on the PAY ATTENTION factor while being more “conscious about health” or having a higher “income” had a negative influence.

For Francophones, “Market maven,” and “Price conscious” had positive impacts on PAY ATTENTION and “Dislike of credit” and “Education” a negative relation. It was also found that “Self-confidence” and “Acculturation” carried a negative impact on PAY ATTENTION. However, these last two variables were associated with very weak t-values (<0.10).

Table 39: Recapitulation of key variables influencing the PAY ATTENTION factor

Common to both groups	Anglophones	Francophones
- Market maven (+)	- Health conscious (-)	- Dislike of credit (-)
- Price conscious (+)	- Liking of canned food (+)	- Education (-)
	- Income (-)	- Self-confidence (-)
		- Acculturation (-)

Therefore, both Anglophone and Francophone market influencers (Market mavens) and those who are looking for price deals (Price conscious) will pay greater attention to Direct Mail offers. These two characteristics imply a continuous search for more information or better prices and therefore a consultation of every source of information available including Direct Mail. In addition, the higher the level of education for Francophones and the income level for Anglophones, the less attention was paid to Direct Mail.

As highlighted in past studies, Francophones typically showed a higher dislike for credit. In this particular study, this characteristic was again confirmed and was negatively linked with the PAY ATTENTION factor. It is a logical finding. When purchasing a product via Direct Mail, the invoice usually comes after ordering and after having received the product. It is a form of credit. Risk averse Francophones pay less attention to Direct Mail offers for that reason.

With respect to the Anglophones, food preference seems to have an influence over ATTENTION PAID to Direct Mail offers. Specifically, individuals who preferred “healthy” products paid less attention to direct marketing offers than the ones who used canned food. It can be argued that this finding probably applies for purchases of food products via Direct Mail. And that Anglophones concerned about what they eat probably assume that the quality of food products purchased by mail order catalogue does not fit their requirements.

- **COGNITIVE factor**

As a reminder, the list below provides the 8 statements that were categorized as COGNITIVE:

1. Find Direct Mail offers valuable
2. Direct Mail makes sense
3. Need of information for Direct Mail shopping
4. Direct Mail is good for low value products
5. Direct Mail is good for entertainment products
6. Direct Mail is good for financial and technological products
7. Direct Mail is good for clothing products
8. Direct Mail is good for specialty food and spirits

Our regression analysis showed that the 8 statement comprised under the Cognitive factor were significantly influenced by various independent variables: the Pay attention factor, the “Quantity received” factor, as well as demographic, lifestyle, and cultural characteristics.

We have observed that, for both Anglophones (6 dependent variables out of 8) and Francophones (7 out of 8), these cognitive measures were significantly and positively impacted by PAY ATTENTION. This link of our model is therefore supported for both cultural groups.

Additional findings for Anglophones

More specifically for Anglophones, it was observed that the “Quantity received” variable had a positive influence on the COGNITIVE variable (came out 3 times out of the 8 measures). This finding was not observed at all in the Francophones group.

In terms of lifestyles influencers, it was observed that “Market maven” (5/8) and “Variety seeking” (4/8) have positive influences over Anglophones’ beliefs on Direct Mail. Anglophones, with the “Market maven” or “Variety seeking” profiles, look at Direct Mail as a source of information to know more about the products and services on the market. They find Direct Mail valuable, they think it makes sense, and that it is good to purchase different types of products.

On the other hand “Dislike of credit” (5/8) impacts negatively on Anglophones’ opinion of Direct Mail. An Anglophone showing a high dislike of credit does not find Direct Mail valuable nor good to purchase various products. We have seen earlier that the “Dislike of credit” characteristic is usually found to a higher degree with the Francophones. In fact it does influence Francophones but earlier in the process -- at the PAY ATTENTION level. For Anglophones a strong “Dislike of credit” will reduce their receptivity to Direct Mail offers, i.e. the COGNITIVE level.

In terms of socio-demographic data, Anglophones’ beliefs on Direct Mail are influenced positively by the “Employment of respondent and/or spouse” (5/8) and the “Gender” of the responder (2/8). Findings with respect to the “Employment” variable is consistent with the Settle, Alreck and McCorkle (1991) research. They had demonstrated that the higher the socio-economic level (based on education, occupation and family income), the more positive the person is likely to be toward Direct Mail shopping.

However, our finding on gender is contrary to the authors finding who had shown that women had a more positive attitude than men toward catalogue shopping. Our research indicates that men are more likely than women to find Direct Mail valuable and to think it is "Good for financial and technological products." This difference is probably due to the measures we used which were not entirely similar to those used in the past. The authors had found an influence of "Gender" for catalogue shopping specifically. We have found results for Direct Mail offers in general. As well, finance and technology are more often spheres of interest for men rather than women.

"Age" showed an influence over the COGNITIVE factor five times out of eight. This again contradicts Settle, Alreck and McCorkle's research. They found that "Age" did not have an influence over an individual's image of Direct Mail shopping. In our research, we see that the older an Anglophone is, the worse becomes his/her perception of Direct Mail. We also see that the older he/she is the more he/she will need information before purchasing via Direct Mail.

In terms of "Matrimonial status" (2/8), we observed that it impacts negatively on the COGNITIVE variable. Settle, Alreck and McCorkle (1991) had found that married people had a more positive image of Direct Mail compared to singles, we found the opposite here. Our research indicates that married Anglophones have a worse opinion of Direct Mail shopping to obtain "Low value items" and "Speciality food and Spirits" than Anglophones living alone (singles, divorced and widowed).

A strong cultural influence was also observed on the COGNITIVE factor. We saw that "Identity" (4/8) has a positive impact over perception of Direct Mail while "Acculturation" (4/8) a negative one. It seems to indicate that the more Anglophones identify themselves with their culture the better their image of Direct Mail is.

Additional findings for Francophones

The “Variety seeking” (5/8) variable, similarly to the Anglophones, did have a positive impact on Francophones’ receptivity to Direct Mail. The same explanation as the one given above still holds for this group. However, we also see that Francophones’ “Brand loyalty” (3/8), came out clearly in this survey as an influencer on the beliefs Francophones have of Direct Mail. The more a Francophone is loyal to a brand, he thinks of Direct Mail in positive fashion. We assume that it is in the case where the Direct Mail offer received is coming from that particular brand. As well, Francophones find Direct Mail offers valuable when they are more of a “Homebody.” In addition, higher “Dislike for housework” and “Cooking and baking” scores, were associated with lower positive beliefs.

In terms of socio-demographic data, Francophones displayed positive influences of “Employment of respondent and/or spouse” (3/8) and “Sex” (2/8) of the respondent on Francophones’ beliefs of Direct Mail. These findings were similar to the ones observed for Anglophones.

Finally, we also observed a strong cultural influence for Francophones on COGNITIVE level. “Acculturation” (3/8) had a positive influence over Francophones’ image of Direct Mail. In other words, the more Francophones identified themselves with the other culture (i.e. English), the better was their perception of Direct Mail. This is consistent with the finding on Anglophones on the previous page.

Table 40: Recapitulation of key variables influencing the COGNITIVE factor

Common to both groups	Anglophones	Francophones
- Pay Attention (+)	- Quantity received (+)	- Brand loyalty (+)
- Variety seeking (+)	- Market maven (+)	- Homebody (+)
- Employment (+)	- Dislike of credit (-)	- Cook and bake (-)
- Gender (+)	- Age (-)	- Dislike of housework (+)
	- Matrimonial status (-)	- Acculturation (+)
	- Ethnic Identity (+)	
	- Acculturation (-)	

While both groups were influenced by four important factors: "Pay attention," "Variety seeking," "Employment" and "Gender," many interesting differences appeared between the groups. Anglophones' perception of Direct Mail was influenced by the "Quantity of offers received" as well as the "Market maven" characteristic.

Whereas the most striking characteristic for Francophones was the influence of brand loyalty which was identified in many previous researches and which does seem to have an influence again, in this case over the perception of the Direct Mail medium.

Even more interesting was the role Acculturation-Identity played on the COGNITIVE level. It seemed to indicate that the more Francophones were oriented toward the English culture, the better they liked Direct Mail and vice versa.

• **AFFECTIVE/MOTIVATIONAL factor**

As a reminder, the list below provides the 3 statements that were categorized as AFFECTIVE/MOTIVATIONAL:

1. Sweepstakes as an incentive
2. Dislike for Direct Mail Shopping
3. Premium as an incentive

The AFFECTIVE/MOTIVATIONAL factor was clearly influenced by many elements of the COGNITIVE factor both for Anglophones and Francophones. It clearly stood out as many of the eight measures of the COGNITIVE factor impacted each of the three AFFECTIVE/MOTIVATIONAL variables. This link of our model was therefore supported for both cultural groups. The better the perception of Direct Mail, the more respondents like it and will be motivated, via a free gift or a contest, to respond to the received offers.

Additional findings for Anglophones

In terms of lifestyles, we saw a positive influence of "Price consciousness" (2/3+) on "Liking of Direct Mail" (reversed) and "Premium will motivate me." Anglophones are typically very price conscious (see literature review section) and this characteristic influences their liking of Direct Mail and the odd of a contest motivating their response. Winning at a contest means getting a prize for free. It can be very attractive for price sensitive Anglophones.

We also saw a positive link between “Liking of canned food” and “Sweepstakes as an incentive” which is probably due to the fact that cents-off coupons offered for the purchase of specific brands of canned food are often tied to a contest. Price conscious Anglophones, who are most probably used to utilising cents-off coupons are very likely to enjoy those contests.

“Fashion conscious” and “Homebody” were identified as influencers but are showing a relatively weak level of significance (p-value <0.10).

In terms of socio-demographic data, Anglophones were influenced negatively by “Education” (2/3). The more educated Anglophones were, the less likely they claimed they were influenced by sweepstakes or premium offers as incentives for a Direct Mail purchases. However, our research also indicated that Anglophones with a higher income level were further motivated by a premium.

“Gender” had a negative influence on “Dislike of Direct Mail shopping.” Direct mail shopping is most preferred by men versus women. As mentioned earlier, this is surprising and contradictory to Settle, Alreck and McCorkle’s findings who had indicated a more positive attitude of women toward catalogue shopping and store shopping.

Additional findings for Francophones

The dependent variable “Dislike for Direct Mail shopping” which constitutes the AFFECTIVE/MOTIVATIONAL factor was positively influenced by “Liking of housework” and “Homebody.” It seems that the more Francophones enjoy their home,

the less they will like Direct Mail shopping. This is surprising as shopping by Direct Mail enables the possibility to stay home.

“Sweepstakes as an incentive” was positively influenced by “Brand loyalty” and negatively by “Liking of canned food.” Again, the loyalty characteristic is found for the Francophones. It seems that a premium will not be an influencer to brand switching but that a contest may be. The link between canned food and sweepstakes can be explained the same way as for Anglophones (see above). “Quantity received” was part of our results but indicates a p-value $<0,10$, i.e. it is very weak.

“Premium as a motivator” was negatively influenced by “Homebody,” and “Dislike of credit” and positively by “Cook and bake,” and “Price conscious.” Again, the Francophones’ typical homebody characteristic came out and indicated that the more of a homebody they were, the less they were inclined to purchase via Direct Mail if offered a free premium. Furthermore, their dislike of credit was not affected by the use of a premium as the more Francophones dislike credit, the less a premium will influence them in their Direct Mail purchase decisions.

On the socio-demographic side, “Employment” had a negative influence on “Liking of Direct Mail shopping (reversed) and “premium as a motivator.” The higher the employment level of Francophones, the less they liked Direct Mail and the less they were influenced by a premium.

Acculturation had a positive impact on “Sweepstakes.” The more acculturated the Francophones, the more they were influenced by a sweepstakes.

Table 41: Recapitulation of key variables influencing the
AFFECTIVE/MOTIVATIONAL factor

Common to both groups	Anglophones	Francophones
- COGNITIVE measures (+)	- Education (-)	- Brand loyalty (-)
- Liking of canned food (+)		- Homebody (+)
- Price conscious (+)		- Dislike of housework (-)
		- Cook and bake (+)
		- Dislike of credit (-)
		- Employment (-)

Education was the distinctive criteria for Anglophones. The higher their level of education, the less they appreciated Direct Mail or were influenced by a premium or a contest.

On the other hand, Francophones' traditional characteristics: brand loyalty, homebody, dislike of housework, and dislike of credit were confirmed as key influencers in their appreciation of Direct Mail.

• **BEHAVIORAL factor**

The following 5 statements were qualified as the key BEHAVIORAL factor:

1. Quantity of Direct Mail offers responded to
2. Responded to Direct Mail offers for a magazine subscription
3. Responded to Direct Mail offers for a credit card
4. Responded to Direct Mail offers for air miles memberships
5. Responded to Direct Mail offers for catalogue products

Again, AFFECTIVE/MOTIVATIONAL variables were directly influencing the BEHAVIOR factor for Anglophones and Francophones. This clearly emerged as three measures of the AFFECTIVE/MOTIVATIONAL factor impacted many of the five BEHAVIORAL variables. This link in our model was therefore supported for both cultural groups. The more they liked Direct Mail, the more they reacted to it and responded to received offers.

“Quantity received” influenced positively the “Quantity of Direct Mail offers responded to” for both cultures. This is expected as the more you receive offers the more you have the chance to respond to them. For Francophones, we also observed that “Quantity received” negatively influenced the use of “Direct mail to subscribe to a magazine.”

Additional findings for Anglophones

because purchasing via Direct Mail is very similar to purchasing on credit as previously indicated. The variables “Market maven” (1/5), Price conscious (1/5), and “Cook and bake” (1/5) displayed positive impacts on the BEHAVIOR factor. “Innovativeness” showed a very weak relation with catalogue shopping and “Fashion conscious,” “Health conscious,” and “Variety seeking” with the air miles programme (p-value < 0,10).

With respect to demographics, a higher employment level with Anglophones was associated with increased use of “Direct mail to subscribe to a credit card” and a reduction in catalogue purchasing (p-value < 0,10). A higher education level increased the use of “Direct mail to subscribe to an air miles programme” but again reduced catalogue purchasing. Catalogue purchasing was negatively influenced by socio-economic factors. The catalogues which were mentioned in the questionnaire were L.L. Bean and Sears. The first one contained relatively expensive items but was not all that known. The Sears Catalogue, on the other hand was very well known for its affordable clothing. We also know that typical purchasers of Sears products do show a lower socio-economical profile.

In terms of Culture, no significant results appeared for the English group.

Additional findings on Francophones

For the French group we can see that “Variety seeking” (3/5), and “Price conscious” (2/5) influenced positively the BEHAVIORAL factor. Previous studies have established that Francophones are more likely than Anglophones to show a strong interest for variety. This characteristic affects positively Francophones response to Direct Mail. In addition, price conscious Francophones responded to Direct Mail offers

interest for variety. This characteristic affects positively Francophones response to Direct Mail. In addition, price conscious Francophones responded to Direct Mail offers as they saw them as one shopping medium that enabled to find the best bargains. On the other hand, “Dislike of credit” (2/5), and “Cook and bake” (2/5) showed a negative impact on Francophones’s intention toward Direct Mail.

In terms of demographics, “Education (2/5), and “Age” (2/5) had a positive influence on BEHAVIOR. The more educated or the older a Francophone was the higher the chances of his/her responding to a Direct Mail offer. It was also apparent that “Age” had opposite influence over the BEHAVIOR factor for Anglophones. Moreover, “Education” had a negative influence over the AFFECTIVE/MOTIVATIONAL factor for Anglophones.

Finally, Francophones that identified themselves with the French culture indicated a lesser chance of responding to a credit card offer, while those who identified with the opposite culture (English) were more likely to purchase items in a catalogue. We have observed throughout this analysis, that a positive receptivity to Direct Mail from the Francophones was always associated with an Acculturation toward the English culture.

Table 42: Recapitulation of key variables influencing the BEHAVIOR factor

Common to both groups	Anglophones	Francophones
- Affective/Motivation measures (+)	- Market maven (+)	- Variety seeking (+)
- Quantity received (+)	- Employment (-)	- Age (+)
- Price conscious (+)		- Culture identity (-)
- Dislike of credit (-)		- Acculturation (+)
- Cook and bake (+)		
- Education (+)		

The distinctive characteristic for Anglophones was again that of the Market maven. It is a variable that is often found for the group and which seems to be related to their paying attention, their opinion of, as well as their responding to Direct Mail offers.

Francophones' behavior seems to be strongly influenced by the cultural aspect. The more they identify themselves with their culture, the less they respond. While acculturation was positively linked with behavior. In addition, Francophones' variety seeking characteristic emerged again and was positively influencing their behavior.

In conclusion to those analysis. Figures 3 and 4 describe the Receptivity to Direct Mail models for our two cultural groups: Anglophones and Francophones. We can see that even though the frame of the model stays the same for both groups, we can identify cultural and lifestyles differences which were highlighted in the preceding pages.

Figure 3: Anglophones Receptivity to Direct Mail Model

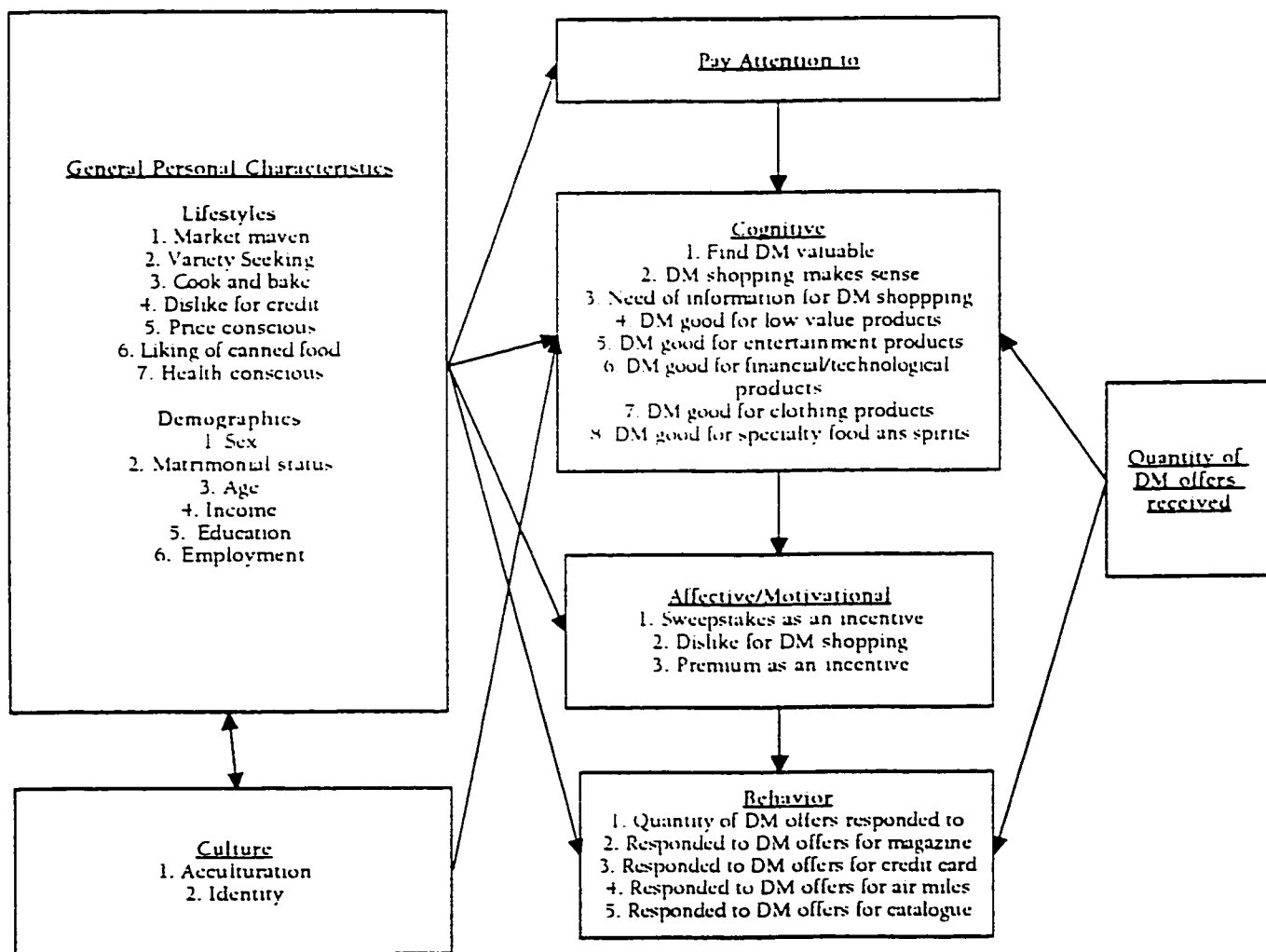
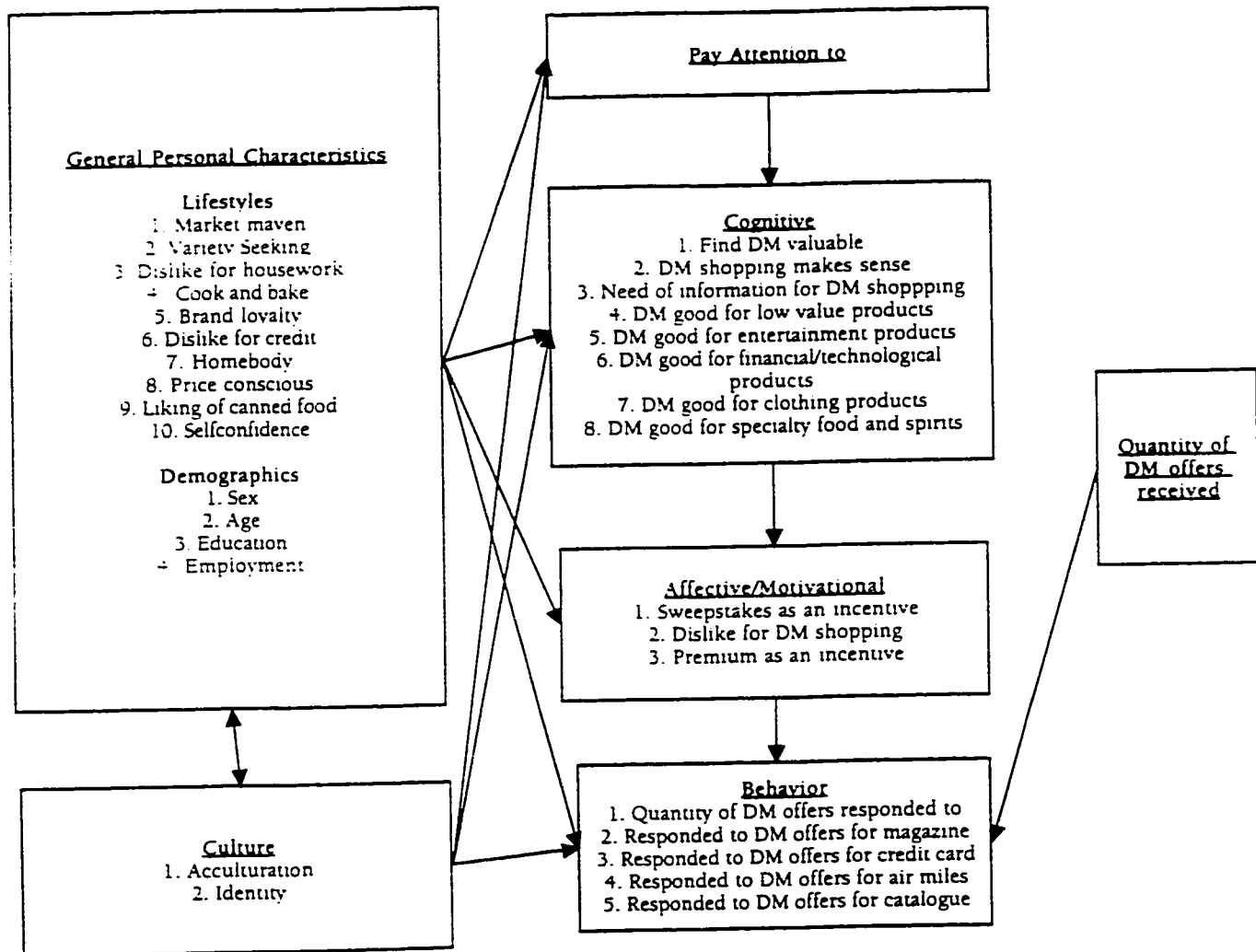


Figure 4: Francophones Receptivity to Direct Mail Model



Additional findings on demographics

In their studies, Settle, Alreck and McCorkle had found 6 demographic factors to have an influence over Image of mail-phone order shopping media: gender, matrimonial status, workload (named employment in our study), education, household income and family size.

When looking at the results of our survey, we found the following relations

1. Gender -- The authors found that women indicated a more positive attitude than men toward catalogue and store shopping. Our research indicated the opposite finding. English men were more likely than their feminine counterparts to like Direct Mail, found it valuable and thought it is good to purchase financial and technological products. French men were more likely than French women to find Direct Mail good to purchase financial and technological products as well as entertainment products.

Contrary to what the authors found, our research indicated that Men (both Anglo and Franco) had a more positive image of DM than women. This difference might be due to the fact that not exactly the same variable was measured in this survey. The authors had found an influence of “Gender” for catalogue shopping specifically as well as store shopping. We found results for Direct Mail offers in general. Catalogue shopping did not indicate any influence of gender. While French males used Direct Mail in some types of purchases (financial and technological products as well as entertainment products), English males did seem to have a better receptivity toward Direct Mail as they liked it and found it valuable.

2. Matrimonial status -- The authors found that compared to singles, married people were more positive about catalogue and magazine shopping. Our regression analysis indicated that Anglophones only were influenced by their matrimonial status in terms of receptivity toward Direct Mail. We have observed that singles were more receptive to Direct Mail purchases for specialty food and spirits and low value items than married people.

No significant findings were observed for Francophones.

3. Work load (employment) -- Authors found that those with normal time were more positive toward TV shopping than those with ample time. Our research indicated that the higher the employment level for the respondent or the spouse the more receptive they were toward Direct Mail: found Direct Mail valuable, thought Direct Mail was good for low value items, entertainment products, credit card offers, financial and technological products, and clothes. However, they did not think it made sense, and would not use it for catalogue shopping. Francophones working full-time also found Direct Mail valuable and thought it is good for credit card subscriptions, low value products, and financial and technological products. However busy Francophones disliked Direct Mail, were not influenced by free premiums offers, and did not want to receive too much information.

The more the Anglophones' workload was high, the more they appreciated DM and found it valuable to obtain specific types of products. However, they did not necessarily think it made sense. They would probably prefer another media if they had more free time.

The more Francophones's workload was high, the more they too found DM valuable to obtain certain products. However, the results also showed that a more busy

schedule translated for them into a higher dislike for DM and a lesser interest for premiums as a purchase incentive. As well, it seemed that as they had less free time at their disposition, they did not want to have extensive information before purchasing (no time to read).

4. Education and Income -- Authors found that the higher the socio-economic level (based on education, occupation and family income), the more positive the person was likely to be toward the mail/phone order shopping media.

Our research indicated that for Anglophones, the higher their education level, the less a sweepstakes or a premium would motivate the response. However, a higher income was positively related to interest in a premium. Research also shows that a higher income would decrease the attention paid to DM offers.

Francophones were also problematic as a high education level indicated a higher interest in entertainment products as opposed to a higher income which showed the opposite relationship. However, we could say that overall, the higher the socio-economic level, the more Francophones appreciated DM for certain types of products: entertainment, magazines and airmiles offers. But the less they paid attention to the DM offers they received.

5. Family size -- The authors found that households with children had a more positive attitude of catalogue and magazine shopping.

It's interesting to see in our research that for both Anglophones and Francophones, airmiles offers were welcomed by larger families probably due to the fact

that as the family cell is bigger, the more the spending on basic good increased (grocery, gaz, clothes) and the more they had opportunities to collect points quickly. It is the only instance where family size came out as a significant influencer.

6. In addition, for the **age** variable, Settle, Alreck, and McCorkle's findings indicated that no influence were observed on the image of mail order shopping. However, in our research, age came out many times as an independant variable and showed significant relations with DM receptivity.

The older the Anglophone respondent, the less likely he found Direct Mail good to obtain specific products. Older Anglophones required a lot of information before purchasing via Direct Mail therefore they should be presented with brochures and letters that included extended explanation and demonstration of the product added to some type of quality insurance (eg: money back guarantee). As well, they did not seem to find Direct Mail good to obtain products such as entertainment, financial, clothing and specialty food.

On the other hand, older Francophones did think Direct Mail made sense, and used it to obtain credit card subscriptions or shop via catalogues. They did not use it, however, to purchase entertainment products.

Findings on Market Mavens

Two methods for identifying the Market mavens were possible. The first one was to calculate a score by summing a combination of six questions developed by Feick and Price (1987). Feick and Price used a seven-point scale in their research. These questions were included in this paper's questionnaire but were scaled on a ten-point scale. The second method uses the ten questions grouped by factor analysis. This was performed for this particular research. Whichever method used to allocate a market maven score to each respondent, the final scores of all respondents are then grouped into 3 tiers. Market mavens are the individuals grouped in the tier that obtained the highest scores. In order to verify the reliability of both of these two scales, the Cronbach alpha was measured (see appendix C). Method 1 obtained .8890 and method 2 got .9085. Both scores show acceptable levels of reliability. The second method was selected for this study.

Using cross-tabs, the demographic profile of our Market maven group was studied. Significant differences were found for the variables AGE and INCOME. It seems that compared to the others, the Market maven group was composed of younger individuals. The Market maven group had only 11.8% of individuals 60 years old and up compared to 18.1% for the others. Moreover, Mavens were composed of 10.1% of people 29 years old and younger as opposed to only 5.5% for the others. It was also observed that the Maven group had a lower household income overall with 49.7% earning \$60,000 and more compared to 65.9% for the others. This can be simply explained by the fact that at a younger age, revenues are often lower.

Table 43: Significance of Age and Income Differences in the Market Maven Group

Chi-Square	Value	DF	Significance
<u>Age</u>			
Pearson	9.3239	4	.05
<u>Income</u>			
Pearson	15.3698	6	.01

Characteristics of the Market Maven Group

Using t-tests, differences in various lifestyle factors were found (complete t-test results are presented in appendix D). Marken mavens, when compared to others in our sample, significantly preferred housework as well as cooking and baking, were more fashion conscious, had a greater self-confidence, were variety seekers, price conscious and innovators.

They scored higher on the DIRSCALE which is the attitude toward Direct Mail scale that was developed by Schneider & Rodgers (1993). The findings of this survey are similar to what the authors had observed, i.e. that Market mavens hold a more positive attitude toward Direct Mail than the others. However the authors had also found that Market mavens received more Direct Mail offers than the others. No significant mean difference was found here. Nevertheless, we did find a significance in the quantity of Direct Mail offers responded. It seems Market mavens perceived that they were responding to more offers than others. The figures are very small however and should be taken cautiously.

Our study also indicated that Market mavens paid more attention to the Direct Mail offers received and that they perceived them to be of value. Moreover, they saw

shopping via Direct Mail as enjoyable. They also indicated requiring information before purchasing. It is in the nature of Market mavens to look for all sources of information on all topics. They were more likely than others to think that Direct Mail was good for purchasing magazine subscriptions, entertainment, low value, and financial and technological products as well as, clothing and specialty food and spirits. Premiums and Sweepstakes do motivate Market mavens more than others to respond to a Direct Mail offer.

Market mavens affirmed more often than others to have, via a Direct Mail offer, purchased magazine subscriptions, purchased by catalogues in general and more precisely the Sears as well as the Rockwood catalogues, enrolled into air miles programmes, and participated into the Pepsi Points programme.

In order to see whether we could identify differences between Anglophones and Francophones that are in the market maven group, we performed a Mancova. The variables Gender and Employment of respondent were included as covariates in order to reduce changes due primarily to demographic differences.

Table 44: Mancova results

Variable	Adj. Mean Anglo	Adj. Mean Franco	F-value
Pay Attention	5.6865	6.4127	3.07b
DM for clothing	3.9443	2.9276	2.50b
DM makes sense	4.6066	5.3187	3.90c

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Market maven Francophones group were more likely than Anglophones to pay attention to Direct Mail and to think that Direct Mail makes sense. Whereas Anglophones that are part of the mavens group were more likely to find Direct Mail good for purchasing clothing products.

Our regression analysis also confirmed that Market Mavens strongly indicated a high receptivity to Direct Mail.

For Anglophones, the Market maven status influenced positively the following variables:

- . Pay Attention
- . Find Direct Mail valuable
- . Find Direct Mail makes sense
- . Direct mail good for low value products
- . Direct mail good for entertainment
- . Direct mail good for clothing
- . Direct mail good for magazine

For Francophones, we observed three variables that were influenced positively by the Market maven status:

- . Pay Attention
- . Need information
- . Direct mail good for magazine

In both cultures, the Maven status influenced positively the PAY ATTENTION variable.

In addition, it was also established that the Market Mavens group was not composed of a larger number of Francophones nor Anglophones (performed a Cross-Tabs analysis).

Findings on DIRSCALE, DIMAGE, VARIETY SEEKING, QUANTITY RECEIVED and QUANTITY RESPONDED TO

In order to indentify significant differences between the two cultures, we chose to proceed with a mancova. In order to neutralize changes due to demographic differences, four variables were included as covariates: gender, age, education and employment of the responder.

Table 45: Results of the MANCOVA

Variable	Anglo Adj. Mean	Franco Adj. Mean	F value	Signif. P- value
DIRSCALE	38.8056	40.9987	2.50	.114
DIMAGE	45.6855	41.0207	17.61	.000
VARIETY SEEKING	5.1411	5.1342	.00	.960
VARIETY SEEKING (1)	18.7703	17.8883	2.05	.153
VARIETY SEEKING (2)	20.5438	18.6367	11.79	.001
QUANTITY RECEIVED	2.4492	2.8070	6.30	.012
QUANTITY RESPONDED	.4459	.3325	6.02	.014

Findings on DIRSCALE

As discussed in the *literature review* section, the attitude toward Direct Mail (DIRSCALE) was calculated by adding up the score given to each of the eight questions developed by Schneider and Rodgers (1993). Given that the questions were associated with a 10-point scale, the lowest possible score was 8 and the highest was 80. It is interesting to note that, in a factor analysis, of these eight questions, four of them were included in the Pay attention factor and two questions in the Find Direct Mail valuable factor. The two other questions were not grouped with any factor.

No significant findings can be discussed for the attitude toward Direct Mail scale. Anglophones and Francophones do not show a significant difference in their attitude toward Direct Mail.

Findings on DIMAGE

DIMAGE was measured using the score obtained on the eight item scale developed by Settle, Alreck and McCorkle (1991). As the questions were put on a 10-point scale in our questionnaire, the lowest possible score was eight and highest 80. Our analysis indicated a higher score for Anglophones than Francophones. It seemed that Anglophones were more likely than Francophones to have a better image of Direct Mail and perceive it to be safe, convenient, economical, fast, easy, practical, enjoyable, and sensible.

Findings on Variety Seeking

Three methods were possible for the identification of Variety seekers. The questions grouped together by factor analysis (method 1) provided a much better reliability than the questions developed by Mehrabian and Russell (method 2) and Raju (method 3). It is the method which has been chosen in this paper. Appendix C provides the Cronbach alpha estimates for each of these methods.

According to the results of the manova effectuated to the group of *Variety seekers* identified using method 1 (see table 45), there does not seem to be a higher concentration of Anglophones nor Francophones in the observed group. No significant differences were found between Anglophones and Francophones.

When referring to the regression results, we see a strong link between variety seeking and receptivity to Direct Mail.

For Anglophones, Variety seeking will play a positive role on:

- . Need for information
- . Direct mail good for low value products
- . Direct mail good for financial/technological products
- . Direct mail good for specialty food and spirits
- . Direct mail good for airmiles programmes

For Francophones, we observe positive relations with:

- . Find Direct Mail valuable
- . Direct mail good for low value products
- . Direct mail good for entertainment products
- . Direct mail good for financial/technological products

- . Direct mail good for specialty food and spirits
- . Responded to DM offers for credit cards
- . Responded to DM offers for air miles memberships
- . Responded to DM offers for catalogue products

Contrarily to Raju's (1980) findings, we observed that the *Variety Seeking* variable has an influence over the COGNITIVE level. This was observed for both Anglophones and Francophones. It was also observed that the Variety Seeking variable influenced the BEHAVIOR level for Francophones only.

Quantity received and Quantity responded to

It is interesting to note that Francophones had an adjusted mean for quantity received that is significantly higher than Anglophones but that their adjusted mean for quantity responded to slightly lower than the English group.

Anglophones reported that they were receiving less Direct Mail offers than Francophones but were responding to more offers than the French group.

CONCLUSION

In this section, a review of all hypothesis will be done to see whether they are supported or not. In addition, we will go over the limitations of our study. Finally, we will provide some suggestions for future research.

Examinations of Hypotheses

H1. Francophones and Anglophones will show significant differences on Receptivity toward Direct Mail.

H2. Differences in the influence of the variable Number of Direct Mail Offers Received will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

H3. Differences in the influence of Culture will emerge between Anglophones' and Francophones' receptivity to Direct Mail

H4. Differences in the influence of Lifestyles variables will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

These first four hypothesis are dealing directly with the Receptivity Toward Direct Mail model. They are partly supported by the findings of this research. Throughout the analysis of the model various differences have been identified between Anglophones' and Francophones' receptivity to Direct Mail.

Significant differences in the Receptivity Toward Direct Mail model were identified as previously indicated by the comparison of figure 3 (model for Anglophones) with figure 4 (model for Francophones). The skeleton of the model stayed the same for both cultures: the *Pay Attention To*, *Cognitive*, *Affective/Motivational*, and *Behavioral* relation was identified for Anglophones and Francophones. However, we observed that

different *General Personal Characteristics* have an impact on this relation depending on whether we are looking at the Anglo model or the Franco model. In addition, it is also observed that *Culture* and *Quantity of Direct Mail Offers Received* are not affecting this relation in the same fashion.

It was observed that the *Quantity of Direct Mail Offers Received* variable influences the Cognitive variable for Anglophones whereas it does not affect the Francophones group at that level. Anglophones receiving many Direct Mail offers have a more positive opinion of Direct Mail than Francophones.

The two cultural dimensions measured (Acculturation and Culture Identity) have indicated a significant influence over many variables of the Receptivity Toward Direct Mail model. Acculturation and Culture identity were shown to influence the Cognitive and the Behavior factors. Anglophones that scored high on the acculturation variable had a weakest opinion of direct mail than those who were less acculturated toward the French culture. As well, an Anglophone that indicated a high culture identity was identified as having a better opinion of direct mail. On the other hand, Francophones scoring high on the acculturation variable had a better opinion of direct mail than those less acculturated toward the English culture. Acculturation also influenced the Behavior factor for Francophones. Acculturated Francophones indicated that they responded more often to direct mail offers than those identifying more strongly to their French culture.

This survey also indicated different Lifestyles influences for the two groups. We observed 7 key Lifestyles statements for Francophones as opposed to 10 statements for Anglophones. Our results indicated that only Francophones were influenced by the statements: *Dislike for housework*, *Brand loyalty*, *Homebody*, and *Selfconfidence*. We

have observed that the statement *Health conscious* was affecting the Anglophones group only.

H5. Differences in the influence of Variety seeking variable will emerge between Anglophones' and Francophones' receptivity to Direct Mail.

Hypothese 5 was not supported by this survey as no significance differences were found between Anglophones and Francophones. However, it is interesting to note that a strong link between Variety seeking and Receptivity to Direct Mail was observed. However, neither cultural group indicated a specific and different relation.

H6. Anglophones will have a more positive attitude toward Direct Mail than Francophones.

Hypothese 6 was not supported by this survey. When using the 8 questions which constituted the Attitude toward Direct Mail scale (DIRSCALE) to measure differences between Anglophones and Francophones in their attitude toward Direct Mail, no significant differences were found.

H7. Anglophones will have a more positive image of Direct Mail than Francophones.

Hypothese 7 was supported by our research. When using the eight item scale (DIMAGE) to measure differences between Anglophones and Francophones in their Image of Direct Mail, it was found that Anglophones were more likely than

Francophones to perceive Direct Mail to be safe, convenient, economical, fast, easy, enjoyable, and sensible

H8. Market mavens will show a more positive attitude toward Direct Mail.

Hypothese 8 was supported by this survey. Similarly to Schneider and Rodgers' (1993) findings, our results indicated that Market Mavens hold a more positive attitude toward direct mail than the others.

H9. The Market maven group will be composed of equal proportions of Anglophones and Francophones.

Hypothese 9 was supported by this survey. Our results indicated that Market Mavens were younger and had a relatively lower income than the average population. However, no concentration of one of the two cultures studied in this paper was observed in the Market Maven cluster.

Limitations of the Study

The results of this study should be interpreted with caution due to the size of our sample. Our sample consisted of 575 people picked at random from various residential areas in the city of Montréal and its surroundings. As with most research, the larger the sample size, the more reliable and generalizable the results become. Therefore, although our results are valid, they are not generalizable to the whole population.

Another point is that our sample is slightly skewed toward a higher socio-demographic level due to our sampling method. We have mostly surveyed people living in a house, therefore with a household income and an education level slightly higher than the average population.

Implications of the Study

One of the main objective of this study was to examine cultural differences in the receptivity to Direct Mail.

A model was designed, based on the findings of previous researches, and supported by the results of this survey. Namely, it is demonstrated that the sequence of an individual receptivity stages vis-a-vis Direct Mail starts with *Pay Attention To*, which influences the *Cognitive* stage, which in turn influences the *Affective/Motivational* stage, which finally impacts on the *Behavioral* stage. This whole relation is in turn affected by the individual's cultural and demographic backgrounds as well as his/her lifestyle preferences.

Cultural subtleties, identified by past studies have been replicated in this research. For example, we have observed an interesting influence of the Acculturation and Ethnic Identity variables. In many stages of the model, the Francophones showing a high acculturation level, adopted an attitude similar to the Anglophones and became more receptive to Direct Mail in general. By the same token, Francophones with a high Culture Identity were less receptive to Direct Mail.

Other specific cultural differences seen in previous studies have also been highlighted in this research. Namely, Francophones specific traits such as *Dislike of credit*, *Brand Loyalty*, *Dislike of Housework* as well as *Homebody* were identified as influencers in the Receptivity Toward Direct Mail model.

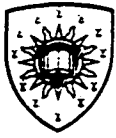
Finally, this study can also sensitize marketers to the fact that targeted and customized Direct Mail offers should be developed specifically to address the needs of our two cultural groups separately. This paper identifies for marketers the “hot buttons” that should be pushed depending on the group targeted in the marketing programmes.

Suggestions for Future Research

There is a limited availability of relevant literature on Direct Mail in the industry. It seems that this topic was not studied has much as promotions, use of discount coupons, or advertising. This represents a good opportunity for future researches.

Because it is in the nature of direct marketing to personalize, target, and customize a marketing communication, it would be of interest to further analyze and develop the cultural differences and highlight the needs and interests of each group. This could potentially help marketers adapt a direct marketing campaign into the other culture as opposed to simply translating it.

Appendix A -- English and French Questionnaires



Concordia
UNIVERSITY

Dear Sir/Madam,

I am a graduate student at Concordia University and am presently finishing my MSc degree. As part of my thesis, I have chosen to conduct an academic research on how Canadians of various backgrounds live and the types of marketing programmes they like and respond to.

I would very much appreciate your participation in completing this questionnaire. This should take approximately 25 minutes of your time, and your participation is totally anonymous and voluntary. You will not be approached to buy anything as a result of your participation in this survey. You are free to discontinue your participation at any time.

As this type of academic research is important to the advancement of knowledge, I sincerely hope that you will agree to participate in this research and enjoy filling out this questionnaire.

Thank you and best regards,

Andrée Turmel
M. Sc. Student

Dr. Michel Laroche
Professor of Marketing
848-2942

Questionnaire

Instructions

Thank you for your cooperation. We value the answers you express in the questionnaire. We have tried to make it as easy as possible for you. All that is required is to circle a code or to write numbers to indicate your answer. It is important that you answer ALL questions. If, at any point, you do not know the exact answer, please estimate it as best as possible. Please note that there are no good or bad answers.

PART A

The following statements describe attitudes, opinions, and interests relating to a variety of topics. Please read through each and indicate how you personally agree or disagree with it. Circle one number from 1 to 10 in each case depending on your opinion.

	Disagree Strongly										Agree Strongly
I enjoy most forms of housework	1	2	3	4	5	6	7	8	9	10	
I often try the latest hair styles when they change	1	2	3	4	5	6	7	8	9	10	
I love to cook	1	2	3	4	5	6	7	8	9	10	
I like helping people by providing them with information about many kinds of products	1	2	3	4	5	6	7	8	9	10	
My children are the most important thing in my life	1	2	3	4	5	6	7	8	9	10	
I shop a lot for "specials"	1	2	3	4	5	6	7	8	9	10	
Generics are not much different from brands except for the packaging	1	2	3	4	5	6	7	8	9	10	
I often buy other brands to see if they are better than the brand I usually buy	1	2	3	4	5	6	7	8	9	10	
I find myself checking the prices in the grocery store for small items	1	2	3	4	5	6	7	8	9	10	
I would rather spend a quiet evening at home than go out to a party	1	2	3	4	5	6	7	8	9	10	
Generic products provide good value for what I pay	1	2	3	4	5	6	7	8	9	10	
I usually end up buying the same brand of packaged goods over and over again	1	2	3	4	5	6	7	8	9	10	
My friends or neighbours often come to me for advice	1	2	3	4	5	6	7	8	9	10	
I think I have more self-confidence than most people	1	2	3	4	5	6	7	8	9	10	
I am a person who has information about a variety of products and I like to share this information with others. I know about new products, sales, stores, and so on, but do not necessarily feel I am an expert on one particular product	1	2	3	4	5	6	7	8	9	10	

	Disagree Strongly					Agree Strongly				
I like to be considered a leader	1	2	3	4	5	6	7	8	9	10
I like to try new and different things	1	2	3	4	5	6	7	8	9	10
I often try new brands before my friends and neighbours do	1	2	3	4	5	6	7	8	9	10
I usually keep my house very clean and neat	1	2	3	4	5	6	7	8	9	10
I depend on canned foods for at least one meal a day	1	2	3	4	5	6	7	8	9	10
When I must choose between the two I usually dress for fashion not for comfort	1	2	3	4	5	6	7	8	9	10
I think I have a lot of personal ability	1	2	3	4	5	6	7	8	9	10
I am a good cook	1	2	3	4	5	6	7	8	9	10
I sometimes influence what my friends buy	1	2	3	4	5	6	7	8	9	10
People come to me more often than I go to them for information on brands	1	2	3	4	5	6	7	8	9	10
I buy many things with a credit card or a retailer card	1	2	3	4	5	6	7	8	9	10
I take a lot of time and effort to teach my children good habits	1	2	3	4	5	6	7	8	9	10
I couldn't get along without canned foods	1	2	3	4	5	6	7	8	9	10
I enjoy sampling several brands of commonplace products for the sake of comparison	1	2	3	4	5	6	7	8	9	10
I try to arrange my home for my children's convenience	1	2	3	4	5	6	7	8	9	10
I must admit I really don't like household chores	1	2	3	4	5	6	7	8	9	10
I usually have one or more outfits that are of the latest style	1	2	3	4	5	6	7	8	9	10
I sometimes like to do things that are a little frightening	1	2	3	4	5	6	7	8	9	10
I am more independent than most people	1	2	3	4	5	6	7	8	9	10
Dressing up is an important part of my life and activities	1	2	3	4	5	6	7	8	9	10
A person can save a lot of money by shopping around for bargains	1	2	3	4	5	6	7	8	9	10
Generics are often as good as advertised brands	1	2	3	4	5	6	7	8	9	10
I feel there is a risk in choosing a brand other than the one I am familiar with	1	2	3	4	5	6	7	8	9	10
I do not buy brands that I have never tried before	1	2	3	4	5	6	7	8	9	10
I like to pay cash for everything I buy	1	2	3	4	5	6	7	8	9	10
Things just don't taste right if they come out of a can	1	2	3	4	5	6	7	8	9	10

	Disagree Strongly					Agree Strongly				
Investigating new brands of grocery and other similar products is generally a waste of time	1	2	3	4	5	6	7	8	9	10
I consider myself to be health and nutrition conscious	1	2	3	4	5	6	7	8	9	10
I use more low calories foods and beverages than the average person	1	2	3	4	5	6	7	8	9	10
I love to bake and frequently do	1	2	3	4	5	6	7	8	9	10
If someone asked where to get the best buy on several types of products, I could tell him or her where to buy it	1	2	3	4	5	6	7	8	9	10
I like continually changing activities	1	2	3	4	5	6	7	8	9	10
To buy anything, other than a house or a car, on credit is unwise	1	2	3	4	5	6	7	8	9	10
When I see a new brand on the shelf I often buy it just to see what it's like	1	2	3	4	5	6	7	8	9	10
I find cleaning my house an unpleasant task	1	2	3	4	5	6	7	8	9	10
My friends think of me as a good source of information when it comes to new products or sales	1	2	3	4	5	6	7	8	9	10
I like parties where there are a lot of music and talk	1	2	3	4	5	6	7	8	9	10
People who buy generic products tend to be cheap	1	2	3	4	5	6	7	8	9	10
When things get boring I like to find some new and unfamiliar experience	1	2	3	4	5	6	7	8	9	10
I would rather go to a sporting event than a dance	1	2	3	4	5	6	7	8	9	10
I am a homebody	1	2	3	4	5	6	7	8	9	10
People ask me for information about products, places to shop, or sales	1	2	3	4	5	6	7	8	9	10
I am uncomfortable when my house is not completely clean	1	2	3	4	5	6	7	8	9	10
I like to go somewhere different nearly every day	1	2	3	4	5	6	7	8	9	10
When my children are ill in bed, I drop almost everything else to see to their comfort	1	2	3	4	5	6	7	8	9	10
If I like a brand, I rarely switch from it to try something different	1	2	3	4	5	6	7	8	9	10
I am willing to spend more time shopping in order to find bargains	1	2	3	4	5	6	7	8	9	10
I like introducing new brands and products to my friends	1	2	3	4	5	6	7	8	9	10
I like to touch and feel a sculpture	1	2	3	4	5	6	7	8	9	10
When I see a new or different brand on the shelf, I often buy it just to see what it's like	1	2	3	4	5	6	7	8	9	10

PART B

	Disagree Strongly							Agree Strongly		
I purchase a lot of products from catalogues	1	2	3	4	5	6	7	8	9	10
I have already requested a new credit card via a mail offer	1	2	3	4	5	6	7	8	9	10
I never respond to offers I receive in the mail	1	2	3	4	5	6	7	8	9	10
I buy a better quality product when I purchase it via a mail offer	1	2	3	4	5	6	7	8	9	10
I get a better deal when I purchase a product via a mail offer	1	2	3	4	5	6	7	8	9	10
I believe that information received in the mail is relevant and useful	1	2	3	4	5	6	7	8	9	10
I consider promotional offers received in the mail as junk mail	1	2	3	4	5	6	7	8	9	10
I have already subscribed to a magazine via a mail offer	1	2	3	4	5	6	7	8	9	10
I have already enrolled in a sweepstake that was part of a mail offer	1	2	3	4	5	6	7	8	9	10
I get an exclusive product when I purchase it via a mail offer	1	2	3	4	5	6	7	8	9	10
Mail order catalogues and other mail offers are very interesting to me	1	2	3	4	5	6	7	8	9	10
When reading mail order catalogues and other direct mail ads, I usually pay a lot of attention to them	1	2	3	4	5	6	7	8	9	10
Mail order catalogues and other direct mail ads are very helpful to me as a shopper	1	2	3	4	5	6	7	8	9	10
I will not open a mail offer package if it's not addressed to my name or to a member of my family	1	2	3	4	5	6	7	8	9	10
I like to browse through mail order catalogues and other direct mail offers even when I don't plan to buy anything	1	2	3	4	5	6	7	8	9	10
I generally read even my junk mail just to know what it is about	1	2	3	4	5	6	7	8	9	10
I prefer mail offers with numerous pieces inside	1	2	3	4	5	6	7	8	9	10
I often read advertisements just out of curiosity	1	2	3	4	5	6	7	8	9	10
I rarely read advertisements that just seem to contain a lot of information	1	2	3	4	5	6	7	8	9	10
I never even open a mail offer	1	2	3	4	5	6	7	8	9	10
A premium will motivate me to response to a mail offer	1	2	3	4	5	6	7	8	9	10
I am always interested to see inside a mail offer package	1	2	3	4	5	6	7	8	9	10
I will always open a mail package that looks official	1	2	3	4	5	6	7	8	9	10
I usually throw away mail advertisements without reading them	1	2	3	4	5	6	7	8	9	10
I need to be provided with a lot of information before responding to a mail offer	1	2	3	4	5	6	7	8	9	10

	Disagree Strongly					Agree Strongly				
I need to read carefully the letter and the brochure that are part of the mail offer before responding to it	1	2	3	4	5	6	7	8	9	10
I prefer mail offers with long letters (2 pages or more)	1	2	3	4	5	6	7	8	9	10
I will always open a mail package that looks promotional	1	2	3	4	5	6	7	8	9	10
I prefer mail offers with a detailed informative brochure	1	2	3	4	5	6	7	8	9	10
A sweepstake will motivate me to respond to a mail offer	1	2	3	4	5	6	7	8	9	10

To which, out of these mail offer programs, do you respond to:

	Never					Always				
Aeroplan	1	2	3	4	5	6	7	8	9	10
Columbia Records	1	2	3	4	5	6	7	8	9	10
LL Bean Catalogue	1	2	3	4	5	6	7	8	9	10
Sears Catalogue	1	2	3	4	5	6	7	8	9	10
Rockwood Gardens (seed catalogue)	1	2	3	4	5	6	7	8	9	10
Pepsi Stuff Programme	1	2	3	4	5	6	7	8	9	10
Credit card subscription offers received in the mail	1	2	3	4	5	6	7	8	9	10
Air Miles	1	2	3	4	5	6	7	8	9	10
Car test drive offers received in the mail	1	2	3	4	5	6	7	8	9	10
Magazine subscription offers received in the mail	1	2	3	4	5	6	7	8	9	10

2. Mail order shopping is:

Safe	1	2	3	4	5	6	7	8	9	10	Risky
Convenient	1	2	3	4	5	6	7	8	9	10	Inconvenient
Extravagant	1	2	3	4	5	6	7	8	9	10	Economical
Fast	1	2	3	4	5	6	7	8	9	10	Slow
Difficult	1	2	3	4	5	6	7	8	9	10	Easy
Practical	1	2	3	4	5	6	7	8	9	10	Impractical
Unenjoyable	1	2	3	4	5	6	7	8	9	10	Enjoyable
Sensible	1	2	3	4	5	6	7	8	9	10	Foolish

3. Direct Mail offers are good for obtaining:

	Disagree Strongly					Agree Strongly				
Credit cards	1	2	3	4	5	6	7	8	9	10
Clothes	1	2	3	4	5	6	7	8	9	10
Lingerie	1	2	3	4	5	6	7	8	9	10
Low Value gifts	1	2	3	4	5	6	7	8	9	10
High Value gifts	1	2	3	4	5	6	7	8	9	10
Greeting cards	1	2	3	4	5	6	7	8	9	10
Exclusive items	1	2	3	4	5	6	7	8	9	10
Inexpensive items	1	2	3	4	5	6	7	8	9	10
Specialty food	1	2	3	4	5	6	7	8	9	10
Sweets/Candies	1	2	3	4	5	6	7	8	9	10
Specialty Wines and Spirits	1	2	3	4	5	6	7	8	9	10
Magazine subscriptions	1	2	3	4	5	6	7	8	9	10
Books	1	2	3	4	5	6	7	8	9	10
CD/Cassette music	1	2	3	4	5	6	7	8	9	10
Video cassettes	1	2	3	4	5	6	7	8	9	10
Computer software products	1	2	3	4	5	6	7	8	9	10
Internet services	1	2	3	4	5	6	7	8	9	10
Cable services	1	2	3	4	5	6	7	8	9	10
Beauty products	1	2	3	4	5	6	7	8	9	10
Insurance products	1	2	3	4	5	6	7	8	9	10
Financial products	1	2	3	4	5	6	7	8	9	10
Plants and seeds	1	2	3	4	5	6	7	8	9	10
Arts and craft products	1	2	3	4	5	6	7	8	9	10
Photo developments	1	2	3	4	5	6	7	8	9	10
Useful information on a topic of interest	1	2	3	4	5	6	7	8	9	10
Imported and Specialty Beers	1	2	3	4	5	6	7	8	9	10

4. Approximately how many mail offers to you receive in a month?

_____ Never _____ 6 to 10 _____ 16 to 20 _____ 26 to 30
 _____ 1 to 5 _____ 11 to 15 _____ 21 to 25 _____ 31 +

5. Approximately how many mail offers to you respond to in a month?

_____ Never _____ 6 to 10 _____ 16 to 20 _____ 26 to 30
 _____ 1 to 5 _____ 11 to 15 _____ 21 to 25 _____ 31 +

PART C

1. Language use: In this section, we would like to know the extent to which you use English, French, and other languages in your normal activities. Please give distribution in percent of time from 0 (never) to 100 (all the time).

	English		French		Other (Specify_____)		Total
At home: with spouse (if any)	_____ %	+	_____ %	+	_____ %	=	100%
with children (if any)	_____ %	+	_____ %	+	_____ %	=	100%
With relatives	_____ %	+	_____ %	+	_____ %	=	100%
At work	_____ %	+	_____ %	+	_____ %	=	100%
Watching TV	_____ %	+	_____ %	+	_____ %	=	100%
Listening to radio	_____ %	+	_____ %	+	_____ %	=	100%
Reading newspapers	_____ %	+	_____ %	+	_____ %	=	100%
Reading magazines or books	_____ %	+	_____ %	+	_____ %	=	100%
Reading direct mail fliers	_____ %	+	_____ %	+	_____ %	=	100%
Going to movie or watching videos	_____ %	+	_____ %	+	_____ %	=	100%
Shopping	_____ %	+	_____ %	+	_____ %	=	100%
With close friends	_____ %	+	_____ %	+	_____ %	=	100%
When you went to school	_____ %	+	_____ %	+	_____ %	=	100%

2. Please indicate your degree of agreement with the following statements (circle the number that best reflects your degree of agreement)

	Disagree Strongly					Agree Strongly				
I consider myself to be Anglophone	1	2	3	4	5	6	7	8	9	10
I consider myself to be Francophone	1	2	3	4	5	6	7	8	9	10
I consider myself to be Allophone* (please specify_____)	1	2	3	4	5	6	7	8	9	10
My parents are Anglophones	1	2	3	4	5	6	7	8	9	10
My parents are Francophones	1	2	3	4	5	6	7	8	9	10

* Other than Anglophone or Francophone. Use the one that applies to you.

All my closest friends are Anglophones	1	2	3	4	5	6	7	8	9	10
All my closest friends are Francophones	1	2	3	4	5	6	7	8	9	10
My spouse is Anglophone	1	2	3	4	5	6	7	8	9	10
My spouse is Francophone	1	2	3	4	5	6	7	8	9	10
Anglophones would benefit greatly if they adopted many aspects of the French culture	1	2	3	4	5	6	7	8	9	10

	Disagree Strongly					Agree Strongly				
Francophones would benefit greatly if they adopted many aspects of the English culture	1	2	3	4	5	6	7	8	9	10
Francophones and Anglophones should share each other's cultural heritage	1	2	3	4	5	6	7	8	9	10
I like to go to places where I can be with Anglophones	1	2	3	4	5	6	7	8	9	10
I like to go to places where I can be with Francophones	1	2	3	4	5	6	7	8	9	10
I grew up in mostly Anglophone neighbourhoods	1	2	3	4	5	6	7	8	9	10
I grew up in mostly Francophone neighbourhoods	1	2	3	4	5	6	7	8	9	10
All my neighbours are Anglophones	1	2	3	4	5	6	7	8	9	10
All my neighbours are Francophones	1	2	3	4	5	6	7	8	9	10
I am very comfortable with Anglophones	1	2	3	4	5	6	7	8	9	10
I am very comfortable with Francophones	1	2	3	4	5	6	7	8	9	10
I often participate in the activities of the Anglophone community or political organizations	1	2	3	4	5	6	7	8	9	10
I often participate in the activities of the Francophone community or political organizations	1	2	3	4	5	6	7	8	9	10
I consider myself to be a strong Protestant believer	1	2	3	4	5	6	7	8	9	10
I consider myself to be a strong Catholic believer	1	2	3	4	5	6	7	8	9	10
I had a strong Protestant childhood upbringing	1	2	3	4	5	6	7	8	9	10
I had a strong Catholic childhood upbringing	1	2	3	4	5	6	7	8	9	10
Protestant beliefs are an important part of my life	1	2	3	4	5	6	7	8	9	10
Catholic beliefs are an important part of my life	1	2	3	4	5	6	7	8	9	10
I am strongly attached to all aspects of the French culture	1	2	3	4	5	6	7	8	9	10
I am strongly attached to all aspects of the English culture	1	2	3	4	5	6	7	8	9	10

PART D

Demographics

1. Are you ☐ Male ☐ Female

2. Are you ☐ Single
☐ Married or living together
☐ Separated or divorced
☐ Widowed

3. Please indicate your age bracket

<input type="checkbox"/> Under 20 year	<input type="checkbox"/> 40 to 49 years
<input type="checkbox"/> 20 to 29 years	<input type="checkbox"/> 50 to 59 years
<input type="checkbox"/> 30 to 39 years	<input type="checkbox"/> 60 and over

4. Please indicate your total family gross income bracket

<input type="checkbox"/> under \$20,000	<input type="checkbox"/> \$40,000 to \$49,999
<input type="checkbox"/> \$20,000 to \$29,999	<input type="checkbox"/> \$50,000 to \$59,999
<input type="checkbox"/> \$30,000 to \$39,999	<input type="checkbox"/> \$60,000 to \$69,999
	<input type="checkbox"/> \$70,000 and over

5. Size of your family: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

6. If you have children at home, what is the age of youngest child? years.

7. Do you, or does your family, ☐ own your home?
☐ or rent?

Is this a ☐ detached house
☐ semi-detached house or a row or townhouse
☐ a duplex or triplex
☐ an apartment or a condominium
☐ other (specify)

8. Which municipality do you live in?

9. Please indicate the highest level of education attained by:

Yourself	Your Spouse	
_____	_____	elementary school
_____	_____	high school
_____	_____	community college/CEGEP/technical school/diploma
_____	_____	undergraduate university degree
_____	_____	graduate university degree

10. What is your occupation? _____

If you are married/living together, what is the occupation of your spouse? _____

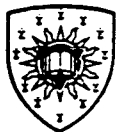
11. What is the employment status of (circle one number)

	Yourself	Your Spouse
Work full time (30 + hours per week)	1	1
Work part time (less than 30 hours per week)	2	2
Retired, Pensioned	3	3
Unemployed	4	4
Homemaker only	5	5
Student	6	6

12. What is your place of birth?

___ Québec	___ Western Canada	___ Europe
___ Ontario	___ Atlantic Canada	___ Other (Specify _____)

THANK YOU AGAIN FOR YOUR HELP



UNIVERSITÉ
Concordia

Madame, Monsieur,

Je suis étudiante à l'université Concordia et termine présentement ma maîtrise (MSc). Dans le cadre de mon travail de thèse j'ai choisi de procéder à une recherche académique sur le mode de vie des Canadiens de différentes origines, ainsi que le genre de programmes de marketing qu'ils aiment et auxquels ils répondent.

Je vous serais très reconnaissante de participer à cette recherche en répondant à ce questionnaire. Cela ne vous prendra qu'environ 25 minutes de votre temps pour le compléter et votre participation est entièrement anonyme et volontaire. On ne vous demandera pas d'acheter un produit à la suite de votre participation à cette recherche. Vous êtes libre d'arrêter votre participation en tout temps.

Comme ce genre de recherche académique est très important pour le progrès de la science, nous espérons bien que vous accepterez d'y participer et qu'il vous fera plaisir de remplir ce questionnaire.

Je vous remercie d'avance de votre collaboration et je vous prie d'accepter l'expression de mes meilleurs sentiments.

Andrée Turmel
Étudiante de M. Sc.

Dr. Michel Laroché
Professeur de marketing
848-2942

Questionnaire

Directives

Merci de votre collaboration. Vos réponses à ce questionnaire nous seront extrêmement utiles. Nous avons essayé de rendre ce questionnaire aussi facile que possible à remplir tout en respectant les objectifs de la recherche. Tout ce que vous avez à faire c'est d'encrer un code pour indiquer votre réponse, ou bien d'écrire un chiffre pour certaines questions. Il est très important que vous répondiez à TOUTES les questions. Si, à un moment donné, vous ignorez la réponse exacte, faites une estimation au mieux de vos connaissances.

PARTIE A

Voici des énoncés que les gens nous ont dits en ce qui a trait à leurs préférences. Veuillez SVP indiquer VOTRE degré d'accord ou désaccord avec chaque énoncé. Encerclez un numéro de 1 à 10 dans chaque cas selon votre opinion.

	en désaccord					d'accord				
J'aime la plupart des travaux ménagers	1	2	3	4	5	6	7	8	9	10
Très souvent, j'essaie de nouvelles coiffures suivant la mode	1	2	3	4	5	6	7	8	9	10
J'aime cuisiner	1	2	3	4	5	6	7	8	9	10
J'aime aider les gens en leur donnant de l'information sur plusieurs sortes de produits	1	2	3	4	5	6	7	8	9	10
Mes enfants sont ce qui est de plus important dans ma vie	1	2	3	4	5	6	7	8	9	10
Je magasine beaucoup pour profiter des prix spéciaux	1	2	3	4	5	6	7	8	9	10
À part l'emballage, il n'y a pas grande différence entre les produits sans marque et les produits de marque	1	2	3	4	5	6	7	8	9	10
J'achète souvent d'autres marques pour vérifier si elles sont meilleures que celles que j'achète habituellement	1	2	3	4	5	6	7	8	9	10
Souvent, je vérifie les prix de menus articles dans les épiceries	1	2	3	4	5	6	7	8	9	10
Je préfère passer une soirée tranquille à la maison plutôt que d'aller fêter dehors	1	2	3	4	5	6	7	8	9	10
Les produits sans marque sont très avantageux pour leur prix	1	2	3	4	5	6	7	8	9	10
J'achète toujours, par habitude, la même marque de produits courants	1	2	3	4	5	6	7	8	9	10
Mes amis et voisins me demandent souvent des conseils	1	2	3	4	5	6	7	8	9	10
Je pense que j'ai plus de confiance en moi que la plupart des gens	1	2	3	4	5	6	7	8	9	10
Je suis une personne qui a beaucoup d'information sur une variété de produits et j'aime les partager avec les autres. Je connais les nouveaux produits, les soldes, les bons magasins, mais je ne crois pas être expert(e) dans une catégorie de produit en particulier	1	2	3	4	5	6	7	8	9	10

	Entièrement en désaccord					Entièrement d'accord				
J'aime être considéré(e) un "leader"	1	2	3	4	5	6	7	8	9	10
J'aime essayer des choses nouvelles et différentes	1	2	3	4	5	6	7	8	9	10
Très souvent, j'essaie de nouvelles marques avant que mes amis ou voisins le fassent	1	2	3	4	5	6	7	8	9	10
En général, je maintiens ma maison très propre et en ordre	1	2	3	4	5	6	7	8	9	10
Je dépends des aliments en conserve pour au moins un repas par jour	1	2	3	4	5	6	7	8	9	10
Si je dois choisir de m'habiller, soit à la mode, soit pour le confort, je choisis plutôt de m'habiller à la mode	1	2	3	4	5	6	7	8	9	10
Je pense être une personne très habile	1	2	3	4	5	6	7	8	9	10
Je suis un(e) bon(ne) cuisinier(ère)	1	2	3	4	5	6	7	8	9	10
Parfois j'influence le choix de mes amis	1	2	3	4	5	6	7	8	9	10
Ça arrive plus souvent que les gens viennent me demander des renseignements sur les marques plutôt que l'inverse	1	2	3	4	5	6	7	8	9	10
J'achète beaucoup de choses avec une carte de crédit ou une carte de détaillant	1	2	3	4	5	6	7	8	9	10
Je dédie beaucoup de temps et d'effort à apprendre à mes enfants de bonnes habitudes	1	2	3	4	5	6	7	8	9	10
Je ne peux pas me passer d'aliments en conserve	1	2	3	4	5	6	7	8	9	10
J'aime essayer plusieurs marques de produits courants juste pour les comparer	1	2	3	4	5	6	7	8	9	10
J'essaie de rendre ma maison commode à mes enfants	1	2	3	4	5	6	7	8	9	10
Je dois admettre que je n'aime vraiment pas les travaux ménagers	1	2	3	4	5	6	7	8	9	10
Habituellement, j'ai au moins un costume à la toute dernière mode	1	2	3	4	5	6	7	8	9	10
J'aime parfois faire des choses qui sont un peu effrayantes	1	2	3	4	5	6	7	8	9	10
Je suis plus indépendant(e) que la plupart des gens	1	2	3	4	5	6	7	8	9	10
M'habiller élégamment constitue un aspect très important de ma vie et de mes activités	1	2	3	4	5	6	7	8	9	10
On peut épargner beaucoup d'argent si on recherche des aubaines	1	2	3	4	5	6	7	8	9	10
Les produits sans marque sont souvent aussi bons que ceux qui sont annoncés	1	2	3	4	5	6	7	8	9	10

	Entièrement en désaccord					Entièrement d'accord				
Je sens qu'il est risqué de choisir une marque différente de celle que je connais	1	2	3	4	5	6	7	8	9	10
Je n'achète pas de marques que je n'ai jamais essayées auparavant	1	2	3	4	5	6	7	8	9	10
Je préfère payer tous mes achats en argent comptant	1	2	3	4	5	6	7	8	9	10
Le goût des aliments en conserve n'est pas tout à fait authentique	1	2	3	4	5	6	7	8	9	10
Rechercher de nouvelles marques de produits courants est généralement une perte de temps	1	2	3	4	5	6	7	8	9	10
Je suis une personne qui prend soin de sa santé et de son alimentation	1	2	3	4	5	6	7	8	9	10
Je consomme plus d'aliments et de boissons à faibles calories que le commun des gens	1	2	3	4	5	6	7	8	9	10
J'aime faire de la pâtisserie et j'en fais fréquemment	1	2	3	4	5	6	7	8	9	10
Si quelqu'un me demande quelle est la meilleure affaire pour plusieurs types de produit, je peux lui dire où aller l'acheter	1	2	3	4	5	6	7	8	9	10
J'aime changer d'activités continuellement	1	2	3	4	5	6	7	8	9	10
Il n'est pas sage d'acheter à crédit, sauf quand il s'agit d'une maison ou d'une voiture	1	2	3	4	5	6	7	8	9	10
Souvent, quand je vois une nouvelle marque sur les étagères, je l'achète juste par curiosité	1	2	3	4	5	6	7	8	9	10
Je trouve que faire le ménage de la maison est une tâche désagréable	1	2	3	4	5	6	7	8	9	10
Mes amis me considèrent comme une bonne source d'information sur les nouveaux produits et les soldes	1	2	3	4	5	6	7	8	9	10
J'aime les fêtes où il y a beaucoup de musique et de conversation	1	2	3	4	5	6	7	8	9	10
Les gens qui achètent des produits sans marque sont un peu chiches	1	2	3	4	5	6	7	8	9	10
Lorsque je m'ennuie, j'aime rechercher des expériences nouvelles et peu familières	1	2	3	4	5	6	7	8	9	10
Je préfère aller voir un événement sportif que d'aller à une danse	1	2	3	4	5	6	7	8	9	10
J'aime rester à la maison	1	2	3	4	5	6	7	8	9	10
Les gens me demandent de l'information sur divers types de produit, d'endroits pour magasiner et où trouver des soldes	1	2	3	4	5	6	7	8	9	10

	Entièrement en désaccord					Entièrement d'accord				
Je ne me sens pas bien quand ma maison n'est pas totalement propre	1	2	3	4	5	6	7	8	9	10
J'aime aller à un endroit différent presque chaque jour	1	2	3	4	5	6	7	8	9	10
Quand mes enfants sont malades, je m'occupe en priorité de leur confort	1	2	3	4	5	6	7	8	9	10
Si j'aime une marque, je vais rarement en acheter une autre juste pour l'essayer	1	2	3	4	5	6	7	8	9	10
Je suis prêt(e) à magasiner davantage afin de trouver des aubaines	1	2	3	4	5	6	7	8	9	10
J'aime faire connaître de nouveaux produits ou nouvelles marques à mes amis	1	2	3	4	5	6	7	8	9	10
J'aime toucher et sentir avec mes doigts une sculpture	1	2	3	4	5	6	7	8	9	10
Lorsque je vois une nouvelle marque sur les tablettes, je l'achète souvent juste pour l'essayer	1	2	3	4	5	6	7	8	9	10

PARTIE B

	Entièrement en désaccord					Entièrement en accord				
Je fais beaucoup d'achats par catalogue	1	2	3	4	5	6	7	8	9	10
J'ai déjà fait la demande d'une nouvelle carte de crédit à la suite d'une offre reçue par la poste	1	2	3	4	5	6	7	8	9	10
Je ne répond jamais à des offres d'achat de produits envoyées par la poste	1	2	3	4	5	6	7	8	9	10
J'obtiens une meilleure qualité de produits si je les achète suite à une offre reçue par la poste	1	2	3	4	5	6	7	8	9	10
J'obtiens un prix plus avantageux lorsque j'achète un produit par la poste	1	2	3	4	5	6	7	8	9	10
Je crois que l'information reçue par la poste est utile et à propos	1	2	3	4	5	6	7	8	9	10
Je considère les offres promotionnelles reçues par la poste comme du "junk mail"	1	2	3	4	5	6	7	8	9	10
Je me suis déjà abonné(e) à un magazine à la suite d'une offre reçue par la poste	1	2	3	4	5	6	7	8	9	10
J'ai déjà participé à un concours qui faisait partie d'une offre reçue par la poste	1	2	3	4	5	6	7	8	9	10
J'obtiens un produit exclusif si je l'achète par la poste	1	2	3	4	5	6	7	8	9	10

	Entièrement en désaccord					Entièrement d'accord				
Je trouve les catalogues et autres offres promotionnelles reçues par la poste très intéressantes	1	2	3	4	5	6	7	8	9	10
Je porte beaucoup d'attention aux catalogues et autres offres promotionnelles reçues par la poste	1	2	3	4	5	6	7	8	9	10
Les catalogues et autres offres reçues par la poste me sont très utiles en tant qu'acheteur	1	2	3	4	5	6	7	8	9	10
Je n'ouvrirai pas un envoi promotionnel reçu par la poste si celui-ci n'est pas adressé à mon nom ou à celui d'un membre de ma famille	1	2	3	4	5	6	7	8	9	10
J'aime feuilleter les catalogues et autres offres promotionnelles reçues par la poste même si je n'ai pas l'intention d'acheter	1	2	3	4	5	6	7	8	9	10
Je lis habituellement tout ce que je reçois par la poste, juste pour savoir ce qu'il y a dedans	1	2	3	4	5	6	7	8	9	10
Je préfère les envois promotionnels qui ont plusieurs pièces à l'intérieur de l'enveloppe	1	2	3	4	5	6	7	8	9	10
Je lis souvent les annonces publicitaires par curiosité	1	2	3	4	5	6	7	8	9	10
Je lis rarement les annonces publicitaires qui semblent contenir beaucoup d'information	1	2	3	4	5	6	7	8	9	10
Je n'ouvre jamais les envois promotionnels reçus par la poste	1	2	3	4	5	6	7	8	9	10
Une prime-cadeau gratuite me fera répondre à une offre promotionnelle reçue par la poste	1	2	3	4	5	6	7	8	9	10
Je suis toujours intéressé(e) de voir ce qu'il y a à l'intérieur d'un envoi promotionnel reçu par la poste	1	2	3	4	5	6	7	8	9	10
J'ouvre toujours un envoi postal qui semble officiel	1	2	3	4	5	6	7	8	9	10
Je jette habituellement les envois postaux promotionnels sans les lire	1	2	3	4	5	6	7	8	9	10
J'ai besoin d'avoir beaucoup d'information avant de répondre à une offre promotionnelle reçue par la poste	1	2	3	4	5	6	7	8	9	10
Je dois lire attentivement la lettre et la brochure d'une offre reçue par la poste avant d'y répondre	1	2	3	4	5	6	7	8	9	10
Je préfère les lettres de 2 pages et plus dans une offre par la poste	1	2	3	4	5	6	7	8	9	10
J'ouvre toujours un envoi postal qui semble promotionnel	1	2	3	4	5	6	7	8	9	10
Je préfère les offres par la poste qui contiennent une brochure très détaillée	1	2	3	4	5	6	7	8	9	10
Un concours à l'intérieur d'une offre par la poste me motivera à y répondre	1	2	3	4	5	6	7	8	9	10

Auxquels de ces programmes d'offres par la poste participez-vous ? :

	Jamais					Toujours				
Aéroplan	1	2	3	4	5	6	7	8	9	10
Disques Columbia	1	2	3	4	5	6	7	8	9	10
Catalogue LL Bean	1	2	3	4	5	6	7	8	9	10
Catalogue Sears	1	2	3	4	5	6	7	8	9	10
Rockwood Gardens (catalogue de semence)	1	2	3	4	5	6	7	8	9	10
Programme primes Pepsi	1	2	3	4	5	6	7	8	9	10
Offres de carte de crédit reçues par la poste	1	2	3	4	5	6	7	8	9	10
Air Miles	1	2	3	4	5	6	7	8	9	10
Offres d'essai routier pour une voiture reçues par la poste	1	2	3	4	5	6	7	8	9	10
Offres d'abonnement à un magazine reçues par la poste	1	2	3	4	5	6	7	8	9	10

2. Magasiner par la poste c'est :

Sécuritaire	1	2	3	4	5	6	7	8	9	10	Risqué
Commode	1	2	3	4	5	6	7	8	9	10	Incommode
Extravagant	1	2	3	4	5	6	7	8	9	10	Économique
Rapide	1	2	3	4	5	6	7	8	9	10	Lent
Difficile	1	2	3	4	5	6	7	8	9	10	Facile
Pratique	1	2	3	4	5	6	7	8	9	10	Pas pratique
Désagréable	1	2	3	4	5	6	7	8	9	10	Agréable
Raisonnable	1	2	3	4	5	6	7	8	9	10	Pas raisonnable

3. Les envois postaux promotionnels sont pratiques pour obtenir :

	Entièrement en désaccord					Entièrement en accord				
Cartes de crédit	1	2	3	4	5	6	7	8	9	10
Vêtements	1	2	3	4	5	6	7	8	9	10
Lingerie fine	1	2	3	4	5	6	7	8	9	10
Cadeaux à petits prix	1	2	3	4	5	6	7	8	9	10
Cadeaux de grandes valeurs monétaires	1	2	3	4	5	6	7	8	9	10
Cartes de souhaits	1	2	3	4	5	6	7	8	9	10
Produits exclusifs	1	2	3	4	5	6	7	8	9	10
Produits pas chers	1	2	3	4	5	6	7	8	9	10
Aliments fins	1	2	3	4	5	6	7	8	9	10
Bonbons et sucreries	1	2	3	4	5	6	7	8	9	10

Les envois postaux promotionnels sont pratiques pour obtenir :

	Entièrement en désaccord					Entièrement en accord				
Vins et spiritueux fins	1	2	3	4	5	6	7	8	9	10
Abonnements à des magazines	1	2	3	4	5	6	7	8	9	10
Livres	1	2	3	4	5	6	7	8	9	10
CD/Cassettes audio	1	2	3	4	5	6	7	8	9	10
Cassettes vidéo	1	2	3	4	5	6	7	8	9	10
Logiciels d'ordinateurs	1	2	3	4	5	6	7	8	9	10
Services internet	1	2	3	4	5	6	7	8	9	10
Services de câble	1	2	3	4	5	6	7	8	9	10
Produits de beauté	1	2	3	4	5	6	7	8	9	10
Produits d'assurance	1	2	3	4	5	6	7	8	9	10
Produits financiers	1	2	3	4	5	6	7	8	9	10
Plantes et semences	1	2	3	4	5	6	7	8	9	10
Produits d'artisanat et de bricolage	1	2	3	4	5	6	7	8	9	10
Développement de photos	1	2	3	4	5	6	7	8	9	10
Informations utiles sur un sujet précis	1	2	3	4	5	6	7	8	9	10
Bières importées et spéciales	1	2	3	4	5	6	7	8	9	10

4. Approximativement combien d'offres postales promotionnelles recevez-vous par mois ?

_____ Aucune _____ 6 à 10 _____ 16 à 20 _____ 26 à 30
 _____ 1 à 5 _____ 11 à 15 _____ 21 à 25 _____ 31 +

5. À combien, approximativement, d'offres postales promotionnelles répondez-vous par mois ?

_____ Aucune _____ 6 à 10 _____ 16 à 20 _____ 26 à 30
 _____ 1 à 5 _____ 11 à 15 _____ 21 à 25 _____ 31 +

PARTIE C

1. **Langues employées** : Dans cette section, nous aimerions connaître votre degré d'emploi du français et de l'anglais dans vos activités courantes, en distribuant 100 points de 0 % (jamais) à 100 % (tout le temps).

	Français		Anglais		Autre (laquelle?_____)		Total
À la maison : avec votre époux/épouse (si appl.)	_____ %	+	_____ %	+	_____ %	=	100%
avec vos enfants (si appl.)	_____ %	+	_____ %	+	_____ %	=	100%
Avec les autres membres de la famille	_____ %	+	_____ %	+	_____ %	=	100%
Au travail	_____ %	+	_____ %	+	_____ %	=	100%
À regarder la télévision	_____ %	+	_____ %	+	_____ %	=	100%
À écouter la radio	_____ %	+	_____ %	+	_____ %	=	100%
À lire les journaux	_____ %	+	_____ %	+	_____ %	=	100%
À lire des revues et des livres	_____ %	+	_____ %	+	_____ %	=	100%
À lire les encarts postaux promotionnels	_____ %	+	_____ %	+	_____ %	=	100%
À regarder des films au cinéma ou des vidéos	_____ %	+	_____ %	+	_____ %	=	100%
À magasiner	_____ %	+	_____ %	+	_____ %	=	100%
Avec vos amis intimes	_____ %	+	_____ %	+	_____ %	=	100%
Quand vous étiez à l'école	_____ %	+	_____ %	+	_____ %	=	100%

2. Veuillez SVP indiquer votre degré d'accord avec les énoncés suivant (encerclez le chiffre qui correspond le mieux à votre sentiment) :

	Entièrement en désaccord					Entièrement d'accord				
Je me considère francophone	1	2	3	4	5	6	7	8	9	10
Je me considère anglophone	1	2	3	4	5	6	7	8	9	10
Je me considère allophone* (svp précisez_____)	1	2	3	4	5	6	7	8	9	10
Mes parents sont francophones	1	2	3	4	5	6	7	8	9	10
Mes parents sont anglophones	1	2	3	4	5	6	7	8	9	10

* Si autre que francophone ou anglophone, utilisez ce qui s'applique à vous.

Tous mes meilleurs amis sont francophones	1	2	3	4	5	6	7	8	9	10
Tous mes meilleurs amis sont anglophones	1	2	3	4	5	6	7	8	9	10
Mon(ma) conjoint(e) est francophone	1	2	3	4	5	6	7	8	9	10
Mon(ma) conjoint(e) est anglophone	1	2	3	4	5	6	7	8	9	10
Les francophones auraient grand avantage à adopter plusieurs aspects de la culture anglaise	1	2	3	4	5	6	7	8	9	10

	Entièrement en désaccord					Entièrement d'accord				
Les anglophones auraient grand avantage à adopter plusieurs aspects de la culture française	1	2	3	4	5	6	7	8	9	10
Les francophones et les anglophones devraient partager leur patrimoine culturel	1	2	3	4	5	6	7	8	9	10
J'aime aller aux endroits où je me trouve en compagnie de francophones	1	2	3	4	5	6	7	8	9	10
J'aime aller aux endroits où je me trouve en compagnie de anglophones	1	2	3	4	5	6	7	8	9	10
J'ai grandi dans un voisinage principalement francophone	1	2	3	4	5	6	7	8	9	10
J'ai grandi dans un voisinage principalement anglophone	1	2	3	4	5	6	7	8	9	10
Tous mes voisins sont francophones	1	2	3	4	5	6	7	8	9	10
Tous mes voisins sont anglophones	1	2	3	4	5	6	7	8	9	10
Je me sens très à l'aise dans mes relations avec des francophones	1	2	3	4	5	6	7	8	9	10
Je me sens très à l'aise dans mes relations avec des anglophones	1	2	3	4	5	6	7	8	9	10
Je participe souvent aux activités des organisations communautaires ou politiques francophones	1	2	3	4	5	6	7	8	9	10
Je participe souvent aux activités des organisations communautaires ou politiques anglophones	1	2	3	4	5	6	7	8	9	10
Je me considère fortement croyant(e) catholique	1	2	3	4	5	6	7	8	9	10
Je me considère fortement croyant(e) protestant	1	2	3	4	5	6	7	8	9	10
J'ai été élevé(e) dans un milieu très catholique	1	2	3	4	5	6	7	8	9	10
J'ai été élevé(e) dans un milieu très protestant	1	2	3	4	5	6	7	8	9	10
Les croyances catholiques sont une partie importante de ma vie	1	2	3	4	5	6	7	8	9	10
Les croyances protestantes sont une partie importante de ma vie	1	2	3	4	5	6	7	8	9	10
Je suis très attaché(e) à tous les aspects de la culture française	1	2	3	4	5	6	7	8	9	10
Je suis très attaché(e) à tous les aspects de la culture anglaise	1	2	3	4	5	6	7	8	9	10

PARTIE D

Données démographiques

1. Êtes-vous _____ Homme _____ Femme

2. Êtes-vous _____ Célibataire
_____ Marié(e) ou vivant en concubinage
_____ Séparé(e) ou divorcé(e)
_____ Veuf(ve)

3. Veuillez indiquer votre groupe d'âge

_____ Moins de 20 ans _____ 40 à 49 ans
_____ 20 à 29 ans _____ 50 à 59 ans
_____ 30 à 39 ans _____ 60 et plus

4. Veuillez indiquer votre niveau de revenu familial brut

_____ Moins de 20 000 \$ _____ 40 000 \$ à 49 999 \$
_____ 20 000 \$ à 29 999 \$ _____ 50 000 \$ à 59 999 \$
_____ 30 000 \$ à 39 999 \$ _____ 60 000 \$ à 69 999 \$
_____ 70 000 \$ et plus

5. Nombre de membres dans la famille : _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 et plus

6. Si vous avez des enfants à la maison, quel est l'âge du plus jeune ? _____ ans.

7. Est-ce que vous ou votre famille êtes, _____ propriétaire d'une maison ?
_____ locataire ?

Est-ce _____ une maison unifamilial
_____ une maison semi-détachée ou en rangée
_____ un duplex ou un triplex
_____ un appartement/condo
_____ autre (précisez _____)

8. Dans quelle municipalité habitez-vous ? _____

9. Veuillez indiquer le plus haut niveau d'éducation atteint par :

Vous-même	Votre époux(se)	
_____	_____	école élémentaire
_____	_____	école secondaire
_____	_____	CEGEP/collégial
_____	_____	Universitaire (1er cycle)
_____	_____	Universitaire (maîtrise ou doctorat)

10. Quel est votre occupation ? _____

Si vous êtes marié(e) ou habitez en concubinage, quel est l'occupation de votre conjoint(e)? _____

11. Quel est votre statut au niveau travail (veuillez n'encrer qu'une seule option) ?

	Vous-même	Votre époux(se)
Travail à temps plein (30 heures ou + par semaine)	1	1
Travail à temps partiel (moins de 30 heures par semaine)	2	2
À la retraite	3	3
Sans emploi	4	4
Femme/Homme au foyer	5	5
Étudiant(e)	6	6

12. Quel est votre endroit de naissance?

___ Québec	___ Ouest canadien	___ Europe
___ Ontario	___ Maritimes	___ Autre (svp précisez _____)

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Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail

PAY ATTENTION -- Results for group of Anglophones

	Dependant Variables	Indep. Variables	Variable Coeff.	t-value	F value	Adjusted R square
Pay Attention	1. Pay Attention/Consider	<i>Lifestyle</i>				
		- <u>Market maven</u>	.256	3.692 a	16.478 a	.225
		- Health conscious	-.164	-2.907 a		
		- <u>Price conscious</u>	.208	3.400 a		
		- Liking of canned food	.149	2.806 a		
			-.158	-2.306 b		
		<i>Demographics</i>				
		- Income				

Note: a is p < .01 b is p < .05 and c is p < .10

PAY ATTENTION -- Results for group of Francophones

	Dependant Variables	Independent Variables	Variable Coeff.	t-value	F value	Adjusted R square
Pay Attention	1. Pay Attention	<i>Personal</i>				
		- Self-confidence	-.166	-1.958 c	17.022 a	.240
		<i>Lifestyle</i>				
		- <u>Market maven</u>	.247	3.200 a		
		- Dislike of credit	-.109	-2.221 b		
		- <u>Price conscious</u>	.384	5.853 a		
		<i>Culture</i>				
		- Acculturation	-.130	-1.939 c		
		<i>Demographics</i>				
		- Education of respondent	-.262	-2.242 b		

Note: a is p < .01 b is p < .05 and c is p < .10

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

COGNITIVE -- Results for Anglophones

	Dependant Variables	Independent Variables	Variable Coeff.	t-value	F value	Adjusted R square
Cognitive	1. Find DM Offers Valuable	- Pay attention	.358	7.686 a	14.729 a	.292
		- Quantity received	.173	2.974 a		
		<i>Lifestyle</i>				
		- Market maven	.118	2.289 b		
		- Dislike of credit	-.100	-2.846 a		
		- Health conscious	.080	1.747 c		
		<i>Culture</i>				
		- Identity	.169	3.228 a		
		<i>Demographics</i>				
		- Sex	.410	2.127 b		
		- Employment of respondent	.251	2.490 b		
	2. DM Shopping makes sense	<i>Lifestyle</i>			5.007 a	.057
		- Market maven	-.132	-2.018 b		
		<i>Culture</i>				
		- Identity	-.180	-2.537 b		
		<i>Demographics</i>				
		- Employment of respondent	-.337	-2.495 b		
	3. Need of Information for DM Shopping	- Pay Attention	.462	7.390 a	13.435 a	.189
		<i>Lifestyle</i>				
		- Variety Seeking	.194	2.273 b		
		- Homebody	.112	1.677 c		
		<i>Culture</i>				
		- Identity	.144	1.876 c		
		<i>Demographics</i>				
		- Age	.246	2.045 b		

4. DM for Low Value Products	- <u>Pay Attention</u>	.303	5.176 a	9.496 a	.223
	- Quantity Received	.150	1.964 c		
	<i>Lifestyle</i>				
	- Market Maven	.153	2.148 b		
	- Fashion Conscious				
	- Dislike of Credit	.124	1.804 c		
	- <u>Variety Seeking</u>	-.117	-2.597 a		
		.132	1.663 c		
	<i>Culture</i>				
	- Identity				
		.126	1.885 c		
	<i>Demographics</i>				
5. DM for Entertainment Products	- <u>Pay Attention</u>	.469	5.966 a	17.911 a	.276
	<i>Lifestyle</i>				
	- Market Maven	.307	3.507 a		
	- Attitude Toward Generics	-.133	-1.930 c		
	<i>Culture</i>				
	- <u>Acculturation</u>	-.447	-3.079 a		
	<i>Demographics</i>				
	- <u>Age</u>	-.504	-3.310 a		
	- Employment of responder	.497	2.721 a		
6. DM for Financial & Technological Products	- <u>Pay Attention</u>	.187	3.355 a	8.532 a	.185
	<i>Lifestyle</i>				
	- Dislike of Credit	-.094	-2.178 b		
	- <u>Variety Seeking</u>	.175	2.557 b		
	- <u>Price Conscious</u>	.103	1.892 c		
	<i>Culture</i>				
	- <u>Acculturation</u>	-.223	-2.185 b		
	<i>Demographics</i>				
	- Sex	.669	2.794 a		
	- <u>Age</u>	-.370	-3.384 a		
	- <u>Employment of spouse</u>	.269	1.730 c		

7. DM for Clothing	- Pay Attention	.205	3.148 a	8.418 a	.163
	- Quantity Received	.218	2.664 a		
	<i>Lifestyle</i>				
	- Market Maven	.157	2.185 b		
	- Dislike of Credit	-.151	-3.075 a		
	<i>Culture</i>				
	- Acculturation	-.279	-2.363 b		
	<i>Demographics</i>				
	- Age	-.369	-3.161 a		
	- Education of Spouse	.199	1.672 c		
8. DM for Speciality Food and Spirits	<i>Lifestyle</i>				
	- Dislike of Credit	-.089	-2.087 b	6.213 a	.089
	- Variety Seeking	.191	2.810 a		
	<i>Culture</i>				
	- Acculturation	-.218	-2.115 b		
	<i>Demographics</i>				
	- Matrimonial Status				
	- Age	-.770	-2.604 a		
		-.282	-2.796 a		

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

COGNITIVE -- Results for Francophones

	Dependant Variables	Independent Variables	Variable Coef.	t-value	F value	Adjusted R square
Cognitive	1. Find DM offers valuable	- <u>Pay Attention</u>	.361	11.282 a	31.190 a	.37
		<i>Personal</i>				
		- Self Confidence	-.105	-2.044 b		
		<i>Lifestyle</i>				
		- Variety Seeking	.221	4.200 a		
		- Homebody	.103	2.653 a		
		<i>Culture</i>				
		- <u>Identity</u>	-.260	-2.495 b		
		<i>Demographics</i>				
		- <u>Employment of respondent</u>	.177	2.220 b		
	2. DM Shopping makes sense	- Pay Attention	-.224	-3.968 a	10.437 a	.085
		<i>Lifestyle</i>				
		- Dislike of Credit	.167	3.204 a		
		<i>Demographics</i>				
	3. Need of Information for DM Shopping	- <u>Pay Attention</u>	.402	7.247 a	22.846 a	.223
		<i>Lifestyle</i>				
		- Market Maven	.178	2.512 b		
		- Dislike of Housework	.126	2.417 b		
		<i>Demographics</i>				
	4. DM for Low Value Products	- <u>Pay Attention</u>	.407	8.325 a	20.580 a	.243
		<i>Lifestyle</i>				
		- Cook and Bake	-.119	-2.227 b		
		- <u>Variety Seeking</u>	.285	4.038 a		
		<i>Culture</i>				
		- Acculturation	.150	2.380 b		
		<i>Demographics</i>				
		- Employment of spouse	.346	2.557 b		

5. DM for Entertainment Products	- <u>Pay Attention</u>	.478	7.190 a	11.418 a	.235
	<i>Lifestyle</i>				
	- Cook and Bake	-.213	-2.910 a		
	- Brand Loyalty	.216	2.256 b		
	- Variety Seeking	.270	2.753 a		
	<i>Culture</i>				
	- <u>Acculturation</u>	.177	2.054 b		
	<i>Demographics</i>				
	- Sex	.757	2.486 b		
	- <u>Age</u>	-.475	-3.925 a		
	- Income	-.228	-2.512 b		
	- Education of Spouse	.379	2.446 b		
6. DM for Financial & Technological Products	- <u>Pay Attention</u>	.406	7.030 a	12.501 a	.232
	<i>Lifestyle</i>				
	- Dislike of Housework	-.091	-1.770 c		
	- Brand Loyalty	.129	1.719 c		
	- <u>Variety Seeking</u>	.319	4.136 a		
	- <u>Price Conscious</u>	-.160	-2.421 b		
	<i>Culture</i>				
	- <u>Acculturation</u>	.135	2.002 b		
	<i>Demographics</i>				
	- <u>Sex</u>	.862	3.655 a		
	- <u>Employment of spouse</u>	.406	-3.384 a		
			2.750 a		
7. DM for Clothing	- <u>Pay Attention</u>	.262	4.837 a	12.601 a	.071
	<i>Lifestyle</i>				
	- Homebody	-.121	-1.956 c		
8. DM for Speciality Food and Spirits	- Pay Attention	.144	3.577 a	8.870 a	.094
	<i>Lifestyle</i>				
	- Brand Loyalty	.145	2.513 b		
	- <u>Variety Seeking</u>	.183	3.129 a		
	<i>Culture</i>				
	- <u>Acculturation</u>	.143	2.763 a		

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

AFFECTIVE -- Results for Anglophones

	Dependant Variables	Independent Variables	Variable Coefficient	t-value	F value	Adjusted R square
Affective	1. Sweepstakes as an incentive	- <u>DM Valuable</u>	.411	4.477 a	10.055 a	.214
		- <u>Need of Info for DM Shopping</u>	.168	2.636 a		
		- DM for Financial & Technological products	.149	1.903 b		
		Lifestyle				
		- Fashion Conscious	.146	1.774 c		
		- <u>Liking of Canned Food</u>	.144	2.145 b		
		Culture				
		- <u>Acculturation</u>	-.389	-2.438 b		
		- Identity	-.301	-2.983 a		
		Demographics				
	2. Dislike for DM Shopping	- DM Valuable	.293	4.276 a	17.351 a	.235
		- <u>DM makes sense</u>	-.303	-5.340 a		
		Lifestyle				
		- <u>Homebody</u>	-.089	-1.683 c		
		- Price Conscious	-.139	-2.733 a		
		Demographics				
		- Sex	-.532	-2.300 b		

3. A premium will motivate me	- <u>DM Valuable</u>	.693	8.964 a	23.948 a	.377
	- Need of Info for DM Shopping	.124	2.292 b		
	- DM for Financial & Technological products	.199	2.621 a		
	- DM for Speciality food and spirits	-.149	-1.840 c		
	<i>Lifestyle</i>				
	- <u>Price Conscious</u>	.172	2.912 a		
	<i>Demographics</i>				
	- Income	.216	2.929 a		
	- Education of spouse	-.276	-2.403 b		

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

AFFECTIVE: Results for Francophones

	Dependant Variables	Independent Variables	Variable Coeff.	t-value	F value	Adjusted R square
Affective	1. Sweepstakes as an incentive	- <u>DM Valuable</u>	.322	3.456 a	12.687 a	.212
		- <u>Need of Info for DM Shopping</u>	.113	2.090 b		
		- DM for Low Value Items	.224	3.407 a		
		- Qty Received	-.135	-1.804 c		
		<i>Lifestyle</i>				
		- Brand Loyalty	-.222	-2.781 a		
		- <u>Liking of Canned Food</u>	.183	3.108 a		
		<i>Culture</i>				
		- <u>Acculturation</u>	.154	2.121 b		
	2. Dislike for DM Shopping	- <u>DM makes sense</u>	-.226	-4.472 a	17.890 a	.280
		- Need of Info for DM Shopping	.202	4.143 a		
		- DM for entertainment products	.184	4.449 a		
		- DM for Clothing products	.150	2.781 a		
		<i>Lifestyle</i>				
		- Dislike of housework	-.115	-2.293 b		
		- <u>Homebody</u>	.201	3.451 a		
		<i>Demographics</i>				
		- Employment of spouse	.365	2.571 b		

3. A premium will motivate me	- DM Valuable	.389	4.268 a	15.137 a	.271
	- DM for Low value items	.157	2.332 b		
	- DM for Clothing products	.144	2.310 b		
	<i>Lifestyle</i>				
	- Cook and bake	.110	1.868 c		
	- Dislike of Credit	-.172	-3.483 a		
	- Homebody	-.283	-4.598 a		
	- Price Conscious	.123	1.975 b		
	<i>Demographics</i>				
	- Employment of respondent	-.330	-2.440 b		

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

BEHAVIOR -- Results for Anglophones

	Dependant Variables	Independent Variables	Variable Coeff.	t-value	F value	Adjusted R square
Behavior	1. Quantity of DM Offers Responded to	- <u>Quantity Received</u>	.039	2.166 b	15.745 a	.217
		- <u>Sweepstakes as an incentive</u>	.054	4.752 a		
		- <u>Dislike for DM Shopping</u>	.040	2.841 a		
		- <u>Premium will motivate DM response</u>	.041	3.303 a		
		<i>Lifestyles</i> - Dislike of Credit	-.025	-2.254 b		
	2. DM for Magazine Offers	- <u>Sweepstakes as an incentive</u>	.424	7.107 a	35.043 a	.277
		- <u>Premium will motivate DM response</u>	.196	2.985 a		
		<i>Lifestyle</i> - <u>Market Maven</u>	.171	2.123 b		
	3. DM for Credit Card Offers	- <u>Premium will motivate DM response</u>	.196	4.715 a	13.389 a	.123
		<i>Lifestyle</i> - Dislike of Credit	-.101	-2.548 b		
		<i>Demographics</i> - <u>Employment of respondent</u>	.267	2.409 b		
	4. DM for air miles offers	<i>Lifestyle</i> - Fashion conscious - Dislike of credit - Health conscious - Variety seeking - Price conscious	.176 -.241 .145 .190 .161	1.837 c -3.767 a 1.790 c 1.815 c 2.072 b	8.354 a	.162
		<i>Demographics</i> - Family size - Education of spouse	.316 .670	2.288 b 4.239 a		

5. DM for catalogue shopping	- <u>Sweepstakes as an incentive</u>	.153	3.416 a	8.506 a	.165
	- Dislike of DM shopping	.110	2.003 b		
	- Premium will motivate DM response	.118	2.390 b		
	<i>Lifestyle</i>				
	- Cook and bake	.101	2.032 b		
	- Innovativeness	.097	1.883 c		
	<i>Demographics</i>				
	- Education of spouse	-.240	-2.334 b		
	- Employment of responder	-.213	-1.782 c		

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

Appendix B -- Regression Analysis Results for Model on Receptivity to Direct Mail (cont'd)

BEHAVIOR -- Results for Francophones

	Dependant Variables	Independent Variables	Variable Coeff.	t-value	F value	Adjusted R square
Behavior	1. Quantity of DM Offers Responded to	- <u>Quantity Received</u>	.048	2.871 a	10.908 a	.163
		- <u>Sweepstakes as an incentive</u>	.030	2.263 b		
		- <u>Dislike for DM Shopping</u>	.034	2.716 a		
		- <u>Premium will motivate DM response</u>	.042	3.160 a		
		<i>Lifestyles</i>	-.030	-2.211 b		
		- Cook and bake	.037	2.486 b		
		- Price conscious				
	2. DM for Magazine Offers	- Quantity Received	-.187	-2.301 b	11.956 a	.223
		- <u>Sweepstakes as an incentive</u>	.247	3.916 a		
		- Dislike for DM Shopping	.232	3.877 a		
		- <u>Premium will motivate DM response</u>	.143	2.265 b		
		<i>Lifestyle</i>				
		- <u>Market Maven</u>	.240	3.049 a		
		- Concern for children	-.158	-1.911 c		
		- Brand loyalty	.288	3.273 a		
		<i>Demographics</i>				
		- Education of spouse	.287	2.212 b		

3. DM for Credit Card Offers	- Sweepstakes as an incentive	.161	3.486 a	12.137 a	.226
	- <u>Premium will motivate DM response</u>	.128	2.700 a		
	<i>Lifestyle</i>				
	- Cook and bake	-.175	-3.567 a		
	- Health Conscious	-.157	-2.865 a		
	- Variety Seeking	.249	3.730 a		
	<i>Culture</i>				
	- Identity	-.517	-3.527 a		
	<i>Demographics</i>				
	- Age	.214	2.534 b		
4. DM for air miles offers	- <u>Employment of respondent</u>	.255	2.215 b	8.354 a	.162
	<i>Lifestyle</i>				
	- Fashion conscious				
	- Dislike of credit	.176	1.837 c		
	- Health conscious	-.241	-3.767 a		
	- Variety seeking	.145	1.790 c		
	- Price conscious	.190	1.815 c		
		.161	2.072 b		
	<i>Demographics</i>				
	- Family size				
5. DM for catalogue shopping	- Education of spouse	.316	2.288 b	7.872 a	.119
		.670	4.239 a		
	- <u>Sweepstakes as an incentive</u>	.114	2.104 b		
	<i>Lifestyle</i>				
	- Dislike of Credit	-.136	-2.538 b		
	- Variety Seeking	.284	3.377 a		
	- Liking of canned food	-.154	-2.518 b		
	<i>Culture</i>				
	- Acculturation	.244	3.261 a		
	<i>Demographics</i>				
	- Age	.193	1.886 c		

Note: a is p <.01 b is p < .05 and c is p <.10

Appendix C -- Reliability Analysis for Market maven, Variety seeking, DIMAGE and DISCALE

Factor	Cronbach Alpha
Market Maven (Feick and Price method)	.8890
Market Maven (Factor solution)	.9085
Variety Seeking (Factor solution)	.7284
Variety Seeking (method 2)	.7060
Variety Seeking (method 3)	.5721
DIRSCALE	.8484
DIMAGE	.7576

Appendix D -- T-test for Equality of Means results for Marken mavens

Variable	Group	Mean	SD	t-test
Dislike of housework	Mavens	5.4659	2.329	-3.43a
	Others	6.1967	2.288	
Cook and bake	Mavens	6.4961	1.951	4.00a
	Others	5.7546	2.100	
Fashion conscious	Mavens	4.8791	1.932	5.23a
	Others	3.9649	1.865	
Self-confidence	Mavens	7.3129	1.360	6.72a
	Others	6.4281	1.544	
Variety Seeking	Mavens	5.9099	1.357	8.46a
	Others	4.8093	1.502	
Price conscious	Mavens	7.3777	1.637	10.12a
	Others	5.7343	1.979	
Innovativeness	Mavens	5.6550	2.010	7.42a
	Others	4.2773	2.000	
Quantity responded to	Mavens	.4821	.501	2.78a
	Others	.3500	.522	
DIRSCALE	Mavens	46.5904	14.412	6.62a
	Others	37.3883	14.978	
Pay Attention	Mavens	6.1674	2.051	6.33a
	Others	4.9319	2.125	
Find DM valuable	Mavens	3.7467	1.616	4.74a
	Others	3.0583	1.540	
Need of info	Mavens	6.8314	2.144	2.64a
	Others	6.2698	2.347	
DM for low value items	Mavens	4.2654	2.158	3.86a
	Others	3.5249	2.019	
DM for entertainment	Mavens	5.8552	2.850	4.06a
	Others	4.7881	2.795	
DM for financial & technological	Mavens	3.7249	2.131	3.15a
	Others	3.1046	2.103	
DM for clothing	Mavens	3.3075	2.313	2.80a
	Others	2.7196	2.110	
DM for specialty food & spirits	Mavens	2.7569	1.970	2.98a
	Others	2.2396	1.599	
Sweepstakes as an incentive	Mavens	3.8147	2.720	3.66a
	Others	2.9288	2.344	
Premium as a motivator	Mavens	3.4643	2.562	3.06a
	Others	2.7597	2.243	
DM is good for mag. subscription	Mavens	4.2368	2.784	2.99a
	Others	3.4863	2.552	
Have purchased via catalogue	Mavens	2.8550	2.157	2.44a
	Others	2.3788	1.952	
Have purchased via Sears Catalogue	Mavens	3.4643	2.953	2.34a
	Others	2.8315	2.774	
Purchased Rock-wood Gardens Cat.	Mavens	2.1905	2.169	1.65b
	Others	1.8667	1.929	
Participated to Pepsi points prog.	Mavens	1.6071	1.802	2.05a
	Others	1.2928	1.224	
Have subscribed to air miles prog.	Mavens	3.5444	3.377	1.81b
	Others	2.9890	3.131	
Have subscribed to a magazine via DM	Mavens	3.4706	2.797	2.97a
	Others	2.7348	2.349	
DM shopping is enjoyable	Mavens	5.3988	2.517	2.39a
	Others	4.8481	2.324	

Note: a is $p < .01$ b is $p < .05$ and c is $p < .10$

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