

# **Use of Cultural Dimensions in Marketing Communications of Alcoholic Drinks and Cars**

Bc. Elena Safonova

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Diplomová práce  
2017



Univerzita Tomáše Bati ve Zlíně  
Fakulta multimediálních komunikací

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Univerzita Tomáše Bati ve Zlíně  
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alkoholických nápojů a automobilů**

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## **ABSTRAKT**

Diplomová práce se zabývá využitím kulturních dimenzí v marketingové komunikaci alkoholických nápojů a automobilů. Práce též zkoumá vliv kultury a kulturních dimenzí na nákupní chování ruských spotřebitelů. Globalizace je celosvětovou záležitostí a má dopad na všechny oblasti lidského konání. Je zřejmé, že oblasti jako kultura, kulturní dimenze, komunikace, tržní a spotřební chování jsou vystaveny globalizaci. Kulturní rozměry se odlišují v rámci jednotlivých kultur a určují chování spotřebitelů patřících do konkrétní kultury. Zahraniční značky by měly být přizpůsobeny pro fungování na mezinárodním trhu tak, aby je zahraniční spotřebitelé přijali.

Klíčová slova: Kultura, kulturní dimenze, marketingová komunikace, marketingový výzkum, spotřebitelské chování.

## **ABSTRACT**

The thesis deals with using cultural dimensions in marketing communications of alcoholic beverages and cars. The culture's and the cultural dimensions' influence on buying behavior of the Russian consumers is examined as well. Globalization is a today's tendency impacting all the fields of people's lives. Such spheres as culture, cultural dimensions, communication, market and consumer behavior are subjected to globalizing. Cultural dimensions distinguish from culture to culture and determine consumer behavior of people belonging to the culture. Foreign brands ought to be adapted for intercultural market to accept by the foreign consumers.

Keywords: Culture, cultural dimensions, marketing communication, consumer behavior, marketing research

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Motto: „Per aspera ad astra.“

– Lucius Annaeus Seneca

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Ve Zlíně, dne 21. 04. 2017

Elena Safonova

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## INTRODUCTION

In the modern world people communicate to each other even if they are on the opposite sides of the planet. They use modern technologies and Internet to keep in touch. There are almost no borders: people travel, communicate, take a piece of culture from the countries they visit while travelling and bring their own cultures with them. Nowadays even old and conservative cultures accept changes and seem to be influenced by newer trends.

The world is being compressed, compacted, globalized. Such a strong and amplitudinous phenomenon is explained through a notion “globalization”. Nonetheless, globalizing concerns not only people’s communication and culture but also the other fields of life: economics, policy, environment and, especially, market. Indeed, globalization is very visible in trading. On the global market there are many producers, distributors and marketers, who offer goods from countries of the whole world. Some foreign goods and services are considered to be prestigious and demanded even for higher prices, whereas the other ones are not even known well.

The main theme of the thesis concerns cultural dimensions in marketing communication of alcoholic drinks and cars between two cultures: the Czech and the Russian one. The topic is rather interesting because it gives an opportunity of comparing not only cultures but also its influence on consumer behavior, buying habits and people’s attitude.

In the thesis we are going to examine the way, how globalization and differences in cultural dimensions can influence consumer behavior of people belonging to the kindred cultures in spite of the fact that these cultures differ from each other so much. Moreover, we are going to reveal whether the Russian consumers are willing to try something new and accept foreign brands.

The thesis consists of four parts: theoretical, methodological, analytical and a project.

In the theoretical part we are going to examine the key definitions of the topic and described the concepts of: globalization, culture, cultural dimensions, consumer behavior and branding. Besides, we will compare branding to marketing and have a look at some new marketing strategies. The concepts of culture and cultural dimensions will be also explained. In order to find the most suitable and right definitions we are going to make a literature research.

The methodical part will deal with the main goal of the thesis, forming the research questions that will make the research more framed and help while working over the results. Then, in this part we will have a look at some kind of research methods and the methods, which we will use for making a research.

As for the analytical part, it includes the very research and the received results. After being classified and sorted, the results will be represented in the analytical part as well together with analyzing. Then, we will make a comparison of the results got from the respondents belonging to those two cultures. The final results of the research and answers for the research questions are represented in the summary after the chapter.

Finally, the project is devoted to representing a Czech brand on the Russian market. Due to the fact that foreign brands are quite popular among the Russians, the project is likely to be quite successful. It will also include using some new trends of marketing in order to draw more attention from the Russian consumers. Furthermore, the project is made accordingly to the special features of the Russian market and legislation.

## **I. THEORETICAL PART**

## **1 MODERN SOCIETY AND GLOBALIZATION**

Nowadays there is a strong tendency of globalization in the modern society. Indeed, such a phenomenon as globalization does influence and change almost all the activities of people from different countries. It concerns not only trading and communication but even cultures and traditions in spite of the fact that old traditions and customs do not mostly change. Nevertheless, firstly it is necessary to define the concept of globalization.

### **1.1 Defining the concept of globalization**

The concept of globalization was defined and explained first by R. Robertson in 1985 and then in 1992 this theory was completely explained in his work “Interpreting Globality in World Realities and International Studies Today”. Thus, Roland Robertson in his book “Globalization: Social Theory and Global Culture” represents the concept of globalization as one referring not only to understanding the world as a whole but also to compressing the world (Robertson, 1992, p. 8). Certainly, the phrase “compressing the world” may be understood like a kind of convergence of cultures, peoples, trading and communication. The differences in understanding the concept depend on a kind of the field where a concrete globalization phenomenon appears. For instance, Jan Aart Scholte suggests several definitions of globalization in concrete fields. He considers that globalization mostly appears in social relations due to globally spreading the connections and communication among people (Scholte, 2005, p. 424).

### **1.2 Definitions in the dictionaries**

Besides, we have added some more definitions of globalization that are represented by the Oxford and Cambridge dictionaries. The first one claims that globalization is a kind of process of developing international influence or starting to act on an international level, whereas the Cambridge dictionary offers the following two definitions. (Oxford University Press, © 2017).

The first of them is quite common and characterizes the process of globalization as a saturation that happens when there are available goods or/and services or influences from social or/cultural spheres, which become similar. An important thing is that this process is gradual and takes place in all parts of the whole world. The second definition claims that global-

ization is a process of increasing world trading usually through extremely high producing and trading in a plenty of different countries. (Cambridge University Press, © 2017).

According to the theme of the thesis, we are going to deal with the concept of globalization mostly in the field of marketing and culture. However, we are going to examine the both concepts in a more detailed ways.



## 2 CULTURE

First of all it is necessary to have a look at the concept of culture. Culture is the very extremely important thing that forms people's behavior and influences not only their communication but the whole life. It belongs to everyone since childhood with its certain traditions included into a certain culture. Culture is common and unique at the same time for the same people. It is common for those people, who bring it and belong to it, whereas everyone interprets and understands it in his/her own unique way that always differs from the others. Understanding a certain culture of different people belonging to the very culture can be totally different and not similar to each other at all. That fact shows that the concept of culture is rather subjective. Moreover, due to its being quite abstract and vague there is a great deal of definitions of the very concept.

### 2.1 Defining the concept of culture

According to Ralph Linton, a culture is the configuration of learned behavior and its results that are shared and transferred within a certain group of people by the members of this group (Linton, 1945, p. 21). In other words, culture is a set of certain beliefs and behavioral standards and praxes that exist in a certain group of people. They are to help one in making decisions concerning everything that happens in one's life: how to react in different situations, how to behave, etc. (Unusier, 1999, p. 5). Moreover, there are some scientists, who understand culture as a kind of knowledge due to the following fact. Just knowing the patterns and recognizing the events, traditions, etc. is not enough. A person should also share them with the others. Thus, there should be a process of transferring the information and knowledge regarding certain cultural patterns and ways of understanding the world from the point of view of a certain culture. Besides, culture is interestingly compared with a language in case of knowing and understanding it: the both phenomena (of a culture and a language) are mental and the both of them are represented through quite harmonic systems and have strict structures (Duranti, 1997, p. 27).

The famous American anthropologist Ward Goodenough suggested a very suitable and wide definition of the concept of culture: "a society's culture consists of whatever it is one has to know or believe in order to operate in a manner acceptable for anyone of themselves. Culture, being what people have to learn as distinct from their biological heritage, must consist of the end product of learning: knowledge, in a most general, if relative, sense

of the term. By this definition, we should note that culture is not a material phenomenon; it does not consist of things, people, behavior or emotions. It is rather an organization of these things. It is the forms of things that people have in mind, their models for perceiving, relating and otherwise interpreting them” (Goodenough, 1964, p. 36).

The author claimed that culture was not a complex of material things but mental ones. Moreover, it is the system that defines people’s thinking and behavior. It is necessary to notice that people from different countries that belong to different cultures have different thinking and understand the world differently.

It concerns everything in people’s lives starting with their everyday routine and finishing with their values. Here the question “What is a value?” appears. We are going to describe it in a more detailed way below.

## 2.2 Aspects of culture

Culture cannot be studied as a static, constant phenomenon. It is a dynamic, continuously developing system that keeps saving old traditions, ideas and customs and involving new ones at the same time. Such a system of culture usually contains the following functional fields:

- ecology: the way how a certain culture is adapted. In other words, it is an area that is created with some technologies in order to find the most suitable ways of dealing with different kinds of resources accordingly to the existing conditions;
- social structure: the way of organizing life in a certain society including all the social group, for example, political societies or families;
- ideology: mentality of the people belonging to a certain culture and sharing their common points of view, worldviews and such principles as moral, evaluative and aesthetic ones. (Solomon, Zaichkowsky, Polegato, 1996, p. 528-529).

## 2.3 Values and value system

One of the suitable and clear definition and classification is suggested by Milton Rokeach. According to his point of view, a value is “an enduring belief that one mode of conduct or end-state of existence is preferable to an opposing mode of conduct or end-state of existence” (Rokeach, 1973, p. 5). As for a value system, M. Rokeach defined it as “an organized set of preferential standards that are used in making selections of objects and actions,

resolving conflicts, invoking social sanctions and coping with needs or claims for social and psychological defenses of choices made or proposed” (Rokeach, 2008, p. 20).

In spite of the fact that values are mostly enduring, some of them can change within quite a long period of time under significant circumstances like changes in the economic field, for example (Mooij, 2011, p. 60). As it has been already mentioned, values do influence people’s behavior. The term of behavior certainly includes consumer behavior that we are going to speak about in the following chapters.

Moreover, values and the systems they build can be used for characterizing cultures due to the fact that values differ from culture to culture and create a kind of cultural image that is unique and help distinguishing cultures and revealing special, individual features. Marieke de Mooij confirms that it is possible to categorize accordingly to so-called categories of values or cultural dimensions (Mooij, 2011, p. 40).

## **2.4 Cultural dimensions**

There are several classifications of cultural dimensions that include different dimensions and represent cultures differently. However, we are going to describe only two classifications that we have considered to be the most suitable for the topic of the thesis. These classifications belong to the famous Dutch psychologist Geert Hofstede, whose model consists of five cultural dimensions, and Shalom Schwartz from Israel, who is a psychologist as well. His theory includes seven cultural dimensions.

### **2.4.1 The Hofstede’s theory**

As we have mentioned, the theory of cultural dimensions belonging to G. Hofstede and appeared in 1980s involves five cultural dimensions:

- power distance;
- individualism/collectivism;
- masculinity/femininity;
- uncertainty avoidance;
- long/short-term orientation.

All the statements are characterized below.

### **Power distance**

According to this criteria, cultures are subdivided into high and low power distance ones. As for high power distance cultures, there usually is a strict hierarchy that keeps everything and everyone on its place. On the other hand, there must be equality in everything if we speak about cultures with low power distance. As a rule, behavior within a certain culture remains while communicating both in formal and informal environment. It also concerns the matter of independence: people belonging to culture with lower power distance are rather more independent than people belonging to the opposite one.

### **Individualism/collectivism**

On one hand, in individualistic cultures people are appreciated most as individuals, their decisions are important because they are individualistic and reflect a person's point of view. People are mostly independent and interested in only themselves and a certain small group of other people they might belong to, for example, their families.

On the other hand, people in collectivistic culture are more appreciated while being a part of a group or an organization; their decisions are important because they are collectivistic and reflect the point of view of the whole group. People belonging to collectivistic cultures are willing to take part in different organizations, events, etc.

### **Masculinity/femininity**

As for this point, it may be compared to gender roles in a society. Men should be strong, fast and big; they are oriented on achieving, getting and working. As for women, they should be at home, take care of the family and bring up children. While speaking about cultures, in ones with lower masculinity index quality of life is very important and social status is not taken so seriously. In cultures with lower femininity index the situation is different. A successful person should be strong enough, have higher social status and be a "winner". An interesting thing is that in cultures with higher feminine index men have an opportunity "to be at the women's place" – to take care of children, to cook and do the women's job without being judged.

### **Uncertainty avoidance**

This point is mostly about prescriptions and rules controlling people's lives. In other words, in cultures with higher uncertainty avoidance index people prefer routine lives that are already set and contain prescriptions. However, people belonging to cultures with lower uncertainty avoidance index more prefer "free life", there are less conflicts and competitions and people are more directed not a process as people from cultures with higher uncertainty avoidance index do but to the result. Speaking about people from high uncertainty avoidance index, the process of making something is more important.

### **Long/short-term orientation**

This dimension also includes two sides: higher and lower. Indeed, people from cultures with short-term orientation believe that it is better to spend than to save for future. Otherwise, people from cultures with long-term orientation are sure that saving is much more important, for example, for the Chinese. We do not speak only about just some money; this dimension also concerns goods and services.

#### **2.4.2 The Schwartz's theory**

The Schwartz's theory involves seven values that are combined to three groups of dimensions containing the value and its opposite:

- autonomy/embeddedness;
- hierarchy/egalitarianism;
- mastery/harmony.

#### **Autonomy/embeddedness**

As for the concept of autonomy, it is very close to the concept of individualism of Hofstede. It is an individual who is a value. His/her interests, thoughts, points of view and decisions made individually are considered to be a value as well. The term autonomy is subdivided into:

- intellectual autonomy: individual mentality;
- affective autonomy: interesting life, taking care of the own interests and desires.

As for embeddedness, a group of individuals is a value. Individual interests, thoughts, points of view and desires should not be different from the ones belonging to the group.

### **Hierarchy/egalitarianism**

The value of hierarchy includes strictly dividing social roles and keeping authorities. As for egalitarianism, it is mostly oriented on achieving an individual's purposes and selfish interests. In cultures with higher index of egalitarianism equality in rights and, indeed, in the whole life is rather important.

### **Mastery/harmony**

In case of mastery a person is willing to master, he/she is directed to changing the world, promote individual interests, needs and wants of their own or of the group they belong to. From this point of view mastery is associated with such values as, for example, being independent, ambitious and ready to compete. As for harmony, it is the opposite for mastery: the principle is the following. A person should come into the environment and want not to change but to support and protect the environment that already exists. Such values as harmony with nature, taking care of the environment and keeping the whole world in peace are referred to the dimension of harmony. (Mooij, 2011, p. 46-53).

## **2.5 Culturally determined consumer behavior**

So, we have found out, while forming people's habits, worldviews and influencing their making decisions and actual life, culture also influences their consumer behavior and buying habits in spite of the fact that there are some common values and universal components. As a rule, people always make decisions concerning everything in their lives (including consumer behavior) accordingly to systems of cultural values that belong to the culture the very people bring inside (Usunier, 1999, p. 103).

Moreover, culture defines the priorities of people concerning a kind of goods/services. Thus, goods/services that reflect certain cultural values are likely to be evaluated better by consumers belonging to this culture. (Solomon, Zaichkowsky, Polegato, 1996, p. 528-529).

That is the reason why it is so important to take into consideration the value categories that characterize culture of the people belonging to a certain market segment in order to examine their consumer behavior and create the most suitable marketing strategy for getting the best results. As for consumer behavior, it is properly examined in the following chapter.

### 2.5.1 Cultural dimensions and consumer behavior

If to have a look at the cultural dimensions and their influencing people's buying habits, it becomes possible to notice that this influence is rather strong. For example, the dimension model *Individualism/Collectivism* is shown very well in buying through Internet, also buying cars and in such types of communication as interpersonal, word-of-mouth and mass ones. As for such a dimension model as *Long/short-term orientation*, it appears in consuming such kinds of goods as cosmetics, drinks, some processed food, etc. (Mooij, 2011, p. 48-50).

### 3 CONSUMER BEHAVIOR

Such a phenomenon as cultural behavior can be defined as studying and examining the processes of choosing, buying and using goods or services in order to satisfy one's needs and wants (Solomon, Bamossy, Askegaard, 1999, p. 8). Nevertheless, it is possible to characterize consumer behavior as the very process that contains some certain issues, which do the following. The very issues can influence a concrete consumer in some periods or stages of purchasing:

- before purchasing (selecting and making a decision is influenced mostly);
- during purchasing (here there is also decision making influenced quite a lot);
- after purchasing (it appears whether a concrete consumer is satisfied with his/her purchase and includes the consumer's feelings and expectations concerning the purchase).

#### 3.1 Human and consumer behavior

In order to reveal, how consumer behavior of people from different cultures differs from culture to culture, it is important to learn what human behavior consists of and whether human behavior distinguishes among people from different cultures.

##### 3.1.1 Structure of human behavior

Marieke de Mooij claims that human behavior consists of the following four components:

- understanding the personality (answering the question "Who am I?" together with identifying the personality through special features that belong to a certain person and characterize them, i.e. answering the question "What kind of person am I?");
- understanding feelings (also known as *affect*);
- understanding thinking and learning (known as *cognition*);
- understanding behavior. (Mooij, 2011, p. 21).

Indeed, human behavior is a configuration of all the components mentioned above together with the environment, where certain people live, communicate and act.

It is obvious that people do not change their behavior while purchasing and that is why their human behavior does not really distinguish from their consumer behavior. That is the reason why it is necessary to pay enough attention to the human behavior of people from



different culture while preparing an intercultural marketing strategy or launching a new campaign of new goods/services on a foreign market.

### **3.2 Globalization and consumer behavior**

As we have already defined, nowadays there is a tendency of globalization that brings higher popularity of globally trading and, as a result, forming the global market. It cannot help influencing consumer behavior of people living in a certain country.

Due to the fact that value systems influence buying behavior and habits a lot, it becomes possible to notice that goods/services frequently has some cultural meaning that is created and supported by marketers through advertising strategies in order to communicate with the consumers in the most effective way. Moreover, both goods and services can be taken as the vehicles of cultural meanings and this message is going to be caught by the consumers belonging to this culture for sure.

It is obvious that in such situations “the message” of the campaign, goods, services or whatever else is directed to those persons, who are able to interpret it, in other words, to those, who speak this cultural language. Whether to speak about globally representing some goods/services on the global or, at least, international market, it is very important to adapt this message to the consumers from the chosen market segment. That is the reason why in this case there is a strong necessity to create an intercultural marketing strategy.

### **3.3 International marketing strategy**

While creating an international marketing strategy, it is necessary to take into consideration the fact that here the level of competition is extremely high. Indeed, while launching such a campaign for promoting a certain product or a service, it is important to overcome the native producers and marketers. Due to the fact that they are likely to know much more about their consumers, the culture as a whole, the market and the whole situation, it becomes really difficult.

#### **3.3.1 Probable difficulties**

For marketers penetrating foreign markets may be a kind of dilemma: they have to keep the costs lower and not only to become but also to remain interesting and noticeable for the consumers. Besides, there is one more thing that makes functioning on the international

market even more difficult – we speak about national and regional regulations concerning internationally trading and a concrete product or service, tariff barriers and customs duties.

Moreover, there can be also a problem connected with currency. It may appear while entering the global market and can be quite dangerous for young companies. Internationally transporting can make the situation more difficult as well. For instance, there some kinds of goods/services that cannot be moved like buildings, plants, etc. Jean-Claude Usunier in her book “Marketing Across Cultures” gives a very good example of such products: ski resorts (Usunier, 1999, p. 254). Indeed, a ski resort cannot be moved and delivered to its new owner after being sold. In this situation it is a consumer who is to come to its purchase.

Another thing that does influence consumer behavior and stimulates people to buy is image of the company, its being well-known, its brand. Actually, there are many people, who would prefer a popular brand to other producers of the same product/service of the same quality. Below we are going to have a look at branding and define its influence on consumer behavior and buying habits.

## 4 BRANDING

Branding is obviously a matter of great importance for promoting any product or service on domestic, international and global markets. Philip Kotler claims that a good, qualitative brand brings more money, consumer loyalty and makes certain goods/services more preferable than the same ones offered by competitors. (Kotler, 2003, p. 178). Furthermore, a qualitative brand strategy gives a firm a strong advantage on the market and makes it more competitive in comparison with the others.

### 4.1 Definitions of brand

In Oxford dictionary the word “brand” is defined as:

- “a particular identity or image regarded as an asset”;
  - “a type of product manufactured by a particular company under a particular name”.
- (Oxford University press, ©2017).

According to the definitions, an essential part of this concept is identity and image referred to a certain product or service. Thus, a brand is to characterize the very product or service with underlining their specificity and uniqueness to keep in consumers’ mind positive associations with them and provide information about them.

As for those associations, it is quite easy to give an example. Whether to ask one about either the most famous brand or his/her favorite one, he/she would remember rather the products or services and, probably, their specificity. Flemming Hansen and Lars Bech Christensen in their book have defined all these associations and consumers’ being aware of the specificity of a concrete brand as *brand attitude*. (Hansen, Christensen, 2003, p. 13).

### 4.2 An effective strategy and equity

So, we have defined that a brand is the producers’ promises to their actual consumers and prospect containing all the information about certain products/services, their image, special features and identity. In other words, branding should say what to expect, what to think and defines the strongest associations and knowledge that come to people’s minds when they hear the name of the brand.

### 4.2.1 Brand strategy

Whether to speak about brand strategy, it is mostly directed to some key questions that a marketer should answer in order to create an effective strategy: “What?”, “When?”, “How?” and “Where?” which the strategy should be planned on. Indeed, a brand strategy includes everything concerning communicating with customers. (Entrepreneur, © 2017).

The key question “How?” is referred not only to the way of organizing a campaign or planning a strategy, but also to distribution channels or, in other words, how and through what consumers get information. Anyway, a brand strategy can be considered to be the way of building and establishing the image, name and identity of certain products/services in the eyes of the consumers whom the brand is oriented on.

### 4.2.2 Brand equity

Brand equity is an important point in the field of marketing that is usually brought by an effective strategy and stable branding. This phenomenon involves some values or sets of values that may give the producer with the very brand some more privileges in comparison with the producer’s competitors even if they provide the same goods/services. (Entrepreneur, © 2017).

As a rule, such a privilege is price or such a strong image that a company has an opportunity not to react on its competitors actions without being threatened. For instance, the company of Apple can make higher prices than its competitors, for example, Samsung, and it obviously has the strongest position on the market.

Moreover, such values or value systems can exist as certain attributes belonging to the brand. Thus, the equestrian brand Pikeur that deals with equipment for equestrian sports is oriented on luxurious image of both a rider and a horse, big and professional sport. Being a well-known and powerful brand, it has an opportunity of working together with famous rider and has a huge advantage in comparison with other equestrian brands. As a result, Pikeur has an image of prestigious brand for professionals with under average prices.

## 4.3 Branding & Marketing

Understanding the concept of branding is frequently mistaken and comparing with marketing in spite of the fact that these two terms rather distinguish from each other.

The first significant difference between marketing and branding is that branding is not embodied through a sales strategy that pushes to purchase. Branding is a wide strategy providing information, encouraging purchasing and supporting sales but it does not push to buy as it works in marketing tactics.

As a rule, marketing is involved into a concrete branding strategy; it is a particular part of branding. Making a decision to buy or not to buy depends rather on a brand than on marketing. Nevertheless, a marketing tactic can persuade one to purchase, but the final decision would still depend on a brand. (Tronvig group, © 2016).

Loyalty of the customers is made thanks to branding, that is the reason why well-known brands have stronger positions on the market in spite of the fact that their younger competitors have stronger marketing. Branding is an essential part of a successful business that brings stronger position, loyal customers, popularity and being a leader, whereas marketing is a kind of tool that is used for achieving this purpose and keeping people being informed well and interested in certain goods/services.

## **5 EVENT MARKETING**

Nowadays people receive a great deal of marketing messages through a huge number of advertisements and become less and less receptive to ads. Traditionally advertising become less effective. It is possible to say that there is a kind of crisis in advertising and that brings the necessity to create other ways of advertising in order to draw more attention. Event marketing is a new way of overcoming this crisis.

### **5.1 Definition of event marketing**

Event marketing is a new way of promoting a product or a service including direct contact between a producer and consumers within special events, or promoting a product or a service through organizing special events that create definite emotional associations between the product/service and its producer that are strong enough to remain in consumers' minds. (Marketing Schools, © 2012).

A significant advantage of event marketing is that it becomes possible not only to draw attention but to show the product/service differently in the easier and more memorable way than when using traditional advertisements.

### **5.2 Key moments**

While organizing an event it is important to take into consideration the following moments: informing about the event before its taking place, holding the event and the following informational wave. We are going to have a look at the phases of preparing an event and the most important points.

#### **5.2.1 Targeting**

First of all it is necessary to define the target group and the purposes of the event. An event must be interesting and, moreover, bring the message to the consumers that would be easy to get and interpret. The structure should correspond to the interests of the target group and look harmonious: event, advertising and the very product/service should interact and work well together. It means that people should not listen to a long speech about the technical characteristics, but they should keep in mind the reason why the event has been organized.

### 5.2.2 Time and place

These two factors are very important. If time is not chosen right, it will make the place impossible to visit; if the place is wrong, consumers will not be willing to visit it. Besides, it is important to take into consideration the other factors: seasons, weather and holidays. Whether an event takes place during holidays, people may not come and, otherwise, if this event corresponds to the theme of the holidays, it may bring even higher popularity. The same can be said regarding other significant events, for example, a football match.

### 5.2.3 Content

It is obvious that content must correspond to the interests of the target group, the place, the time and the schedule. Then, the structure of the content must be harmonious and include advertising, entertainment and fun.

While organizing an event it is important to remember that a person receives 80% of information through seeing and just 20% through the other senses. If there is not anything for the audience to watch, it means that they will not listen to anything else. Cultural and aesthetic parts should be closely connected and suit each other.

### 5.2.4 Media support

The target group should know about the event at least two weeks in advance. There are some methods to inform:

- direct marketing (if there are some concrete people);
- mass media (for opened and mass events);
- leaflets and out-of-home advertising;
- Internet advertising.

Then, there should be some postpartum reports through printing advertising and video reports on TV and in the Internet.

## 6 CONCLUSION OF THE THEORETICAL PART

In the theoretical part we have examined the literature, articles and electronic sources that concern the topic of the thesis. We have defined the concepts taken as the main ones: globalization, culture, cultural dimensions, consumer behavior and branding and revealed their interacting within the topic.

First, we have come across the definition of globalization and examined its influence on culture, consumer behavior, marketing and globally developing the markets and, especially, developing the global market. The necessity of creating new intercultural and global marketing strategies has been also examined.

Moreover, we have described the concept of culture in a rather detailed way including the aspects of culture: ecology, social structure and ideology. In the chapter devoted to cultural dimensions we have found the suitable definitions of the concept and represented two classification of cultural dimensions: the Hofstede's and the Schwartz's ones.

Also we have come through mechanisms of branding and marketing and found out the differences between these two notions. Such a notion as brand strategy was described as well. Then, there were 2 subchapters devoted to creating successful brand strategy and brand equity. The last phenomenon was explained through examples of the following companies: Apple Inc. and the German equestrian brand Pikeur.

Besides, we have had a look at such a new trend of advertising as event marketing, its advantages in comparison with the other methods of advertising and come through its key moments that are extremely important for organizing a promoting event.



## **II.      METHODICAL PART**

## 2 GOAL, RESEARCH QUESTIONS AND METHODS OF THE THESIS

In the chapter we are going to identify the main goal and research questions of the thesis and define the research methods with revealing their advantages and disadvantages.

### 2.1 The main goal

The main goal of the thesis is based on research findings in order to launch a campaign promoting the brand of Czech beer named Ragedast on the Russian market, which would be directed to the certain market segment.

### 2.2 The research questions

As a rule, research questions are formed accordingly to the main goal and are used to leading the research. Furthermore, research questions make so-called frames for the research and form the conclusion and help sorting the results. In the thesis there are two research questions.

#### 2.2.1 The determined research questions

**Research question #1:** Are there any differences between the Czech and Russian consumers in their attitudes towards cars and beer?

**Research question #2:** Are Russian consumers aware of the Czech brands of beer? If so, what are their preferences?

### 2.3 Methods

As for the main method of the research we have chosen a quantitative method of research – a questionnaire. Below we represent the definition of the notion, the reasons, why it is the very right method for making the research in our case and, also, advantages and disadvantages of making a research through questionnaire.

### 2.3.1 The definition of the notion

A questionnaire is usually defined as a set of questions either written or printed on paper or represented online made for collecting the data from people (respondents). Traditionally there are closed questions with several possible answers. (Merriam-Webster, ©2017).

We have chosen such a method because it quite gives an opportunity of effectively measuring the respondents' points of view and personal preferences. In order to get more information, we included both closed and opened questions.

### 2.3.2 Advantages and disadvantages

As we have already mentioned, our questionnaire involves both closed and opened questions. Here we are going to examine advantages and disadvantages of the both types.

First, it is necessary to mention that a questionnaire is very effective while collecting bigger amounts of data from many respondents. Closed questions strengthen this advantage: they are economical and help save time and get a lot of information at the same time. However, due to the lack of information and absent personal opinions they cannot completely reflect the respondents' attitude towards the matter.

As for opened questions, they give an opportunity of getting qualitative data and reveal the certain point of view and attitude. On the other hand, it takes more time to fill in the questionnaire and make analyses. Moreover, there is many things that depend on a respondent's personal opinion and the researcher has to interpret his/her objective opinions.

### **III. ANALYTICAL PART**

### 3 THE ANALYTICAL PART

In our analytical part we are going to introduce a marketing research in the sphere of consumption of alcoholic drinks and cars. We have used a questionnaire and interviews with the focus groups in order to collect the data. Due to the thesis it is necessary to take into consideration the cultural differences between the people, who took part in the questionnaire. We have chosen two relative cultures: the Czech and the Russian one.

#### 3.1 Cultural differences between the Czechs and the Russians

As it has been mentioned we are going to examine two points: cars and beer. The reason why these topics have been chosen is that the following. Thanks to high popularity of cars and alcoholic beverages such as beer it becomes possible to compare the cultures in one aspect and learn their worldviews.

On one hand, if to speak about drinking habits, there is a significant difference between Czech and Russia although beer is rather popular in the both countries. According to the Marieke de Mooij's opinion, the Czechs drink mostly beer, whereas the Russians do prefer spirits. Besides, in her book "Consumer behavior and culture" she claims that some specific alcoholic beverages could be related to the culture where they come from or, in other words, such beverages can be called "social status drinks"; Scotch whiskey is taken as an example. (Mooij, 2011, p.317). If to speak about the Czech Republic, such a social status drink is obviously beer. However, beer is also very popular in Russia and, moreover, there is a plenty of Czech marks of beer that are preferred by the Russians.

On the other hand, if to speak about cars, it is obvious the number of cars is constantly increasing. Czech cars such as Skoda are extremely popular in Russia and they are considered to be a car of the highest quality. Due to this fact, it would be quite useful to compare the opinions of the Czechs and the Russians concerning cars and the results of the research are going to be rather interesting.

##### 3.1.1 Language differences

The Czech and the Russian culture are quite close and different at the same time. They are likely to have similar interests and points of view. Furthermore, they might look similar because of the languages that their people speak. The Czechs and the Russians speak the languages that come from the same language family: the Slavic or the Slavonic languages

that are a part of the whole Indo-European language family. The difference between the Czech and the Russian language can be described with their belonging to two different groups of the Slavic family, which has three branches: the East, the South and the West Slavic branch. The Russian language belongs to the East Slavic branch, whereas, both the Czech and the Slovak languages belong to the West Slavic branch. (Lingvoexpert, ©2008).

Such a possibility of comparing some cultures due to the languages they speak was suggested by Edward Sapir and Benjamin Whorf. They worked out the principle of linguistic relativity, which is also well-known as the Sapir-Whorf hypothesis. The principle of linguistic relativity says that it is the structure of the language spoken what does form the point of view of the very person or the whole people, who speak the very language. (Yartseva, 1990). Peoples, who speak different languages, are considered to have a plenty of differences in their understanding and interpreting both the whole world and the main so-called fundamental categories and phenomena. Such phenomena could include the concept of time, space, number and quantity or, for instance, understanding the concept of property or possessing. These phenomena can take place in the real life of people and that is the reason why being it another language environment native speakers feel this difference quite a lot. (Denisova, 2002). Anyway, the principle of linguistic relativity claims that a person, who speaks several languages, is able to use several corresponding models of thinking and evaluating the world. The theory examines the following subjects:

- understanding shape;
- understanding colour;
- understanding the causal relationship;
- understanding time and space;
- understanding real phenomena, for example, the role of subjects or things in the real life. (Everything about psychology, ©2002).

Having compared cultural values and dimensions between the Czech and Russian cultures we revealed some similarities and differences. Nonetheless, there are more differences in spite of the fact that these two cultures are quite close. Such a result might be explained with the higher influence of the Western cultures with their traditions and languages.

## 3.2 The structure of the questionnaire

As it has been mentioned, there is a questionnaire for collecting the data. While constructing the questionnaire we were inspired by the Value Structure Map of automobiles that had been suggested by Marieke de Mooij. (Mooij, 2011, p. 301). Due to the fact that there are two cultures with their spoken languages, the questionnaire is represented both in Czech and in Russian.

However, there is an English variant, which has not been used while making the research. The number of respondents for each variant of the questionnaire is 60 including men and women. Any age groups have not been indicated, a respondent should insert their age in the category of personal data. Furthermore, the category of personal data consists of the following points:

- age: a respondent should insert their age using a textbox;
- gender: a respondent should choose one of two options “male” or “female”;
- family status: a respondent should choose “single”, “married” or “divorced”;
- income: a respondent should insert their income using a textbox; he or she does not have to answer the question.

### 3.2.1 Consumers' attitudes toward cars

According to the thesis, the questionnaire has been subdivided into two parts. The first one is devoted to the topic of cars and primarily consists of the questions with an opportunity of choosing only one answer. A respondent should represent their attitude towards not only the appearance of an ideal car but also its technical characteristics including engine and design. Due to the questions it becomes possible to reveal the respondent's opinion regarding the topic. Moreover, there is a question that helps to find out whether a respondent is happy with having or driving a car. There is the emotional aspect that is known as a very important one for a person, who would like to purchase something, especially, such an expensive and a significant thing as a car.

However, this question includes a possible answer “I do not have a car”. There are also three questions that help to define the role of a car in a person's life. One of them is directed to the life of a respondent, whether the role of a car is important for the very person. The others are to determine whether a respondent considers that having a car gives its owner a possibility of being more successful and independent in the society.

There is also a question concerning the price and a question touching an actual problem of the modern world: environment. It is known well that a car does cause polluting and one of the most important problems of big cities is pollution, car fumes and smog.

### 3.2.2 Consumers' attitudes toward beer

The second part of the questionnaire regarding drinking habits, especially, beer consists of both the questions with an opportunity of choosing an answer and the questions with text-boxes, where a respondent should write their answer down. Also, there are some questions with an opportunity of both choosing an answer from more than three answers and of writing down their own one with using a textbox.

Moreover, there are four questions with a possible answer "I do not drink beer" and two questions with a textbox for an answer that are not obligatory to be answered. This part of the questionnaire is to reveal the attitude of a respondent towards beer and the ways of its being represented. Thus, there are three questions that should be answered through using a textbox. Indeed, a respondent should indicate whether they are aware of any advertising campaign of any beer mark, define their favorite beer mark (whether there is one) and write down some known brands.

Besides, two questions are not obligatory to answer, whereas the third one has a possible answer "I do not drink beer". Furthermore, a respondent should define how often they drink beer (if they do it indeed) and what can influence their choice while making a purchase. There are four possible factors:

- package;
- color;
- strength;
- volume capacity of the package.

Anyway, a respondent has an opportunity of writing down their own answer using a text-box or choosing the possible answer "I do not drink beer". Then, a respondent should define what kind of beer they drink (if so) and what kind of package they do prefer. When answering the last question a respondent should choose one of six possible answers for the question when they drink beer:

- at home;
- at their friends' place;



- in a pub/in a club;
- at parties;
- somewhere else;
- they do not drink beer.

Such questions might help while working out a new marketing strategy because it becomes possible to reveal the market segment, classify it, to find out strong habits and get some detailed information regarding either package, volume of the package or a more successful advertising campaign or a place where beer is usually drunk by the people representing the determined market segment.

### **3.3 The results of the Czech questionnaire**

It has been decided to start working with the questionnaire for the Czechs. The very questionnaire was represented through social networks as Facebook, through the special website for publishing questionnaires and other tools for making a research and personally for some respondents.

First of all, we would like to underline that collecting the data was quite easy and our first impression concerning the people belonging to this nationality is the following. Most of them are rather easy-going and it is a kind of pleasure to deal with them. Furthermore, there were some students among the respondents, who were initiative and suggested their taking part in the research themselves. We are going through the whole questionnaire in order to reveal how the special features of the Czechs appear within the chosen topics.

#### **3.3.1 Personal data**

First of all, it is necessary to deal with the personal data and to have a look what kind of respondents took part in the questionnaire. As it has been mentioned above, we have defined four criteria to classify respondents:

- age;
- gender;
- family status;
- income.

### **Age criterion**

As for the age criterion, it has been chosen as the main criterion for comparing the cultures. So, the middle age of the respondents is 29. Besides, the youngest respondent is 15 years old, whereas the oldest one is at the age of 67. We have determined several age groups:

- under 20 years old (two persons);
- 20-25 years old (thirty one person);
- 26-35 years old (nine people);
- 36-45 years old (seven people);
- 46-55 years old (four people);
- over 55 (one person).

It is possible to notice that the respondents are mostly at the age of 20-25. This fact together with the figure of the middle age shows that it is mostly the youth, who checks such websites and electronic versions of any kind of a questionnaire. As a rule, this part of the population either studies, or already works, or combines these both ways.

On the other hand, there are 5 respondents over 45, who have been represented the electronic version of the questionnaire as well. All of them have been able to answer all the questions on their own; that fact shows that the Czechs at their forties or fifties use the Internet, social networks (Facebook) and are used to such methods of making a research as an electronic questionnaire.

Nevertheless, there are some people, who skipped the part of the personal data. Due to the fact that the majority of the respondents is represented through the second and the third age groups (20-25–26-35 years old) it is more expedient to examine the results within these two groups. The responds received within the others are illuminated.

### **Gender criterion**

The next criterion we are going to discuss is the gender criterion. This one has been chosen as the secondary criterion for comparing. It shows that there are only 38% men, who have taken part in the research, whereas women are represented through almost 62%. Moreover, there are five people, who skipped the question. The relation between men and women is shown through the chart 1.

■ Men ■ Women

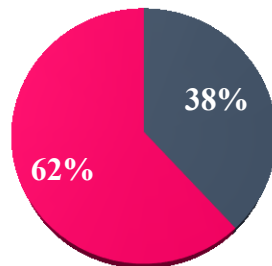


Chart 1 Gender

Source: from the own research

Dividing on this criterion is extremely important. Michael Solomon, Judith Zaichkowsky and Rosemary Polegato have the strongest opinion regarding gender roles that is reflected in their book “Consumer Behavior. Buying, having and being”. According their point of view, both men and women have some roles that have been defined by the society. Thus, “traditional conception of the ideal man is tough, aggressive, muscular man, who enjoys “manly” sports and activities”, whereas women “are taught to value communal goals such as affiliation and the fostering of harmonious relations”. (Solomon, Zaichkowsky, Polegato, 1996, p. 153, 157).

As for beer advertising, there can be two completely different campaigns for men and women. The men’s one would appeal to either strength, aggressiveness of taste or flavor, or good company and time spending, etc. On the other hand, the women’s version would appeal to smooth and gentle taste, for example. Nevertheless, in the modern society the gender roles are constantly changing and, if to have a look at the car industry, each sixth woman is a new car-buyer. This changing is the reason why marketers should change their strategies, which have been prepared for the men’s market due to the fact that it was a man, who had been ruling the market and the sphere of marketing for a long period of time.

### **The family status criterion**

The third criterion is the family status criterion, which is going to be the tertiary criterion for comparing. This one has three possible answers:

- single;
- married;

- divorced.

There was an opportunity to use the fourth one “Widowed” but from the ethic point of view we have decided to illuminate it. Thus, the first variant “Single” is represented through more than 76% of the respondents, the second one “Married” – through almost 22% and the last one “Divorced” is represented through only 1% of the respondents. There were also 5 five people, who skipped the question. The results can be seen in the chart 2:

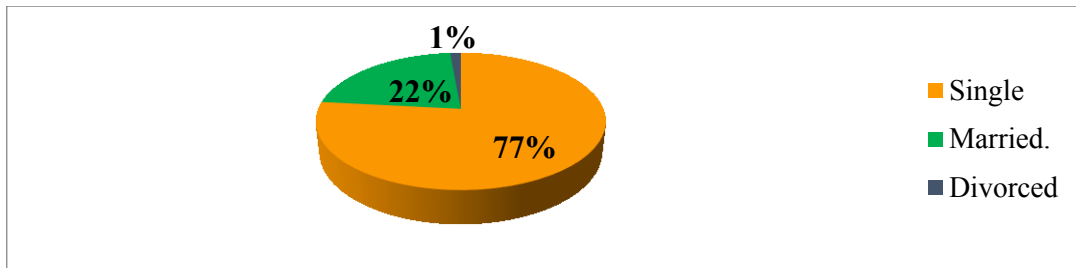


Chart 2 Family status

Source: from the own research

### The income criterion

The fourth criterion has appeared to be the most interesting one due to the fact that there is the bigger amount of different answers. Nevertheless, the majority has skipped the question. Indeed, there are 26 respondents, who have answered the question, and 34 of them, who have skipped it. To conclude, it is possible to say that the Czechs do prefer to keep the information concerning their income in a kind of secret. This point is even likely to be a kind of taboo for the people, who do not have closer relationships. However, either for friends or people, who know each other for a certain period of time, this theme becomes opened. Closer friends could even compare their income, complain whether they are unsatisfied and share some information regarding jobs, better opportunities and career.

So, there were three respondents, who indicated their being a student; this fact might show that studying was quite important for them and they were likely to compare studying to working. Then, the other three respondents answered the question but did not specify the exact sum of the income. Thus, their answers were:

- “a student with some temporary jobs and a very irregular income”;
- “irregular wages accordingly to the part-time and temporary jobs”;
- “higher income”.

If to take into consideration the first and the second answers, it is possible to notice that the persons are rather unsatisfied with their situations. That shows that a very interesting and popular fact regarding the Czechs and some other nationalities like, for example, the Germans. The people belonging to these nationalities are considered to complain extremely often whether they are sure that something is not going right.

On the other hand, there was a plenty of respondents, who determined the exact sum of their income. Moreover, some of them indicated whether they get a so-called net or gross salary. Thus, there are just two respondents, who paid attention to the point. So, the answers were:

- app. 23 000 CZK (net salary);
- 35 000 CZK (gross salary).

The rest of the respondents determined their income without any further notes. However, according to understanding the point of the jobs and salaries, the Czechs do not mention their net salaries so frequently. Indeed, they indicate their gross income. Anyway, we subdivided the respondents into some groups accordingly to the income they had reflected:

- the respondents with lower income (10 000 CZK – 16 500 CZK);
- the respondents with average income (18 000 CZK – 25 000 CZK);
- the respondents with above-average income (35 000 CZK);
- the respondents with higher income (100 000 CZK).

Moreover, there was one person with the answer “0 CZK” and one person with the answer “On maternity leave – 7 150 CZK”. One person with the answer “100 000 CZK” did indicate his/her income. As it had been expected, such sums would not be reflected. Nonetheless, we are not going to take into consideration this point as a criterion due to the fact that a plenty of people has skipped the question or has not reflected the true data.

### 3.3.2 Cars

In the modern society the majority of people really need cars. The cities are getting bigger and in a big country like the USA, for example, it becomes impossible to live without a car. Moreover having a car gives people an opportunity of travelling and working and, what is very important, having or driving a car is actually a kind of hobby not only for men but also for women. But what about smaller countries with a rather developed system of public transportation like in the Czech Republic?

The first part of the questionnaire is to reveal the Czechs' relation towards having a car and possible requirements for a dream car. We have introduced all the questions above and this sub-chapter is devoted to analyzing the data according to the defined criteria and describing the results we have got while making the research. Due to the main criteria chosen, it is possible to represent the respondents in the chart below.

**The characteristics of the respondents**

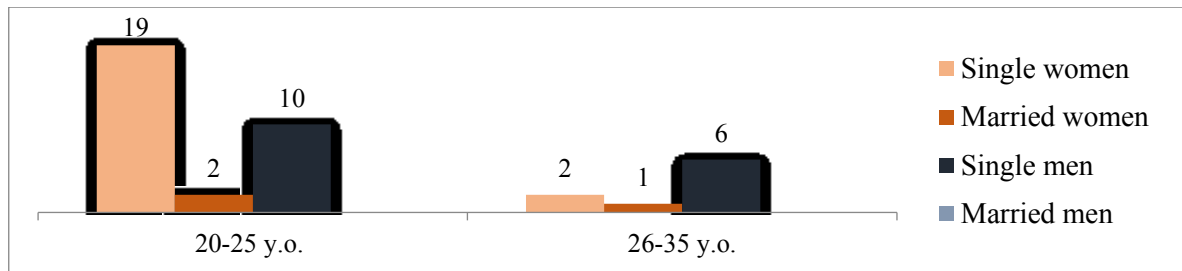


Chart 3 Characteristics of the respondents

Source: from the own research

**The cars' role in life**

The purpose of the first questions was to find out whether having a car is a matter of importance. The chart below is to compare the results, which have been received within the respondents from the mentioned groups. According to the data, the majority of the respondents (twenty people) said that it is highly important for them to have a car. Almost 32% of the respondents said that having a car was important. The last two answers were chosen by eight and five persons respectively. The variant "Neutral" was chosen by eight people as well.

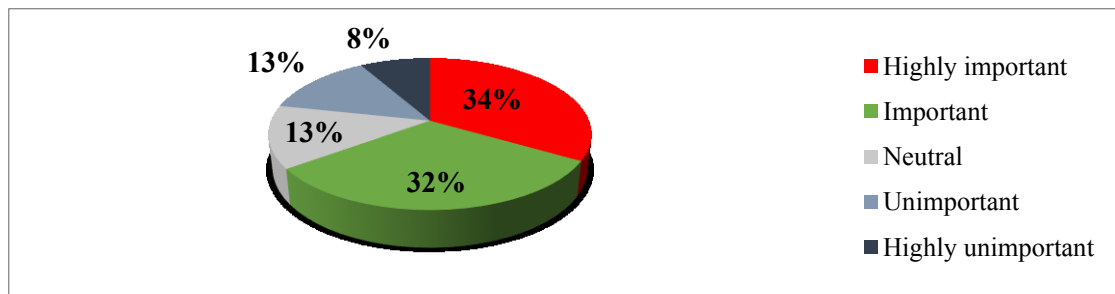


Chart 4 Importance of a car

Source: from the own research

Within the first group there were five single women from the whole number of twenty one and five single men from the whole number of ten, who said that it was highly important for them to have a car. The second answer (“Important”) was chosen one married and eight single women and three single men. On the other hand, three single women and one single man defined that it was not so important to have a car and two single women and one single man said that it was not important at all.

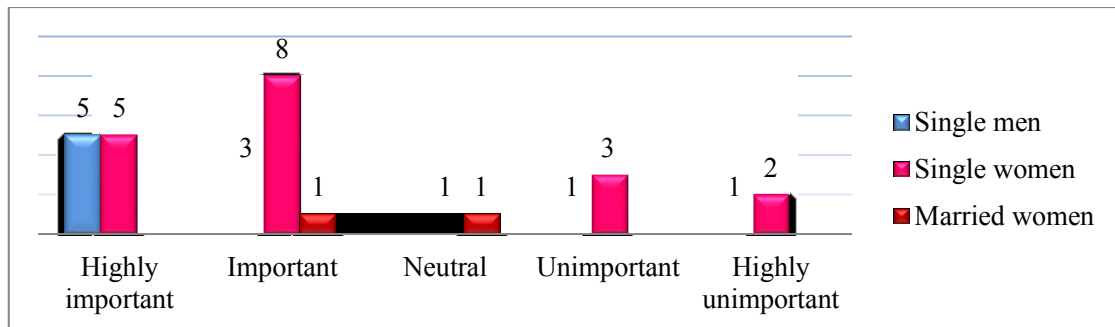


Chart 5 The results within the first group

Source: from the own research

As for the second group, people at the age of 26-35 responded a little bit differently. The responds “Highly important” and “Neutral” were the most popular (two single men, one single woman and two single men and one married woman respectively). Moreover, there were two single men, who defined that it was unimportant and highly unimportant to have a car.

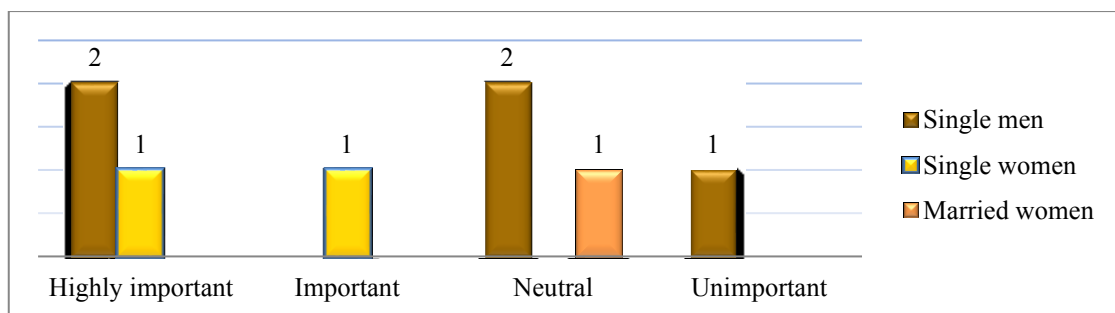


Chart 6 The results within the second group

Source: from the own research

To conclude, it is necessary to underline that more than a half of the respondents (66% of the people) do believe that having a car is a matter of importance. Nevertheless, in spite of the developed public transport, the Czechs see long distances as a problem that should be solved with a car.

### The role of independence

It is possible to notice that respondents could be influenced by their understanding the concept of independence. In different situations such a concept can be perceived and interpreted in a many different ways and the chosen way of its interpreting does correspond to the situation. Thus, being independent can include an opportunity of travelling either without or with the smallest borders, financial independence, independence from the public opinion, etc.

As for the first group, the answer “Definitely yes” was chosen by thirteen single and two married women and six single men. The second affirmative respond was chosen by 30% of the respondents. The negative responds were chosen by the minority of the respondents.

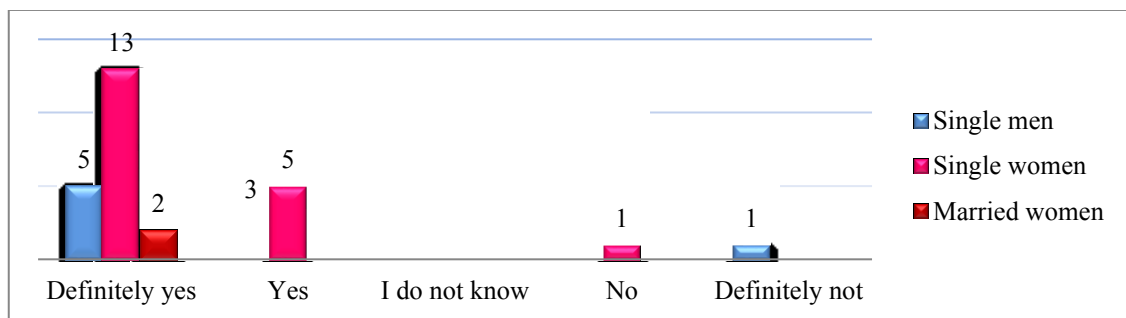


Chart 7 The results within the first group

Source: from the own research

In the second age group there were: one single men, one single and one married women with the respond “Definitely yes”; two single men and one single woman with the respond “Yes”; two single men with the respond “Neutral” and the only one single man with the respond “No”.

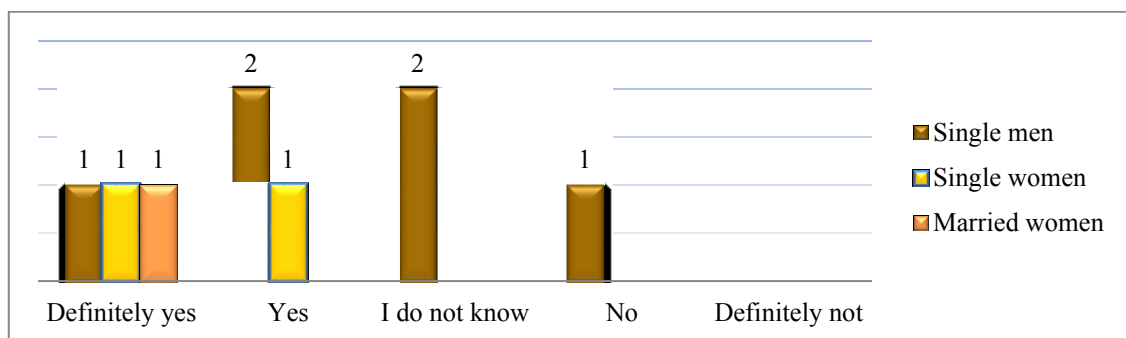


Chart 8 The results within the second group

Source: from the own research



So, according to the respondents’ opinions, having a car definitely makes its owner more independent, so far the most of people had almost the same answer – the majority of 55% said that they were completely sure that having a car did make its owner more independent.

**Whether cars make people more successful**

As for the third question, the responds surprisingly changed. If in case with the second question we got almost all affirmative responds, the third one was totally different.

Thus, in the first group the affirmative answers were chosen by the minority of the respondents, whereas the variants “No” and “Definitely not” were chosen by seven single women and two single men and six single and one married women respectively.

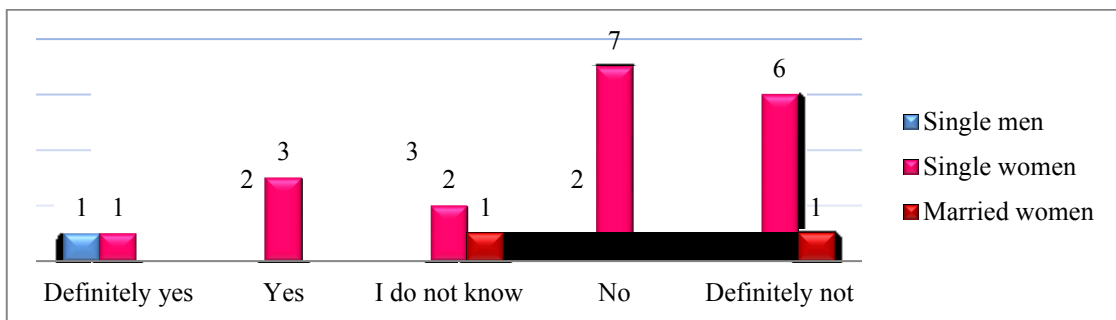


Chart 9 The results within the first group

Source: from the own research

In the second group there was not the answer “Definitely yes” but the variant “Yes” was chosen by two single men and a woman; two single men chose “I do not know” and two single men and one married woman chose “No”.

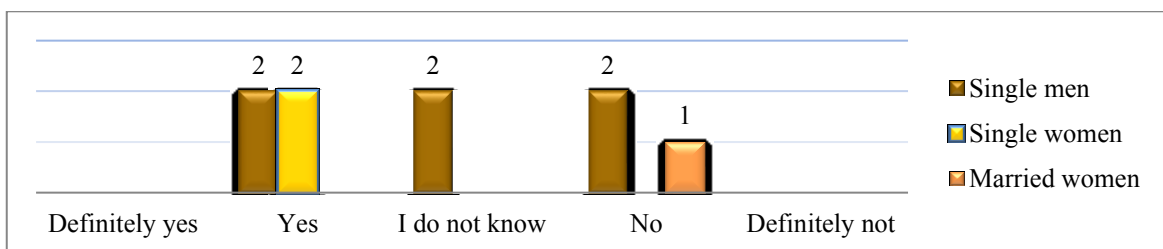


Chart 10 The results within the second group

Source: from the own research

In conclusion, it is possible to notice that the people’s opinions concerning the point change with their getting older and for the older having a car means to be more successful and to have more constant position in the society.

### Whether driving is pleasure

The fourth question was devoted to the emotional aspect. The purpose was to reveal if having or driving a car was a pleasure for its owner. An extremely interesting thing we learnt was that there was no respondent, who chose the variant “Definitely not” in spite of the fact that the variant “I do not have a car” was chosen four times.

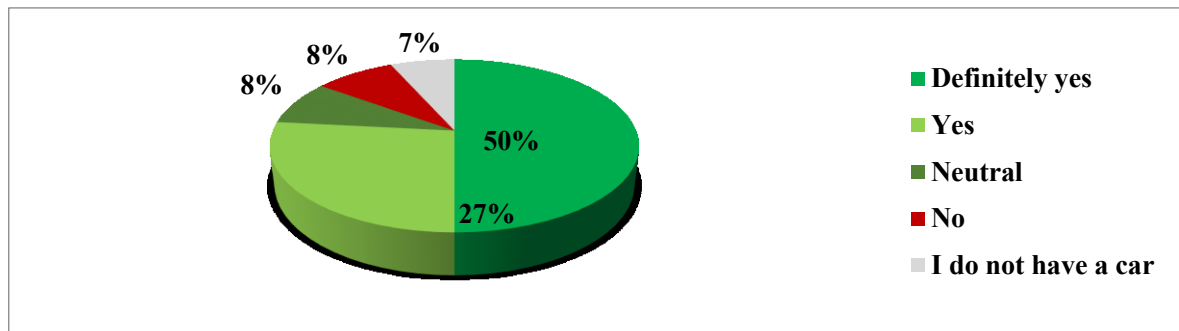


Chart 11 Whether driving is pleasure

Source: from the own research

According to the data of the chart, the respond “Definitely yes” is the most popular: it was chosen by thirty people (50% of the whole number). “Yes” is on the second place. The variants “No” and “I do not know” were chosen by the same number of respondents. That corresponds to 8%.

As for the first group, the first respond was chosen by one married and seven single women and nine single men. The second variant was taken by a single man, one married and seven single women as well. Two single women answered “Neutral” and two single women chose “No”. The answer “I do not have a car” was chosen by one single woman.

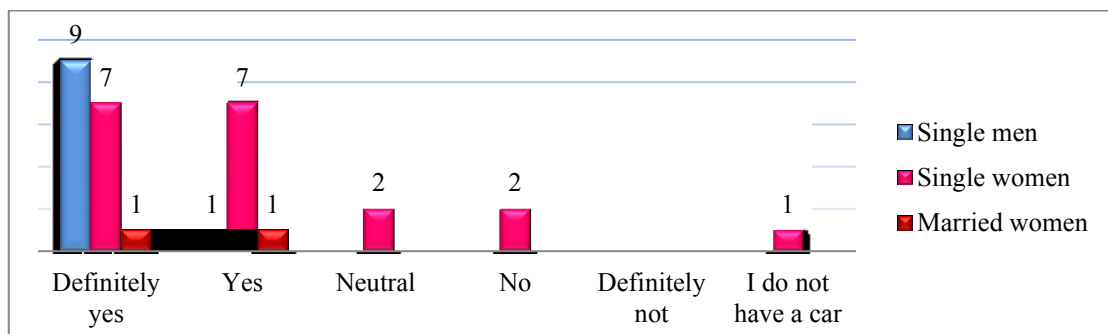


Chart 12 The results within the first group

Source: from the own research

The people from the second group chose mostly the first respond (three single men and two single women), two single men answered “Neutral”, whereas one single man and one married woman chose “No” and “I do not have a car” respectively.

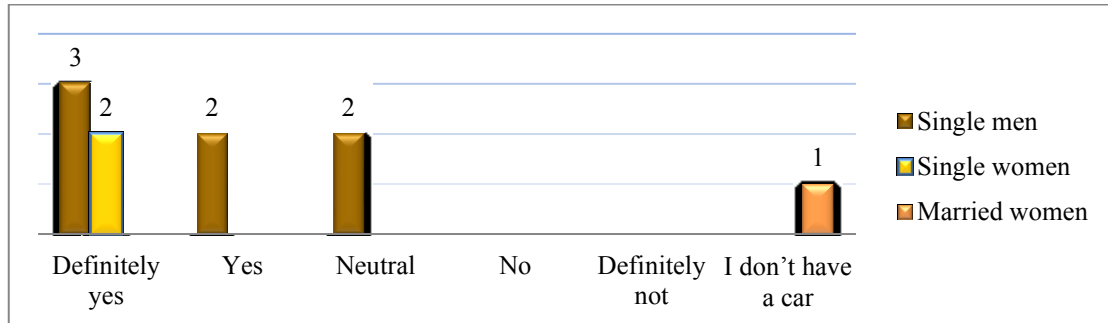


Chart 13 The results within the second group

Source: from the own research

The result is the following. The emotional aspect is extremely important and in the today's society cars do make people happy indeed. The rest of the questions were to find out if some technical characteristics were important for prospects and the people, who had already bought a car.

### Importance of safety

Thus, the fifth question was devoted to such a characteristic as safety and the purpose was to identify whether it is actually significant. The variant “Highly unimportant” was not chosen any time, whereas the variant “Unimportant” was chosen just once. The first and the second answers were chosen mostly: 58% for the first one and 28% for the second one.

Within the first group, there were one married and twelve single women and five single men, who said that the safety of a car was highly important. Then, one married and two single women and three single men said that it was important. The variant “Neutral” was chosen by five single women and two single men.

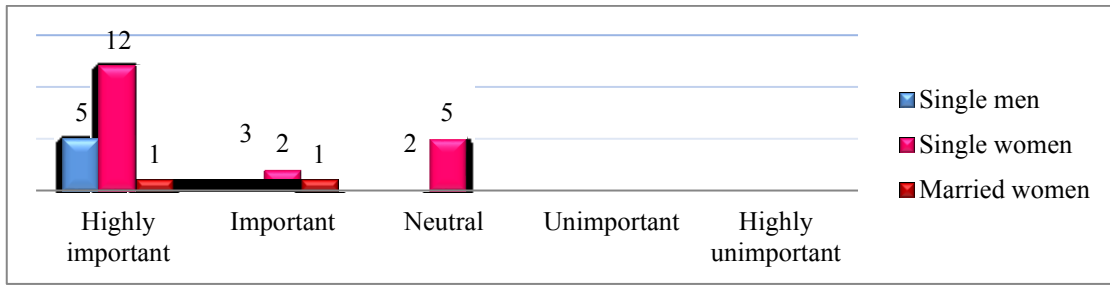


Chart 14 The results within the first group

Source: from the own research

People from the second group chose: “Highly important” (two single men and two single women), “Important” (three single men) and “Neutral” (a single man, a married woman).

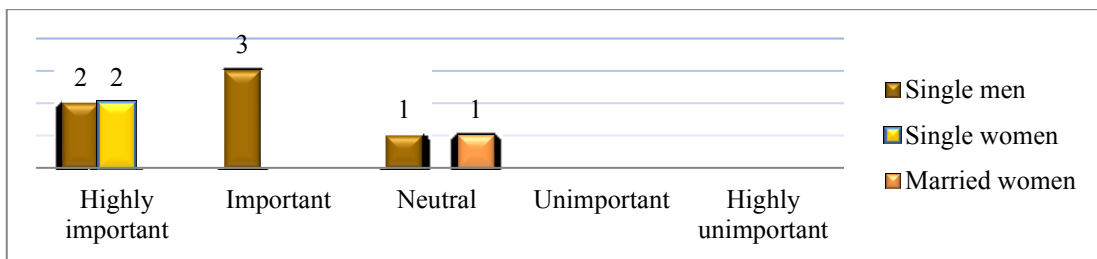


Chart 15 The results within the second group

Source: from the own research

**Importance of design/colors**

The next question was devoted to the appearance of a car. The most of the respondents from the first group indicated the second respond “Important” – one married and seven single women and eight single men. One married and four single women defined that it was not important. Seven single women and two single men chose the respond “Neutral”.

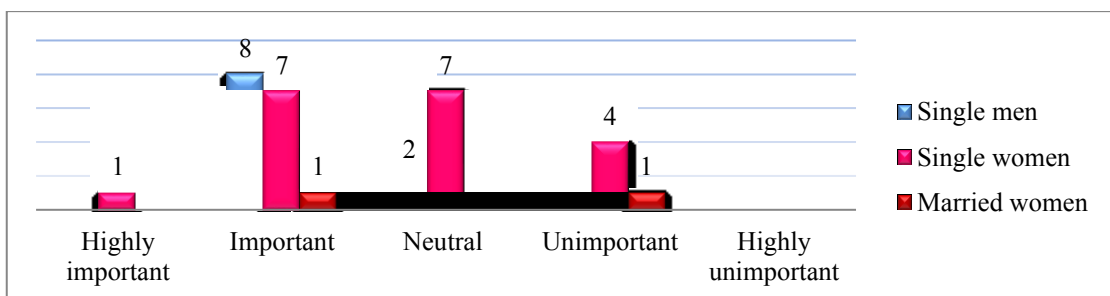


Chart 16 The results within the first group

Source: from the own research

The majority of the respondents from the second group chose the answer “Important” (four single men and one single woman); one single man and a woman defined their relation as neutral and one single man said it was highly important. The variant “Unimportant” was chosen by only one married woman.

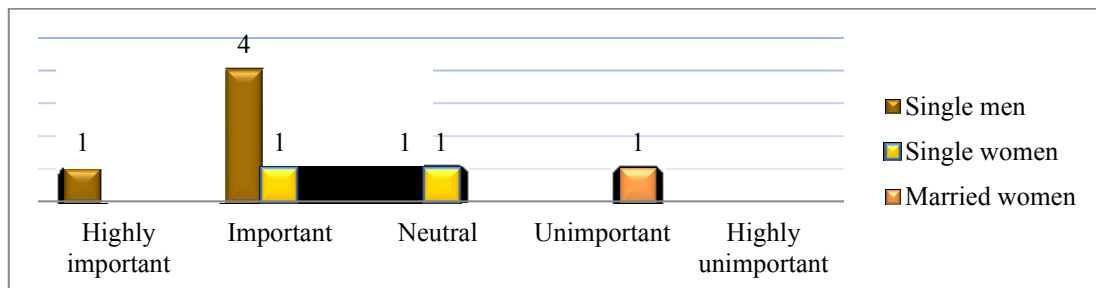


Chart 17 The results within the second group

Source: from the own research

Actually, the second variant “Important” was chosen with the majority of the respondents – 55%. It means that for the Czechs it is quite important to know that their car looks fine. One more interesting thing from the personal experience to notice: the Czechs have their cars regularly cleaned even in spring and autumn, although it is quite dirty outside.

### Importance of strong body

The respondents appeared to consider the strong body of the car to be a matter of big importance. So, “Highly important” was answered by five single women and five single men from the first group; one single man and a woman from the second one. “Important” was chosen by: nine single women and three single men from the first group and three single men and a woman from the second one among them. The respond “Neutral” was taken by: one married and four single women from the first group and one married from the second group.

On the other hand, the variant “Unimportant was chosen by two single men and one married and one single woman from the first group. Besides, there was no one with the respond “Highly unimportant”. This result corresponds to the results of the question regarding the safety of the car. Indeed, the safety characteristics quite frequently depend on the strong body of the car.

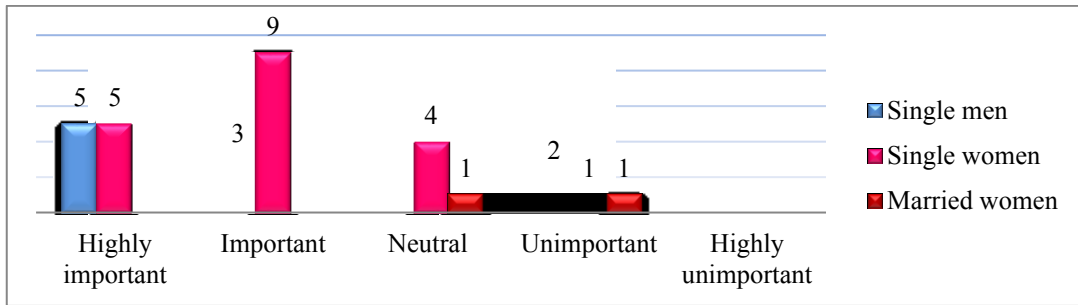


Chart 18 The results within the first group

Source: from the own research

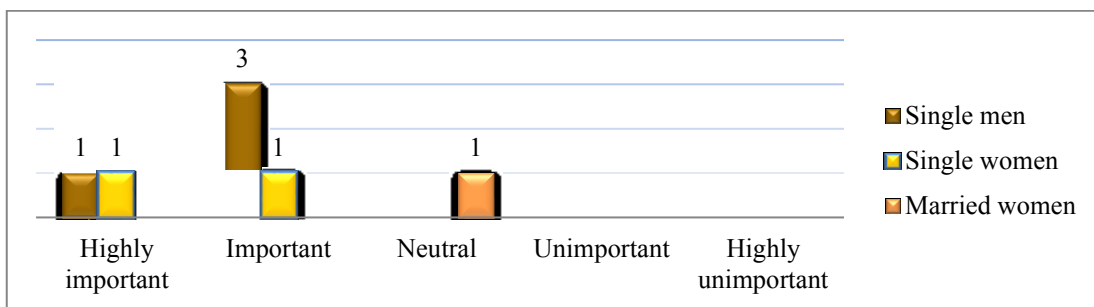


Chart 19 The results within the second group

Source: from the own research

**Importance of strong motor**

Before starting collecting the data it had expected that this question would have been answered mostly “Highly important” or “Important”. Indeed, the results differed a little.

The first answer – “Highly important” – was chosen by six people from the whole number including two single women and a man from the first group and one single man from the second one.

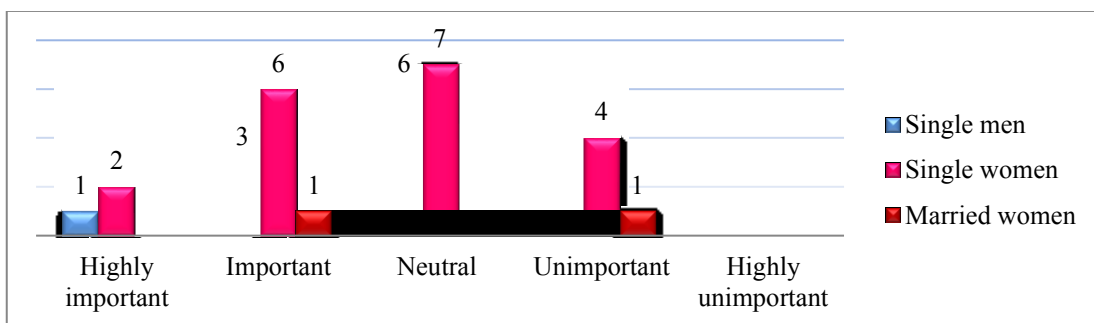


Chart 20 The results within the first group

Source: from the own research

The second answer – “Important” – was indicated by 35% of the respondents with: one married and six single women and three single men from the first group and three single men and two single women from the second one.

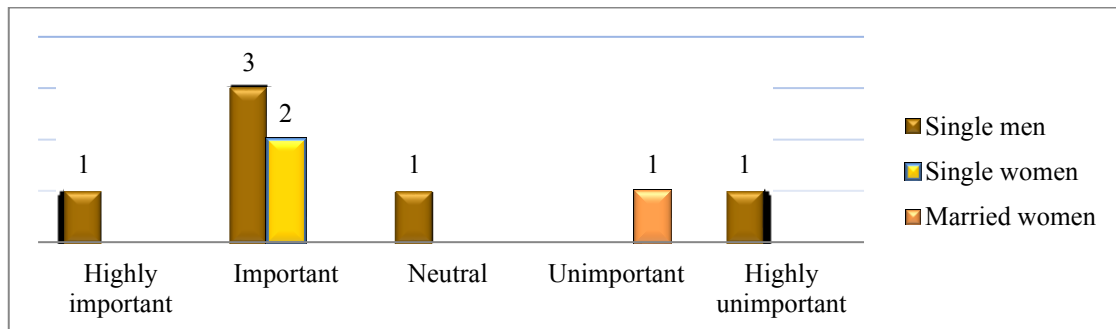


Chart 21 The results within the second group

Source: from the own research

Nonetheless, there were twenty four people with their neutral attitude with seven single women and six single men from the first groups, one single man from the second one.

Then, one married woman and four single ones from the first group and one married woman from the second group defined that the point was not important, whereas one single man from the second group indicated the variant “Highly unimportant”. Anyway, the expected results did not differ so much from the results received.

### Price

The next question is extremely important. It is obvious that price is the point that could change a lot. Furthermore, price is considered to be one of the marketing stimuli and, indeed, people very often (almost always) are influenced with price while purchasing. However, the live experience frequently claims that a significant thing as a car is very expensive and there are a great deal of people who believe that the quality of the car does depend on its price. Price remains important and that fact has been approved through the results.

The majority of the respondents indicated the second variant – “Important” – 62%. There were: one married and twelve single women and five single men from the first group, four single men, one married and two single women from the second one. Then, the respond “Highly important” was chosen by one married woman; three single ones and two single men from the first group, a single man from the second one.

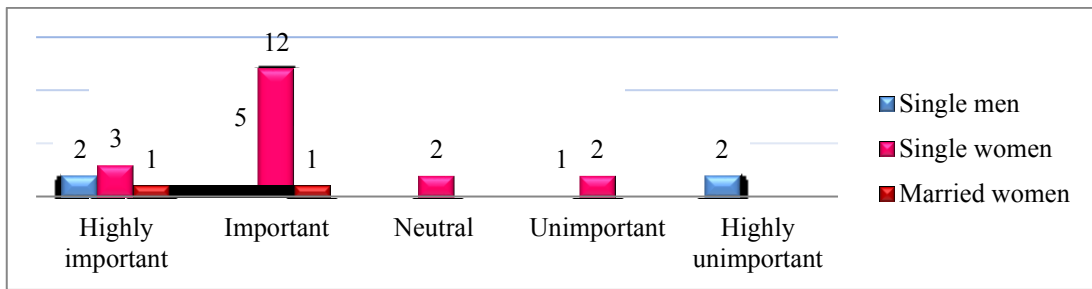


Chart 22 The results within the first group

Source: from the own research

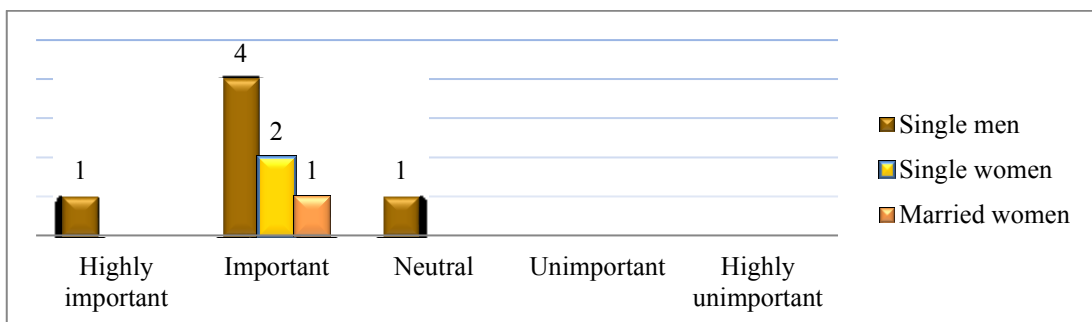


Chart 23 The results within the second group

Source: from the own research

The last two negative responds were chosen by just six persons from the whole number.

### Environmental friendliness

Actually, the Czechs appeared to take care of the environment quite a lot and this fact has been supported by the result of the research.

The first respond “Highly important” was chosen by five people (a single woman and two single men from the first group). The second affirmative question (“Yes”) was chosen by: one married and nine single women and two single men from the first group, one single man and a woman from the second one.



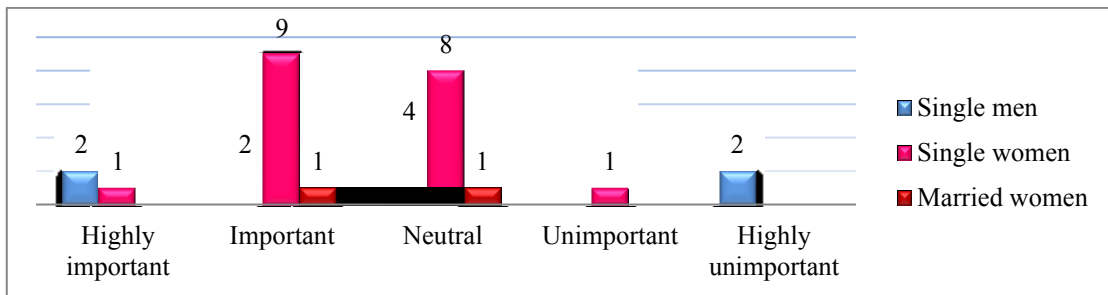


Chart 24 The results within the first group

Source: from the own research

Anyway, there was a big group of the respondents, who answered “Neutral”– one married and eight single women and four single men from the first group, five single men and two women – a married and a single one – from the second one.

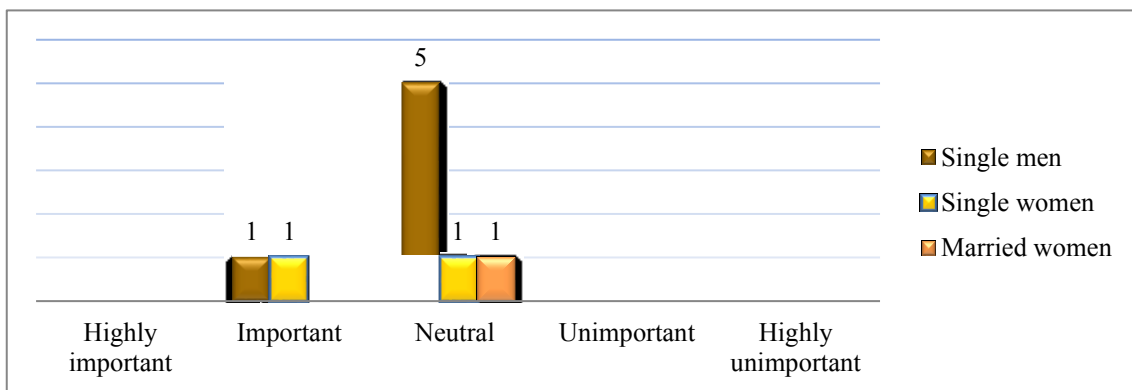


Chart 25 The results within the second group

Source: from the own research

The minority of the respondents said that it was not important to have an environmentally friendly car.

### 3.3.3 Beer

As it has been already mentioned, the second part of the research is devoted to drinking habits concerning beer consuming. We have chosen such a beverage due to the fact that it is quite popular both in Czech and in Russia. In this chapter we are going to compare drinking habits in the both cultures and we are going to start with the part devoted to the Czech culture.

**Whether they drink beer**

The first question was to reveal whether the Czech people drink beer. It appeared that 51% of the whole number chose the respond “Definitely yes”. The respond “Yes” was chosen by just five people and both “No” and “Definitely not” – by eleven people respectively. Besides, it is necessary to take into consideration that there were four people, who had not answered the questions. The results can also be seen in the chart.

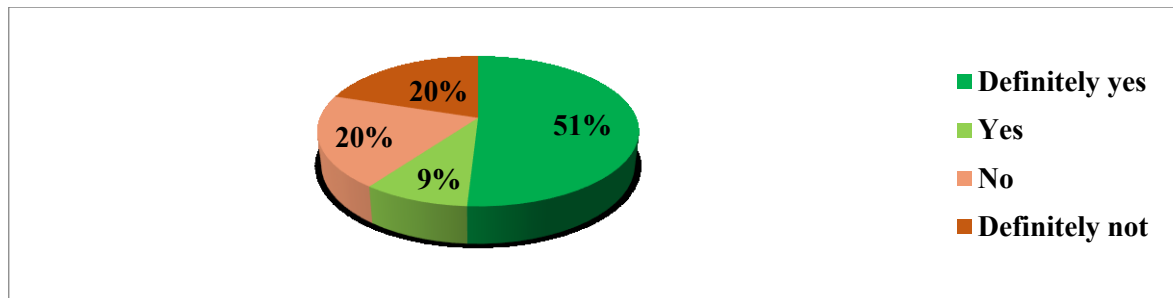


Chart 26 Whether people drink beer

Source: from the own research

The results within all the groups were quite similar. Thus, the first answer (“Definitely yes”) was chosen by: nine single women and seven single men from the first group, four single men and one married and two single women from the second group. The second affirmative respond (“Yes”) was chosen by four single women from the first group.

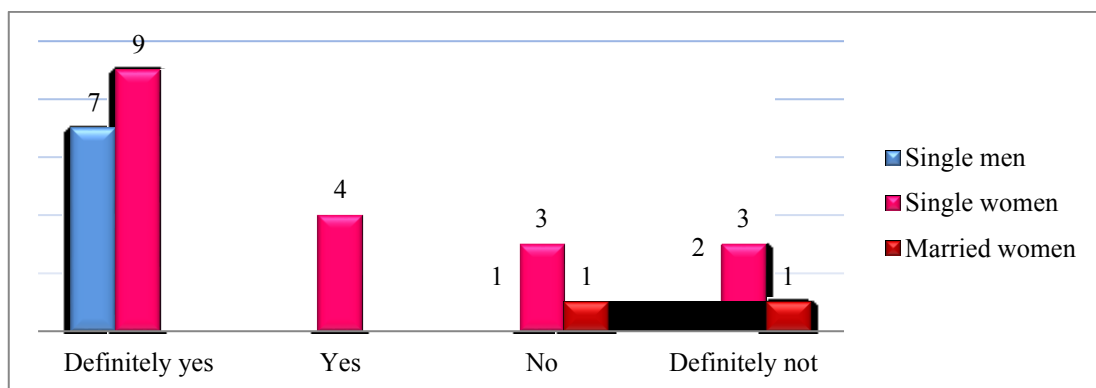


Chart 27 The results within the first group

Source: from the own research

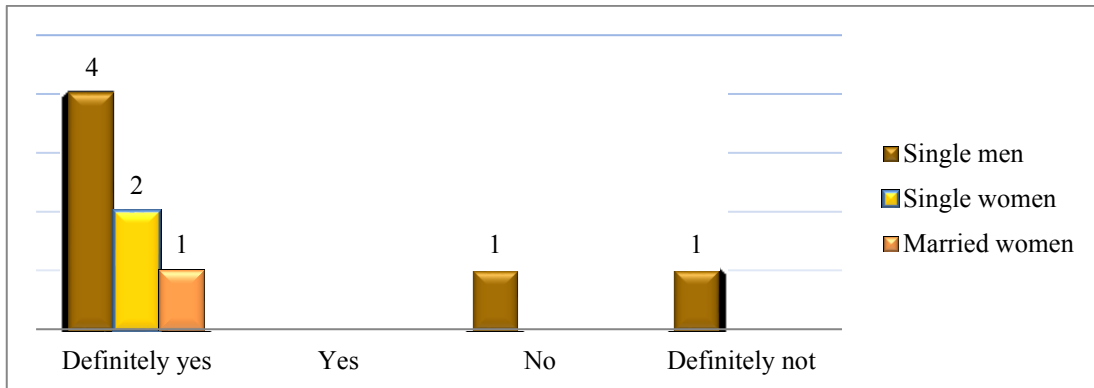


Chart 28 The results within the second group

Source: from the own research

The variant “No” was answered by 20% of the respondents. There were: a single man, one married and three single women from the first group and a single man from the second group. The answer “Definitely not” was chosen by: two single men, one married and three single women from the first group, a single man from the second one.

**Frequency of consumption**

The purpose of the second question was to find out whether the respondents buy beer frequently. The respond “Highly often” was chosen by only two persons – two single men from the second group. Then, the answer “Often” was indicated by: three single men and women from the first group and a single man and woman from the second one.

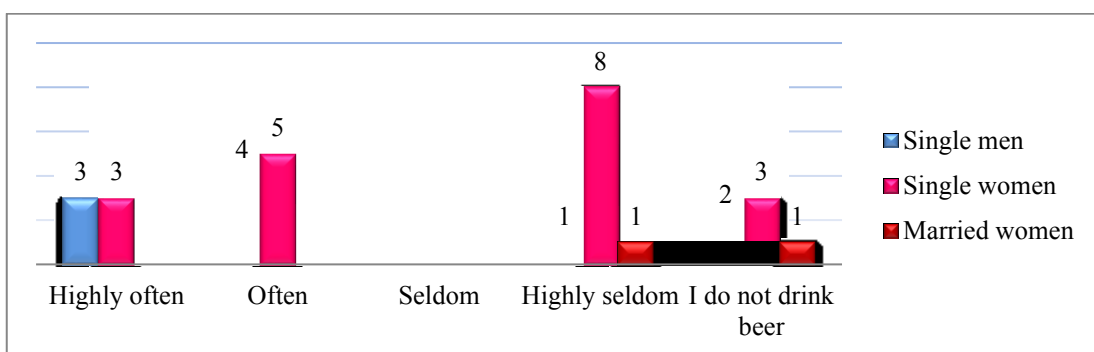


Chart 29 The results within the first group

Source: from the own research

Then, the respond “Seldom” was chosen by: five single women and four single men from the first group, two single men and one married and two single women from the second

one, whereas the variant “Highly seldom” was chosen by: one married and eight single women and a single man from the first group.

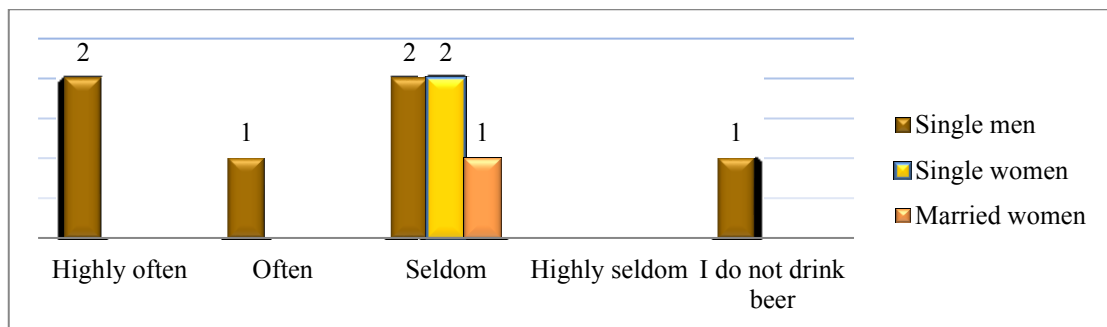


Chart 30 The results within the second group

Source: from the own research

These results show that the Czechs like beer but mostly take it not so regularly and quite carefully, especially, the younger generation.

### Brand awareness

In order to define which mark of beer is the most favorite, we have decided to reveal the following. Firstly, whether people are acquainted with some brands. Secondly, whether people are aware of some advertising campaigns and, if yes, which one. Thirdly, which brand they prefer. The received results were quite interesting. In spite of the fact that some of the respondents indicated that they did not drink beer, they defined a plenty of different kinds of beer. Moreover, the main share of the pointed brands is represented through Czech beer brands. This fact confirms the Marieke de Mooij’s point of view concerning social status drinks.

So, among the single men from the first group the most popular brands were: Pilsner Urquell and Gambrinus, then Velkopopovický Kozel, Staropramen and Radegast. Furthermore, the respondents also included beer from their region, for example, Plzeň or Starobrno. The ratio among the brands is reflected in the chart below.

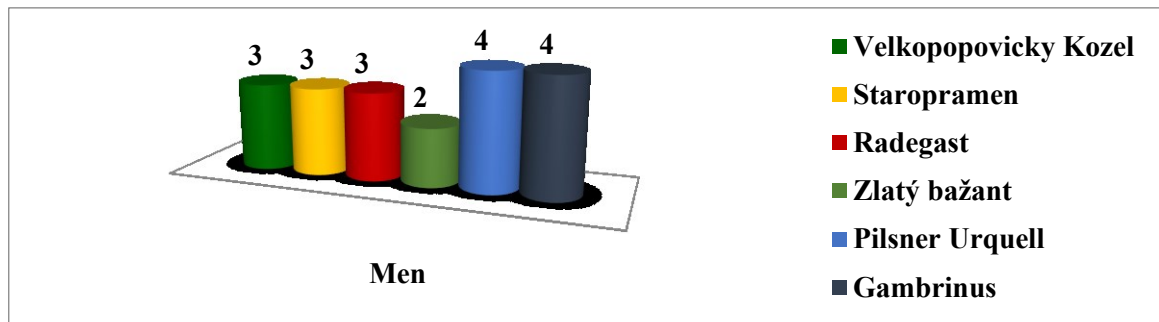


Chart 31 The results within the first group (among men)

Source: from the own research

As for the women from the same group, their responds were quite close despite they introduced some more brands. In the chart 33 there are their responds represented.

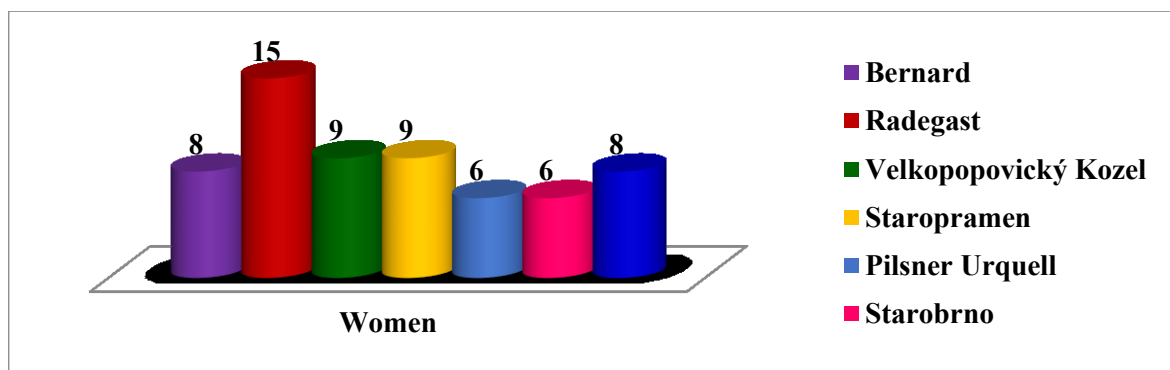


Chart 32 The results within the first group (among women)

Source: from the own research

To conclude, the younger generation recognizes a great deal of beer brands and, as the data show, Radegast, Velkopopovický Kozel, Staropramen and Pilsner Urquell are the best-known brands among both men and women. Men also indicated Gambrinus, whereas women – Starobrno and Pilsen. Moreover, all the respondents reminded the brand from the region they came from, for example, either Ostravar or Krkonoš.

As for the second group, the men's opinion differed a little. That the majority of the respondents had skipped the question. That is the reason why the figures are much smaller. Thus, Radegast, Pilsner Urquell and Kozel appeared to be the best-known, while there were also Heineken, Carlsberg and Stella Artois. These brands were not mentioned by the respondents from the first group despite they were known well. The women from the second group were also aware of Radegast, Kozel, Pilsner Urquell, Bernard and Gambrinus.

**Advertisement awareness**

The purpose of this part was to reveal, which advertising campaign was the most recognizable and effective. So, among the single men from the first group the most popular campaign belonged to Pilsner Urquell, Radegast with its famous slogan “Life is bitter!” (Život je hořký) and Kozel. The Plzen brand was mentioned just once but the man said that he remembered all its campaigns. Also, there were some other campaigns that were determined. The results can be seen in the chart.

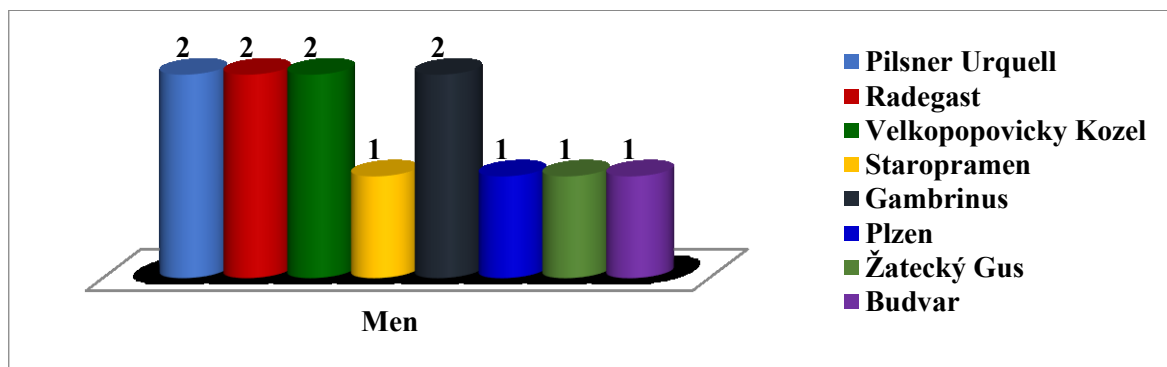


Chart 33 The results within the first group (among men)

Source: from the own research

Then, the women from the first group also mentioned such slogans as: “Life is bitter!” (Radegast) and “The world’s got crazy” (Bernard). Moreover, they mentioned the advertising campaigns of Plzen twice with a note that the most interesting and attractive thing was the direction to the history and traditions.

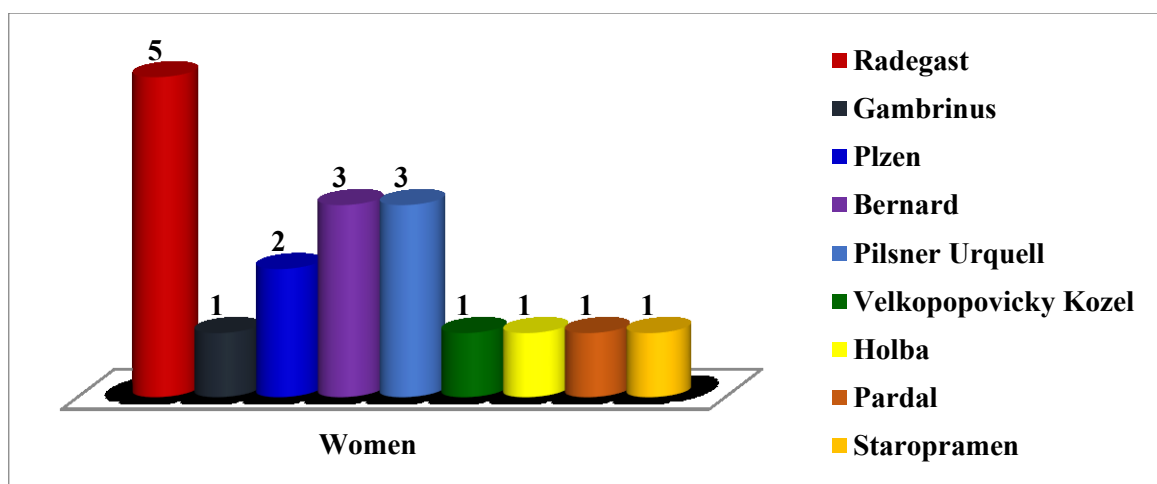


Chart 34 The results within the first group (among women)

Source: from the own research

As for the second group, the men also chose Radegast with its slogan, Pardal, Birell, Free and Kozel. All the brands were mentioned once except Radegast – this one was chosen twice. The women also indicated that the slogan is important, moreover, Bernard’s campaigns were characterized as extremely interested and drawing attention. Both Pilsner Urquell and Plzen were appreciated thanks to their ideas concerning culture and history.

To conclude, the most popular and recognizable beer brand is Radegast. This fact is confirmed by the respondents from all the groups. The second place is taken by Pilsner Urquell and the third one – by Velkopopovický Kozel.

**Personal preferences**

The goal of this question was to find out what kind of beer people prefer. The majority chose the variant “Lager beer” (73%). The relation among the three answers is shown in the chart below. Besides, there were four people, who skipped the question.

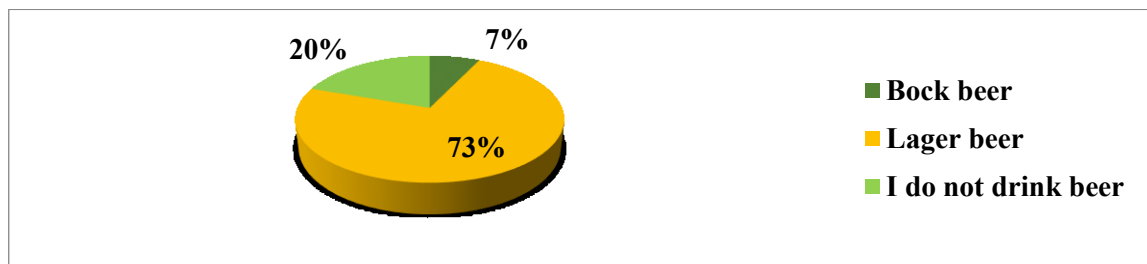


Chart 35 Personal preferences

Source: from the own research

In the first group the majority of single men and women chose the respond “Lager beer”: one married and fifteen single women and seven single men, whereas the variant “Bock beer” was chosen by only a single woman and a man.

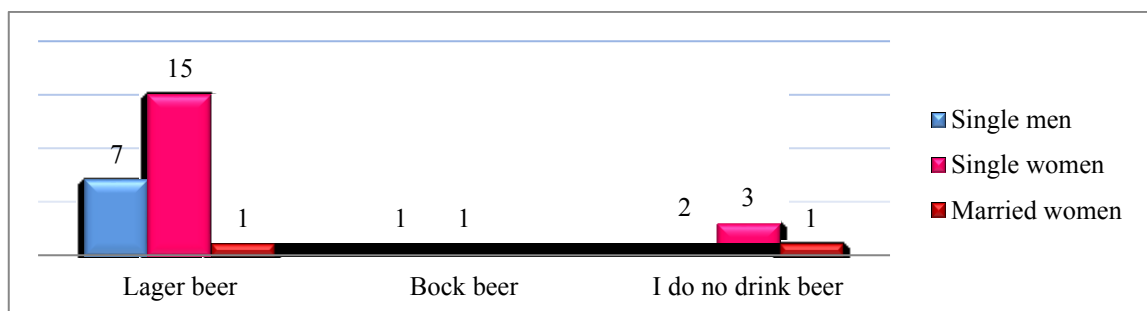


Chart 36 The results within the first group

Source: from the own research

In the second group there were four single men, one married and two single women with the respond “Lager beer”, a single man with the respond “Bock beer” and a single man chose the variant “I do not drink beer”. The ratio is shown in the chart.

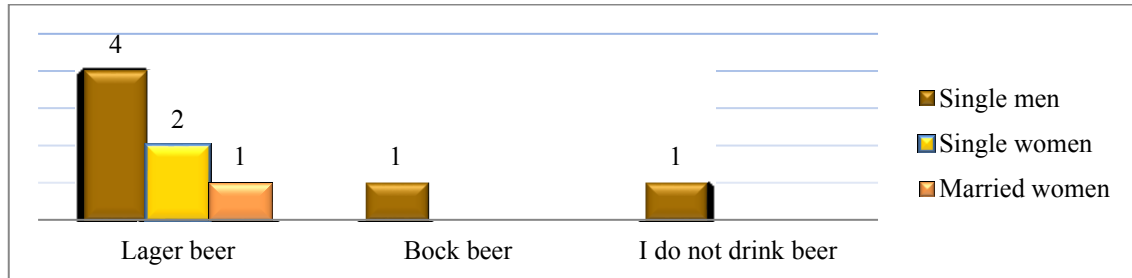


Chart 37 The results within the second group

Source: from the own research

### Package

Another quite important thing that can influence purchasing and consumer behavior regarding consuming beer is package. Indeed, the quality of beer frequently depends on its package. The received result was rather interesting. The majority of the respondents chose the variant “Draft beer” (64%). Actually, draft beer is considered to be a kind of beer of the highest quality. The second place is taken by beer bottled in glass.

Anyway, from the first group there were one married and thirteen single women and eight single men, who preferred draft beer. Then, three single women chose beer bottled in glass. The other responds were not chosen within this group any time. In the second group draft beer also appeared to be the most popular (four single men, one married and two single women). One single man preferred beer bottled in glass.

### Preferable marks

Within this question we are going to reveal which beer brand is considered as the most preferable one. We have already defined the most popular brands: Radegast, Pilsner Urquell and Velkopopovický Kozel. Within the men from the first group Pilsner Urquell and Velkopopovický Kozel were mentioned twice and they were taken as the most preferable. Radegast was confirmed only once. Moreover, there were some other brands introduced.



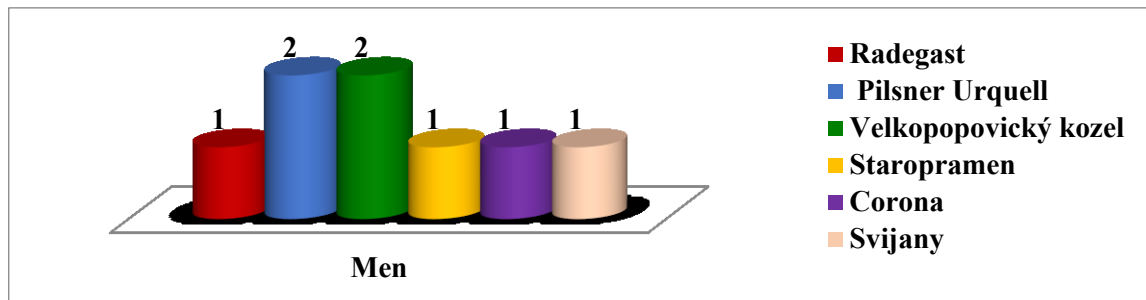


Chart 38 The results within the first age group (among men)

Source: from the own research

In case of women, the results changed quite a lot. According to the data, Radegast appeared to be the most preferable beverage, whereas among the men it was not so popular as Pilsner Urquell or Kozel. These two beers take the second place together with Staropramen. Some women mentioned other brands, although they were not so popular.

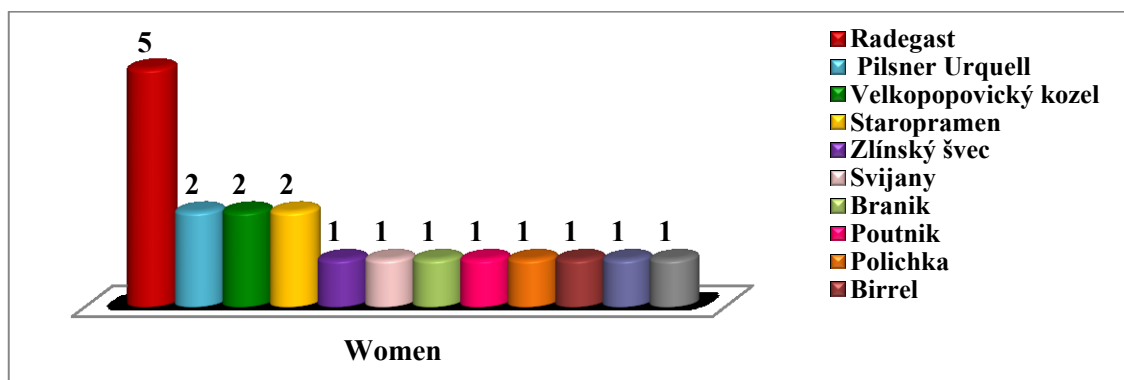


Chart 39 The results within the first group (among women)

Source: from the own research

In the second age group men defined Radegast (mentioned twice) as the most preferable, however, one of the respondents mentioned Bernard and some private brewers. The women also indicated Radegast, Pilsner Urquell and Krushovice (all of them once).

### What influences choosing

Another extremely important point to find out is what makes people buy a certain type or mark of beer, what influences their choice and purchasing. Anyway, there always is something special and individual for everyone, although there are some well-known points that are chosen by the majority of the respondents. Within the groups there were some common points, which were the most popular. The results can be seen in the charts below.

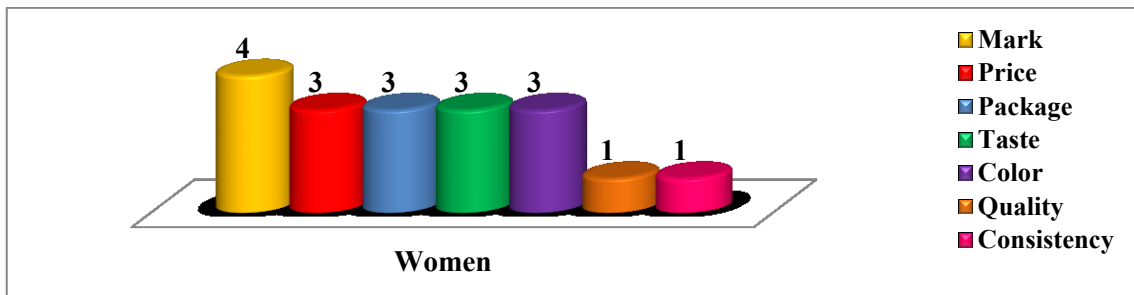


Chart 40 The results within the first group (among women)

Source: from the own research

There is a lot of factors for women at the age of 20-25, which influence their purchasing behavior. However, price is much more important than quality, but at the same time it is as important as taste, package and color. Such a conclusion can be explained through the following. The appearance of a beverage, its package, color and then taste are understood as indexes of quality. But the men’s opinion looked differently. Taste was the matter of importance and, surprisingly, there was no one, who would have mentioned price.

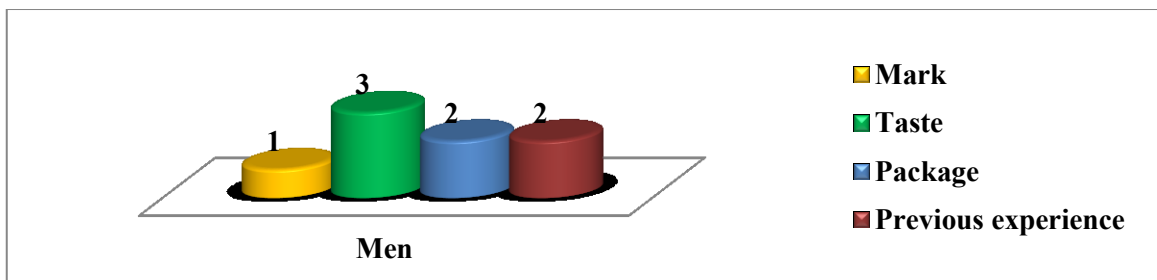


Chart 41 The results within the first group (among men)

Source: from the own research

In the second group the results were almost the same. Thus, taste and quality remain the most important factor for men.

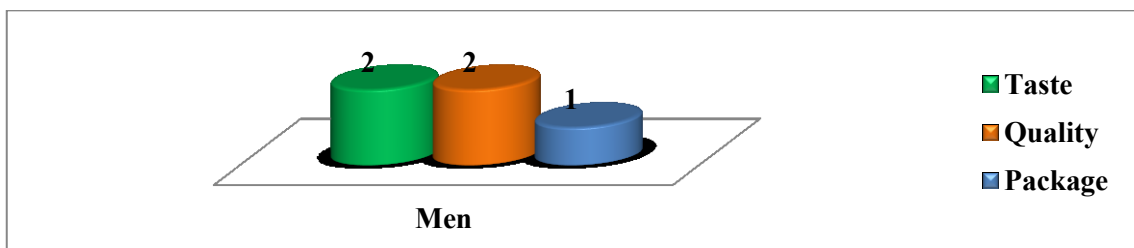


Chart 42 The results within the second group (among men)

Source: from the own research

There also were some more factors from the point of view of women. Price was one of them as well.

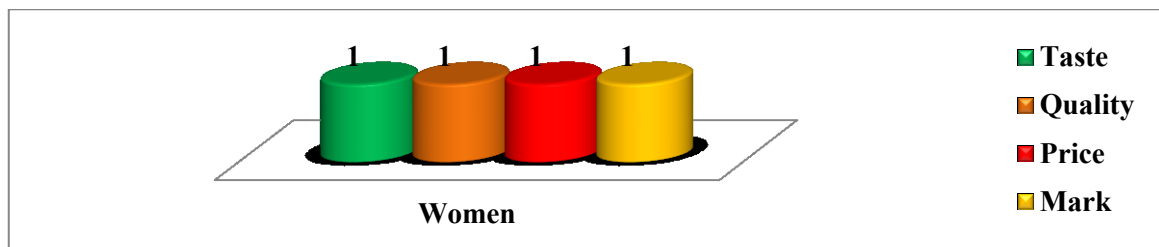


Chart 43 The results within the second group (among women)

Source: from the own research

**Places**

The last thing, which was important for the research was to get some information about the place, where people prefer drinking.

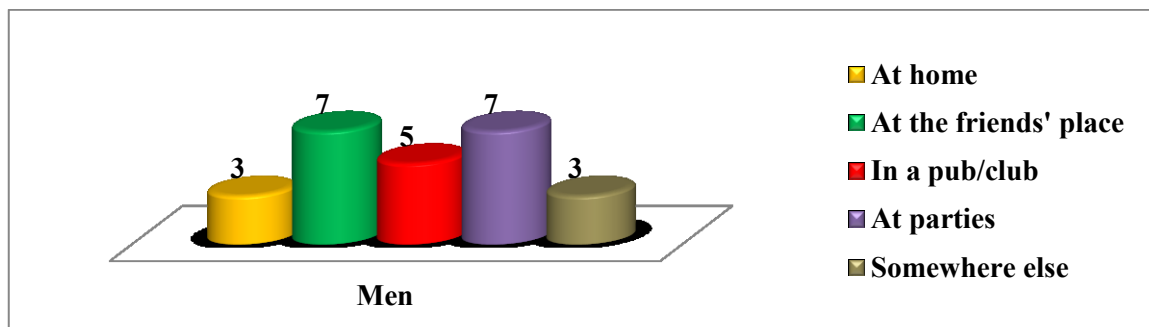


Chart 44 The results within the first group (among men)

Source: from the own research

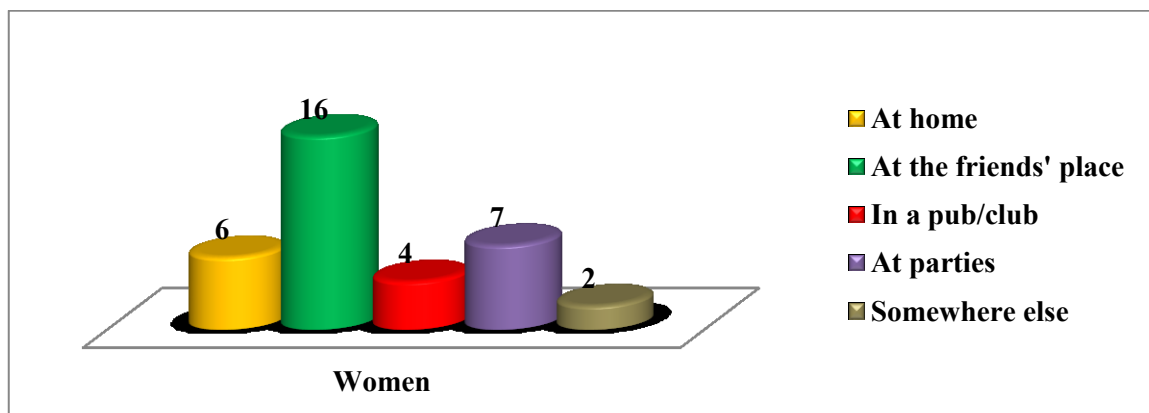


Chart 45 The results within the first group (among women)

Source: from the own research

If to compare men and women, one can notice that for both of them it is quite important to be in a good company. In other words, people consider that beer is just something additional, the company and the place is the very thing, which is much more important.

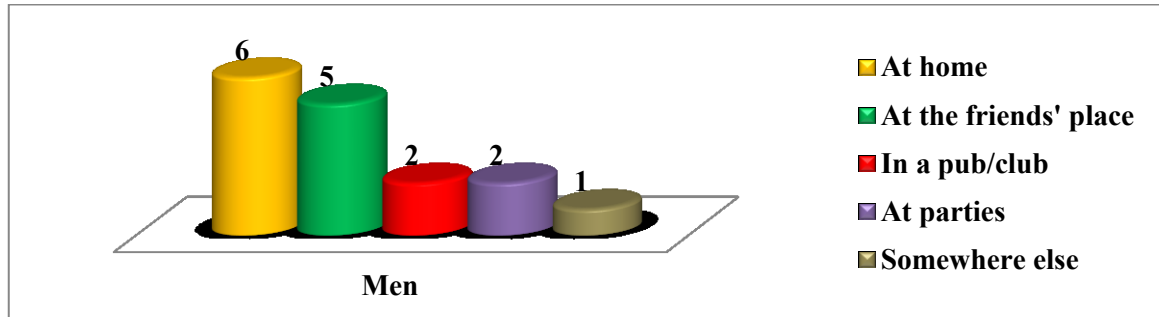


Chart 46 The results within the second group (among men)

Source: from the own research

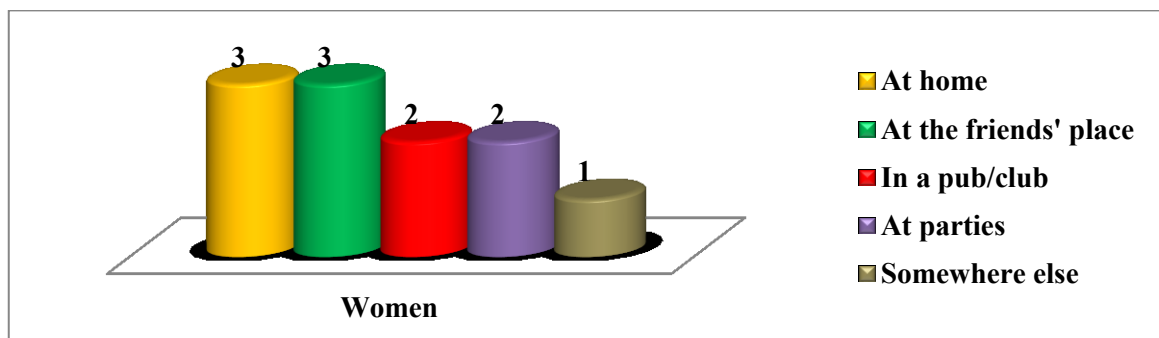


Chart 47 The results within the second group (among women)

Source: from the own research

In the second group there is a difference between men and women. For men at the age of 26-35 drinking beer home is more attractive than for women. However, for both men and women it becomes better to drink beer either at home or at their friends' places. Parties are not as popular as in the first group.

In conclusion it is necessary to underline that the point of beer has drawn much more attention than the point of cars. Some questions that should be answered with a textbox were either skipped, answered with humor or negatively. Nevertheless, we have revealed the main points concerning consuming beer.

The first thing, which was rather important for the research, was preferable brands. Within the research it appeared that there were three beer brands that were the mostly preferable:

Radegast, Pilsner Urquell and Velokopopovecky Kozel. However, Radegast was defined as the most preferable one within the defined groups.

The second thing was to determine which brand had the most memorable and noticeable campaign. The following brands were chosen: Pilsner Urquell, Velkopopovický Kozel, Radegast and Gambrinus. Moreover, we managed to find out what exactly drew the consumers' attention, for example, slogan, the very campaign or something else. In case of Radegast, which campaign was defined as the most memorable one, it was the slogan.

The other points like package, personal preferences influencing buying behavior (color, package, etc.) were also revealed in order to make the strongest image of an ideal beverages from the point of view of the Czechs.

### **3.4 The results of the Russian questionnaire**

While collecting the data we faced into a kind of problem. A plenty of the Russians either ignored or reacted in a rather negative way after having a look at the topic. Anyway, that shows the general point of view regarding the Russian culture. Indeed, the Russians are very frequently represented as reserved and unfriendly people, who do not smile and take everything too seriously and without humor. While making a research we learnt that the Russians were really annoyed with asking to answer some question.

Nevertheless, we managed to complete the questionnaire with the same number of people like in the Czech part of the research – 60 people. The structure of the questionnaire looks the same like the Czech part and consists of three parts: personal data, the one devoted to cars and the one devoted to cars. Anyway, we are going to start with the personal data as well.

#### **3.4.1 Personal data**

According to the previous part of the research, we have determined four criteria for classifying the respondents: age, gender, family status and income. Anyway, we are going to start with the age criterion.

##### **The age criterion**

As for the age groups, we decided to choose two of them as for the Czechs and these groups would include people at the age of 20-25 (the first age group) and 26-35 (the sec-

ond age group). We are going to illuminate the results of the other age groups due to the fact that they include a few people. There were respondents belonging to the groups:

- under 20 years old (four people);
- 20-25 years old (eighteen people);
- 26-35 years old (twenty three persons);
- 36-45 years old (six people);
- 46-55 years old (five people).

The rest of the respondents skipped the question.

### The gender criterion

According to the data, thirty eight women and twenty one men took part in the questioning. There was only one person, who skipped the question. That might be compared to the results received in the Czech questionnaire. The both results are relatively the same.

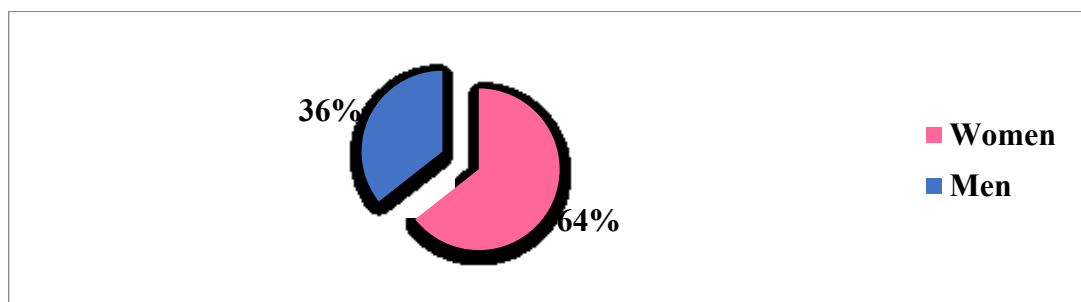


Chart 48 Gender

Source: from the own research

### The family status criterion

The family status criterion was also defined as a very important for classifying. The question included three possible variants as well:

- single;
- married;
- divorced.

The first respond was chosen by thirty three respondents, the second one – by twenty four and the last one – by two persons. There was also one person, who skipped the answer. The results can be seen in the chart below.

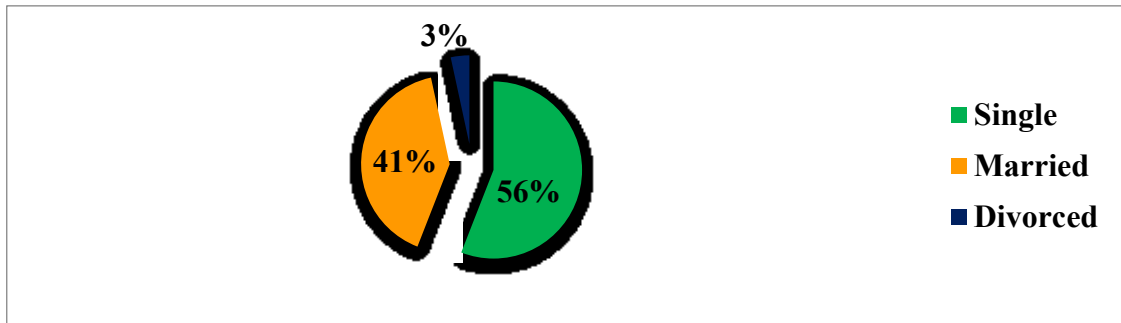


Chart 49 Family status

Source: from the own research

### The income criterion

The Russians also reacted rather negatively on the questions devoted to income. As we had learnt before, thirty four Czechs from the whole number of 60 skipped this question, whereas there were forty four Russians, who skipped it as well. This fact shows that, according to the opinions of people belonging to the Russian culture, the theme of income is a kind of a strong taboo and, moreover, even close friends do not speak about their incomes at all. That is caused by the Russians' prejudices concerning jealousy, envy and other human feelings that can destroy relations.

However, there were some people, who either indicated their income or answered the question in other way. So, there were two persons with a respond "I do not have a job". One person indicated their occupation instead of income ("A trucker"). Another one defined their income as quite irregular and occasional. There was also a person with a respond "A student". The others indicated their incomes as:

- lower (6 700 CZK)<sup>1</sup>;
- average (9 000 CZK – 12 000 CZK);
- above-average (15 000 CZK – 20 000 RUB);
- higher (from 50 000 CZK).

Nonetheless, this criterion is not used for classifying due to skipping the question by the majority of the respondents and indefinite responds given by the rest of them.

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<sup>1</sup> At present accordingly to the exchange rates 1 CZK corresponds to 2,23 RUB

According to the defined criteria there are two groups of the respondents, whose responds are used within the research. The classification can be seen in the chart below.

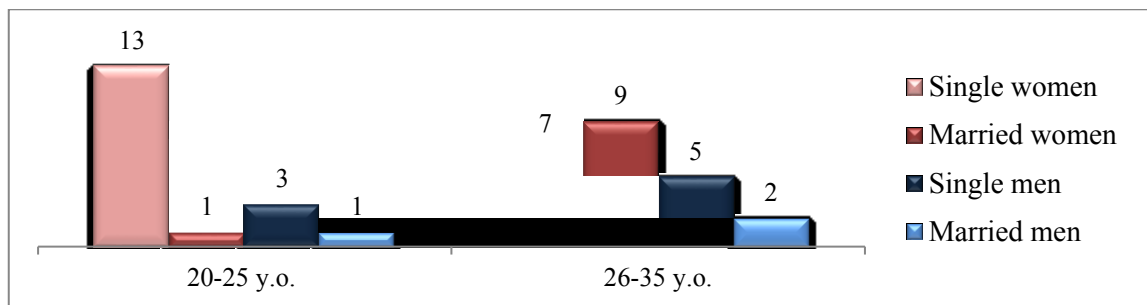


Chart 50 Characteristics of the respondents

Source: from the own research

### 3.4.2 Cars

As for the Russians’ opinion regarding cars, a car is considered a kind of luxurious goods and does influence social status of a person. Nevertheless, if to compare the systems of public transport in Czech and in Russia, the Russians really need cars due to the fact that the public transportation is not as developed as the Czech one and in Russia there are much longer distances. So, having a car is quite important.

#### The cars’ role in life

The results of the research showed that having a car is important for the Russians As it is reflected in the chart below, nineteen and twenty five people believe that having a car is highly important and important. This number corresponds to 73%. The responds “Unimportant” and “Highly unimportant” were chosen by 17% and 7% respectively. It shows that for the Russians having a car really is the matter of big importance.

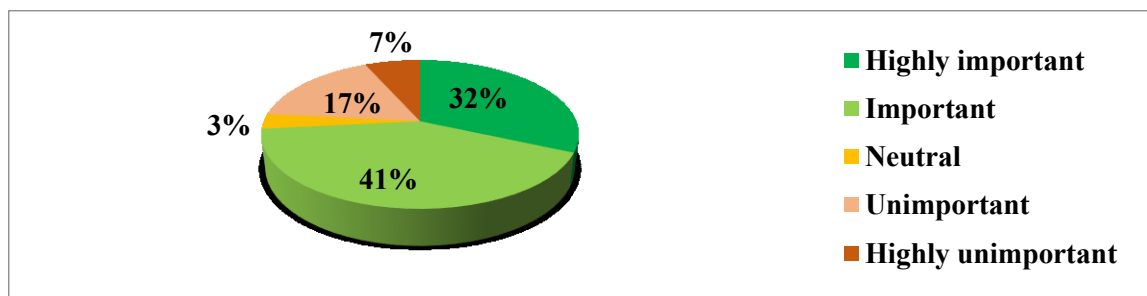


Chart 51 Importance of a car

Source: from the own research



As for the first group, having a car is more important for the women (two single women with a respond “Highly important” and one married and six single women – “Important”). For the men of this group having a car is not so important: the first respond was chosen by only one single man, whereas the rest of them chose the negative answers.

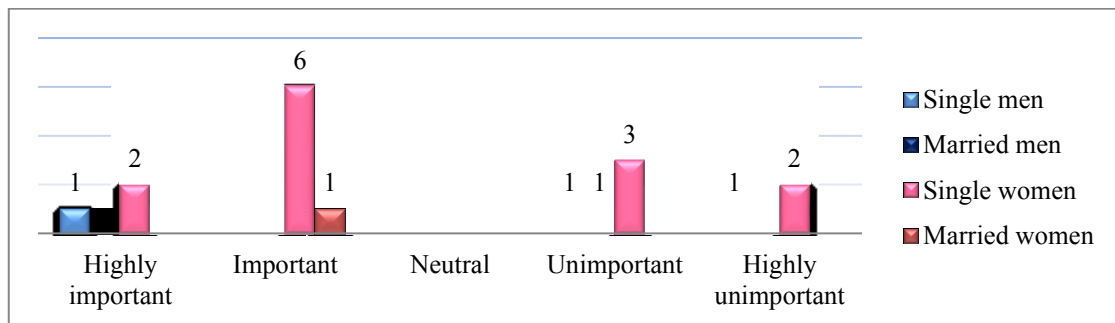


Chart 52 The results within the first group

Source: from the own research

Within the second group the results differed a lot; the majority of the respondents chose the positive answers (one married and two single men, two married and four single women). The negative answers (“Unimportant” and “Highly important”) were chosen by one single and one married men and two single women.

This difference might be caused the strict segmentation of a person’s life in the Russian culture. Indeed, the Russians at the age of 20-25 are likely to still study at high schools, universities, etc. Then, on their getting older, the other duties like making families and career come and the necessity of having a car appears more and more.

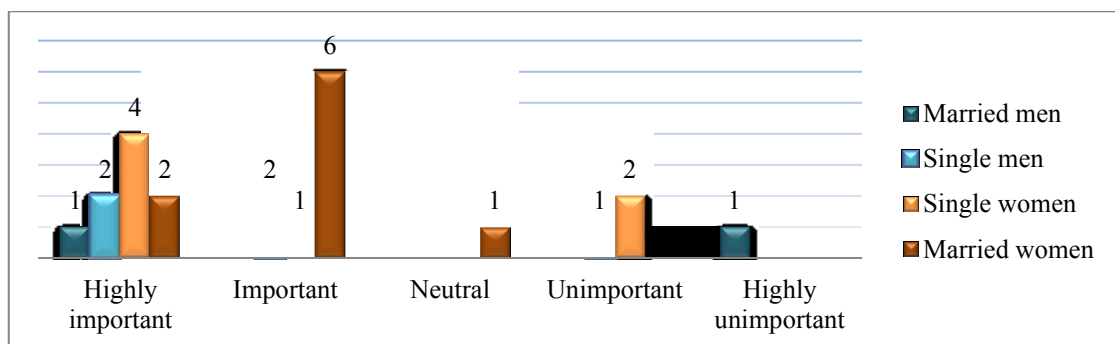


Chart 53 The results within the second group

Source: from the own research

**The role of independence**

There is a strong opinion in Russia that having a car makes its owner much more independent and this opinion becomes even stronger with people’s getting older.

In the first age group the positive answers (“Definitely yes” and “Yes”) were chosen by the majority of women (three single women and one married and seven single ones respectively). There were also one married and two single men and two single women, who answered negatively.

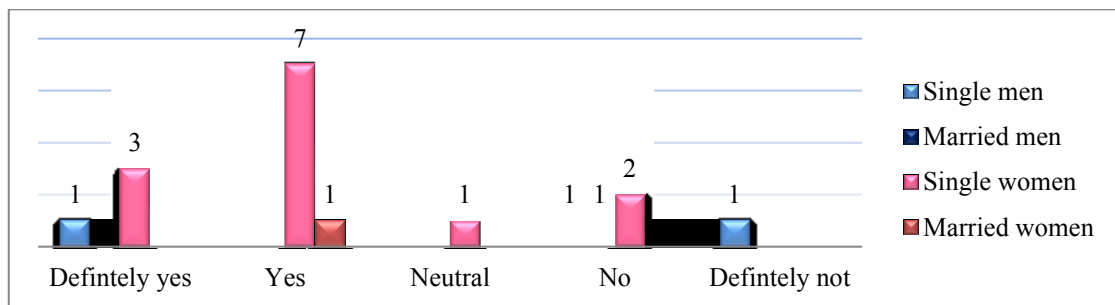


Chart 54 The results within the first group

Source: from the own research

The results are almost the same in the second age group: the majority of the respondents answered positively. Thus, the variant “Definitely yes” was chosen by one married and two single men, four single and five married women; the variant “Yes” – by one married and two single men, three single and three married women. The respond “No” was chosen by just one single man and one married women.

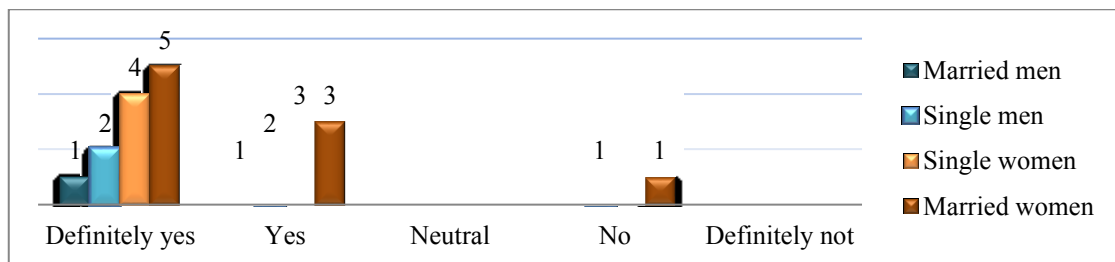


Chart 55 The results within the second group

Source: from the own research

To conclude, the general opinion is that having a car definitely makes its owner more independent. This fact might be caused by the development of the public transportation system and longer distances. In large cities like Moscow people have to commute from suburbs to the center and it does take them a plenty of time to get to the office and back.

**Whether cars make people more successful**

As we have mentioned above, for the Russians having a car may symbolize higher social status and more stable position in the society. This fact is supported by the data received within the both groups.

Thus, the variant “Yes” was chosen by the majority of the respondents: one single and one married men, one married and seven single women. The negative responds (“No” and “Definitely not”) were chosen by one single man and two single women and one single man and woman respectively.

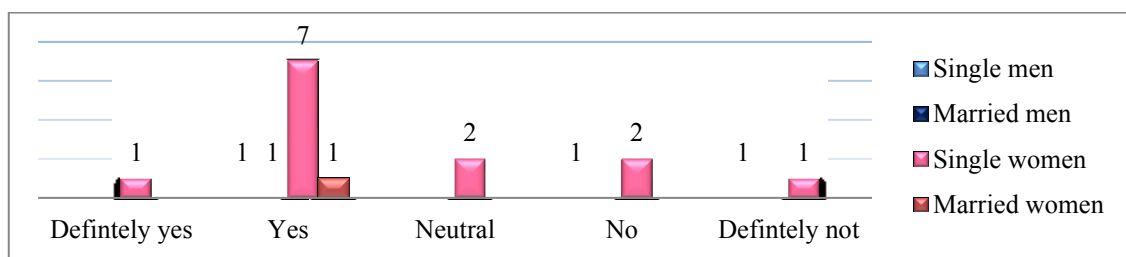


Chart 56 The results within the first group

Source: from the own research

As for the second group, there was an interesting thing: there was no one with the respond “Definitely not” or “Neutral”. Anyway, for married women having a car appeared to be more significant regarding being successful than for single women: six married women chose the variant “Yes”, whereas there were five single women, who chose the variant “No”. The respond “Definitely yes” was chosen by: two single men, one single and two married women.

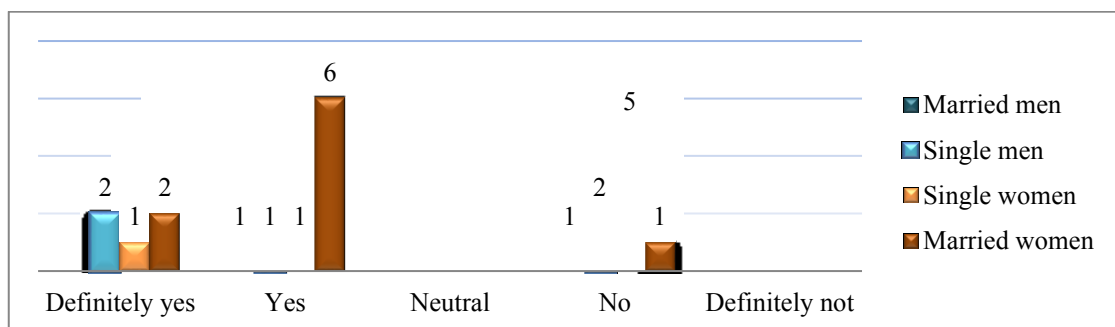


Chart 57 The results within the second group

Source: from the own research

In conclusion it is necessary to underline that the married consider that having a car is important for being successful and this opinion belongs mostly to the part of women.

**Whether driving is pleasure**

This question had also mostly positive answers as in the Czech questionnaire. However, there was one person, who indicated the variant “Definitely not”.

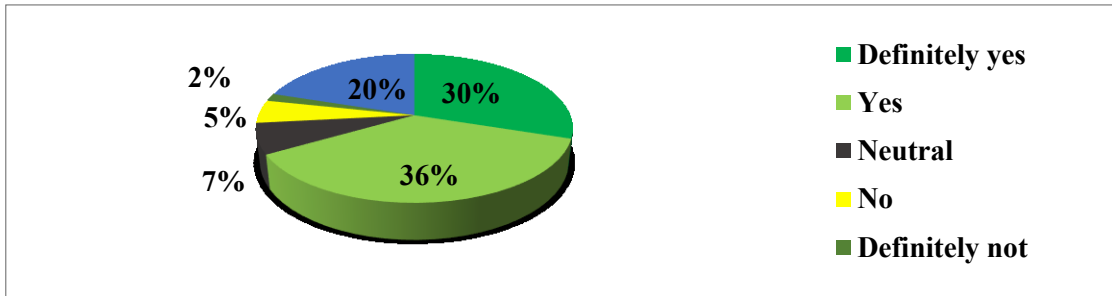


Chart 58 Whether driving is pleasure

Source: from the own research

The chart shows that the majority of the respondents (66%) chose the positive responds. There is also a lot of people, who indicated that they do not have a car. If to compare the received results with the results of the Czech questionnaire, it is possible to notice that there more respondents among the Russians with the respond “No” and “I do not have a car”, whereas there was no one with the variant “Definitely not” and just five persons with the respond “No” among the Czechs.

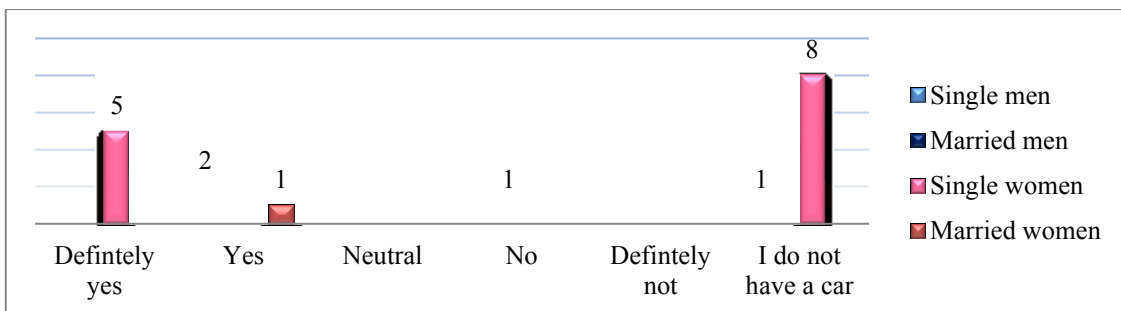


Chart 59 The results within the first group

Source: from the own research

The data from the chart show that there is a lot of people at the age of 20-25, who do not have a car: a single man and eight single women chose this variant. In comparison with the

Czechs it was a lot because in the Czech questionnaire there was just one single woman with such an answer. The rest of the respondents indicated mostly the first two variants.

As for the second group, there were a lot of people with the answer “Definitely yes” (one married and two single men, three single and three married women). The second variant “Yes” was chosen by: three single men and women and four married women. The number of people, who did not have a car, totally reduced – one married man and woman.

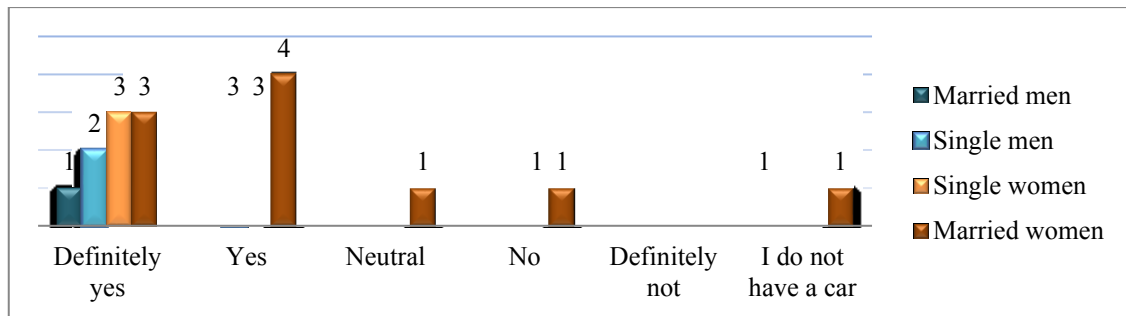


Chart 60 The results within the second group

Source: from the own research

This fact supports the previous hypothesis regarding importance of having a car: a person frequently gets a car after finishing studying. It is also closely connected with price.

### Importance of safety

As in the Czech questionnaire, in the Russian one there was nobody, who said that safety was not important. Indeed, even for those, who indicated that they did not have a car, safety is very important and the data from the charts confirms it.

The respondents from the first group indicated mostly the first variant (two single men and five single women) and the second one (one single and one married men, one married and six single women). The variant “Neutral” was chosen twice: by two single women.

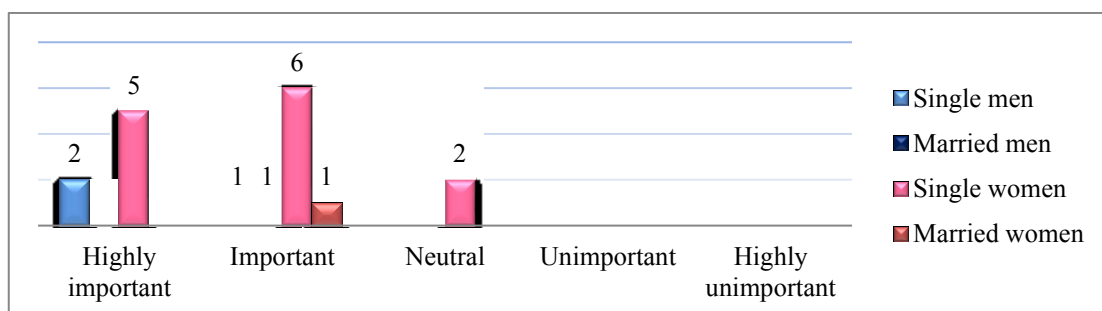


Chart 61 The results within the first group

Source: from the own research

The men from the second group chose mostly the first variant (four single men). As for the women, their majority indicated the second variant (five single and five married women).

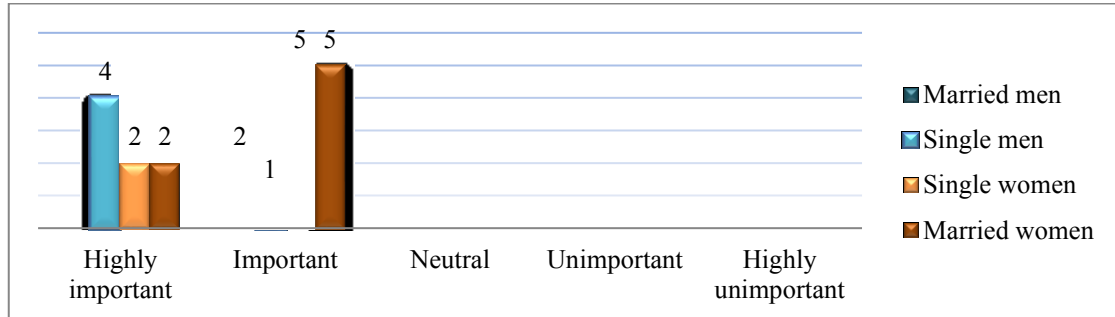


Chart 62 The results within the second group

Source: from the own research

This fact shows that the attitude towards safety does not change but becomes more and more definite and, if in the first group there were two persons with the respond “Neutral”, the respondents from the second group defined the point in a very exact way.

**Importance of design/colors**

Within the research it has been revealed that from the point of view of the Russians appearance of a car is quite important. Thus, there were thirty people (exactly 50%), who indicated the variant “Important”.

Anyway, the respondents from the first group defined the point as important (two single men, one married and six single women), as neutral (one single man and four single women) and unimportant (one married man and two single women).

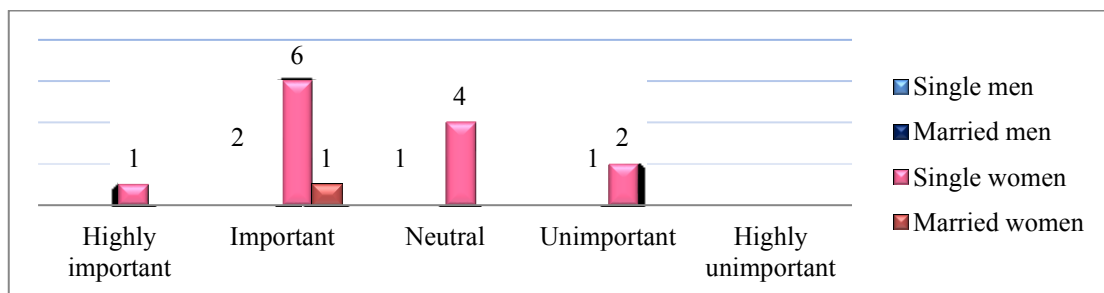


Chart 63 The results within the first group

Source: from the own research

However, the opinion concerning design and colors of a car changed within the second group. The variant “Highly important” was chosen by: three single men, one single and three married women, whereas the variant “Important” was chosen by: two single men, five single and five married women.

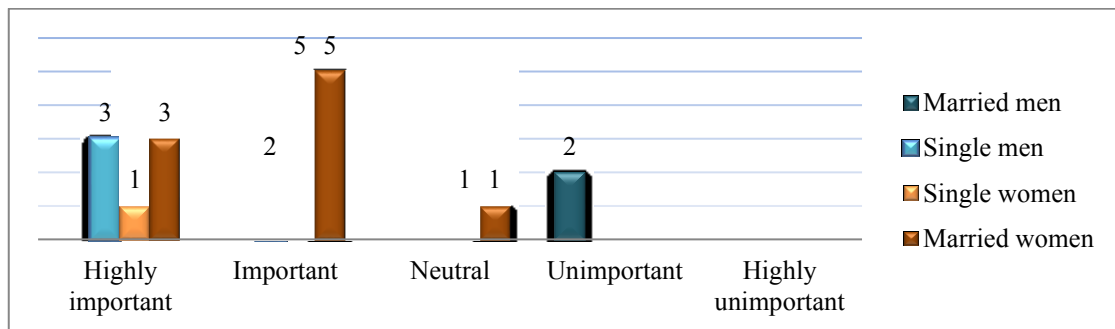


Chart 64 The results within the second group

Source: from the own research

It is obvious that for older people it is important to have an “ideal car”. That is the reason why they usually pay so much attention to design, color and accessories.

**Importance of strong body**

As a rule, a strong body of a car is closely connected with its being safety and reliable. That is why people take it into consideration a lot. Thus, within the both groups the respond “Highly unimportant” was not chosen any time.

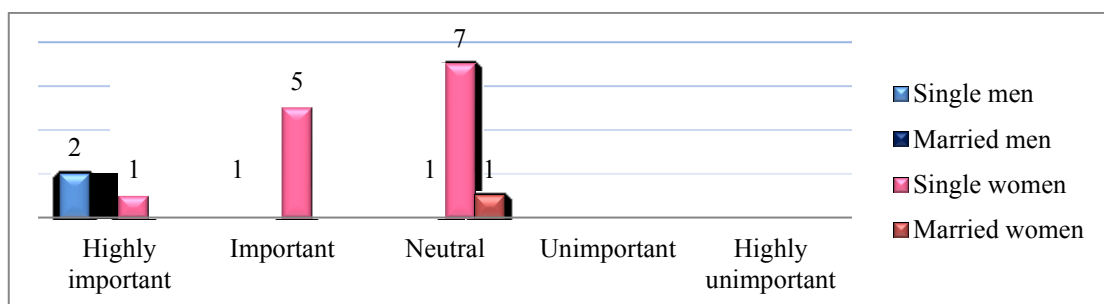


Chart 65 The results within the first group

Source: from the own research

If to compare the results from the first group of the Czech and Russian respondents, it becomes obvious that the Russians do not pay too much attention to the technical details and they chose mostly the variant “Neutral” (one married man, one married and seven single

women). Nonetheless, there were also a lot of people, who said that a strong body was important: one single man and five single women.

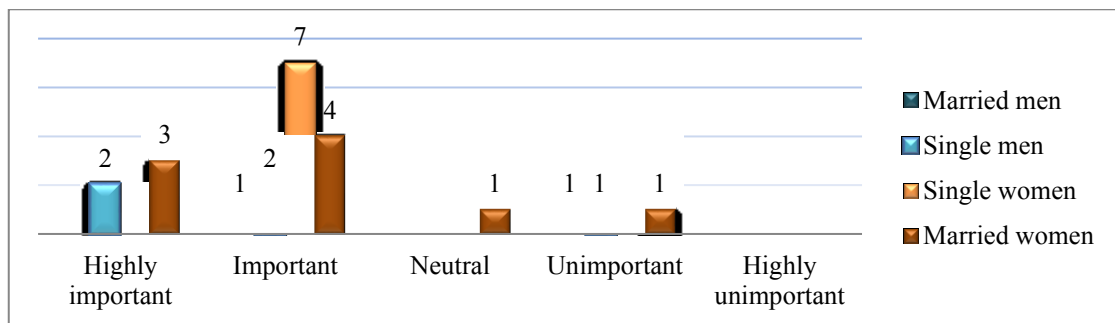


Chart 66 The results within the second group

Source: from the own research

In the second group the majority of the respondents chose the variant “Important” – one married and two single men, seven single and four married women. Nevertheless, one married and one single man and a married woman defined that this point was not important.

**Importance of strong motor**

According to the data from the first age group, having a strong motor was not important for the majority of the respondents (one married and two single men, one married and three single women). One single woman indicated “Highly important”, whereas the other five single women defined that it was important. The respond “Neutral” was chosen by one single man and four single women.

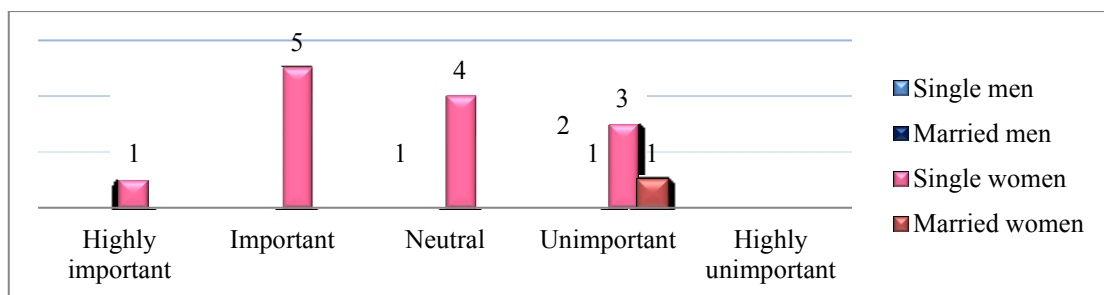


Chart 67 The results within the first group

Source: from the own research

The data received in the second group are different. On one hand, the variant “Unimportant” was the most popular as well: chosen by three single men, four single and five married women. On the other hand, bigger number of the respondents (one single and two



married men, two single and two married women) believed that a strong motor was important. Two married women indicated the variant “Neutral”.

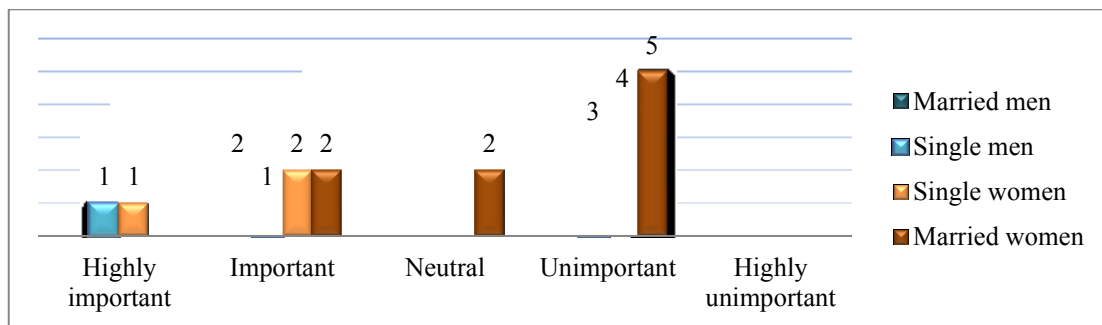


Chart 68 The results within the second group

Source: from the own research

**Price**

The criterion of price is really important for the Russians. So, the respond “Highly important” was chosen by two single men and three single women; the variant “Important” – by one single and one married man and seven single women. The other responds were chosen by the minority of the respondents: one single and one married women for “Neutral”, one single woman for “Unimportant” and one single woman for “Highly unimportant”.

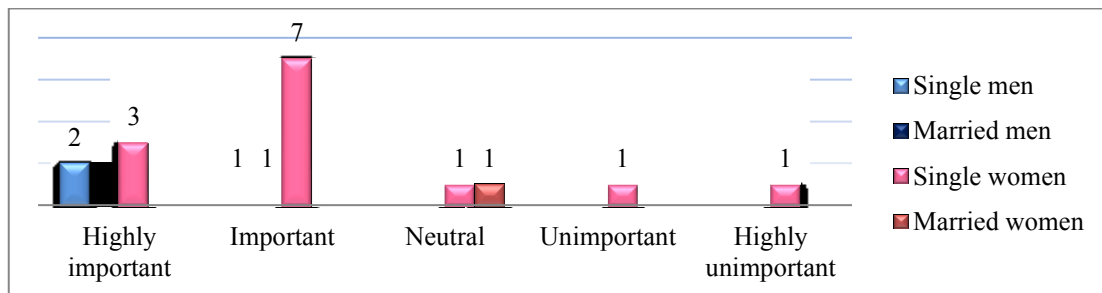


Chart 69 The results within the first group

Source: from the own research

Nevertheless, there was no one with the respond “Highly unimportant” in the second group and more respondents defined price of a car as an important thing (three single men, six single and three married women). A single man and four married women indicated “Highly important. The variant “Neutral” was chosen by a married man and a woman. There also were three persons with the respond “Unimportant” – a married man, a single woman and a married one.

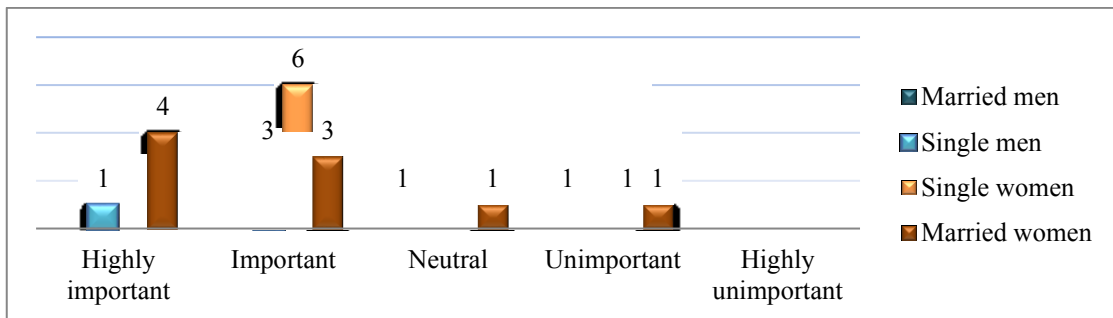


Chart 70 The results within the second group

Source: from the own research

### Environmental friendliness

We expected that for the Russians environmental friendliness would not be as important as for the Czechs. We received the data that support the expectations. Indeed, the Russians appeared to be not interested in the topic.

In the first group there were one married and five single women with the answer “Neutral”, two single men and women with the answer “Unimportant” and this number is rather high. The answer “Important” was chosen by one married and one single man and six single women.

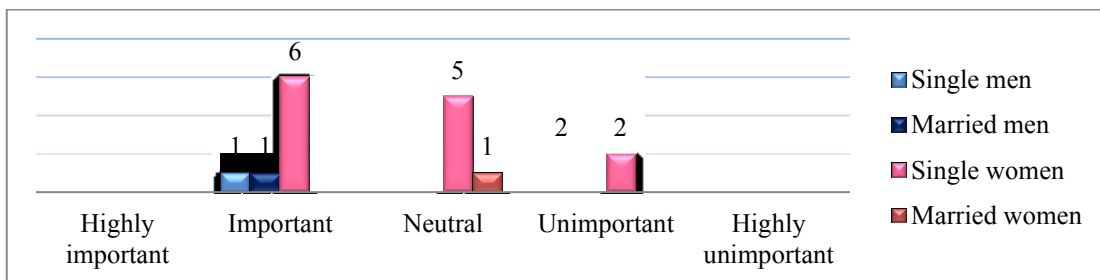


Chart 71 The results within the first group

Source: from the own research

In the second group the respond “Important” was chosen by two single men, three single and five married women; “Neutral” – one married and one single men, one married and three single women; “Unimportant” – one married and two single men, one single and two married women; “Highly important” – one single woman. These results showed that for the Russians environmental friendliness was not actually the matter of importance.

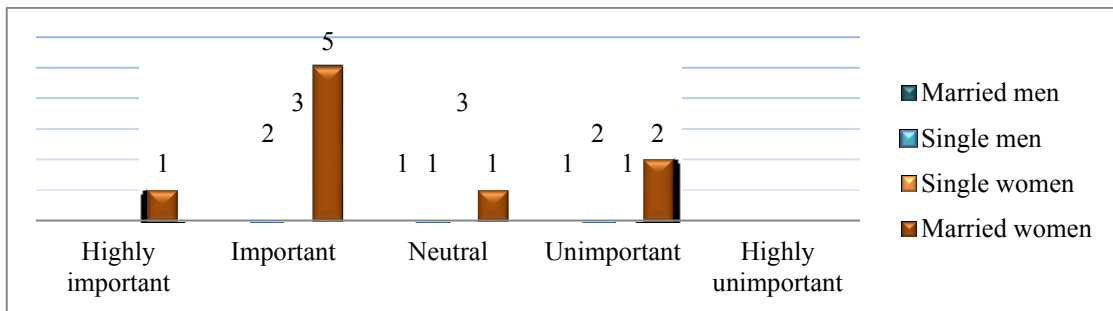


Chart 72 The results within the second group

Source: from the own research

### 3.4.3 Beer

As we have mentioned before, spirits are more popular in Russia than beer. Nonetheless, among a plenty of the Russians beer is still one of the favorite beverages and, especially, among the youth due to its being not as strong as spirits, taste and package.

#### Whether they drink beer

As for the first group, the majority of the respondents chose the variant “Yes” (one married man and a woman and six single women). The variant “Definitely yes” was chosen by a single man and a woman, whereas the rest of the respondents indicated the negative variants: one single man and four single women for “No” and one single man and two single women for “Definitely not”.

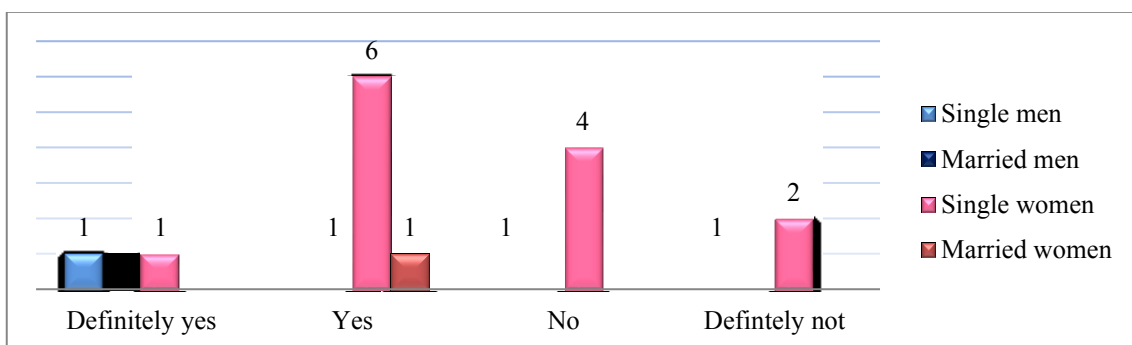


Chart 73 The results within the first group

Source: from the own research

Nevertheless, the results from the second group changed a little: the majority of the respondents still answered “Yes” (four single men, three single and three married women),

however, the majority of the women indicated the variant “No” (four married and four single women).

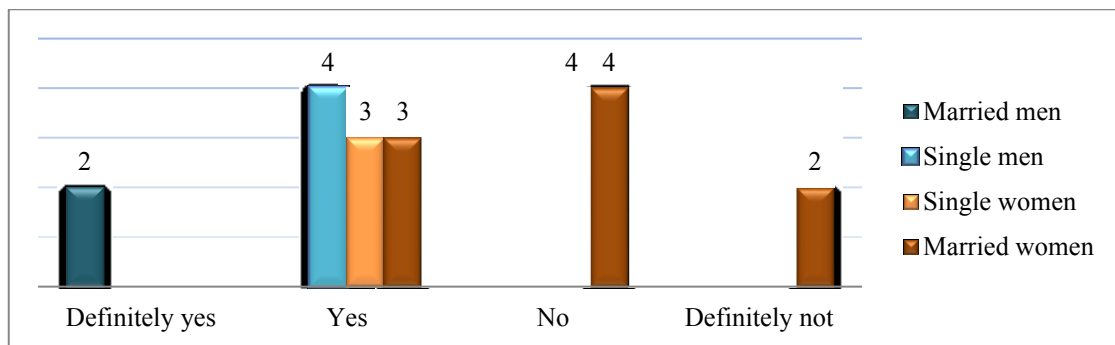


Chart 74 The results within the second group

Source: from the own research

Obviously, the personal preferences are likely to change with people’s getting older and this tendency is more typical for women.

**Frequency of consumption**

An interesting point was that there was nobody with the respond “Definitely not” in the first group in spite of the fact that beer was considered to be one of the most favorite alcoholic beverages. The respond “I do not drink beer” appeared to be the most popular: chosen by one single man and six single women. The variant “Seldom” – by one married man and one married and three single women; “Highly seldom” – three single women.

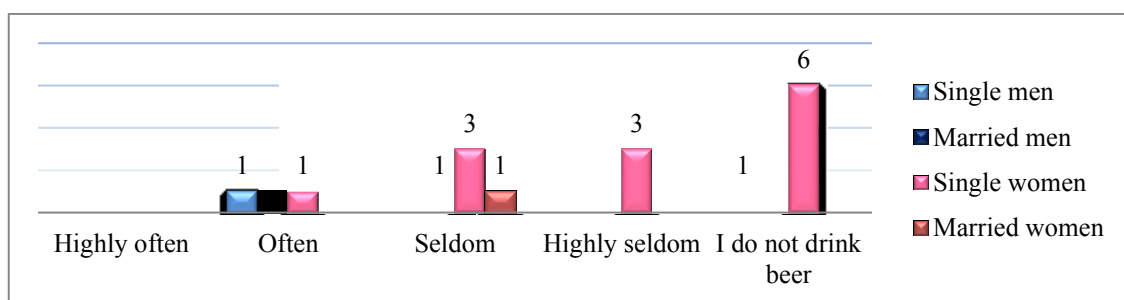


Chart 75 The results within the first group

Source: from the own research

The results in the second group were relatively the same. The variants “Seldom” and “Highly seldom” appeared to be the most popular: one married and one single man, one married and two single women for the first one and three single men, one single and two

married women for the second one respectively. The variant “I do not drink beer” was chosen by the majority of the women: six single and four married ones.

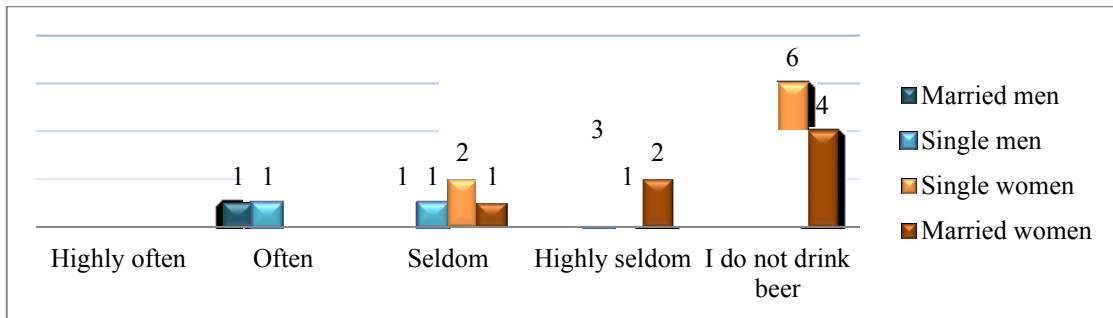


Chart 76 The results within the second group

Source: from the own research

**Brand awareness**

The respondents from the Russian questionnaire mostly indicated the Russian beer brands, nevertheless, due to the fact that the research was made at the territory of the Czech Republic and, we had to illuminate the Russian brands because of their not corresponding to the matter of the research. That is the reason why we have illuminated the results received from the men: there were just three of them who remembered not home brands (Tubourg, Carlsberg and Belhaven).

As for the women, they represented quite a lot foreign brands including the Czech ones. Thus, Staropramen was one of the most popular, Kozel was reminded twice and Bernard – once.

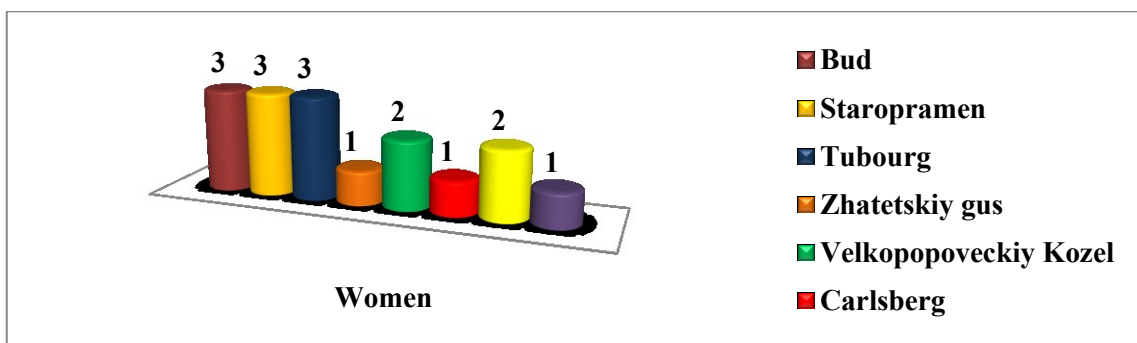


Chart 77 The results within the first group

Source: from the own research

The respondents from the second group gave more examples. So, the men indicated Carlsberg and Kozel as the most popular (twice), whereas Heineken, Staropramen and Tubourg were mentioned just once.

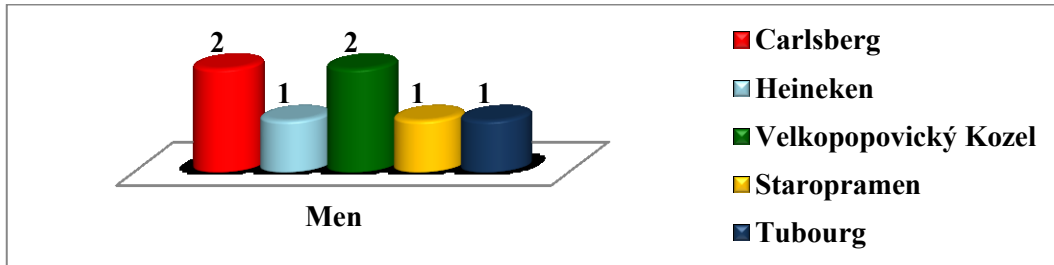


Chart 78 The results within the second group

Source: from the own research

According to the data, the results among the women were quite similar, just Tubourg was mentioned twice and there were two other brands mentioned: Kronenburg and Holsten. Besides, there was not any woman, who wrote Staropramen.

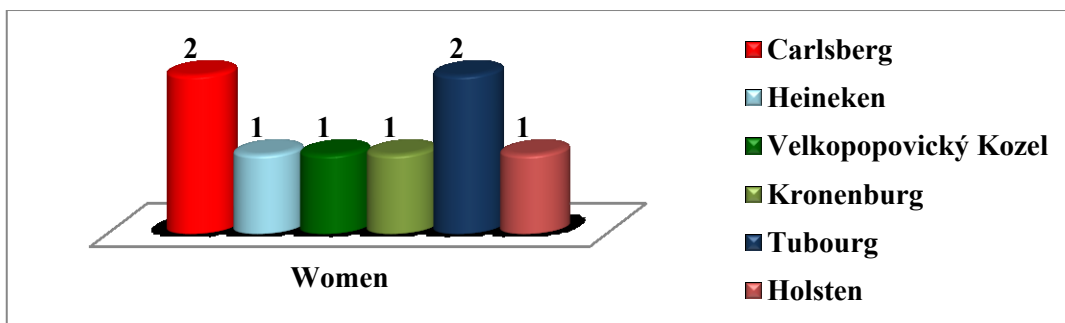


Chart 79 The results within the second group

Source: from the own research

### Advertisement awareness

Within this question we have faced to a problem of not being aware enough of advertising campaigns for Czech beer brands. However, there were some of them mentioned. For the man from the first group there were advertising campaigns of Carlsberg, Guinness, Zhateckiy Gus and Miller (mentioned once).

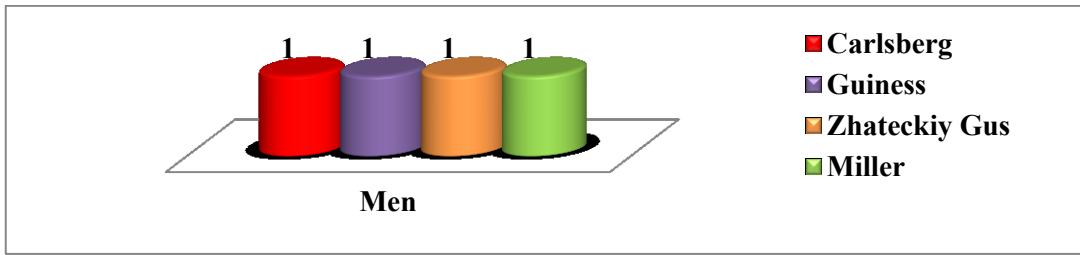


Chart 80 The results within the first group (among men)

Source: from the own research

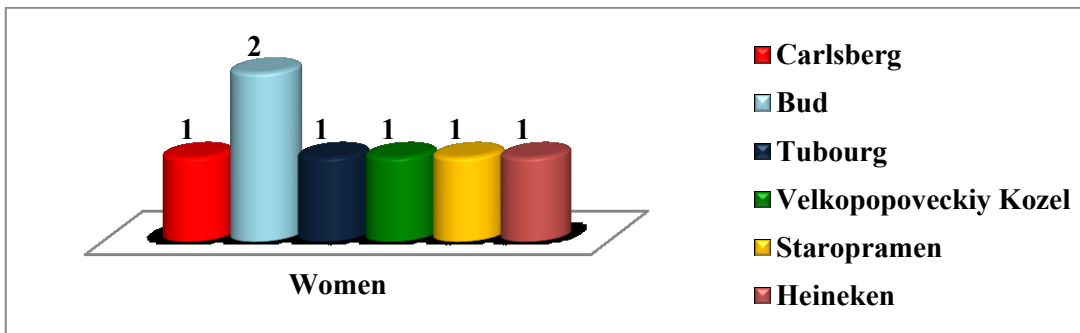


Chart 81 The results within the first group (among women)

Source: from the own research

The women mentioned more advertising campaigns, for example, Bud (mentioned twice), Kozel and Staropramen. As for the respondents from the second group, men mentioned also Carlsberg and Kozel, whereas the women indicated more beer brands as well.

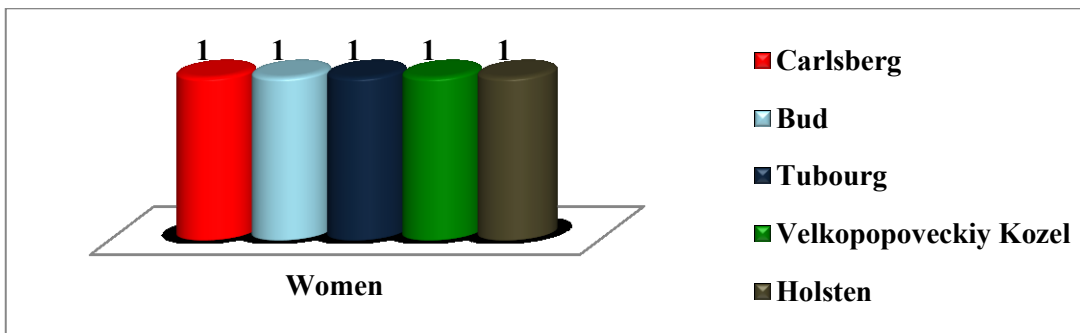


Chart 82 The results within the first group (among women)

Source: from the own research

According to the results of the research, advertising campaigns of Bud and Carlsberg were the most popular among the Russians.

**Personal preferences**

Within the first group the majority of the respondents chose lager beer (one single man and one married and four single women). Many respondents indicated that they did not drink beer (two single men and six single women).

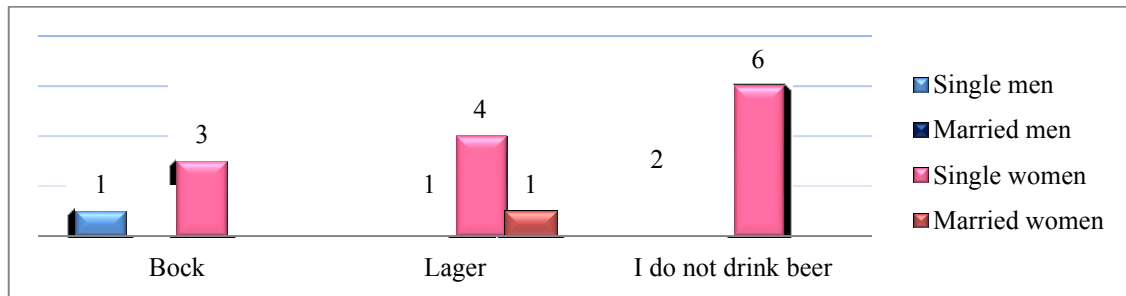


Chart 83 The results within the first group

Source: from the own research

As for the second group, the results were almost the same: the majority chose lager beer as well (one married and three single men, three single and four married women). Bock beer was mostly chosen by men, whereas the rest of the women indicated that they did not drink beer (four single and five married women).

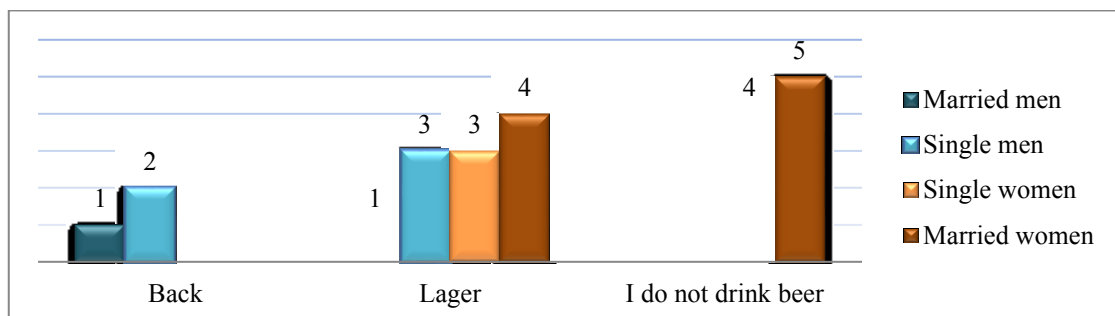


Chart 84 The results within the second group

Sources: from the own research

To conclude, lager beer is much more popular and, especially, among women, whereas back beer is preferred mostly by men.

**Package**

As it had been revealed, the Czechs mostly chose draft beer, however, among the Russians beer bottled in glass was as popular as draft one within the both groups. In the first group there were more women (one married and four single ones), who preferred beer bottled in



glass and the share of the respondents with this answer was even higher than the one with the answer “Draft beer” (one single man and two single women). Moreover, there were some people (a married man and a single woman), who indicated “Bottled in plastic” and “Canned”. No one of the Czechs chose these variants.

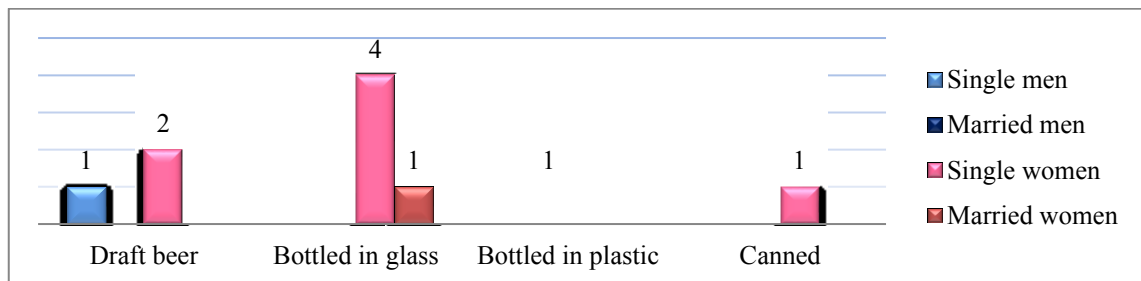


Chart 85 The results within the first group

Source: from the own research

Nonetheless, in the second group the majority (two single men, two single and two married women) indicated “Draft beer”. The second place is taken by “Bottled in glass” (two married and three single men). Furthermore, two persons chosen “Canned”.

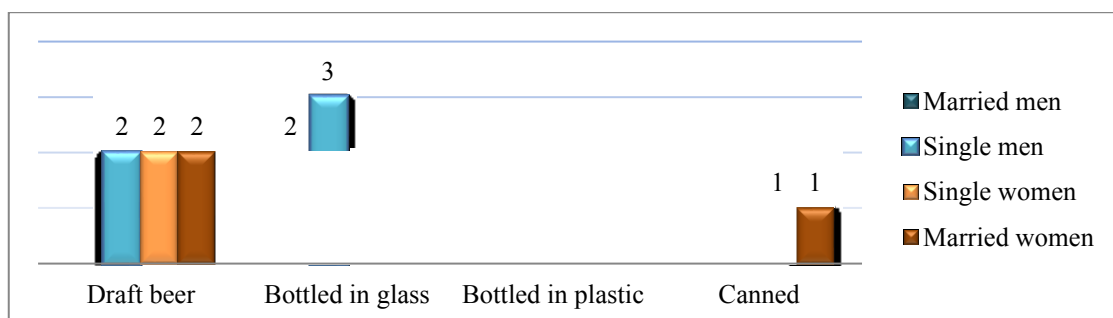


Chart 86 The results within the second group

Source: from the own research

An interesting point is that the Russians also drink canned beer, whereas there was no one among the Czechs, who would have indicated this variant. Besides, beer bottled in glass is as popular as draft one, although the Czechs defined draft beer as the best one.

### Preferable marks

A very important point of this matter was that the Russians did not define any favorite brands, just some preferences. In the first group the most frequently bought brand was the Russian one – Baltika. As for the others, Kozel and Staropramen were mentioned by most-

ly women and Belhaven – by men. In the second group the Czech beer brands were mentioned mostly among both men and women. Thus, men preferred Kozel, Staropramen, Tubourg and Carlsberg. All the women indicated Staropramen. It shows that the Czech beer brands are rather popular among the Russians in spite of the fact that the respondents did not determined so many advertising campaigns or did not include them in their lists of preferences.

### What influences choosing

Among the women from the first group there was also a plenty of factors influencing their buying behavior. Two of them – price and strength – were mentioned twice. They also included discounts in the criterion of price. An interesting point that appeared in this group was mood. In other words, mood often influences buying behavior of the Russian women. Besides, they also indicated such criteria as package, quality, volume capacity of the package and color. But the criterion of taste was not mentioned any time. As for the men, they defined only two criteria – color and quality.

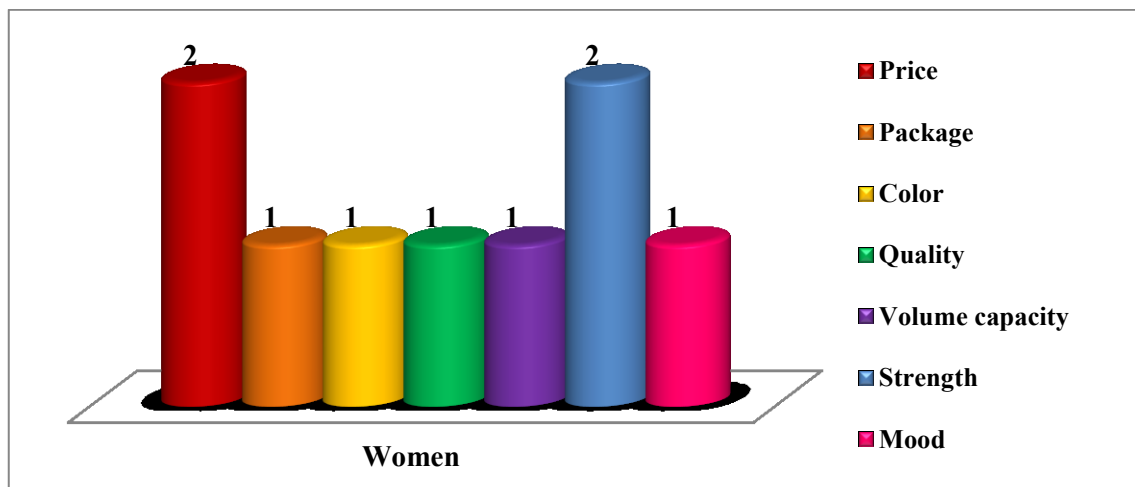


Chart 87 The results within the first group (among women)

Source: from the own research

Such results can be explained by understanding the concept of quality in the Russian culture – the point “quality” involves good taste, nice color, flavor, etc.

In the second group the criteria were more strictly defined. Thus, the men mostly defined strength (trice), quality and brand (twice for each one) and color (once).

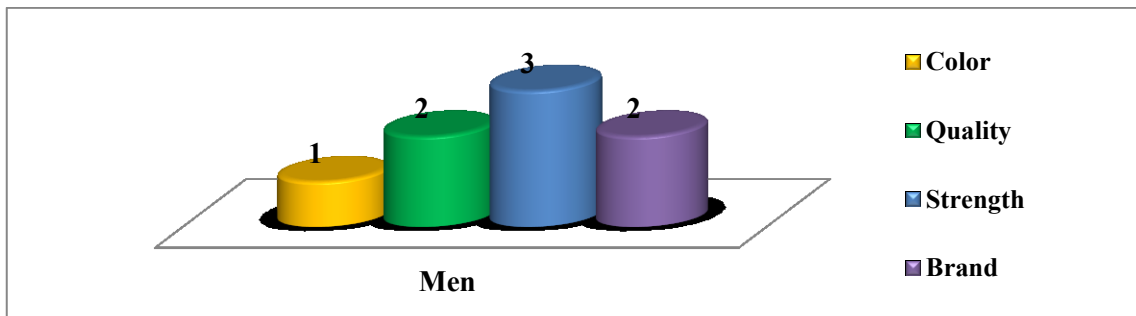


Chart 88 The results within the second group (among men)

Source: from the own research

As for the women, they mentioned only three criteria: color, volume capacity of the package and strength. Moreover, they indicated both the criterion of color and strength twice, whereas the criterion of volume capacity was mentioned just once. So, strength was likely to be important for both men and women, whereas color was appreciated by women more. The criterion of taste also was not indicated by anyone. This fact can be explained through personal preferences: people are likely to prefer a certain kind of beer with its strength, color, etc. and taste is meant or expected within their understanding these concepts of either quality or strength.

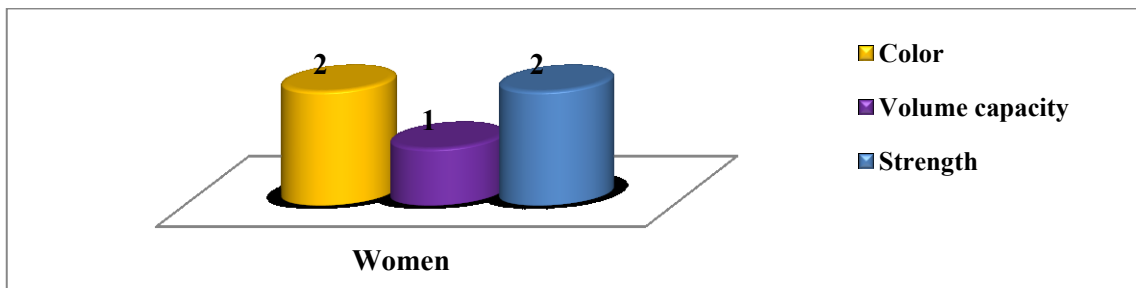


Chart 89 The results within the second group (among women)

Source: from the own research

### Places

As for the women from the first group, the most preferable place for drinking beer was friends' places. The second place is taken by "Home". It shows that for the women from this group was more important to be in a good company and a beverage is something secondary.

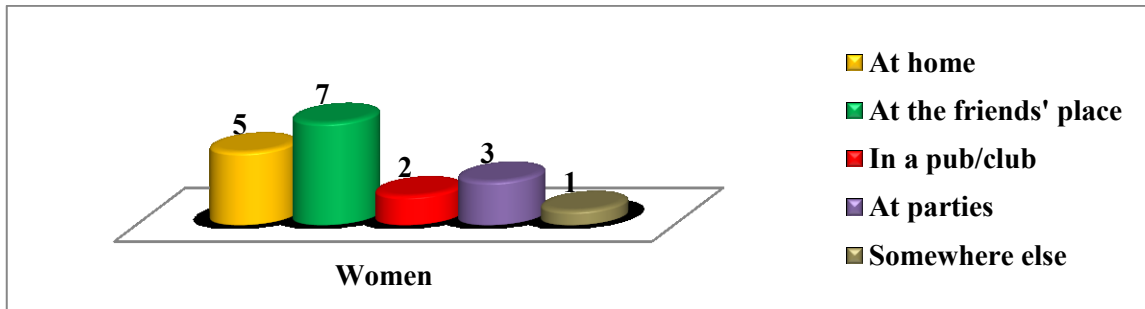


Chart 90 The results within the first group (among women)

Source: from the own research

The men from the very group also defined that the best place for drinking beer was either with friends or in a pub/club. Here there was no difference between the Russian and the Czech cultures.

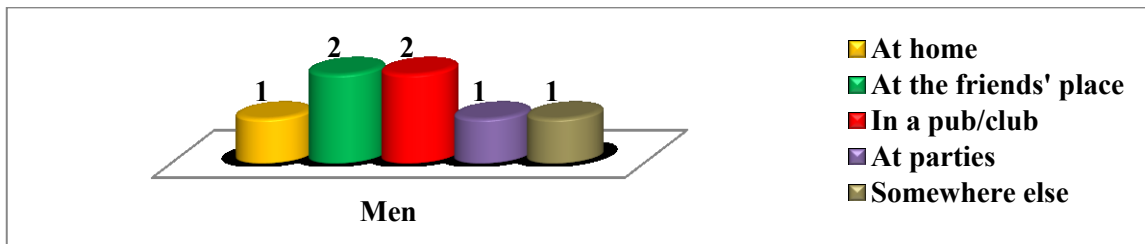


Chart 91 The results within the first group (among men)

Source: from the own research

As for the second group there were just some of the respondents, who indicated a place. “Home” was the most popular answer among the women.

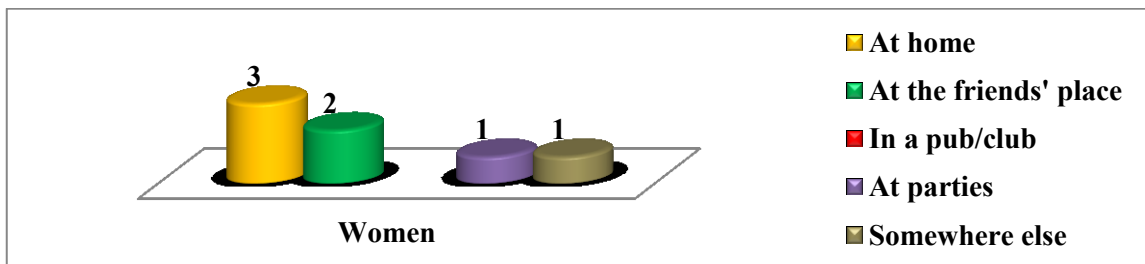


Chart 92 The results within the second group (among women)

Source: from the own research

The responds given by the men from the second group did not differ from the results of the men from the first one.

## 4 DISCUSSION OF RESULTS

In conclusion it is necessary to underline that within the research we have revealed cultural differences in dimensions between the Russian and the Czech culture in the aspect of using cars and drinking habits (beer consuming).

### 4.1 Answering the research questions

As for the research questions, while making a research we found complete answers for both of them. Thus, the first research question was about finding the differences between the Czech and the Russian consumers in their attitudes towards cars and beer. We are going to discuss all the differences revealed starting with the point of cars.

#### 4.1.1 Answering the first research question

**Are there any differences between the Czech and Russian consumers in their attitudes towards cars and beer?**

The results of the research showed that in general having a car is more important for the Russians than for the Czechs. Nineteen and twenty five people believe that having a car is highly important and important. This number corresponds to 73%. It does show that for the Russians having a car is more important than for the Czechs. The percentage of the positive answers in the Czech's questionnaire is 66%.

As for the first question, the majority of the Czechs from the both groups defined that having a car makes its owner more independent. The majority of 55% chose the first respond. However, the Russians showed an interesting tendency, which was going through all the research. The responds within the first group (20-25 years old) were quite scattered and in the second group (26-35 years old) they became much more concrete and affirmative.

In the second question the opinions between the cultures were also different. For the Czechs from the both groups having a car did not mean to be successful, whereas for the Russians (especially from the second group) it was really important. Moreover, the Russians with their getting older defined a car as a kind of means how to reach success or a kind of condition for being successful. Besides, the Russian women at the age of 20-25 mostly appeared not to have a car, although almost all the Czech respondents owned a car.

Furthermore, design/colors of a car were more important for the Czechs than for the Russians (55% and 50% respectively). However, a strong body was less important for the Russians, while the Czechs considered it to be related to safety. The results were also rather surprising regarding a strong motor. It had been expected that all the respondents from the both countries would have chosen affirmative variants. Nonetheless, the majority of the Russian respondents defined their points of view closely to negative responds (mostly “Unimportant”), whereas the majority of the Czechs indicated this characteristic as “Important”.

The question concerning environmental friendliness also showed some differences. Thus, among the Czech respondents from the second group there was not anyone with the respond “Unimportant”, although a significant part of the Russian respondents chose the negative variants. However, in general people from the both cultures defined the matter as “Important” or “Neutral”.

In the part devoted to beer it appeared that for the Czechs it was really a social status drink, whereas the Russians it was just a kind of alcoholic beverages. Thus, the Czech respondents used to drunk more beer than the Russian ones. Besides, the Czechs were likely to buy more beer than the Russians: most of them buy beer often or even highly often (especially people from the first group), although the Russians buy beer seldom and highly seldom (the both groups).

As for brand and advertisement awareness, the Czechs defined Radegast, Pilsner Urquell and Kozel as the most popular, besides, Radegast was taken as the most preferable among the women from the both groups. For the Russians mostly: Carlsberg, Tubourg and Bud. The respondents also indicated their personal preferences and the majority of all the respondents (both the Czechs and the Russians) chose lager beer. However, the opinions regarding package differed a little. Thus, the Czechs definitely chose draft beer and excluded canned beer or beer bottled in plastic. But the Russians believed that draft beer was as good as beer bottled in glass and, moreover, they included canned beer and beer bottled in plastic.

Besides, the Czechs from the both groups gave more criteria, which influenced their buying behavior:

- mark ( a known brand, previous experience);
- price (lower prices, discounts);

- package (the material, volume capacity of the package);
- color;
- quality.

The criteria given by the Russians were different a little:

- price (mostly discounts);
- package (mostly volume capacity);
- strength;
- quality.

The results got through the rest of the questions were mostly the same.

#### **4.1.2 Answering the second research question**

**Are Russian consumers aware of the Czech brands of beer? If so, what are their preferences?**

The results of the research have shown that the Russian consumers are not aware of the Czech beer brands so well. Indeed, the Russians mentioned just a couple of Czech brands, but spoke a lot about their native ones. The most popular foreign beer brands among the Russians were: Staropramen, Velkopopovecky Kozel, Tubourg, Zhatecky Gus and Carlsberg and Bud.

## **4.2 Outcomes for the Project Part**

According to the data received while making the research, we have decided to launch an advertising campaign for the Czech beer brand called Radegast due to the following facts.

Firstly, the most detailed information has been received regarding beer brands: consumer behavior, consumer habits (for the both cultures), drinking habits (for the both cultures as well), factors influencing consumer behavior and target groups (prospects). Target groups we are going to introduce below.

Secondly, Radegast is going to be introduced to the Russians customers. Thanks to the detailed information received while making a research we have an opportunity of representing such a campaign that would help the company of Radegast to penetrate the Russian market.

As for the target groups, we have determined that the campaign should be directed to women at the age of 20-25. There are several reasons for choosing this category. The first one is that women belonging to this category drink beer, prefer lager beer bottled in glass (or draft beer), do prefer drinking alcoholic beverages with their friends, at parties or in a pub/club. Besides, Radegast is defined by the Czech women as the most preferable, famous and recognizable beer brand.



## **IV. PROJECT**

## 4 THE PROJECT PART

According to the data received within the research, we have worked out the project devoted to an advertising campaign for the beer brand called Radegast. This brand is going to be represented on the Russian market and that is why the campaign is directed to the Russians. Due to the fact that Radegast is not known among the Russian consumers, it is necessary not only to draw consumers' attention to the brand, but also to prepare the chosen market segment for penetrating through this brand and taking a certain niche. The project has the following purposes.

### 4.1 The main purposes of the project

As we have already mentioned:

- firstly, there is a necessity to penetrate the Russian market and draw the attention of the target group to the brand;
- secondly, the advertising campaign should help to increase sales figures and, also, popularity of the brand through Sales promotion;
- thirdly, advertising through social networks could improve the effectiveness of the campaign (special groups devoted to alcoholic beverages and pubs are meant);
- fourthly, with growing popularity of the brand, we get an opportunity of creating an own pub that could be directed to the very brand mainly<sup>2</sup>.

Thus, after having defined the target and penetrating the Russian market it is highly important not only to stay on the same position but also to increase the popularity of the brand among the Russian consumers within both the target group and the other segments. This purpose is to achieve thanks to the cultural dimensions and features that have been revealed with the research.

### 4.2 The target group

On the basis of the information, which has been received through comparing the both cultures in the sphere of consuming alcoholic beverages, we have determined that the advertising campaign should be directed to women belonging to the first age group: 20-25 years

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<sup>2</sup> The Czech pubs "Radegastovna".

old. First of all, it is necessary to mention that this segment was chosen due to the fact that Radegast is the most preferable and popular beer among Czech women at the age of 20-25. Furthermore, the data show that the Russian and the Czech women from the same group have similar cultural values concerning consumer behavior and buying habits.

Nevertheless, expansion of the brand is not omitted. Whether the campaign appears to be successful and Radegast's popularity among women is higher, there would be an opportunity of promoting the brand among men as well. That would mean expanding the market segment and taking bigger market share. However, we are not going to aim such a big segment due to extremely high competition of native brands: the Russian beer brands still remain much more popular and preferable than the Czech ones, especially among men. That is the reason why brand expanding is not appropriate while launching the campaign.

### 4.3 Communication

In order to get the better results through communicating with the target group, it is necessary to develop a suitable communication strategy that would help to get on well with the prospects and to reveal whether the campaign corresponds to their interests and is considered to be attractive. We have determined some ways that would be used to build the very strategy:

- e-marketing;
- social networks (Facebook and Vkontakte);
- websites;
- sales promotion;
- printing.

Nevertheless, it is important to keep in mind that the Russian laws are quite strict regarding consuming alcoholic beverages and its promotion. That is the reason why we have to avoid both TV and radio ads, advertising in the cinema and, moreover, out-of-home advertisement. Below we are going to describe the chosen strategies.

#### 4.3.1 E-marketing

Due to the fact that there is primarily youth as the target group, e-marketing is going to be the most effective and useful while promoting the beer brand. We would include not only introducing the brand in the social networks but also adapting the Czech website of the

brand to the Russian market: translating it from Czech (English) into Russian and adapting the information. Besides, the contacts and additional information from the social network Facebook should be transferred into the Russian social network Vkontakte.

#### 4.3.2 Social networks

According to the information we have got within the primary research, Facebook is not so popular in Russia. However, the Russians use the social network called Vkontakte instead of Facebook. That is the reason why it is important to link the both nets.

There is an opportunity of creating a special group exactly for this brand and including certain links to the group of Radegast on Facebook or other groups-partners. An important this is the following. Vkontakte is free of charge and users do not need to make any registration to watch pictures, videos, browse groups, etc. Creating such a community gives an opportunity of overspreading the information about the brand and synchronizing the news feed of the both communities – on Facebook and Vkontakte.

However, there are some rather significant points to underline. As we have mentioned before, promoting beer and other alcoholic beverages is prohibited among underage users. That is why it is necessary to take into consideration some restrictions. First of all, there has to be a manager in such a group. He or she would control the participants and prospects. Before inviting or confirming a request, the manager should control that the requesting person is over 18 years old.

In the picture below there is an example, how the restriction should look like. In this case a person cannot join the community freely. There is a request sent directly to the manager, who would control whether the person's profile corresponds to the community's rules. If yes, the request is confirmed and the person gets a possibility to watch the posts, photos, news, etc. It can be useful also to choose the category of goods/services and a link to the website in order to make the searching process easier.

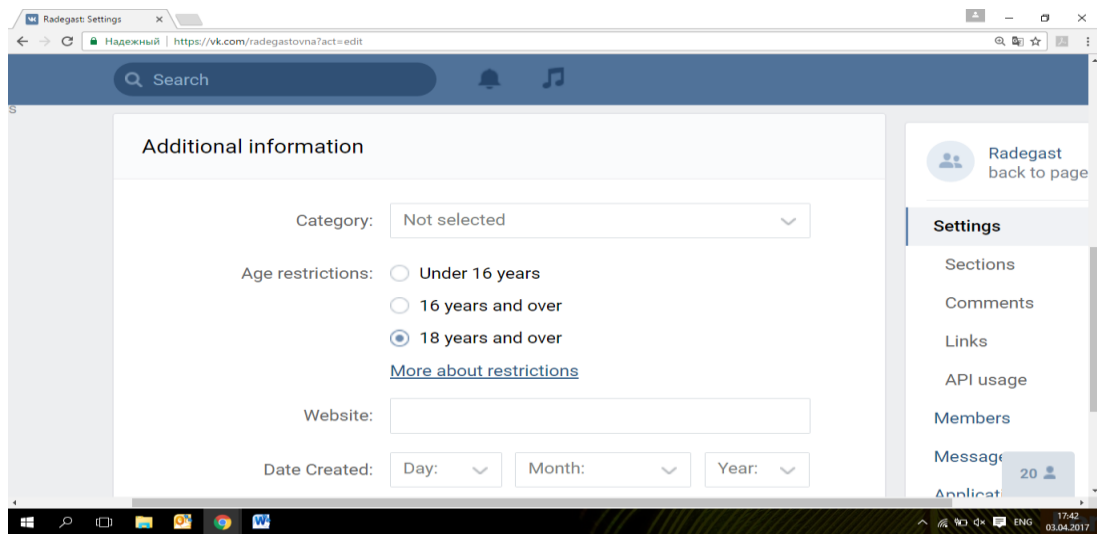


Figure 1 *The community*

Source: from the own research

### 4.3.3 The website

The company of Radegast has its own website that is available not only in Czech but also in other countries like the USA, the UK, Germany and Poland. For the others the website is represented in English. Within the project it could be possible to add the Russian version and translate the website into Russian. The site and the community in the social network can be also connected by a link that is available for authorized users. The way how it would look like is shown in the picture below.

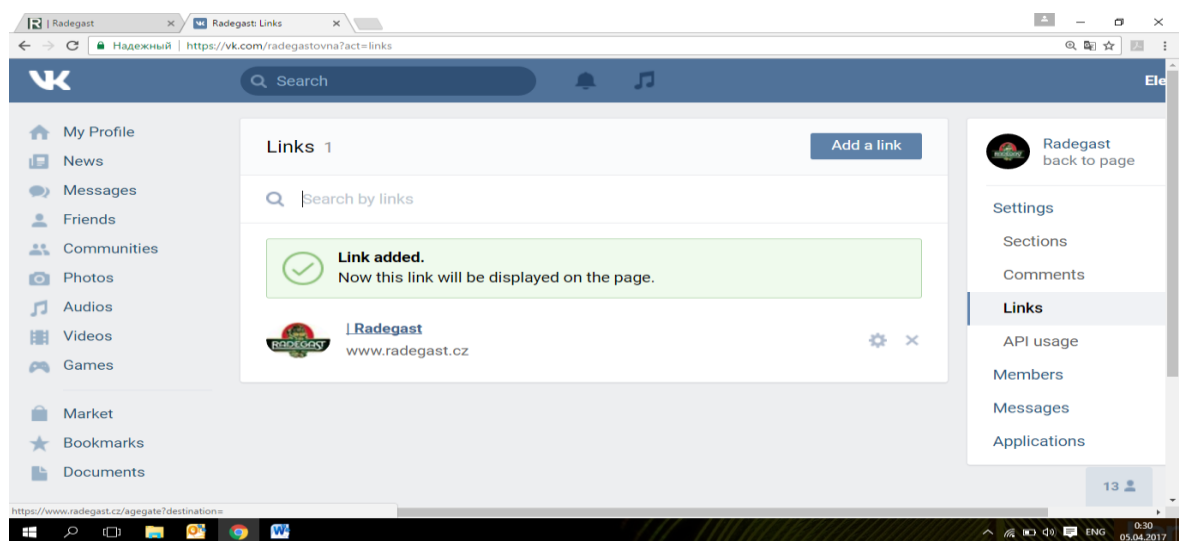


Figure 2 *The community with the link*

Source: from the own research

The original website already has the restriction for underage users: a user needs to indicate his/her age before entering. This system corresponds to the Russian laws that restrict using such websites by underage users and that is why there would not be any problems regarding launching the website on the territory of the Russian Federation. Besides, it is rather important for filtering the sites with the software with parental control because all websites having an age limit are monitored and can be prohibited for underage users.

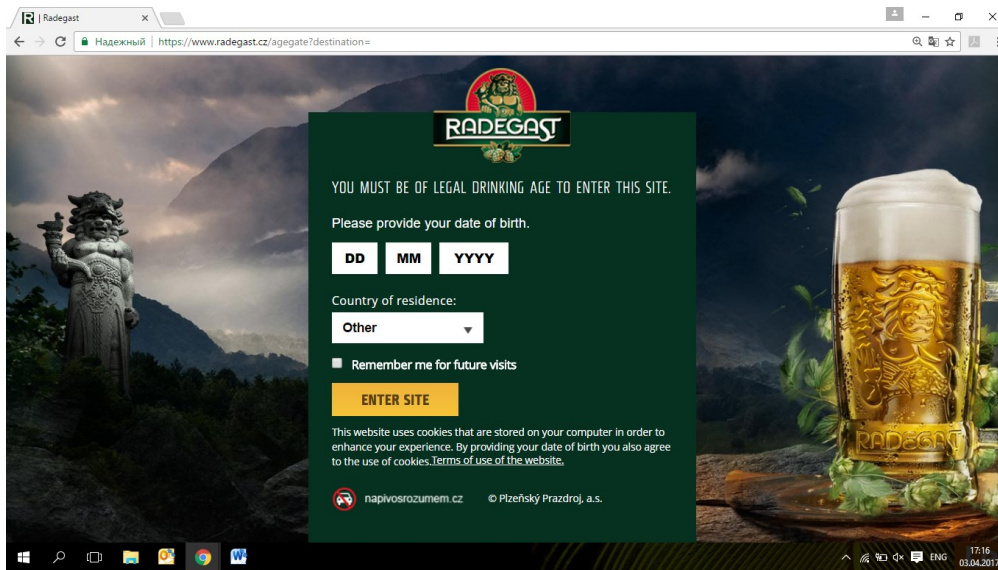


Figure 3 *The website*

Source: from the own research

#### 4.3.4 Sales promotion

We have chosen Sales promotion as one of the main ways of advertising the brand. Thus, the brand would be promoted in bars and clubs that are not available to the underage. One of the most effective ways of legal advertising is organizing by a producer or a distributor an event devoted to a certain brand (in case of our project it is Radevast). This variant has two rather significant advantages:

- firstly, the event is likely to be visited by not only the defined target group but also the prospects and beer lovers and thanks to the opportunity of tasting beer it becomes possible to expand the target audience;
- secondly, photos of the brand from such events are frequently published in glossy magazines (printing advertisement) and social networks.

However, there is an extremely important point that should be taken into consideration. Whether there is a photo of the beer brand, the very brand should be in the background in

order to satisfy the legislation. Otherwise, such an advertisement would be understood as a direct propagation of alcoholic beverages and forbidden.

Moreover, in bars there is an opportunity of using named bottles, napkins and glasses like in the pictures below.



Figure 4 *Radgost*

Source: from the own research



Figure 5 *A glass*

Source: from the own research

Anyway, the picture on the left side is a special cartoon substrate for the beer brand Radegast made in the Union of Soviet Socialist Republics.

## 5 RADEGAST FESTIVAL

As we have already mentioned, a useful and effective way of promoting the beer brand legally is organizing an event. The company of Radevast originally has the event called the Day of Radevast. The event is annual and includes both promoting the brand and a plenty of activities that should increase the popularity of the brand.

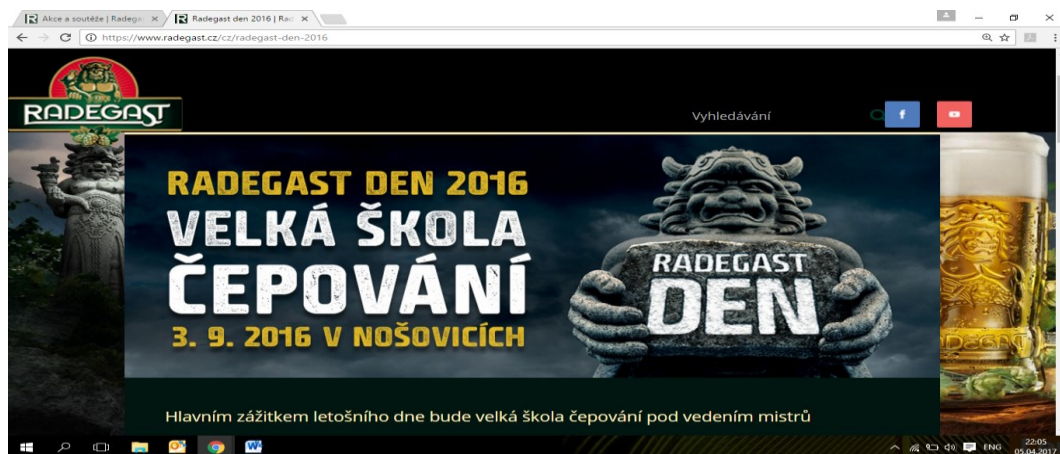


Figure 6 *The Festival of Radevast*

Source: from the own research

Such an event could be suitable for launching the brand in Russia in order to attract more attention of the prospects. Besides, the event should be held in a bar in order to correspond to the legislation. That is a significant difference between the Czech and Russian future Radevast festival: in Czech it is allowed to organize such an event without such strict restrictions as the Russian ones.

### 5.1.1 The structure of the event

However, first of all it is necessary to have a look at the structure of the event. This is a one-day festival that should include several parts. In other words, the day is to be subdivided into some parts accordingly to the activities. Thus, the program of Radevast Festival in Russia would look like:

- opening (10.00-10.30 a.m.);
- introducing the brand and excursion into the history of Radevast (10.30-14.00 p.m.);
- buying tickets for the raffle (12.30-till midnight);
- interviewing the brewer of Radevast (14.00-15.00 p.m.);



- tasting the kinds of beer (15.00-18.00 p.m.);
- introducing the musical band (18.00-18.30 p.m.);
- the banquet (19.00-22.00 p.m.);
- the dancing part (22.00-02.00 a.m.);
- ending (02.00 a.m.)

Below we are going to have a look at the possible improvements that could be brought by the festival and examine the very festival in a more detailed way.

### **5.1.2 Coming into the festival**

First of all it is necessary to mention that the festival should not be free to come. People should register through the special portal on the website of Radegast and buy a ticket. Anyway, they could buy the ticket either online or coming to the festival on having registered. Such a system would help reveal how popular the festival is and make it more prestigious. Moreover, there would not be any underage visitors and it would help to avoid problems.

Besides, it is very important to introduce the brand in order to increase people's being interested. Due to the fact that Radegast is the Czech brand, the presentation should start with the place where the beer comes from (Noshovice) and include all the historic facts concerning producing the beer. The presentation should certainly include some interviews or stories of native Czech brewers specialized on Radegast. It should be represented as short videos in the Czech languages with Russian subtitles.

#### **The raffle**

The raffle is also quite an important part of the festival: people could win the prizes that would remind the brand and surprise them. As a result, it will become possible to receive rather positive word-of-mouth advertising after the festival. Furthermore, people can get acquainted with the brand through nice gifts. The prizes of the raffle must be connected with the brand. Thus, we are going to introduce the following prizes:

- a gift wrapped beer;
- a set of substrates;
- glasses;
- a gift wrapped glass;
- a set of openers.

Such prizes are likely to stay at the place of the person, who has won it; that is the reason why they would remain a lot not only about the festival and the event, but also about the brand because all the attributes should belong to the brand of Radegast.

The raffle would continue till the midnight and a ticket would cost 20 CZK<sup>3</sup>.

### Beer selling

As for beer selling, it is an essential part of the festival. Thanks to this point we could reveal how much beer is being sold and whether people actually like it.

Indeed, it would be possible to buy beer on the festival. Due to the results of the research, people prefer draft beer and beer bottled in glass. That is the reason why there would be these two kinds of beer. In this case beer bottled in glass should be solved as usual, whereas draft beer should be counted to get information about personal preferences. In the future it will give an opportunity of meeting the consumers' interests in suitable way.

### Place

It is obvious that choosing a place for the festival is extremely important. However, almost all the Russian bars are ready to take part in making an event and providing with the place. It is a kind of advertising for them. We have chosen a bar specialized on beer. It is a Russian brewery situated in front of the square. The location and the brewery are shown in the picture below.

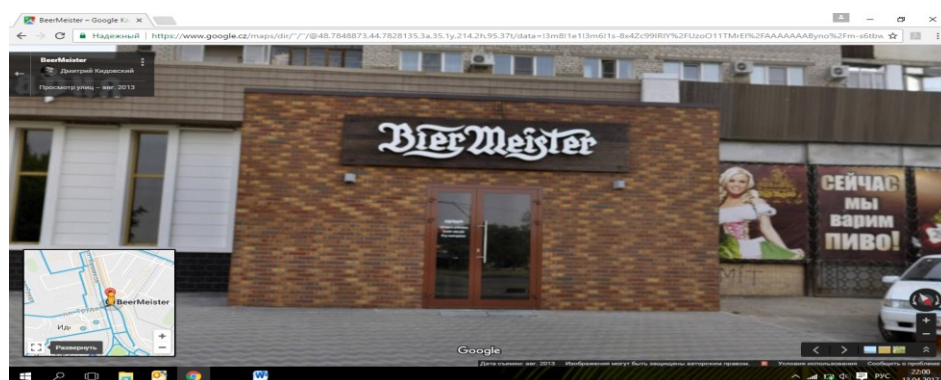


Figure 7 *The place*

Source: from the own research

<sup>3</sup> Accordingly to the current exchange rates, the sum of 1 CZK corresponds to the sum of 2,23 RUB.

Besides, the brewery offers its place for renting. Price is represented below in the budget schedule in the corresponding chapter.

## 5.2 Risks

After analyzing the data received while making the research we have identified some risks that are likely to appear while realizing the project. Below we are going to come through all of them.

The first one concerns prices. Due to the fact that there are not any breweries devoted to producing Radegast in Russia, it is necessary to bring it from Czech. As a result, the price of beer will be significantly higher because of delivery and package costs. Moreover, the distance between Czech and Russia is large and it also brings some difficulties including probable accidents while delivering, saving and lading. Besides, internationally trading is levied and the taxes are rather high.

The other risk is connected lower popularity of the Czech brands among Russian consumers. The results of the research have shown that despite the Russians are aware of the beer brands quite well, they do not know a lot about the Czech ones. That is why there is a strong necessity of intensively advertising especially among the consumers from the determined market segment. Besides, it will certainly influence pricing as well.

Another important thing is the following. As it has been mentioned, there are no breweries of Radegast and, consequently, no equipment and qualified employees. It brings more costs connected with educating the stuff and bringing the technologies. Even if the stuff is educated through the Internet (online lectures, conferences and seminars), the costs will still remain high enough.

The last and the most dangerous risk is connected with legislation. There are extremely strictly laws regarding alcohol in Russia. It concerns not only advertising but also selling and, moreover, such festivals promoting alcohol. Before starting the campaign it is necessary to get a legal permission in order not to have the product prohibited on the territory of the Russian Federation.

### 5.3 Measuring effectiveness

Above we have already suggested some ways of measuring.

Firstly, it is necessary to control the number of people who are going to visit the event and the number of people who have come (after or during the event). As it has been suggested, people interested in the festival will be able to buy online-tickets on the website. They will have to register to buy a ticket in order to avoid underage users. After being registered and buying a ticket, a person would get a personal electronic number linked to his/her profile. On coming to the festival, the person would be identified accordingly to the number.

Besides, one would have to show a kind of document confirming that the very person is adult. On having come and being identified, the person would get a special bracelet that is necessary to wear within all the time on the festival. Furthermore, the presence can be confirmed on the website as well in order to better controlling the number of visitors.

#### 5.3.1 Social networks

Nowadays there are a lot of people using such social networks as Instagram. Thanks to their making pictures and using hash tags, it becomes possible to have a look at the popularity of the event. For instance, there can be a special place for making pictures (a kind of photo stand) where there would be a special hash tag related to the event, for example, #RadegastFestival. Then, while monitoring Instagram across this hash tag, people will get an opportunity of watching the event and getting more information; the organizers of the event would be able to reveal how popular the very event has been.

The rest of measuring can be done through controlling the sales on the festival. The raffle prizes are counted in advance and just sales of beer and beer attributes should be fixed in a kind of program or schedule.

### 5.4 Budget

An extremely important thing for organizing an event is budgeting. In the table below there are the data regarding the budget based on the data received in the research. We have represented preliminary prices of the services in Russia and in the table they are transferred from Russian rubles into Czech crown in order to correspond to the Czech prices. The transference is made accordingly to the current exchange rates – the sum of 1 CZK corresponds to the sum of 2, 23 RUB.

Table 1 Budget

Service	Preliminary price
Renting the place (Bier Meister)	150 000 CZK
Cleaning the place a day after	35 000 CZK
Gifts for the visitors (including the raffle)	50 000 CZK
Energy	15 000 CZK
Musicians and the band	200 000 CZK
Security agency and maintainers	25 000 CZK
Salary for the employees	100 000 CZK

Source: the own work

## 5.5 Timing

As for the time schedule, it has been worked out accordingly to the interests of the target group, which consists of primarily youth. As a rule, in Russia people at the age of 20-25 are quite busy: they still study and already work. That is the reason why it is so important to choose the right time to attract as more people as possible. The most suitable data for the festival is the 22<sup>nd</sup> of November in 2018. This day is chosen due to the following:

- it is Saturday: people, who work, do not usually work on Saturdays; people, who study, do not study on Saturdays as well;
- there is no cultural, state or other significant event;
- the weather in Russia in the end of November is suitable for such an event (indoors);
- there are no exams yet for students and they have time to visit the event.

The time schedule below is subdivided into two parts. The first one is devoted to planning the event including delivery and preparing all the documents regarding the permission and starts in October-November in 2017 in order to have enough time, the second one concerns the program of the festival. It has already been described above and now it is examined with more details.

Table 2 The schedule of the project

Activity	Date
<b>2017</b>	
Making an agreement in the company of Radegast (including negotiations concerning the campaign and the festival)	October – December, 2017
<b>2017-2018</b>	
Solving the matter with the Russian legislation	January – March, 2018
Making an agreement with the Russian brewery	March, 2018
Making an agreement with the Czech brewer in order to come to Russia for interviewing and educating the stuff	April, 2018
Solving the matter with the brewery's visa	April – June, 2018
Courses for stuff education	June – August, 2018
Preparing the website (translating and adapting to the Russian consumers)	July – August, 2018
Delivery of beer	September – October, 2018
Planning	October, 2018
Organizing moments	October – November, 2018

Source: the own work

As for the program of the very festival, it has already been discussed and below there is its schedule for the day of the festival. All the preparations are reflected in the table as organizing moments. The organizing moments also involve preparing the system for registering the quests.

We have decided to start the event at 10.00 a.m. due to the fact that this time is the most suitable for the Russians: everything (except ministries and formal organizations) is opened since 10.00 a.m.

Table 3 The program of the event

Activity	Time
Opening (greetings, shortly introducing)	10.00-10.30 a.m.
Introduction (representing the brand, excursion to the history of Radegast through a film, a quiz, interacting with the audience)	10.30-14.00 p.m.
Buying tickets for the raffle	Since 12.30 p.m. till midnight
Interview with the brewer of Radegast (interacting with the audience and answering their questions)	14.00-15.00 p.m.
Tasting the kinds of beer (opened tasting with the commentaries of the brewer)	15.00-18.00 p.m.
Musical band (coming, preparing the tools and introducing)	18.00-18.30 p.m.
Banquet	19.00-22.00 p.m.
Dancing (live music)	22.00-02.00 a.m.
Ending (saying goodbye, finishing the musical performance)	02.00 a.m.

Source: the own work

## CONCLUSION

The theme of the thesis is quite actual for nowadays due to the fact that globalization concerns all the fields of people's lives. This tendency makes people be ready to communicate with foreigners, understand and accept foreign culture, interact on the global level. The same can be said about trading.

In the theoretical part we came through all the basic concepts of the thesis including the concept of globalization, culture, cultural dimensions, intercultural and global marketing and branding. Also we revealed the differences between branding and marketing and introduced a relatively new method of marketing, which became more and more popular – event marketing. Moreover, event marketing was represented in our project that would be discussed below. We described the very definition and found out strong advantages.

Furthermore, we offered an effective method of research – a questionnaire – that appeared to be extremely useful in making the research. Thanks to both opened and closed questions we were able to collect valuable data that completely fit the research questions. In order to have a possibility of communicating with both the Czech and the Russian respondents, the questionnaire was translated into Czech and into Russian. Both the research and the results represented in charts were reflected in the analytical part.

As for the analytical part, there was the whole research represented through description and at the end of the chapter we discussed and compared the results received from all the respondents. Thanks to this information, we could prepare the outcomes for the project, which was situated in the fourth chapter.

The introduced project would give an opportunity of bringing a new foreign brand on the Russian market. This brand has its own colorful history and brings a piece of the Czech culture. We offered the idea of organizing a festival, which would provide the potential customers not only with beer of high quality and taste but also with some new information regarding the whole Czech. Interviewing the Czech brewery would give an opportunity of interacting and asking individual questions. This would make people more interested in the topic.

The research questions, stated in the methodological part, were answered and the goal of the thesis was met.



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Appendix I *The questionnaire in the English language*

Appendix II *The questionnaire in the Czech language*

Appendix III *The questionnaire in the Russian language*

## **APPENDIX I: THE QUESTIONNAIRE IN THE ENGLISH LANGUAGE**

Hello, my name is Elena and I am a Master degree student.

I do research that is devoted to revealing how cultural values differ from culture to culture. I would be very grateful for your answering the questions below that would help me to find the information. Filling in the questionnaire will not take you a lot of time, you do not need to put your name there and all your answers will stay anonymous. Thank you.

### **I. The role of cars in your life.**

1. Please, define the role of the car in your life:
  - a) Highly important
  - b) Important
  - c) Neutral
  - d) Unimportant
  - e) Highly unimportant
  
2. Please, indicate whether having a car makes you more independent:
  - a) Definitely yes
  - b) Yes
  - c) Neutral
  - d) No
  - e) Definitely not
  
3. Please, indicate whether for you having a car means to be more successful:
  - a) Definitely yes
  - b) Yes
  - c) Neutral
  - d) No
  - e) Definitely not

4. Please, indicate whether for you having/driving a car is a pleasure:
- a) Definitely yes
  - b) Yes
  - c) Neutral
  - d) No
  - e) Definitely not
  - f) I don't have a car
5. Please, define, how important the safety of the car is:
- a) Highly important
  - b) Important
  - c) Neutral
  - d) Unimportant
  - e) Highly unimportant
6. Please, define, how important for you design/colours of the car is:
- a) Highly important
  - b) Important
  - c) Neutral
  - d) Unimportant
  - e) Highly unimportant
7. Please, indicate, how important for you a strong body of the car is:
- a) Highly important
  - b) Important
  - c) Neutral
  - d) Unimportant
  - e) Highly unimportant
8. Please, indicate whether it's important for a car to have a strong motor:

- a) Highly important
- b) Important
- c) Neutral
- d) Unimportant
- e) Highly unimportant

9. Please, indicate, how important the price is:

- a) Highly important
- b) Important
- c) Neutral
- d) Unimportant
- e) Highly unimportant

10. Please, define whether for you is important to have an environmentally friendly car:

- a) Highly important
- b) Important
- c) Neutral
- d) Unimportant
- e) Highly unimportant

## **II. Drinking habits.**

1. Please, define whether you do drink beer:

- a) Definitely yes
- b) Yes
- c) Neutral
- d) No
- e) Definitely not

2. Please, indicate, how often you buy beer:

- a) Highly often (several times within 1-2 days)

- b) Often (1-2 times a week)
- c) Seldom (less than once a week)
- d) Highly seldom (less than once a month)
- e) I don't drink beer

3. Please, write down some beer brands you may know:

---

4. Please, write down whether you are aware of any advertising campaign devoted to a beer brand (if yes, which one):

---

5. Please, define, what kind of beer you do prefer:

- a) Bock
- b) Lager
- c) I don't drink beer

6. Please, define what kind of package you do prefer:

- a) Draft beer
- b) Bottled in glass
- c) Bottled in plastic
- d) Canned

6. Please, define, which mark of beer you do prefer:

- a) Staropramen
- b) Velkopopovecky kozel
- c) Baltika
- d) Other: \_\_\_\_\_

7. Please, define, what is important for you while choosing beer:

- a) Package
- b) Color

- c) Strength
- d) Volume capacity of the package
- e) Other: \_\_\_\_\_
- f) I don't drink beer

8. Please, indicate the situation(s), when you drink beer:

- a) At home
- b) At my friends' place
- c) In a pub/in a club
- d) At parties
- e) Somewhere else
- f) I don't drink beer

### **III. Demographic data.**

1. Age: \_\_\_\_\_

2. Gender:

- a) Male
- b) Female

3. Family status:

- a) Single
- b) Married
- c) Divorced

4. Income (not obligatory): \_\_\_\_\_



## APPENDIX II: THE QUESTIONNAIRE IN THE CZECH LANGUAGE

Dobrý den, jmenuji se Elena a jsem studentkou posledního ročníku magisterského studia.

Dělám výzkum, abych zjistila, jak se kulturní hodnoty mění a odlišují v různých kulturách. Byla bych velice vděčná, kdybyste odpověděl(a) na několik otázek, jež jsou pod tímto textem, což mi pomůže získat informace. Tento dotazník nezabere příliš mnoho času, není třeba se podepisovat a veškeré odpovědi zůstanou anonymní. Děkuji Vám.

### I. Role auta ve Vašem životě.

1. Prosím, definujte role auta ve Vašem životě:
  - a) Velice důležitá
  - b) Důležitá
  - c) Neutrální
  - d) Není důležitá
  - e) Není vůbec důležitá
  
2. Prosím, označte, zda auto dělá člověka více nezávislým:
  - a) Ano
  - b) Spíše ano
  - c) Nevím
  - d) Spíše ne
  - e) Ne
  
3. Prosím, označte, zda auto dělá člověka úspěšnějším:
  - a) Ano
  - b) Spíše ano
  - c) Nevím
  - d) Spíše ne
  - e) Ne

4. Prosím, označte, zda možnost mít auto/řídít auto Vám dělá radost:
- a) Ano
  - b) Spíše ano
  - c) Nevím
  - d) Spíše ne
  - e) Ne
  - f) Nemám auto
5. Prosím, definujte, jak důležitá je pro Vás bezpečnost auta:
- a) Velice důležitá
  - b) Důležitá
  - c) Neutrální
  - d) Není důležitá
  - e) Není vůbec důležitá
6. Prosím, definujte, jak důležitý/á je pro Vás design/barva auta:
- a) Velice důležitý
  - b) Důležitý
  - c) Neutrální
  - d) Není důležitý
  - e) Není vůbec důležitý
7. Prosím, označte, jak důležitá je pro Vás mohutnost karoserie:
- a) Velice důležitá
  - b) Důležitá
  - c) Neutrální
  - d) Není důležitá
  - e) Není vůbec důležitá
8. Prosím, označte, zda je důležité, aby auto mělo mocný motor:

- a) Velice důležité
  - b) Důležité
  - c) Neutrální
  - d) Není důležité
  - e) Není vůbec důležité
9. Prosím, označte, zda je důležitá cena auta:
- a) Velice důležitá
  - b) Důležitá
  - c) Neutrální
  - d) Není důležitá
  - e) Není vůbec důležitá
10. Prosím, definujte, zda je pro Vás důležité, aby auto bylo šetrné k životnímu prostředí:
- a) Velice důležité
  - b) Důležité
  - c) Neutrální
  - d) Není důležité
  - e) Není vůbec důležité

## **II. Kultura konzumace alkoholických nápojů.**

1. Prosím, definujte, zda pijete pivo:
- a) Ano
  - b) Spíše ano
  - c) Spíše ne
  - d) Ne
2. Prosím, označte, jak často kupujete pivo:
- a) Velmi často (několikrát za 1-2 dny)
  - b) Často (jednou či dvakrát za týden)

- c) Zřídka (méně než jednou za týden)
- d) Velmi zřídka (méně než jednou za měsíc)
- e) Nepiji pivo

3. Prosím, napište, zda znáte nějaké značky piva:

---

4. Prosím, napište, zda znáte nějakou reklamní kampaň nějaké značky piva (jestli ano, jakou):

---

5. Prosím, definujte, jaké pivo preferujete:

- a) Tmavé
- b) Světlé
- c) Nepiji pivo

6. Prosím, definujte, jaký druh balení preferujete:

- a) Čepované pivo
- b) Pivo ve skle
- c) Pivo v plastu
- d) Pivo v plechovkách

6. Prosím, definujte, jakou značku piva preferujete:

- a) Staropramen
- b) Velkopopovický kozel
- c) Pilsner Urquell
- d) Jiné: \_\_\_\_\_

7. Prosím, definujte, co je pro Vás důležité, když vybíráte pivo:

- a) Balení
- b) Barva
- c) Pevnost

d) Objem balení

e) Jiné: \_\_\_\_\_

f) Nepiji pivo

8. Prosím, označte situace, když pijete pivo:

a) Doma

b) S kamarády

c) V klubu

d) Na večírkách

e) Někde jinde

f) Nepiji pivo

### **III. Osobní údaje.**

1. Věk: \_\_\_\_\_

2. Pohlaví:

a) muž

b) žena

3. Rodinný stav:

a) Svobodný/á

b) Ženatý/vdaná

c) Rozvedený/á

4. Výdělek (není povinné): \_\_\_\_\_

## APPENDIX III: THE QUESTIONNAIRE ON THE RUSSIAN LANGUAGE

Здравствуйте, меня зовут Елена, я студентка и в этом году я заканчиваю университет.

Я провожу исследование, чтобы выявить, как меняются привычки людей в различной культурной среде. Я была бы очень благодарна, если бы Вы помогли мне, ответив на несколько вопросов. Это не займёт много времени, Вам не нужно подписывать своё имя и все ответы останутся анонимными. Спасибо.

### I. Роль автомобиля в Вашей жизни.

1. Пожалуйста, определите, насколько важна роль автомобиля в Вашей жизни:

- a) Очень важна
- b) Важна
- c) Неважна
- d) Абсолютно неважна
- e) Не задумывался(лась) над этим

2. Считаете ли Вы, что автомобиль делает человека более независимым?

- a) Определённо да
- b) Да
- c) Нет
- d) Определённо нет
- e) Не задумывался(лась) над этим

3. Считаете ли Вы, что автомобиль делает человека более успешным?

- a) Определённо да
- b) Да
- c) Нет
- d) Определённо нет

- e) Не задумывался(лась) над этим
4. Получаете ли Вы удовольствие и радость от владения автомобилем или вождения?
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет
  - e) Не задумывался(лась) над этим
  - f) У меня нет автомобиля
5. Важна ли для Вас безопасность автомобиля?
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет
  - e) Не задумывался(лась) над этим
6. Играет ли для Вас важную роль дизайн/цвета автомобиля?:
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо
  - e) Не задумывался(лась) над этим
7. Играет ли для Вас важную роль прочность кузова автомобиля?:
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет

- e) Не задумывался(лась) над этим
8. Важно ли, чтобы у автомобиля был мощный мотор?
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет
  - e) Не задумывался(лась) над этим
9. Важна ли для Вас цена автомобиля?
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет
  - e) Не задумывался(лась) над этим
10. Важна ли для Вас экологическая безопасность автомобиля?
- a) Определённо да
  - b) Да
  - c) Нет
  - d) Определённо нет
  - e) Не задумывался(лась) над этим

## **II. Культура употребления алкогольных напитков.**

1. Употребляете ли Вы пиво?
- a) Определенно да
  - b) Да
  - c) Затрудняюсь ответить
  - d) Нет
  - e) Определенно нет



2. Как часто Вы приобретаете пиво?
- a) Очень часто (несколько раз в 1-2 дня)
  - b) Часто (1-2 раза в неделю)
  - c) Редко (реже 1 раза в неделю)
  - d) Очень редко (реже 1 раза в месяц)
  - e) Я не пью пиво
3. Назовите три известные Вам марки пива:
- 
4. С рекламой какой марки пива Вы знакомы?
- 
5. Какое пиво Вы предпочитаете?
- a) Тёмное
  - b) Светлое
  - c) Я не пью пиво
6. Пиво в какой упаковке Вы предпочитаете покупать?
- a) Пиво на разлив
  - b) Бутилированное в стеклянной таре
  - c) Бутилированное в пластиковой таре
  - d) Баночное
7. Есть ли у Вас любимая марка пива? Если да, то какая?
- a) Старопрамен
  - b) Велкопоповецкий козел
  - c) Балтика
  - d) Другое: \_\_\_\_\_
8. Что имеет для Вас значение при покупке пива?
- a) Упаковка

- b) Цвет
- c) Крепость
- d) Объём упаковки
- e) Другое: \_\_\_\_\_
- f) Я не пью пиво

9. Опишите, где и когда Вы пьёте пиво:

- a) Дома
- b) С друзьями
- c) В пабе/клубе
- d) На вечеринках
- e) Где-либо ещё
- f) Я не пью пиво

### **III. Персональные данные.**

1. Возраст: \_\_\_\_\_
2. Пол:
  - a) Мужской
  - b) Женский
3. Семейное положение:
  - a) Не замужем/Не женат
  - b) Замужем/Женат
  - c) Разведён(а)
4. Доход (не обязательно): \_\_\_\_\_