

# Cultural Differences and Marketers' Response: Consumer Behavior Audit of A Leading Australian Household Brand

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## Abstract

Companies that are growing need to constantly watch out for new opportunities. Some of these opportunities can exist in new countries, in a different cultural setup. Product diversification and growth may demand a product to be introduced at a global level. To develop successful marketing strategy for such products, an organization must carefully comprehend the influence of culture to the organization's potential customer base. Thus modern marketing efforts are mostly based on the analysis of consumer psychology and behavior. Similarly, putting Consumer Behavior Audit into the perspective, this study focuses on how cultural values affect marketing decisions of a highly successful consumer brand 'OMO'. As "number One" brand for laundry products in Australia, OMO applied several marketing approaches that address the varied cultural orientation of Australian consumers. Understanding these cultural contexts has immensely helped OMO to maintain its strong foothold in the market. Going beyond, the results of the study show OMO has taken significantly different approach in Asian markets just because Asian countries have ominously different cultural perspective than that of Australia. Consumer Brand Audit along with several theories around culture have been used in the study to draw the link between marketing techniques, cultural differences and people's consumption pattern. This study can serve as a benchmark for the marketers who are working with international brands in varied cultural settings.

**Keywords:** Culture, OMO, Marketing Strategy, Australia, Consumers.

## 1. Introduction

Globally household product (also known as home care) market has a substantial volume and size. According to market research and consulting firm Data monitor, in 2010 this market bagged overwhelming revenue of \$169.8 billion with a CAGR of 3.7% over 2006-2010 period. Household market is primarily consisted of air fresheners, dishwashing products, toilet care amenities and so on however globally textile washing product sales is the most lucrative. In Asia Pacific and Australia, the markets follow almost the similar pattern. This paper will mainly try to unearth the marketing situation of Unilever's famous textile/laundry care brand Omo while the geographic focus would be on Australia. As one of Unilever's Top 12 Global Brands (Unilever 2010), Omo is a key brand that helped Unilever Group to be the world number two in laundry care products (Euromonitor 2012). Like many other countries, in Australia, Omo holds a very strong footprint. In particular, Omo is the "Number One" brand for laundry product in Australia (Euromonitor 2011). Referring to the remarkable reputation of Omo, this report aims to present an understanding of the strategies applied that drove consumers to purchase the product, particularly within Australian context. In order to accomplish this purpose, several significant aspects of Consumer Behavior Audit (Quester, Pettigrew & Hawkins 2011) have been used. The study also provides an insight into the specific cultural values, which are relevant to Omo and predominantly exist in Australian culture. However for a large global company like Unilever, Australia is considered under its Asia Pacific operation and hence important aspects of Asia Pacific market and its cultural diversity have been considered. The study clearly demonstrates how global firms like Unilever understand the importance of culture and shape up their marketing strategies from one market to another to gain maximum return from their marketing venture.

## 2. Literature Review

### 2.1 The Global Textile Washing Market:

The global textile washing market is continuously thriving with a CAGR of 3.1% over last five years (Datamonitor 2011). Of many product variants, powder detergent enjoys the prime share of value worth 40.2%. Europe is the largest market of textile washing product with 40.8% share while Asia-Pacific comes third right after Americas with a share of 26.2%. Many global players have embraced themselves strongly in this market however the top three according to Datamonitor are Procter & Gamble Co., Unilever PLC and Henkel AG & Co. These companies have established some of the strong global brands in this market with different product types

ranging from powder detergent, liquid detergent, detergent tablets to fabric conditioner, satin removals, laundry bleach and others (Euromonitor 2011).

## **2.2 The Asia-Pacific and Australia Perspective:**

Asia-Pacific textile washing market accounted for a revenue of \$14.3 billion in 2010 with CAGR of 6.5% which is above the global average and is anticipated to grow 5.6% annually over the five year period of 2010-2015 (Datamonitor 2010). The growth will be coming from mainly China, Indonesia, Vietnam, Japan and South Korea market while Australia will be one of the key and big markets to concentrate in. Unilever is the biggest player in this market in Asia Pacific with market share of 18.6% followed by Procter & Gamble and Kao Corp. However in Australasia, Colgate-Palmolive Co. (CP) is the market leader by far with 35.2% share and Unilever comes second with 22.6% share (Euromonitor 2011). Nonetheless, Omo is the biggest textile-washing brand in Australia since long and in 2010 it enjoyed a brand share of 9.9% where CP's Cold Power is the second having 8.9% (Euromonitor 2011).

## **2.3 Unilever Nv & Plc:**

Unilever (registered as a PLC both in Netherlands (NV) and in the UK and Wales) has broadened its global manufacturing and marketing business of consumer goods mainly into three categories: Food, Personal and Home Care (Datamonitor 2011). In 2011 the company had €46.5 billion turnover, up 5% (Unilever Q4 and full year results 2011). The company has mainly 17 home brands in three different categories however due to myriad of acquisitions and purchase of brand rights, the company has a very large portfolio of diverse global, regional and local brands (Unilever website 2012). The company has undertaken a sustainable living plan that targets to halve the environment footprint of its products, help 1 billion people to improve their health and well-being and source 100% of its agriculture raw materials sustainably by 2020. This has a very noteworthy implication in textile washing industry since environmentally friendly textile washing products have become the latest focal point in this segment while markets like Australia will be deeply impacted due to this ongoing green product movement by consumers (Euromonitor 2012).

## **2.4 Omo:**

Omo is Australia's no. 1 laundry care brand (Euromonitor 2011). Consistently over the last 5 years it has been successful in holding its top position by acquiring roughly 10% market share on an average. Being a global home brand of Unilever, Omo has designed its offerings based on consumers certain needs and preferences in multiple variants. Cold Power (CP), Vanish (R&B), Radiant (Cussons), Dynamo (CP), Spree (CP), Duo (Cussons) are some of its direct competitors (Euromonitor 2011). Each of these brands also has multiple variants to cater to different segment of people's needs. Homemade laundry solution containing bar soap, baking soda and borax can be another substitute available in the Asia-Pacific market but not common in Australia (Datamonitor 2010). As a leading global brand, Omo has established 'Dirt is good' as its tagline where it encourages mainly children to be active in their way and rest the worry of dirt on Omo (Unilever global website 2012).

## **2.5 Brand Audit & Omo**

According to consumer behavior brand audit, market segmentation, product positioning, price, distribution, promotion and product aspects of Omo are considered here. Also for each of the aspects External Influences, Internal Influences and Situational Influences are taken into account while for distribution, Decision Process Factors are also considered.

## **3. Overview of Consumer Behavior Audit**

### **3.1 Market Segmentation**

#### **3.1.1 Women Dominated Market**

For household practices in Australia, segregation of roles between males and females still shows significant gap, although it is moving to more egalitarian setting. In 2006, Australian females spend 1.8 times more than males in doing household work such as food preparation, laundry, clothes care, and child care. Particularly, for laundry cleaning, women spent 5.8 times more than men in 2006 (Australian Bureau of Statistics-ABS 2009; see Appendix 1). According to Datamonitor (2010), textile washing products are purchased mainly by married females of 26-50 with occasional male purchases. It is compelling that middle-age women, particularly women with children, who play the key roles in household activities, are the main target of Omo.

#### **3.1.2 High Income**

Australians who buy Omo are mostly households with higher annual income of \$100,000, and have professional qualifications. These buyers are less price sensitive and more likely to have brand loyalty (Morgan 2011).

#### **3.1.3 Household Demography**

Around 37% Australian families have children under 15 years old (ABS 2012), indicating that they now buy

more household products such as cleaning and laundry products rather than individual necessities. As the housewives become busier with their children's presence, the need for efficiency and convenience tend to be the first priority in daily life. Furthermore, the increased proportion of working women from 48% to 55% during period 1992-2006 (ABS 2009) reinforces the demand for practical household products. Hence, Omo's concentrated and pods variants serve this market.

#### **3.1.4 Culture Value**

Omo identified latent desire of the parents who want their kids to enjoy healthy and happy life. By playing with dirt, kids are developing social skill and experiencing life, and most Australian parents believe that exposure to a circumstance of dirt, bacteria and viruses may enhance child's immune system (Beck 2010; ABS 2012). Omo's "Dirt is Good" (DIG) campaign addresses this culture-related issue as there are significant differences between Australian culture and other culture, particularly Asian culture, and this will be explained further in the latter part of this report.

#### **3.1.5 Consumer Lifestyle**

According to Australian Consumer for Retail Studies (Sands & Ferraro 2010), Australian people are likely to experience outdoor activities. Omo's function as a dirt cleaner fits with this general lifestyle.

#### **3.1.6 Eco-friendly Awareness**

As Australia suffered drought throughout the 2000s, it altered how people utilize water resource and therefore they would prefer eco-friendly laundry products to save energy and resource (Euromonitor 2011). Omo serves the consumers' needs by utilizing environment caring product attributes and encouraging society to be more aware on this issue through its website (Omo 2012).

### **4. Positioning**

Based on the positioning map that employs dimensions of dirt/stain, fragrance, value and variety (see Appendix 2), Omo is ideally positioned in the middle of stain and variety. This indicates Omo's position as a premium brand in the market that mainly tries to satisfy people's diverse needs. It has wide range of products, where quality of the dirt removal is the key feature (Euromonitor 2011). Omo can be found in forms of powder, liquid and pods; each with different focus of function such as stain removal, scented and gentle skin. In terms of brand essence (Keller 1998), Omo has been established as a strong advocate for three basic ideas: 'giving your kids freedom', 'every child has the right' and 'enabling everyone to realize their potential' (Omo 2012). Thus, its brand personality (Kapferer 2008) can be denoted as an 'Inspiring' brand that tells children to play and realize their potential.

### **5. Products**

#### **5.1 High performance**

Studies have shown that one of the most important concerns about laundry detergent is stain removal (Cahn 1999). In order to enhance its performance, additives for laundry-cleaning are used. Many laundry detergent companies have launched concentrated ingredient to help remove stains efficiently (Cahn 1999). Omo's Active Clean Small & Mighty liquid detergent is able to meet this concern. As daily supplies, the purchase of laundry detergent can be assumed to involve habitual or limited decision making. Judging from the brand share and brand position, it can be implied that Omo appropriately serves consumers in their habitual or limited purchase behavior. The availability of product in various retailers and the range of product types prompted consumers that the product effectively serves different function in laundry activities.

#### **5.2 Green Issues**

Extending the functional attributes, several brands have started to emphasize feel-good benefits, such as eco-friendly products (Euromonitor 2011). Unilever has developed "Cleaner Planet Plan" notion which aims to reduce environmental impacts and water usage (Cleaner Planet Plan 2009). All Omo laundry products have 'Cleaner Planet Plan' logo on their packaging which is endeavoring consumers to adopt better water usage habits.

#### **5.3 Formats and Package**

Omo presents different product format and attributes for specific situation usage (see Appendix 3); for example, Omo pods or tablets are suitable for travelling because they are small, light, and easy to carry with. The logo and packaging in almost all Omo product lines use bright color (green & white) suggesting the concept of fun, daily, "green". This fits with the desired image of "DIG" campaign, yet seemingly it lacks of significant correlation with the image of a high quality product.

### **6. Price**

#### **6.1 Premium Price**

The selling price of Omo is relatively higher than most competing brands in both powder and liquid product

categories. Price comparison based on direct observation at one Australian local retailer is presented in Appendix 4. Despite this finding, Australian consumers who have higher income are more likely to purchase their favorite brand regardless the price (Morgan 2011). ACRS study on shopper archetypes (2010) also revealed that 16% of Australian consumers are “Quality Devotees” and 13% are “Efficient Sprinters”, suggesting that they will place quality prior to price and tend to possess greater brand loyalty. These types of consumers are Omo’s target market in Australia.

## **6.2 Surrogate Indicator**

Price can be considered as a surrogate indicator to reflect the value of products, especially for certain consumers who have no product related experience before (Quester, Pettigrew & Hawkins 2011). Generally, a premium price could be associated with a better performance attribute or higher brand value. It is important to note that if Omo intends to lower the price-which is likely to be welcomed by average consumers-, there is greater risk that consumers will perceive a lower brand value.

## **7. Distribution**

### **7.1 Physical Channels**

According to Datamonitor (2010), a massive 86.9% household product is sold in supermarkets and hypermarkets chains in Australia. Particularly, big local retailers such as Woolworths and Coles have been dominating Australian grocery market with around 30% and 25% market share respectively (Nielsen 2008). As Omo is available in these retailers, they exist in consumers’ evoked set when they need to purchase household products including Omo detergent.

### **7.2 Online Distribution**

With the raising use of the Internet shopping, it appears that this trend is not valid for laundry products. The proportion for groceries and general spending via the Internet in 2009 was very small (less than 20%) and it remained in the same level in 2010-2011, although the number of Internet purchasing is constantly increasing in Australia (see Appendix 5). Although big local retailers are now offering online shopping services (e.g. Coles and Woolworths), consumers do not change their shopping preference on household products.

## **8. Promotion**

### **8.1 “DIG” Campaign**

“DIG” campaign is the most successful promotion strategy for Omo brand, which can be seen, in various advertising forms such as print advertisements, television, and websites. DIG campaign was delivered by Unilever that believes dirt is a valuable way to enrich lives; hence, this concept lies at the core of Omo brand. The idea is to give kids freedom to get dirty, being safe with the knowledge that Omo will remove the stains (Unilever 2012). Reinforcing this notion, scientist confirmed that playing with dirt is good for children because certain bacteria can support the body to sustain against allergy and skin’s ability to heal (BBC 2009). DIG campaign tries to encourage parents to change their attitudes by allowing their children to play outside. This attempt could be easily accepted among Australian consumers, as they are known to have strong outdoor activity culture (Collins 2011). Comparing Omo’s promotional tools, it is noticeable that the advertising approach has shifted from functional to emotional aspect. In 1980s, the advertisements clearly expressed how Omo can clean mighty stains and how good the “function” is. However, Omo tries to “ladder up” to influence consumers with its emotional quality (Belch & Belch 2004). The growing concern in developed societies towards children’s needs on outdoor activities reinforces Omo to create emotionally bonded promotion activities where mothers and children can heavily take part. In spite of the women’s active role in household purchasing, Omo’s promotion strategy is able to stimulate children’s participation to act as an influencer in the buying decision process (Quester, Pettigrew & Hawkins 2011).

### **8.2 Junior MasterChef Sponsorship**

Omo’s success also stem from sponsorship of Junior MasterChef, the most popular Australian television program with young children and parents as the primary audience (Euromonitor 2011). Unilever took advantage from the show to employ public relations campaign to successfully make Omo become popular and well-known among those audiences (Ten Holdings 2010). Also, the sponsorship covered “DIG” commercials of Omo brand, which firmly established its outstanding brand equity. According to Brown, Pope & Voges (2003), sponsorship not only positively affects consumer attitudes but also enhances brand awareness and image through television programs, which would indirectly influence consumer buying behavior (Parks, Quarterman & Lucie 2007).

## **9. Australia’s Multi Cultural Society and OMO**

Australia possesses a great deal of cultural and linguistic diversity. Its migration history started since 18th

century and went through several successive global phenomena such as great depression in 1929 and World War II, which had triggered high rate of in-ward migration (ABS 2011). In 2010, out of Australia's total population of 22.3 million, an overwhelming 27% (6 million) were born overseas (see Appendix 6). According to United Nations' Trend in International Migration Stock: The 2008 Revision, in 2010, Australia had the third largest overseas born residents' share (27%) in its national population following Singapore (41%) and Hong Kong (39%). Among the overseas born residents, significant portion were from Europe with large number come from North-West Europe (7.1%), of which 5.3% alone are from the United Kingdom. However, these groups of people do not essentially bring a substantial culture difference to Australia as both have similar culture dimensions (Hofstede 2012). Known to have conducted one of the most comprehensive studies on culture values, Hofstede revealed the comparison between countries based on five dimensions: power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity, and long-term/short-term orientation. Based on this research, Australia and Western Europe (UK) score almost the same in all of the dimensions (Hofstede 2012). On the contrary, Asians, constituting 9% of total Australia's population, inject a vital cultural difference into Australia's national culture. According to Hofstede's cultural dimensions, a momentous difference has been found between Chinese (constitutes 1.7% of Australia's population) and Australians; and also between Indians (1.5% of Australian population) and Australians (ABS 2011). This part of the report discusses about the core Australian cultural values based on three types of cultural values that affect consumer behavior, namely Other Oriented Values, Environment Oriented Values and Self Oriented Values (Quester, Pettigrew & Hawkins 2011). It will try to distinguish how Asian culture values differ with Australian values and what measure Omo is taking to address these differences. It is very important for Omo to understand the differing cultures since Omo is targeting a large number of households and consumers in Australia where the two cultures exist.

### **9.1 Other-Oriented Values**

Other-oriented value reflects a social view of the appropriate relationships or involves an individual's emphasis or concern for others (Quester, Pettigrew & Hawkins 2011). The specific sub-values included in the other-oriented values applied to review Omo are individualism-collectivism, masculine-feminine orientation and adult-child value.

### **9.2 Individualism versus Collectivism**

According to Hofstede's study, Australia scored 90 on individualism dimension (Hofstede 2012). This means Australians have low social interdependence where people tend to project self-image more as 'I' than as 'We'. However, China and India scored as low as 20 in this dimension, which depicts that Asian countries value more on 'We' feeling and place high importance on family bondage. Chinese people for example have common culture traits which include 'face saving' and 'quest for harmony' (Tse et al. 1988). Apparently, those traits are more likely to stem from collective culture. Omo has been fairly effective in understanding this core difference. Quester, Pettigrew and Hawkins (2011) suggest that individualistic consumers are highly concerned about their unique choices and preferences. Refer to the audit findings on the product offering in Australia market, Omo has variety of products ranging from detergent liquid to pods that can cater diverse unique needs of Australian consumers (Omo 2012). However, the offerings are limited in Asian countries (Unilever 2012). In most of the Asian markets Omo is offered mainly as powder detergent with various packaging size to meet the different purchasing power of the consumers. The subtle value of individualism versus collectivism is also reflected in the advertisements. In Australian advertisements, Omo shows kids who want to go for expedition or adventure on their own. Omo portrays kids in Australia to have the hunger to build or create something new with their individual effort. By contrast, Omo advertisements in collective countries, such as China or Thailand, focus heavily on 'building relationship' with family, peers, or friends. For instance, the advertisement launched in Thailand shows a little boy tries to help the elder by getting dirty. This advertisement content could easily arouse consumers' positive emotions toward Omo brand in collective cultural countries. It is important to note that no family or collective emotion is used in Australian advertisements but in all Asian countries Omo advertisements shows the presence of different family members, in some cases extended family with grand parents and children are exposed, which essentially reflect collective value.

### **9.3 Masculine versus Feminine Orientation**

Masculine-oriented countries are perceived to be more assertive and tough while feminine-oriented culture tends to be more tender, modest and concerned with the quality of life (Hofstede 1996). Traditionally, male is considered to have more power, higher rank, and hold important social role in most countries. However this masculine-oriented trend has been changing from culture to culture gradually due to the increasing number of working women (Quester, Pettigrew & Hawkins 2011). According to ABS (2012), Australian females participating in the labor force accounted for 59% of total number of labor force in 2011, which had almost doubled compare since 1961 (34%). The large group of working women in current days might lead to the

increasing demand for more time-saving household products. To overcome this trend, Unilever launched Omo pods that offer convenience to working women in Australian market. Although the number of working women in Asia also improves sharply, there is a tendency that these women remain washing clothes by hands as opposed to washing machine. This encouraged Omo to provide hand wash detergent powder and concentrated laundry bars in Asia (Omo 2012). Generally since the dominant purchasers of laundry detergent are likely to be housewives, Omo is able to promote its product in various ways regardless the different values of traditional masculinity and femininity.

#### **9.4 Adult versus Child Value**

This sub-cultural value refers to what extent do family activities focus on the needs of the child vis-à-vis adult. In Australia, this value has gradually shifted from adult-oriented to child-oriented (Quester, Pettigrew & Hawkins 2011). However, in Asian countries seniors (adults) are still the most influential members and family activities are encircled with adult's preferences. This reflects the high power distance value that Asian countries hold where high inequality of power between people exists (Hofstede 2012). Reviewing Omo's promotion campaign, 'Dirt is Good' could be the message to best illustrate the child-oriented cultural values. The slogan encourages parents to give freedom to kids to get dirty as an important part for children's development (Unilever 2012). The slogan could easily arouse Australian parents' notion that Omo products could not only perform well in terms of household duties, but also meet the needs of their children (freedom to get dirty).

#### **9.5 Environment-Oriented Values**

Environment oriented values refer to the relationship between society and its environment (economic, technical and physical). Included in these values are cleanliness, performance, tradition/change, and risk taking/security (Quester, Pettigrew & Hawkins 2011).

#### **9.6 Cleanliness**

According to Davidson (1996), Australian women are not concerned with their children not having clean clothes every day because Australian women do not want to do more housework. In particular, working women hardly have their own time when their children are young since young children are more dependent on their mothers (Davidson 1996); hence, these women have to devote more time to take care of their children and do activities such as washing and ironing clothes, as well as shopping with children. Meanwhile, due to their traditional role as household pivots, Asian women are more willing to do more household works. In this case, Omo provides the variety of products which can meet the needs of both culture; liquid, concentrated, pods for efficient and quick washing result, and detergents for hand washing. Generally, "Dirt Is Good" notion is also not accepted in Asia where cleanliness is a kind of moral imperative (Wong 2009). This is why Omo generates the campaign heavily in Australia rather than in Asian countries (Omo 2012).

#### **9.7 Tradition**

Grant (2006) stated that children tend to avoid getting dirty in the past. Omo's 'DIG' campaign aimed to change people's attitude toward this concept and to show that getting involved in playing with dirt is the most important aspect of children's development and creativity (Unilever 2012). This campaign is successful in Australia because Australians belief in the idea of modernity (Quester 2011) rather than specific culture value such as Confucianism. In China, the campaign seemingly cannot reach its goal since Chinese parents mostly do not let their children get dirty due to their resistance towards change that stem from strong Confucianism influence, as well as the increasing air pollution problem. As Confucian value is deeply rooted in the culture, Chinese people are guided to preserve enduring behavior and attitude that is unlikely to change (Chia et al. 2007). Consequently, Chinese people still have negative attitudes towards dirt that negatively affect Omo's campaign. As stated previously, there are some differences in terms of washing habit in Australia and Asian countries along with the forms of detergent used to overcome these variations. In Vietnam for instance, most laundry detergents are designed both for hand washing and machine washing because there is significant number of people who still wash their clothes by hand (Euromonitor 2011). Omo serves this segment with the hand washing detergent "Pack Shot" (Omo 2012).

#### **9.8 Performance/Status**

Trompenaar extended Hofstede's cultural value dimensions by introducing achievement versus ascriptions value. This value refers to the source of status in the society (Deressky 2011). Society with achievement value emphasize on the performance of individuals, education and experience, while ascriptions society embrace status based on age, gender and social class. Most Western cultures such as Australia is remarked as achievement society; however, this may not be compelling in terms of purchase behavior of Omo. That is because based on the audit findings, women and mothers still hold the decision in buying household products in Australia. This

reflects that gender roles, which is part of ascribed values that is difficult to control (Quester, Pettigrew & Hawkins 2011), still play significant role in Australian behavior towards Omo product. Meanwhile Asian women who tend to emphasize on ascription values may not have conflicting gender roles because these individuals mostly hold the traditional values inherited from their predecessors.

### 9.9 Risk taking

Australians have high individualism score which may lead to their high impulse buying tendencies (Leo, Bennett & Hartel 2005), while Asians engage in less impulse buying behavior as they mostly come from collectivist societies (Kacen & Lee 2002). The consumers in highly individualist countries are likely to be more satisfied with impulse purchases regardless if they are alone or with others, whereas consumers from collectivist culture may perform impulse purchases when they shop with friends or family (Kacen & Lee 2007). Omo try to maintain the impulse purchase tendency of the Australians by sponsoring the Junior MasterChef television program. As communication tools such as television, mobile phones and Internet are able to increase the opportunity of impulse purchasing (Kacen and Lee 2007), extending media exposure from merely advertisement will positively affect consumer attitudes and lead to increase in sales.

### 9.10 Self-Oriented Values

Self-oriented value reflects that individuals of society desire particular objectives of life based on the dominant value that the individuals follow (Quester, Pettigrew & Hawkins 2011). The most relevant sub value included is humor. It is easier to discover humorous advertisements within higher power distance culture countries (Quester, Pettigrew & Hawkins 2011). Alden et al. (1993) also found that humor advertisements are more often displayed in higher power distance cultures such as Thailand and Korea.. Humor advertisements in these culture portray one person disparage another which is a common scenario in higher power distance society. In contrast, Australia is a lower power distance society which scores 36 as opposed to Thailand's 64. Although Australians are generally open to taking a humorous approach to normal life (Quester, Pettigrew & Hawkins 2011), they are relatively less humorous comparing to particular Asian countries. Omo addressed this difference through advertisements. In Thailand, the advertisement demonstrates kids use creative tools and socks, to clean their classroom and dance at the same time. While in Australia, most of the advertisements highlight the kid's rights or product attributes with narrative descriptions. Features of product such as product package and concentrated formula also convey environment issue which is taken more seriously by the audience.

## 10. Conclusion

Reflecting the consumer behavior audit and culture issues related with Omo, it can be concluded that Omo is able to serve different groups in Australia market by employing strong advertisement and product variations. Although it mainly targets middle-class women more from Western culture, the brand is positively recognized by extended market which reveals significant market acceptance. Furthermore, with the current propensity of more young Asians born- raised in Australia who tend to possess culture values which are more similar with the existing Western/Australian culture, it is noticeable for marketers such as Unilever to understand the needs of this segment in the future as these young migrants will become the future key player in household matters.

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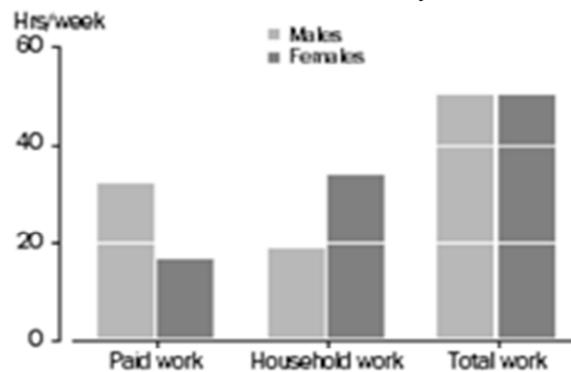
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**Appendix:**  
 Appendix 1

Time Spent on Paid Work and Household Work by Sex in Australia – 2006



(a) Average hours per week by all persons for primary activities

Source: 2006 Time Use Survey

Source: Australian Bureau of Statistics 2009

Time Spent on Household Work by Sex in Australia – 2006

	1992		2006		Time use ratio(b)	
	Males hrs and mins/week	Females hrs and mins/week	Males hrs and mins/week	Females hrs and mins/week	1992 no.	2006 no.
Domestic activities	11:19	21:14	11:19	20:04	1.9	1.8
Food preparation and clean up	2:48	8:17	3:23	8:03	3.0	2.4
Laundry and clothes care	0:28	3:58	0:35	3:23	8.5	5.8
Other housework	1:03	4:54	1:10	3:51	4.7	3.3
Grounds and animal care	3:30	2:34	2:41	2:27	0.7	0.9
Home maintenance	2:20	0:28	1:38	0:21	0.2	0.2
Household management	0:21	0:28	0:49	1:10	1.3	1.4
Child care	1:38	5:43	2:34	6:53	3.5	2.7
Purchasing goods and services	3:58	6:25	4:26	6:46	1.6	1.5
<b>Total household work</b>	<b>16:55</b>	<b>33:22</b>	<b>18:19</b>	<b>33:43</b>	<b>2.0</b>	<b>1.8</b>
<b>Paid work</b>	<b>31:16</b>	<b>14:42</b>	<b>31:51</b>	<b>16:27</b>	<b>0.5</b>	<b>0.5</b>

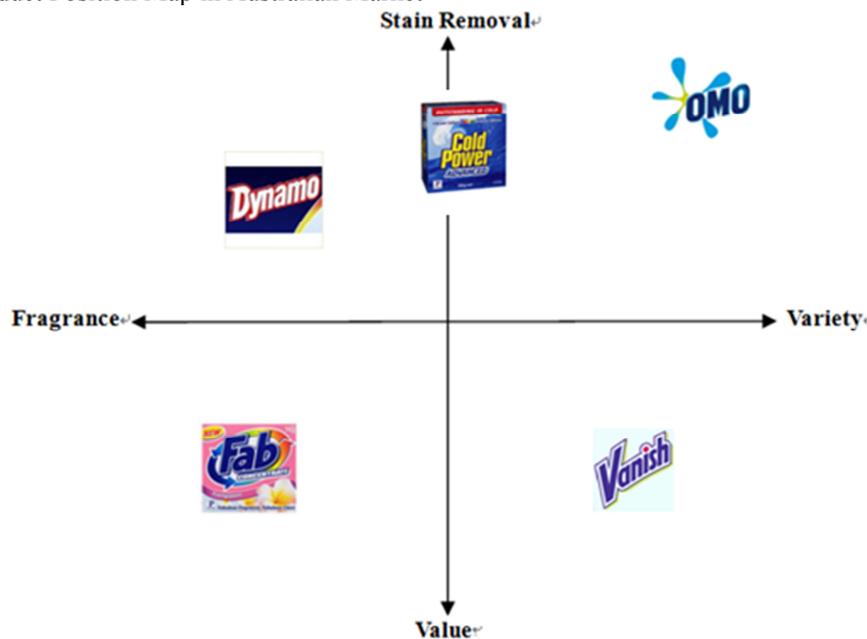
(a) Average hours and minutes per week by all persons for primary activities. The differences from figures quoted in the text are due to rounding

(b) Ratio of average time spent by women on an activity to the average time spent by men

Source: ABS Time Use Survey, 1992 and 2006

Source: Australian Bureau of Statistics, 2009

Appendix 2  
 Landry Care Product Position Map in Australian Market



**Source:** Personal Research

Despite its position as a high quality and premium brand, not only that Omo needs to encounter the intense rivalry from known players such as Dynamo and Cold Power (Colgate-Palmolive), Vanish (Reckitt Benckiser), Radiant (PZ Cussons), it also ought to tackle the growing trend of private labels such as Coles Green Choice and Woolworths Home Brand.

Appendix 3  
 Omo vs. Other Competitors

Omo Variants	Key Feature	Direct Competition Brand
Powder & Liquid (Alpine Fresh)	Nice unisex fragrance	Fab Floral Enhancement, Dynamo Eucalyptus, Radiant Color Care
Powder & Liquid (Sensitive)	Sensitive to clothes and skin	Vanish Sensitive Powder & Liquid, Dynamo Stain Powder & Liquid
Powder & Liquid (Active Clean)	Fights with mighty stain	Cold Power Powder & Liquid, Vanish Oxy Action Powder & Liquid, Radiant Powder & Liquid, Dynamo Stain Powder and Liquid
Powder (Ultimate), Liquid	Claimed as Omo's best detergent to fight stain suitable for both cold and warm water	Vanish Plus Powder, Cold Power Powder
Pods (Active Clean, Sensitive)	For busy people, no fuzz liquid detergent capsules	Radiant Sachets
Omo does not offer any fabric softener or carpet cleaner as some of the other brands does. Omo wants to keep this brand exclusively for laundry care detergents. Omo also does not have any particular variant for color sensitive fabrics as others do.		

Source: Various Companies Website and Personal Research

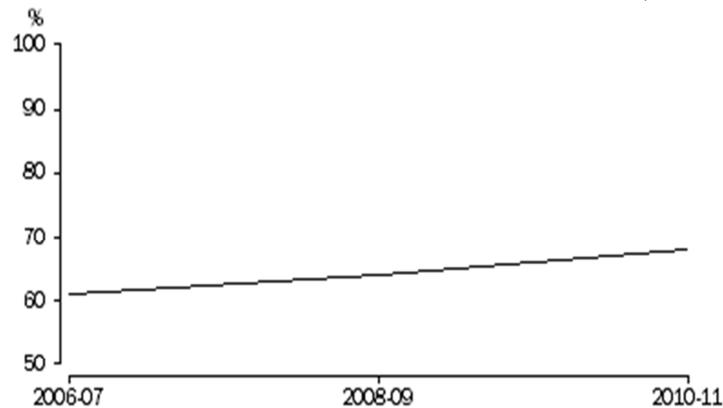
Appendix 4  
 Price Comparison Laundry Detergent

Features	Omo	Cold Power	Radiant	Fab	Vanish	Dynamo
<b>Powder/(kg)</b>	\$10.96	\$9.99	\$6.67	\$6.99	\$7.49	--
<b>Liquid/(litre)</b>	\$13.51	\$8.06	\$8.59	\$7.51	\$7.5	\$10

Source: Coles, Randwick, NSW (Date visited: March 16<sup>th</sup>, 2012)

Appendix 5

Use of the Internet to Purchase Goods or Services in Australia (2006-2011)

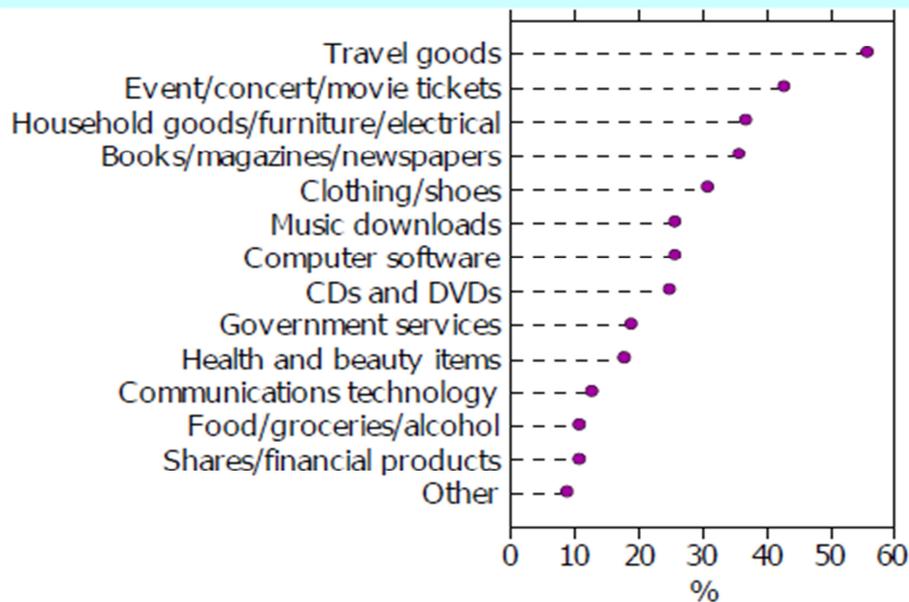


(a) Purchased or ordered in previous 12 months.  
 (b) As a proportion of internet users.

Source: Australian Bureau of Statistics, 2011

Online Purchases in Australia (May-Nov 2009)

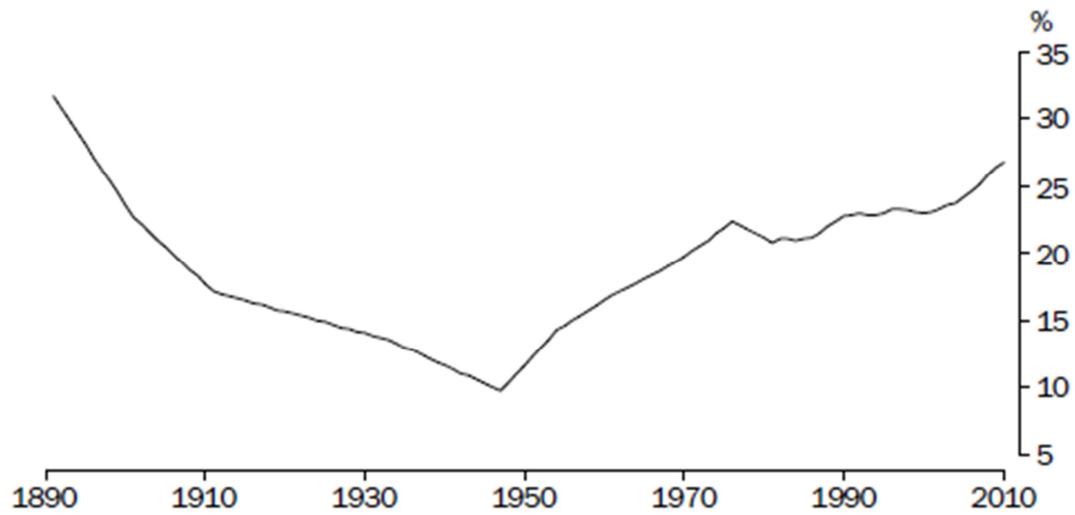
**Online purchases – 2009(a)**



(a) Proportion of all respondents who purchased goods or services in the 6 months to November.

Source: Australian Bureau of Statistics, 2011

Appendix 6:  
Australia's Population Born Overseas



(a) Census years only until 1981. Post 1981 based on estimated resident population at 30 June.  
(b) Estimates for 2009-10 are preliminary—see paragraphs 9-10 of the Explanatory Notes.

Source: ABS Migration Report 2011

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