



# 2014

INTERNATIONAL CONSUMER BEHAVIOR

The assignment requires that you respond to the following : Imagine that you are a marketing consultancy specializing in consumer trends and you have to formulate practical implications and recommendations for businesses in a given country related behavioral trend.

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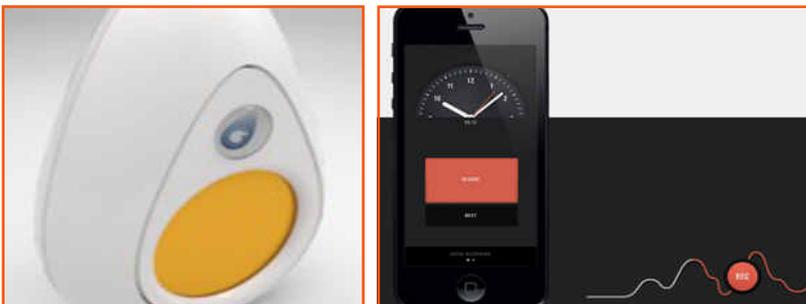
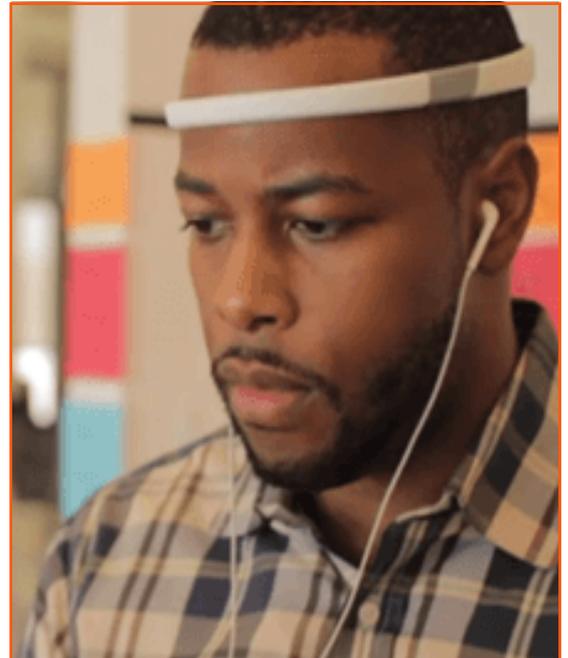
ESC - School of Business

# Mychiatry Analysis

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# Introduction

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*Mychiatry : the technology by sense and emotion. Ex : a headphone that play music by sensing your mood, a smartphone app that allow you to record, share and analyze your dreams, a biosensor which help you to reduce your stress level etc.*

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Mychiatry is a term coined to describe the growing trend of people using technology to track their mental and physical health. By using connected objects as smartphones, bands etc.

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## Why in 2014, mind will be the new body

In 2014, consumer interest in 'Quantified Self' products and services will continue to grow, as smart watches and other powerful yet affordable wearable tech products enter the market.

Much of the sector's focus has been on physical health to date. The next step ? Consumers will increasingly see their smartphones as devices for total lifestyle assistance. Improving techniques for self-treatment, developments in stress-detecting technologies and near-total smartphone penetration in many markets, means consumers will lap up innovations that help track and improve mental wellbeing too.

Two types of consumers fueling this trend:

- Those for whom mental health is (like physical fitness, career progress, and academic achievements) a new benchmark, yet another area for them to outperform their peers.
- Those time-starved, overworked, stressed and anxiety-plagued consumers for whom MYCHIATRY innovations offer much needed relief from the pressures of modern life.

And no matter which industry you're in, the MYCHIATRY trend should spur plenty of discussions around where the mega-trend of tech-driven consumer empowerment and self-service will head next.

Source : « [trendwatching.com](http://trendwatching.com) - Mychiatry section area »

# Why choosing Mychiatry on US market ?

I am an engineering student in high technologies of electronics and computing from ISEN - Engineering School, in a gap year at the ESC - School of Business. The analysis of mychiatry get me in touch with the both sides of my studies, and therefore, increase my personal motivation.



interested by improve their mental well-being thanks to technological objects : the mychiatry.

**U**nited states of America are the best potential market to study the mychiatry trend. Because this is one of the most advanced country concerning the technological adoption in health area. Many hospitals already use digital health to accelerate patients support, reduce the number of visits which are not requiring a face-to-face with doctors, and for a fast access to patient characteristics and ongoing treatments. Many people are already familiar with digital health and treatment, and that's why much more people in USA could potentially be

In addition, most of advanced companies in digital health sector are americans, the other ones are Japanese. More and more americans company look for digital health area. Apple Inc. presented its « Apple Watch », which has a complete battery of sensors able to analyze your health rate, your sleeping cycles etc. Even sport brands are interested by, as Nike and its « Fuel Band » which act as a pedometer. To finish, the Quantified Self movement which was the premisses of mychiatry, was born in California.

# Analysis of the US cultural framework

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Description and analysis of the cultural and consumers practices in USA.

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*The analysis of the US cultural framework also include the link between the US culture and the emerging trend of Mychiatry. The aim of this part is to investigate the relevant cultural/ consumer practices in USA.*

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The United States of America, called the great « melting pot » are definitely hard to define, concerning the cultural frameworks, because it is a mix of many different cultures and languages spoken (Appendix 1 and 2).

According to the US culture critics, american culture is a subculture inspired by europeans ones. But in fact, the US culture has singular origins, primarily western although influenced by African, Native American, Asian, Irish etc. It promotes the values of liberty, and personal responsibilities. Nowadays, no body contest that american culture as a huge impact on contemporary culture which takes us to the famous « American way of life ». A unique lifestyle which adhere to life, liberty, pursuit of happiness and work. The USA are a nation that promotes the life-success by working and earning a lot of money. It implies to work hard (only 2 weeks paid leave per year), sometimes with difficult work schedules etc. And that why the trend of mychiatry takes all its importance today in USA. The increasing of stress and tired generates more and more demand in mychiatry sector. People want to feel better and fulfilled even if they work very hard.

The premises of mychiatry trend started in 2007 in USA, by a movement born in California, called « Quantified Self » or « QS ». The movement groups the tools, principles and methods which permit to users to measure, analyze and share his personal data by using wearable devices.

The culture is one of the external influences, that impacts directly self-concept and lifestyle and then, consumer behavior (Appendix 5). In order to study more deeply the US cultural framework, and to understand better local consumer behavior,

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*The Hofstede theory of cultural dimensions was created by Geert Hofstede in the 1980s. Hofstede was a Dutch anthropologist and social psychologist. Since 1965 Geert Hofstede was engaged in an international environment, which stimulated his interest in cultural interaction and comparison.*

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the Greet Hofstede model is the most powerful tool (Appendix 3 and 4). Let see it in more details.

The Hofstede model define the cultural framework by using several factors, 6 different dimensions, which can be used to assess the differences between cultures. These are Power distance, Individualism, Masculinity, Uncertainty avoidance, Pragmatism and Indulgence vs. Restraint.

**Power Distance (40)** : This criterion represent the fact that if everybody is unique, we are all unequal. The more the score is high, the more the studies society is unequal. People are likely to accept and not question everyone having their own place in the hierarchy. The score of 40 is quite low, which it means that the hierarchy in USA is not as important as countries like China (score 80). This score could be explained by the strong religious domination of protestantism in USA, whose fundamentals reject any religious hierarchy. Every believers are considered equal, and able to spread God's messages. This assumption fits with the mychiatry emerging trends in term of personal data sharing, interaction with others, and community support.

**Individualism (91)** : The dimension of individualism is the degree to which individuals are integrated into groups. It has to do with whether people's self-image is defined in terms of "I" or "We". In Individualist societies, as USA (one of the highest score in the world), people are only supposed to look after themselves and their direct family. It could be explained by the sense which is given to the notion of success : « Be better than your neighbor, and/by earn more money ». For example, in China, Individualism score is only 20. It fit very well with mychiatry trend, because the principle of mychiatry is to improve his own mental well-being, and self-perception, it touch with personal feelings (time starved, overworked...).

**Masculinity (62)** : A quite high score in masculinity define that the nature of society deal with high competition, ambition, achievement and success. Masculine countries are more ego-oriented, where money and materials are the main values, which is a perfect combination with a high score in individualism (91) in the typical American behavioral patterns. The link with mychiatry is easy to make, in terms of competition and ambition. It could be resume by the fact that, in order to be better than your neighbor, you have to be in the best conditions to succeed, and therefore use mychiatry apps.

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*United States of America called the land of hope where dream come true within discrimination. It means that « If you are willing to work hard, it doesn't matter who you are, or where you come from or what you look like or where you love (...) you can make it there in America if you're willing to try. » - Barack Obama (2012 speech)*

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**Uncertainty Avoidance (46)** : This criterion portrays the avoidance for uncertainty and unclear, unpredictable or unstructured situations. USA score is quite low, which it means that the perceived context in which Americans find themselves will impact their behavior more than if the culture would have either scored higher or lower. American people are more willing to take risks. However, today this cultural dimension could change because of current data privacy problems. For the moment, american people could agree with share their mychiatry data on social networks.

**Pragmatism (26)** : This dimension describes how every society has to maintain some links with its own past while dealing with the challenges of the present and future. Normative societies who score low on this dimension, for example, prefer to maintain time-honored traditions and norms while viewing societal change with suspicion. The low score in USA could be explained by their strong Manichean vision of the world, the insurance of what it is good or evil. Despite the fact that 83 % of americans think that hedonism and health are incompatible (« Consumer behavior and culture » - Marieke de Mooij ), the mychiatry offer a chance to conciliate the both.

**Indulgence (68)** : This criterion is the one which is the most in adequacy with Mychiatry trend. Because, Indulgent cultures focus on individual happiness and well-being, , leisure time is more important and there is greater freedom and personal control. The high score of indulgence in USA, in contrast with China (24), show that american people are quite much optimistic and idealist, and then more able to use mychiatry apps and objects.

To conclude this part, the Hofstede model reveal that United states is a predilection market and country where Mychiatry could develop very well. The masculinity, individualism and indulgence scores are the 3 mains factors to support this thesis. American people are individualistic and like competition, but they are also problem solvers. Mychiatry can be seen as a excellent way to improve their lifestyle and success.



# Actions and advices to apply a proactive strategy

This part groups all the recommendations, set of actions and advices to companies, businesses even random people which are interested by developing mychiatry services in United States of America.

First, we noticed that American people are very individualistic (91) but have low power distance (46). It is very important to consider this 2 points before develop any Mychiatry services or devices. Therefore, it could be relevant to launch a mychiatry device or service (apps...) which requires quite much personal data, and that's why it must deliver solutions assessed on a case by case basis. It means that the user must feel unique in his data management, and feel that the service was developed for him. The service must also provide a sharing service, by using existing social networks or develop its own one, to permit user to share, compare and find advices about his datas.

Despite the fact of uncertainty avoidance score in USA is quite low (46), as it said before, nowadays, this score could change deeply because of many problems of privacy encountered by the biggest internet services providers in USA (Apple, Google, Yahoo, Facebook...). This problems had a huge impacts all over the world, in particular project PRISM, which it reveals that all these big american firms had special relationships with NSA in terms of massive data collecting. This spying climate contribute to make the users more suspicious. Therefore, in order to establish mychiatry services, a company must clearly define its usage and confidentiality policy, use the smallest possible data users for commercial uses (as targeted advertising, or personal data selling). The aim of this recommendation is to reassure the users and avoid future problems of privacy.

*The objectives of this part are to really understand US consumer behaviors, the advantages that you can benefit, but also the problems you could avoid before launching any services or products. It groups a description of how the consumer behavior theoretical framework influence this actions and recommendations.*

Third, as we saw before, United states of America are a predilection market to launch mychiatry services. Thanks to its high indulgence score (68), and its masculinity orientation (deeply materialistic). That's why, the mychiatry device or service launched, have to show (by TV spot, newspaper ads...) that it will increase their work conditions and results, and therefore their success. It must support the fact that it will help you to enrich your life (literally and figuratively), flourish yourself etc. An example of an elevator pitch : « **The new [mychiatry device or service], with is doing [functions provided], will help you to feel better, work better, have better results, be better. Don't let your dreams sail without you [pictures of luxury goods]. The power to make your dreams come true is in you, profit in now, thanks to our [mychiatry device or service]** ». To resume, new mychiatry providers must focus on materialistic benefits in US market.

We have to notice some more general behavior of americans people. US people have an active approach of life, it means that you have to imply your users in your products improvements. It could be materialized by asking users feedbacks on social networks, organize special events for them, ask them which improvements they would like see in future updates. To resume, be close to your users, give them the feeling that they are a part of your society, in order to create a strong community of users. Moreover, American customers are really receptive to change, it is synonymous of improvements. Propose them innovative solutions to improve their lifestyle by technologies will be very well perceived.

To conclude this part, it is important to be warn of some US consumers behavior. For example, the fact that, bring to justice firms is very common in USA, even for insignificant things as mistakes in usage policy. American people are quite litigious, and they will not hesitate to create you problems if you are not enough meticulous.



# Conclusion

*We analyzed most of the external influences shown on the International consumer behavior analysis tool (Appendix 5), which are culture, subculture, demographics, social status, reference groups, family and marketing activities. All this points directly affect self-concept and life style.*

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Final conclusion of the mychiatry analysis.

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During this International Behavior Consumer study, we explained in detail what is the « Mychiatry trend », we addressed its premisses with the « Quantified Self movement » born in California. We also analyzed the US cultural framework, its incredible diversity, and how the values that have created this country influence, today, american consumers behavior, as patriotism, liberty, and capitalism. That's why, we have found that United states of America is the perfect country for expansion of trends as Mychiatry. People are open-minded, problems solvers, open to changes, and therefore ready for a digital health revolution. Despite the fact that most of americans think that hedonism and health are incompatible, mychiatry will probably offer a second wind on health in a society where 21 % of adults are obese, and 57% consider that they are time starved or overworked.

In an hyper-connected world, where materialism and possession of luxury goods are synonymous to life-success, which spur people to always work harder, faster and stronger, Mychiatry reveals all its importance to avoid risks of stress crack and depression.

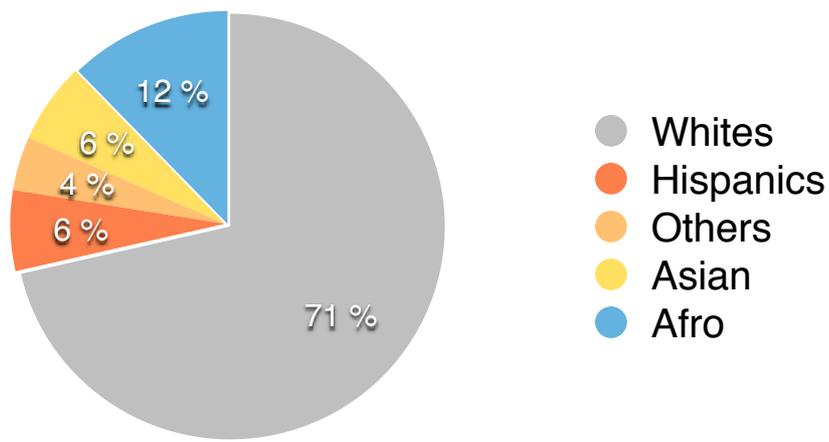
All this factors are finally a good news for companies which want to do business in mychiatry sector on US Market.



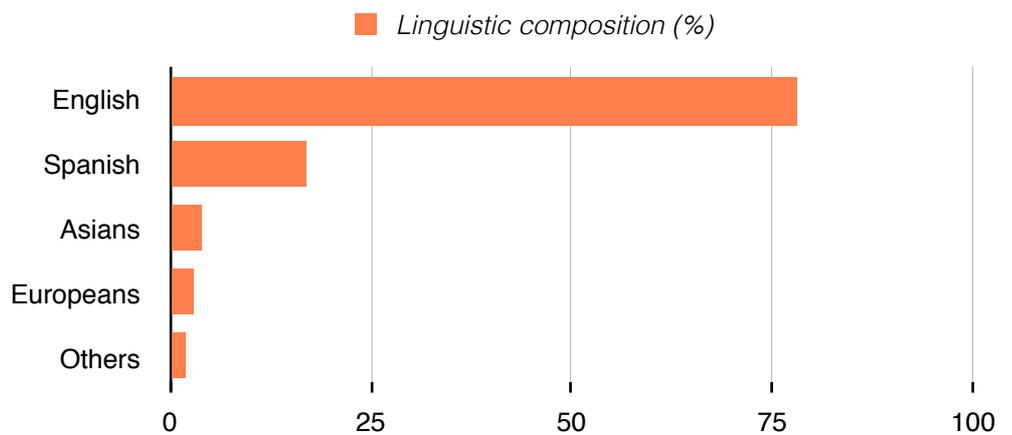
# Appendix

Appendix section area. This part groups all the models and datas used to complete this study.

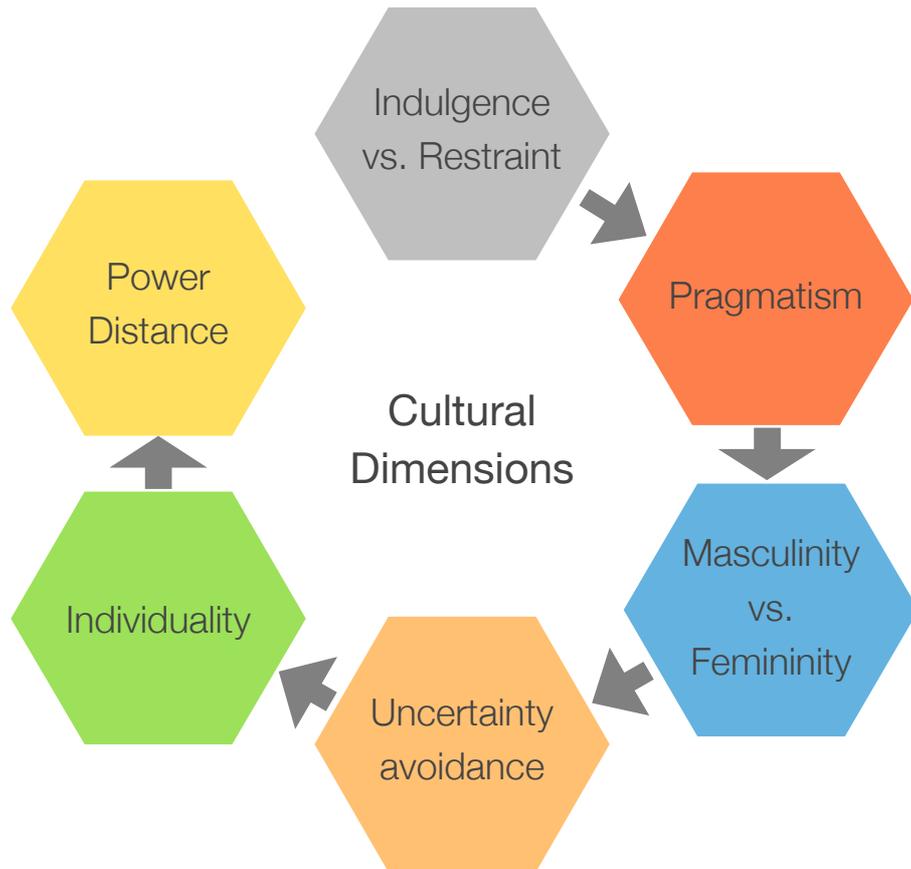
## 1. Main cultural frameworks in USA



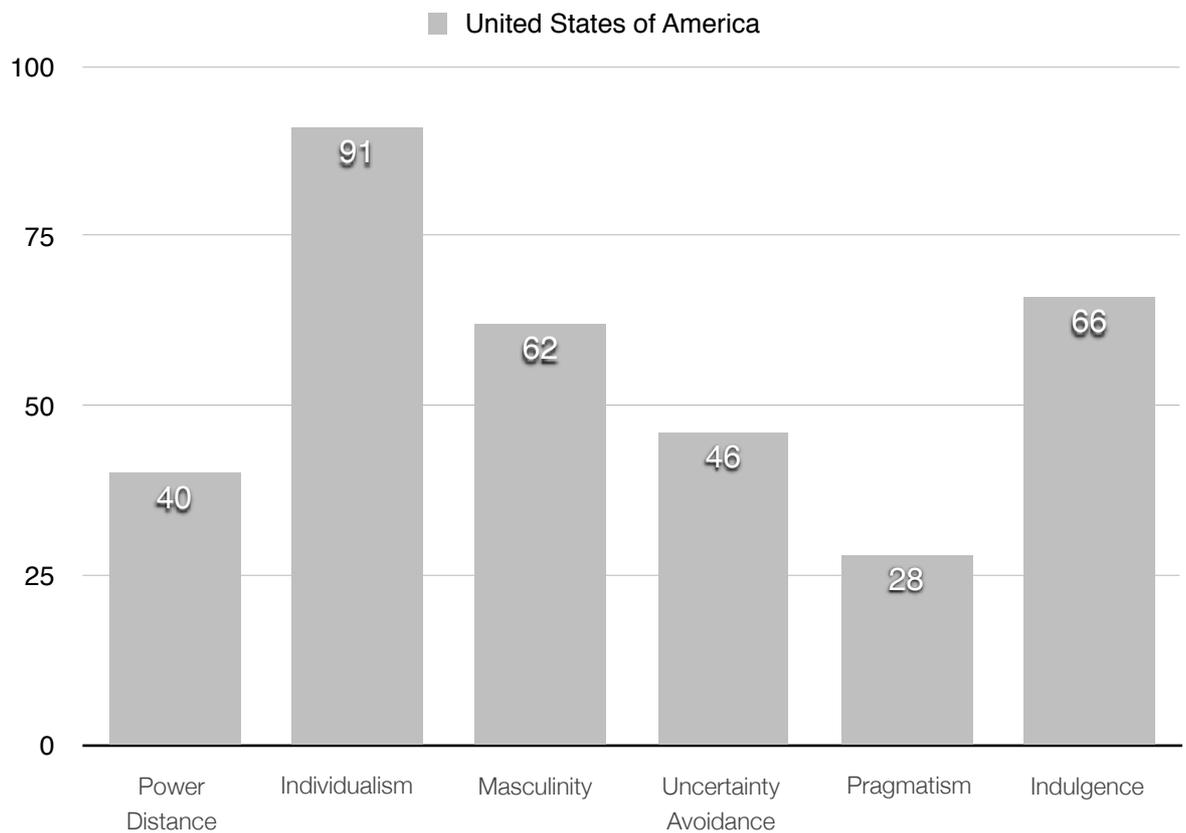
## 2. Main languages spoke in USA



### 3. Hofstede Theory

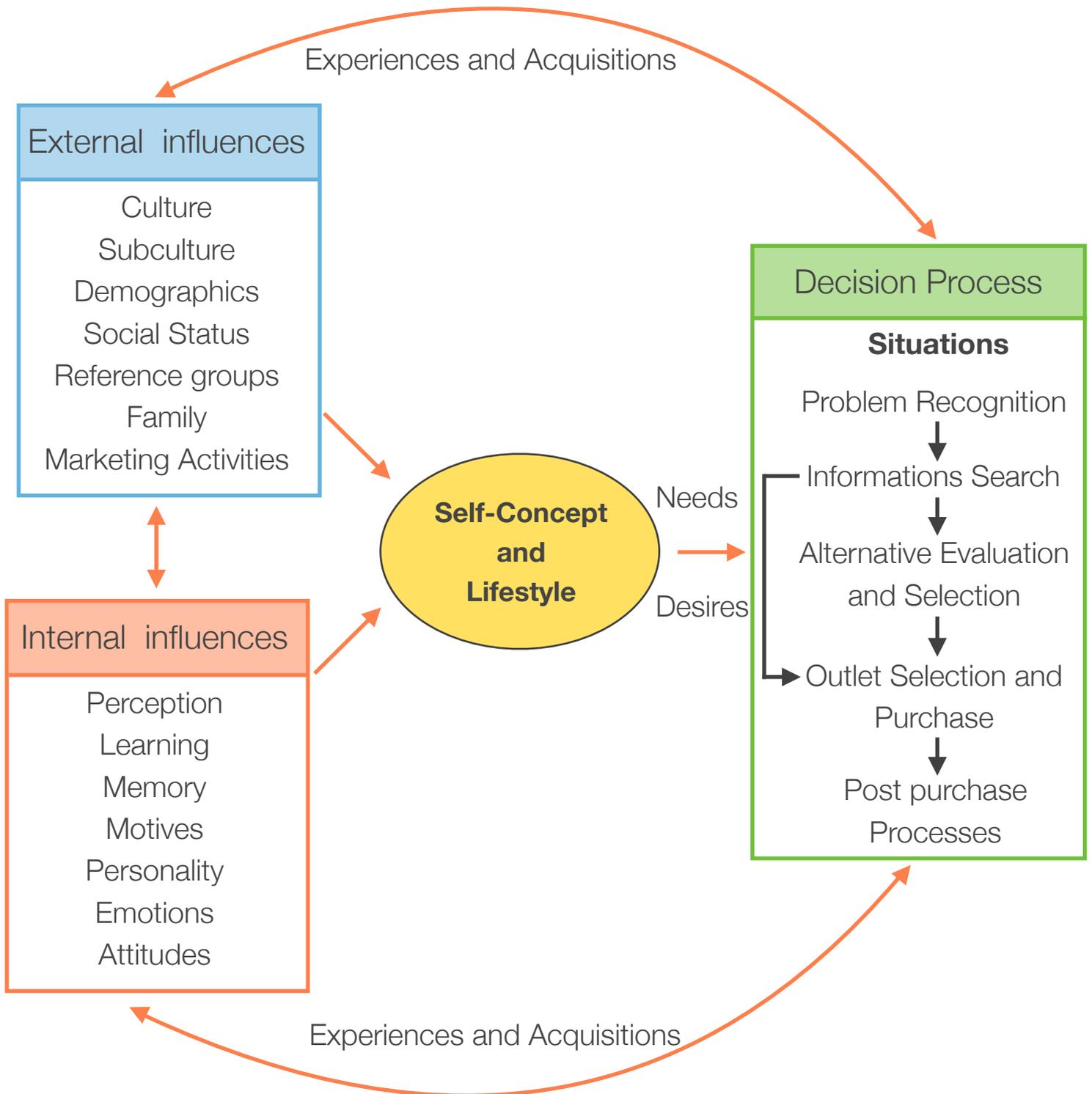


### 4. Hofstede Analysis bench in USA



Source : « <http://geert-hofstede.com/united-states.html> »

## 5. International Consumer behavior framework analysis tool



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I'd like to conclude this study by thank our International Consumer Behavior teacher : Marc Porter for the quality of his courses and his availability to help us.

BAR Samuel - Engineering/Business student.