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# LA TRANSGRESSION À L'ÉPREUVE DE LA RELATION CLIENT : AMIE OU ENNEMIE ?

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## 21st International Marketing Trends *Conference*

ROMA – January 20-22 2022

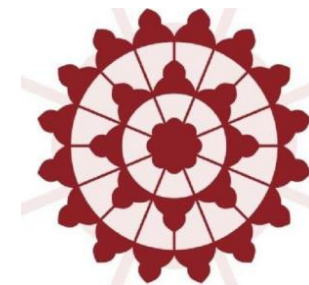


### TRANSGRESSION TO THE TEST OF THE CUSTOMER RELATIONSHIP : FRIEND OR ENEMY?

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CONTEXT



Consumers

Growing tendency of the French consumers to take into account the responsible behavior of brands

OBJECTIVE



Retailers

Multiplication of conventional or transgressive sustainable development advertising

LITTERATURE AND METHODOLOGY

RESULTS





## 2 French Mass Market retailers : Carrefour and Leclerc

- Production of advertising campaigns
- Societal goal
- Using transgression tool

CONTEXT

OBJECTIVE

LITTERATURE  
AND  
METHODOLOGY

RESULTS





CONTEXT

OBJECTIVE

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- **Research objective** : *Should mass markets use a transgressive or conventional message to announce a break, a transgression of their usual practices ?*



**Consequences on :**

- Consumers' relationship with retailer's brand
- The image of the brand seen through the relational prism
- Internet users' perception of the use of transgression in a societal context



## RESULTS

- Carrefour :

- Double transgression
- Positive attitude towards the message
- Perceived brand differentiation
- More responsible, more ecological

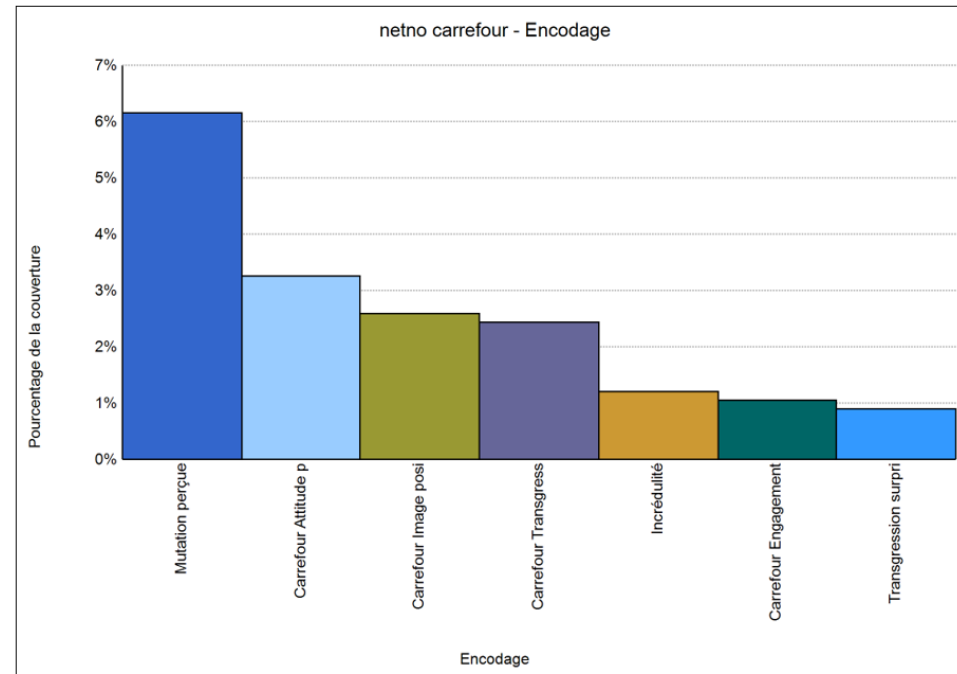


CONTEXT

OBJECTIVE

LITTERATURE  
AND  
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RESULTS





## TRANSGRESSION TO THE TEST OF THE CUSTOMER RELATIONSHIP : FRIEND OR ENEMY?



THANK YOU FOR YOUR ATTENTION

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