

Is 'Made In' still important nowadays ?

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In February 2010, SémioConsult launched a global survey among professionals of all sectors of activity on their vision of the 'Made In' concept. The question was on purpose very open, leaving space for personal developments and thoughts. Two years later, we present the first results of the study, based on the answers of a 1063-large sample.

Far from being a closed question, *Is Made In still important nowadays?* had been designed to stimulate a maximum level of thoughts and personal feelings expression. It did not precise for who 'Made In' would still be important or not, and thus let interviewees choose among various possible actors: firms, consumers, governments, the society in general (social welfare), etc... After transcribing the answers, we were left with more than 80 pages of verbatims (Times New Roman, font 10, single-spaced), and thus with rich material to analyse. **82% of the people who were interviewed answered positively or rather positively to the question, but sometimes for quite opposite reasons !**

With the aim of analyzing it as a whole, the corpus of verbatims was submitted to semantic analysis, relying upon the Wmatrix¹ software. Two documents have been produced: one presenting the most used words in the verbatims (the size of which being proportional to their relative frequency), the other focusing on the lexical fields the most pregnant in the data

¹ <http://ucrel.lancs.ac.uk/wmatrix/> On both figures, the closer the words, the most often they come associated in professionals' discourses.

In fourth position come the governments, geographical names, or selling – in this case associated with a product identity, as offered to final consumers. Similarly, one can find the lexical fields of art and craftsmanship; related to notions of ability and know-how. Lastly, aesthetics is important, as a criterion to evaluate Made In products.

✓ Main takeaways :

- More than questioning the importance or non-importance of ‘Made In’, one should debate over its beneficial and damaging aspects.
- Made In is key for the business sector of clothes and personal belongings. It’s part of its raison d’être.
- Aesthetics and CSR are associated with the ‘Made In’ concept.
- Governements have a role to play in the debate over ‘Made In’, and professionals hold expectations toward them in this regard.

To conclude, professionals’ expectations are high regarding the Made In concept, which according to them should be globally considered and be consistent with brand positioning and offered products. Il 82% of them judge it as fundamentally useful, it’s only after an extensive review of its advantages and drawbacks that each brand should go for such or such option, still remaining consistent with its brand DNA. Consumers won’t be insensitive to such moves, be it consciously or not.

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