

Beyond Acculturation

Culture Segments in the English-speaking Hispanic,
African American and Asian American Markets



INSIGHTS THAT DRIVE INNOVATION

Preview

■ Theory:

- What is acculturation? Who does it apply to?
- Why are “ethnic identity” and “cultural affinity” so important in MC markets?

■ Practice:

- How do English-speaking Hispanics, African American, and Asian Americans segment on “ethnic identity” and “cultural affinity”?
 - Results from internet survey of 652 adults
 - Cultural relevance – how to achieve it
 - Research documentary of in-home cooking ethnography

■ Potential impact:

- How this segmentation could improve your brand communication



Thoughts on “culture”



- “Culture is not indigenous clothing that covers the universal human ...
- ... It infuses individuals; fundamentally shaping and forming them and how they conceive of themselves and the world, how they see others, how they make choices in the everyday world.” (Cushman 1990)



Acculturation

- “Phenomena which results when groups of individuals having different cultures come into continuous first-hand contact
 - *with subsequent changes in the original culture patterns of either or both groups.*” (Redfield, Linton, Herskovits 1936)

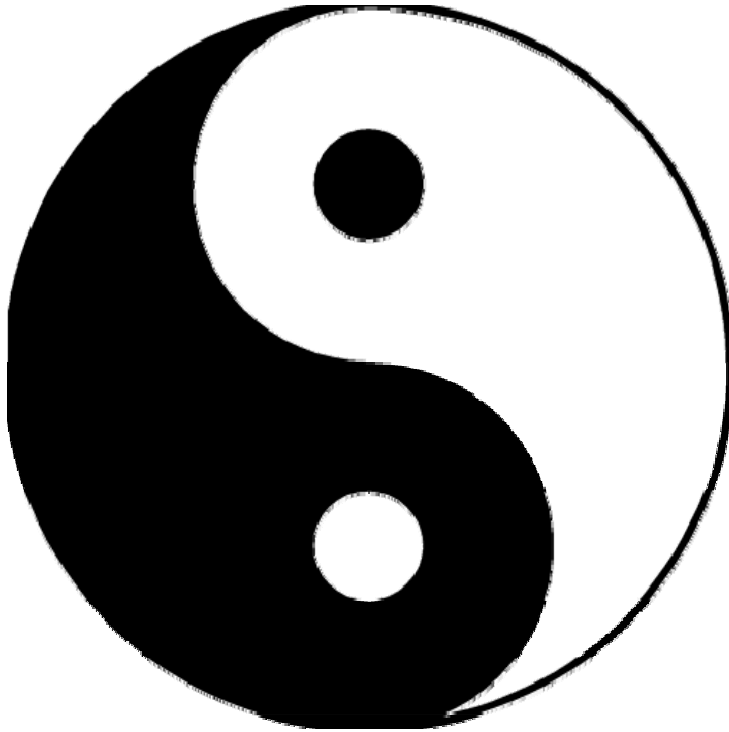


Acculturation

- For consumer research, acculturation includes **migration** as a necessary condition ...
- “The movement and adaptation to the consumer cultural environment in one country by persons from another country.” (Peñaloza 1994)
- The “acquisition of traits of the host culture and the maintenance of traits of the culture of origin.” (Laroche et. al. 1997)



Acculturation



- For consumer products makers, Consumer Acculturation ...
- is the **acquisition** of the consumer traits of the host culture ...
- ... and the **maintenance** of the consumer traits of the culture of origin
- It's all about the conflict!!



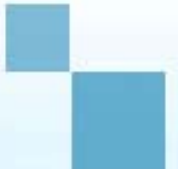
Acculturation or Ethnic Identity & Cultural Affinity?



Born in Greece, Gus & his wife are acculturating, despite Gus' attempts to resist.



Born and socialized in the US, Toula wrestles with her ethnic identity and cultural affinity.



Ethnic Identity

- A measure of – Search, of seeking one's identity
 - I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs
 - I am active in organizations or social groups that include mostly members of my own ethnic group
 - I think a lot about how my life will be affected by my ethnic group membership
 - In order to learn more about my ethnic background, I have often talked to other people about my ethnic group
 - I participate in cultural practices of my own group, such as special food, music, or customs



Cultural Affinity

- A measure of - Affirmation, Belonging, Commitment
 - I have a clear sense of my ethnic background and what it means for me
 - I am happy that I am a member of the group I belong to
 - I have a strong sense of belonging to my own ethnic group
 - I understand pretty well what my ethnic group membership means to me
 - I have a lot of pride in my ethnic group
 - I feel a strong attachment towards my own ethnic group
 - I feel good about my cultural or ethnic background



Sample N=652

- Insights Marketing Group conducted a Multicultural Survey of Ethnic Identify and Cultural Affinity in the fall of 2004
 - Age 18+
 - Internet access
 - English literate
 - Ethnic group composition (self described)
 - African-American 171
 - Hispanic 110
 - Asian 124
 - Non-Hispanic White 135
 - Other 112

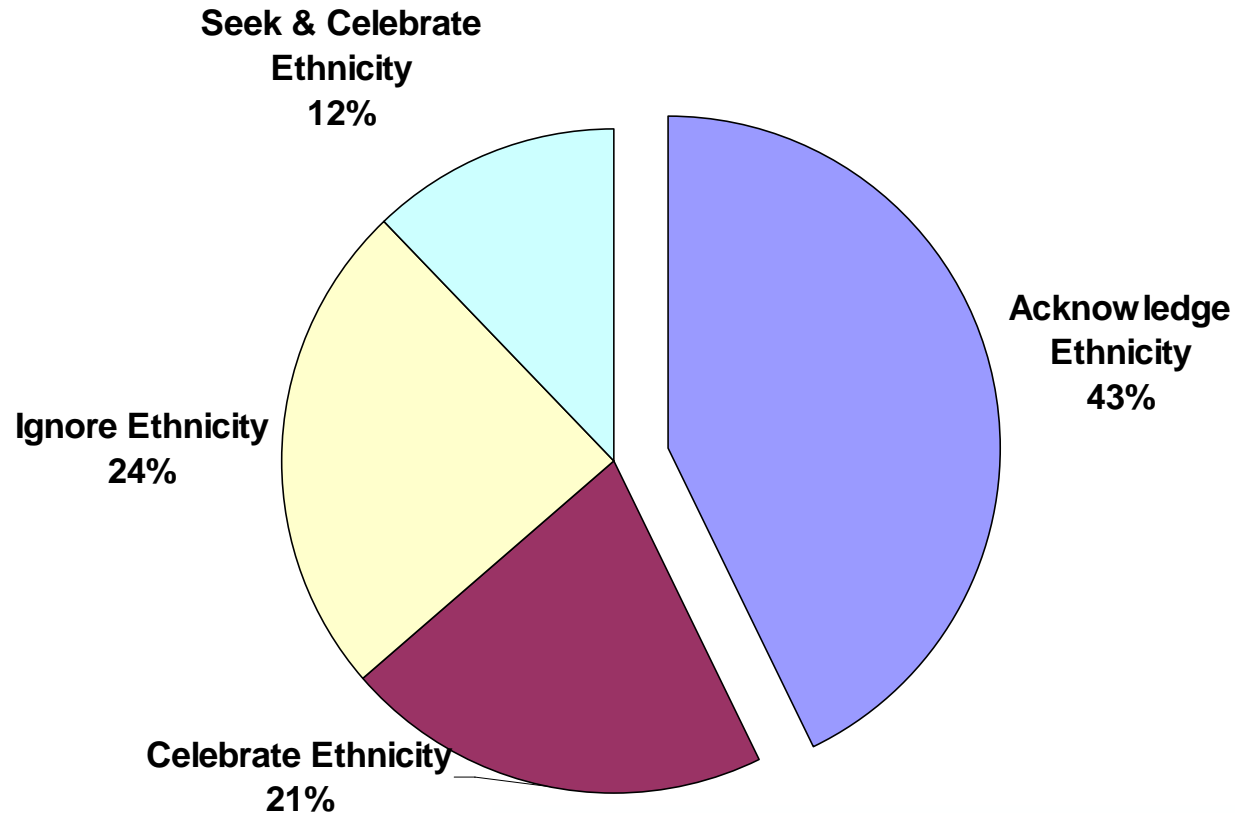


In our study on ethnic identity & cultural affinity

- Overall the sample population affirms ethnicity or “ethnic uniqueness,” on average, but is less prone to seek out, live, or celebrate a unique cultural heritage

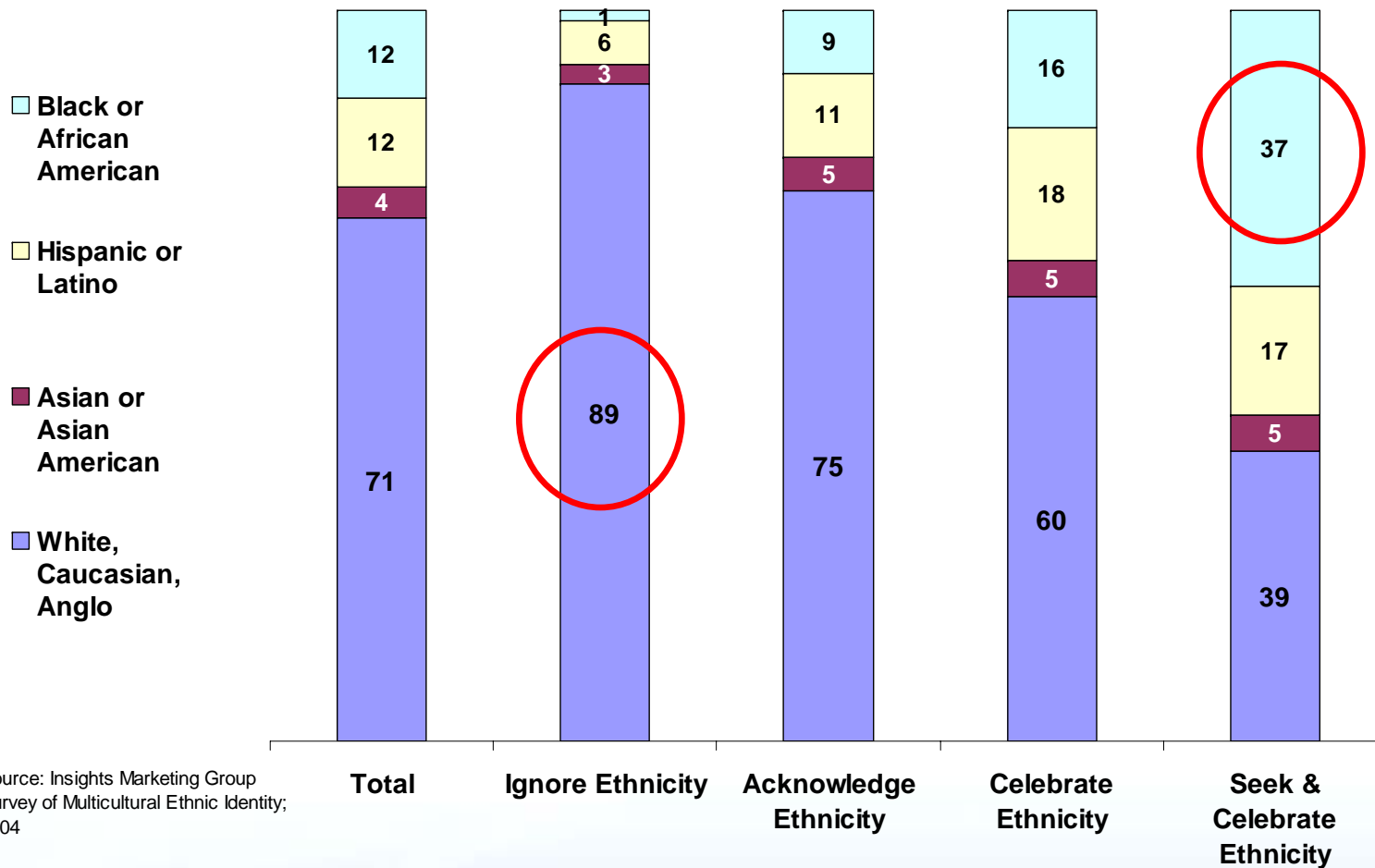


Four distinct segments emerged



Source: Insights Marketing Group Survey of Multicultural Ethnic Identity; 2004

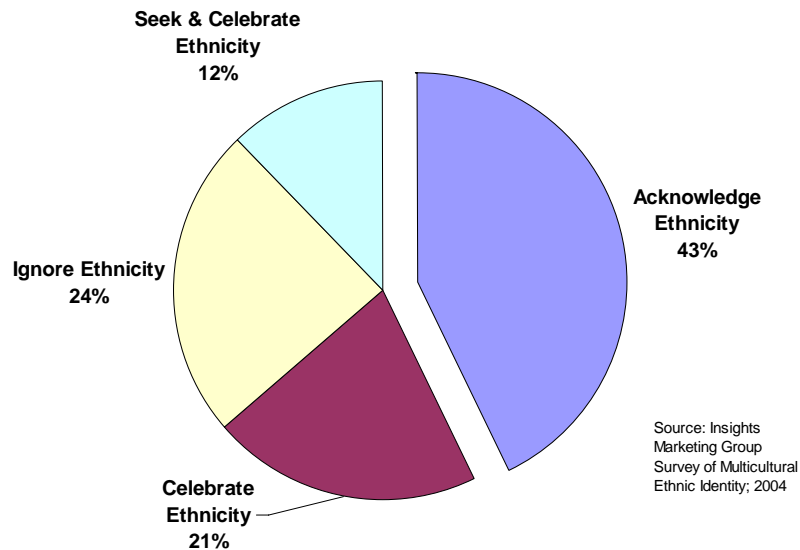
Segments by Ethnicity



Source: Insights Marketing Group
Survey of Multicultural Ethnic Identity;
2004



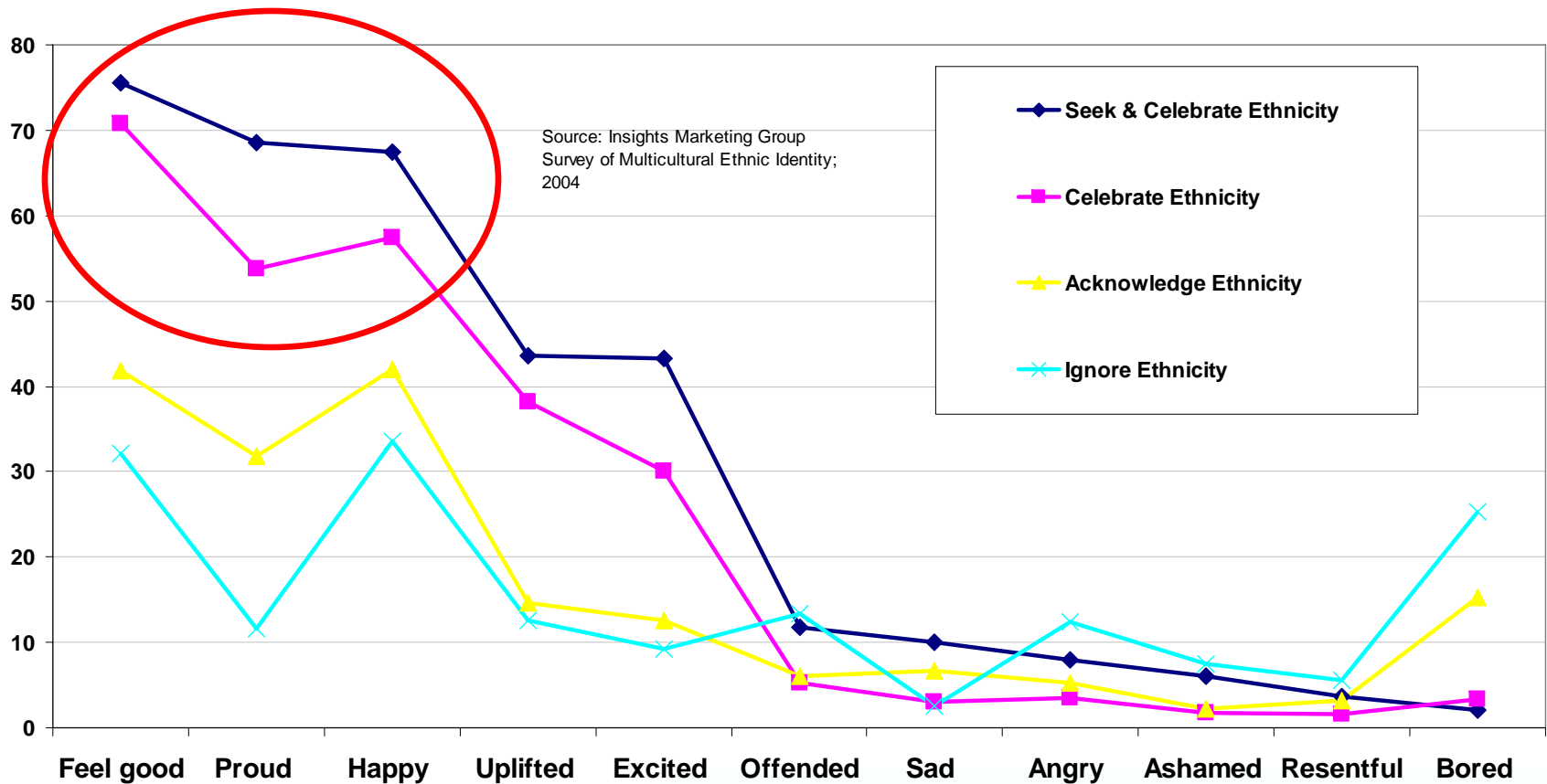
Why this matters ...



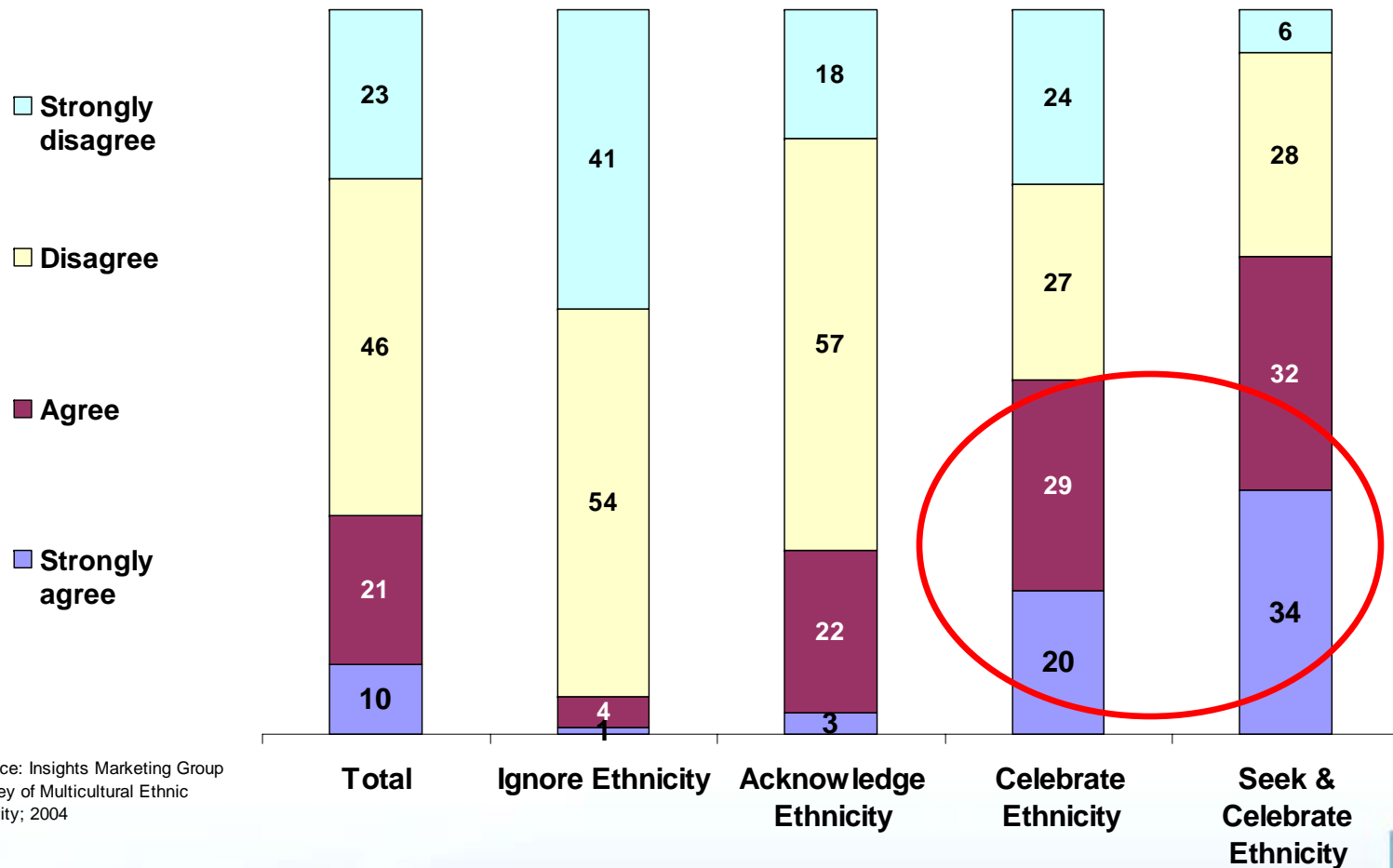
- Ethnic identification/cultural affinity segments are key to gauging reaction to targeted marketing/advertising in terms of...
 - Emotional response to, and Impact of
 - Motivation
- Responsiveness is strong in the “Celebrate Ethnicity” segment and is VERY strong in the “Seek & Celebrate” segment
- Those who merely “acknowledge” are less likely to respond to targeted advertising, while those who “ignore” are unlikely to respond



Feelings Experienced When Seeing Advertising Featuring My Ethnicity

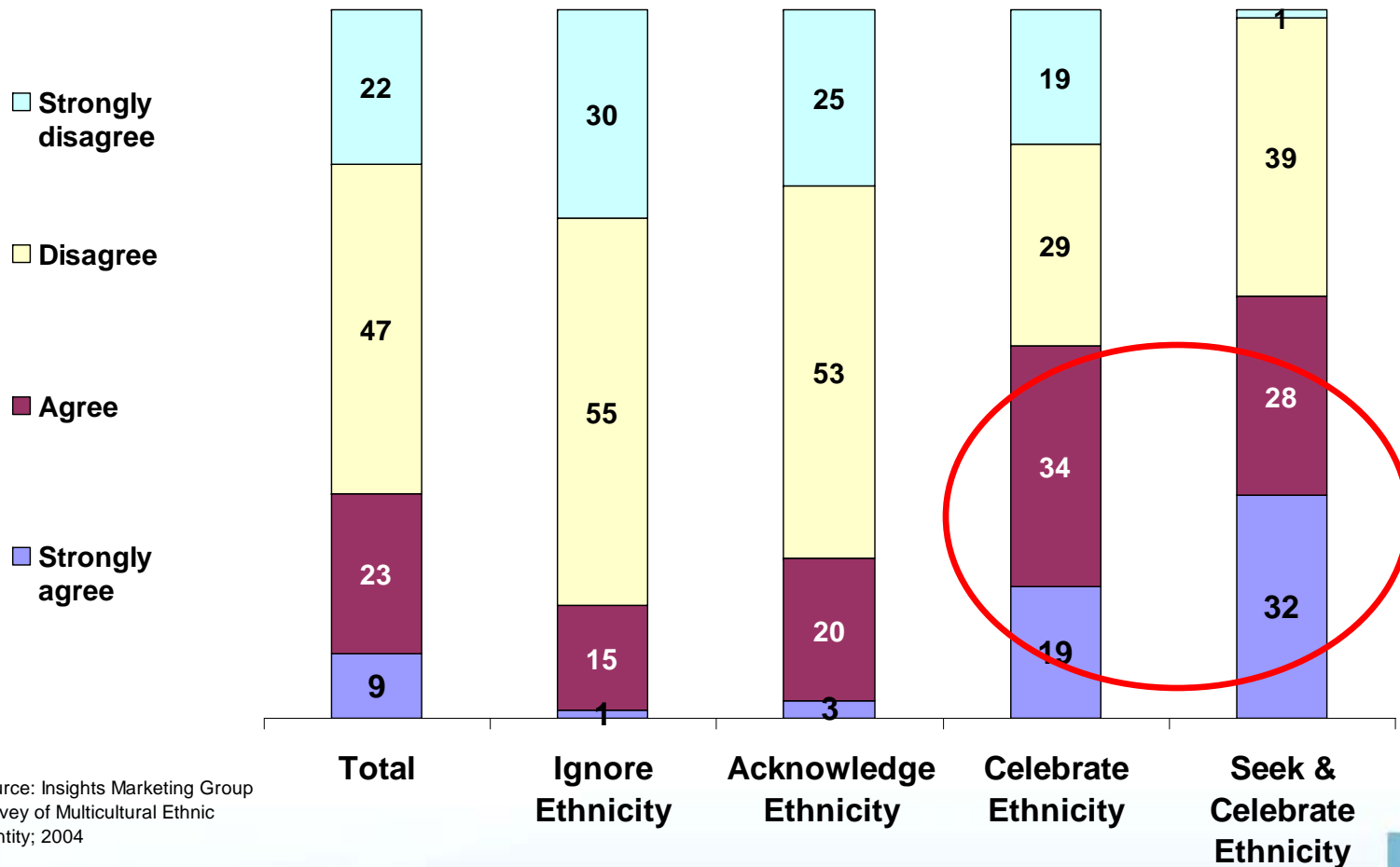


Particularly attentive to advertising that features my ethnicity



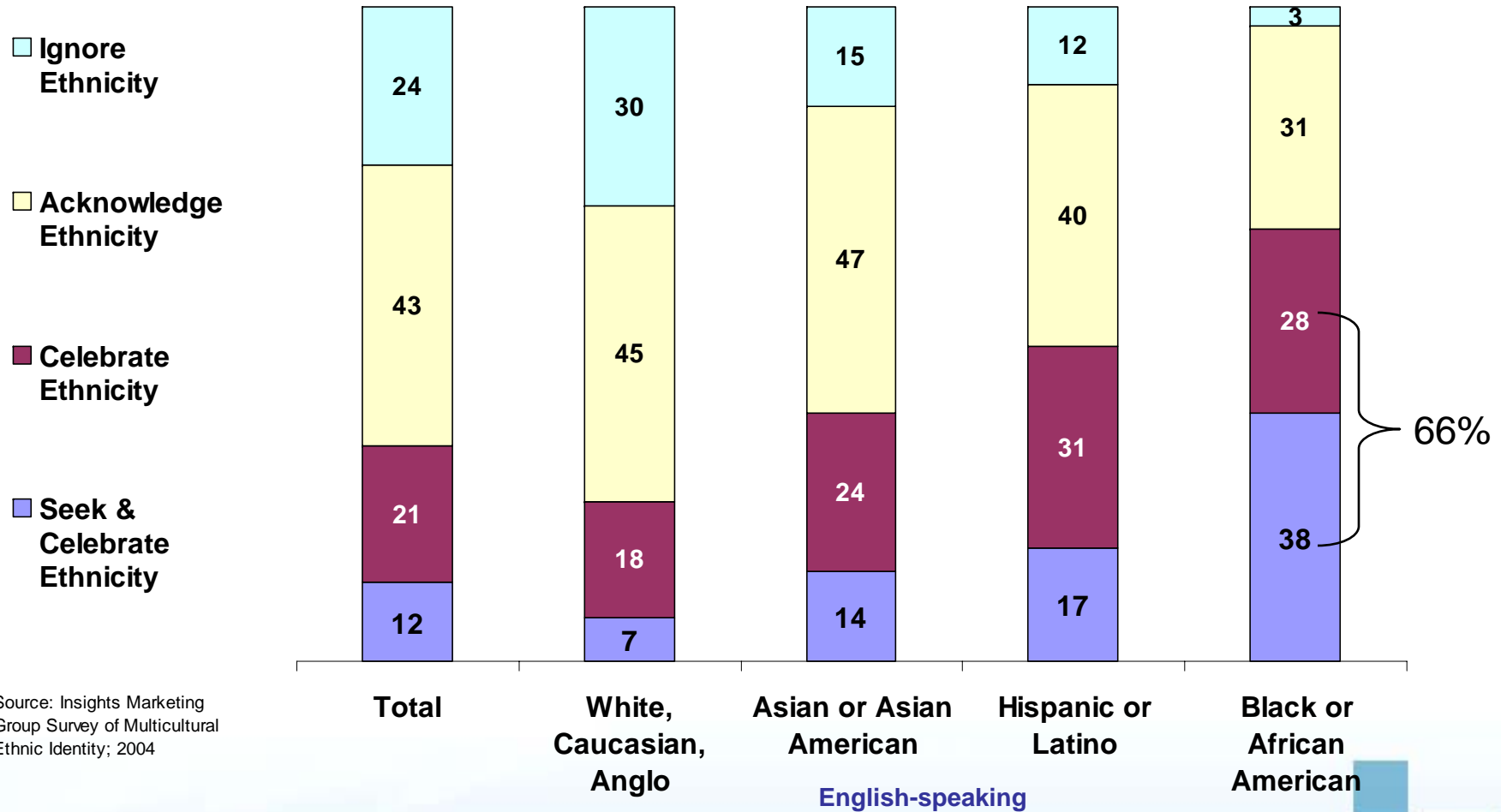
Source: Insights Marketing Group
Survey of Multicultural Ethnic
Identity; 2004

Feel good about products & services with advertising featuring my ethnicity



Source: Insights Marketing Group
Survey of Multicultural Ethnic
Identity; 2004

Ethnic identity and cultural affinity by Ethnic group



Source: Insights Marketing Group Survey of Multicultural Ethnic Identity; 2004



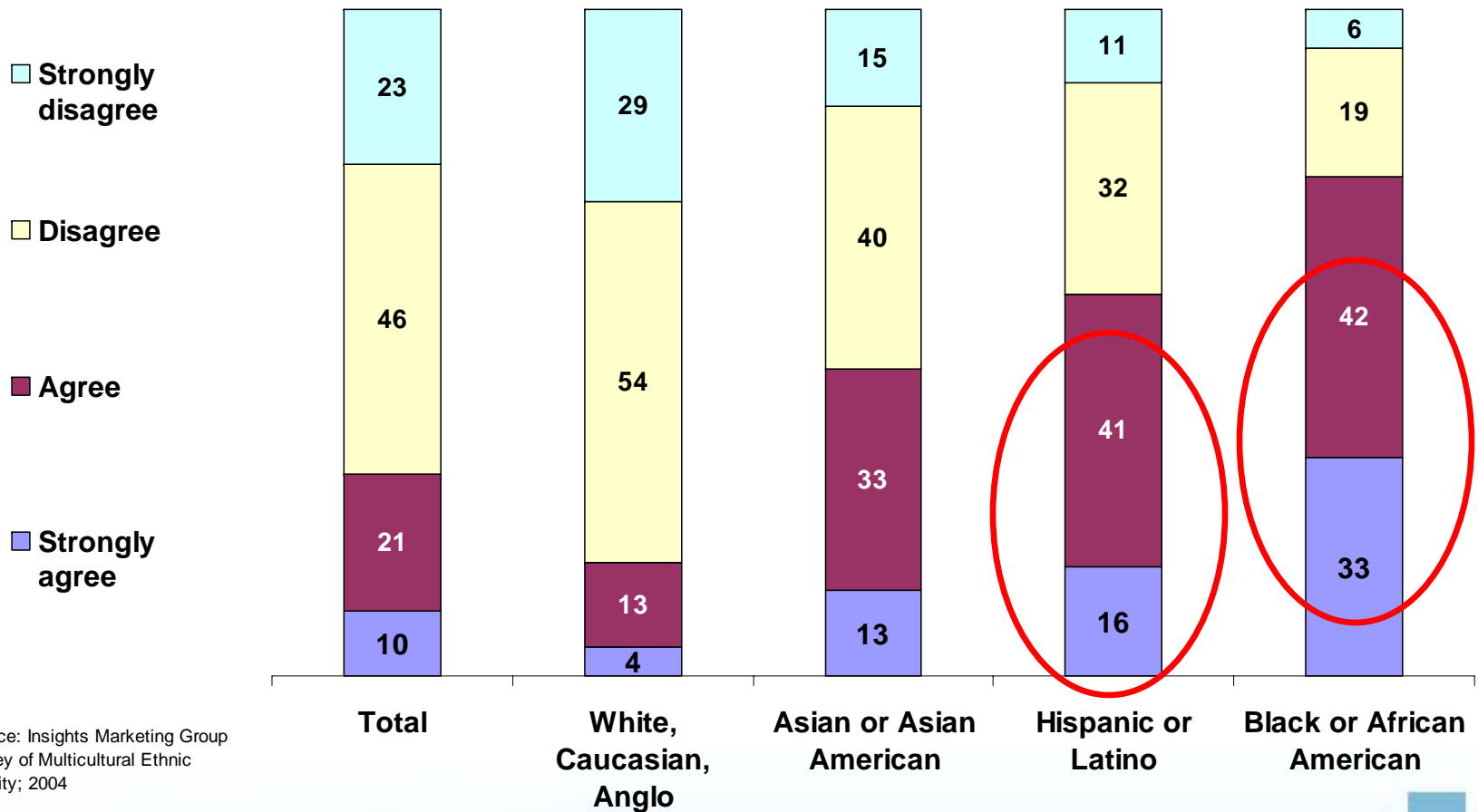
© 2008. Insights Marketing Group. Beyond Acculturation.

Targeting the English-speaking Multicultural market

- The responsiveness to and need for English-language ethnic targeted advertising is greatest among African-Americans followed by English speaking Hispanics and Asians



Particularly Attentive to Advertising Featuring My Ethnicity



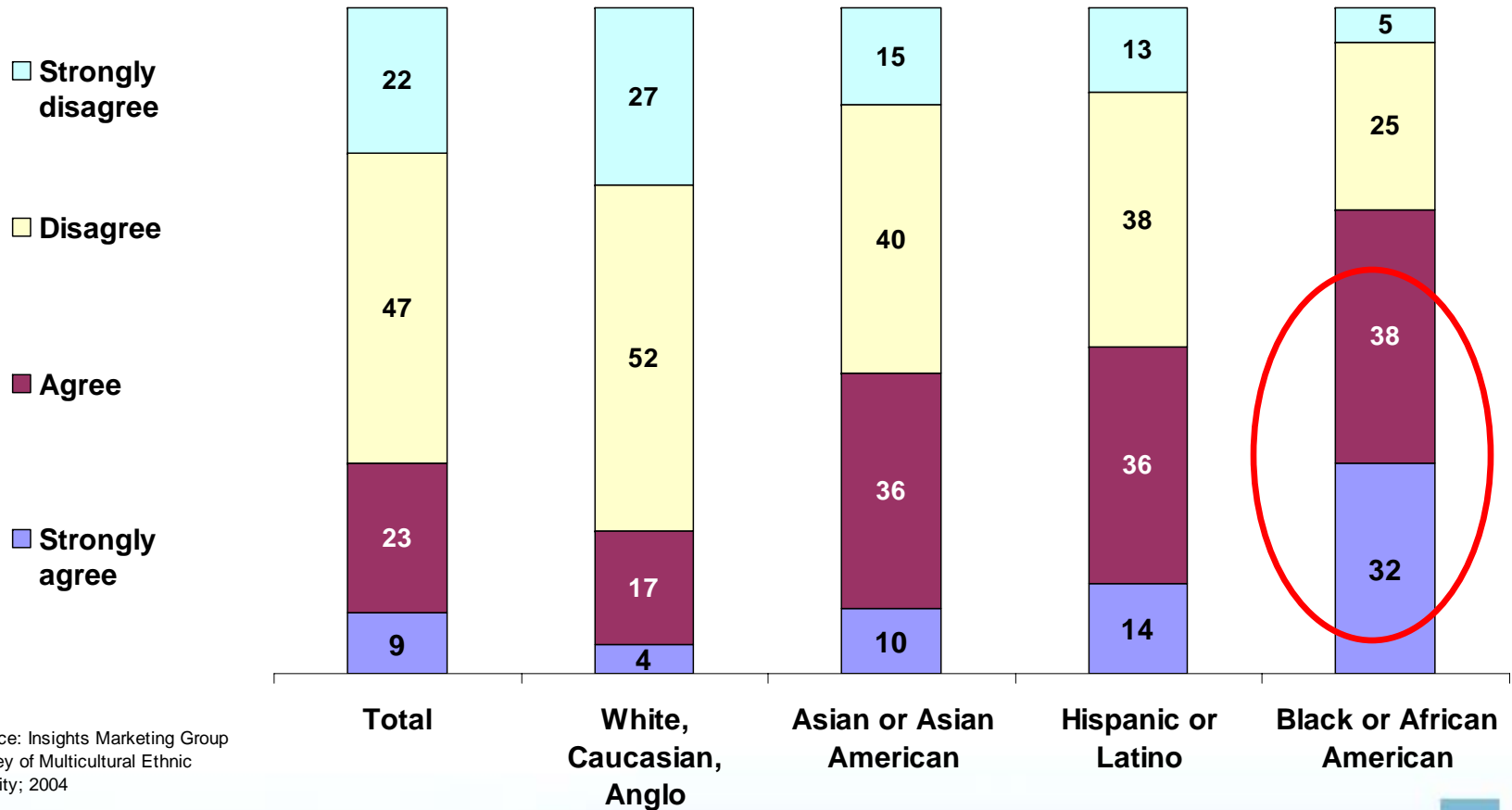
Source: Insights Marketing Group
Survey of Multicultural Ethnic
Identity; 2004



© 2008. Insights Marketing Group. Beyond Acculturation.

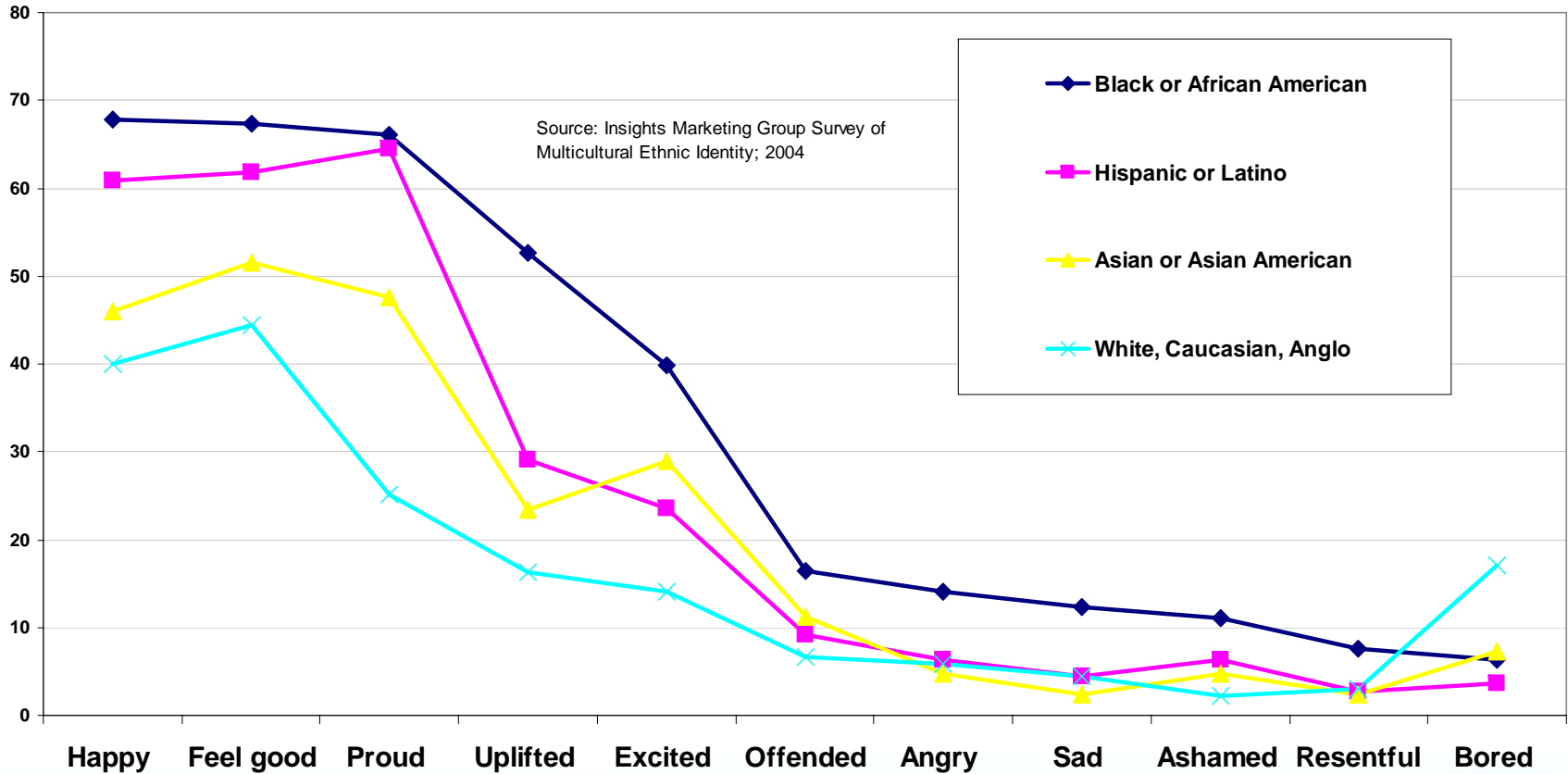


Feel good about products & services with advertising featuring my ethnicity



Source: Insights Marketing Group
Survey of Multicultural Ethnic
Identity; 2004

Feelings Experienced When Seeing Advertising Featuring My Ethnicity



What to do?

- How do we market to English-speaking multicultural markets; especially those with strong ethnic identity and cultural affinity?
 - 66% of African Americans
 - 48% of English-speaking Hispanics
 - 38% of English-speaking Asian Americans
 - 25% of non-Hispanic Whites

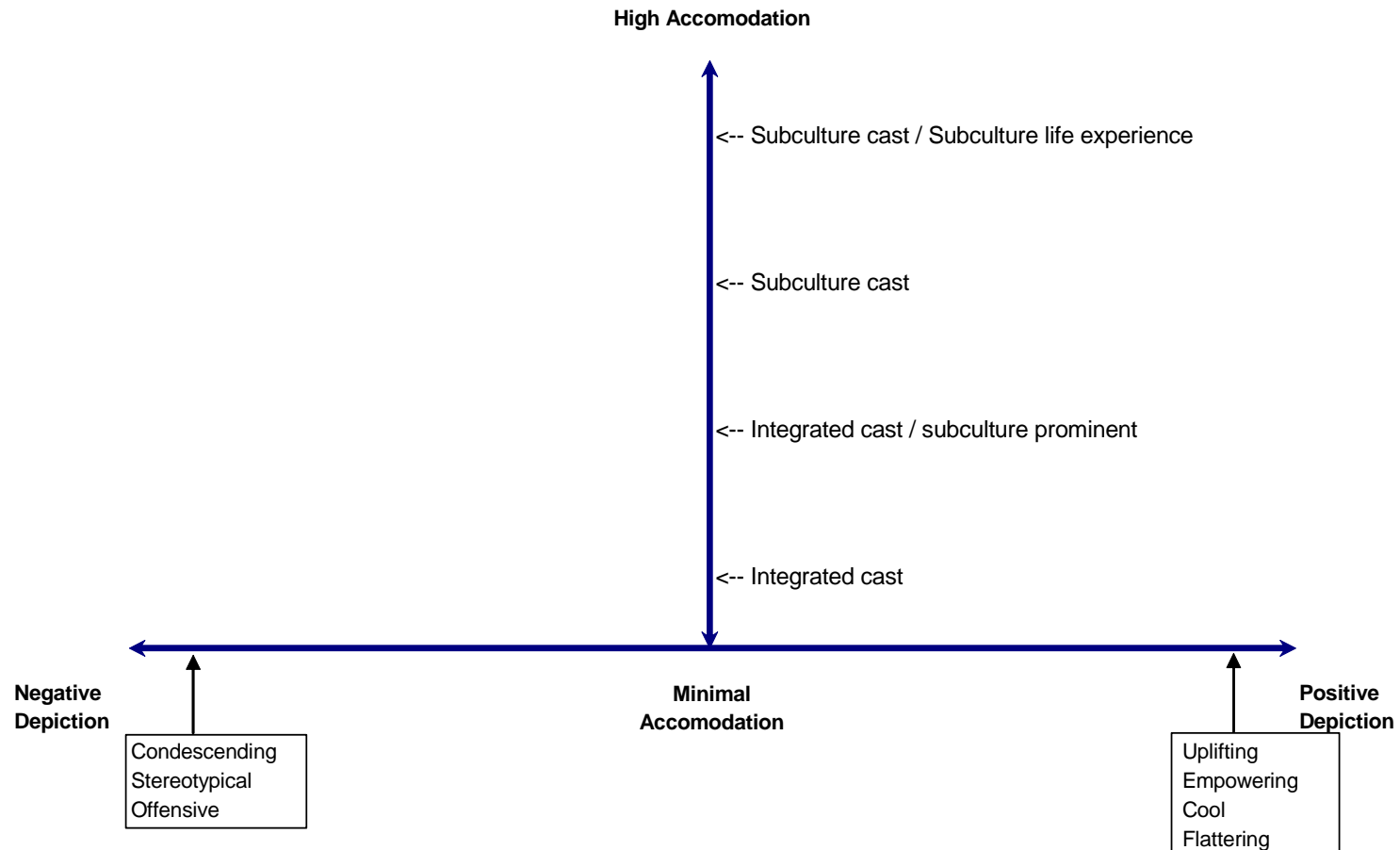


Cultural Relevance

- Cultural relevance is the key that unlocks the enhanced efficacy of multicultural marketing and advertising
- Distinctiveness Theory
 - a person's distinctive traits in relation to other people in the environment will be more salient to the person than more common traits (McGuire 1984; Grier and Deshpande 2001).
- Speech Accommodation Theory
 - communicators can improve communication by making themselves more similar to message receivers (Giles, Coupland and Coupland 1991)



Achieving cultural relevance



Review

■ Theory:

- What is acculturation? Who does it apply to?
- Why are “ethnic identity” and “cultural affinity” so important in MC markets?

■ Practice:

- How do English-speaking Hispanics, African American, and Asian Americans segment on “ethnic identity” and “cultural affinity”?
 - Results from internet survey of 652 adults
 - Cultural relevance – how to achieve it
 - Research documentary of in-home cooking ethnography

■ Potential impact:

- How this segmentation could improve your brand communication



Insights Marketing Group

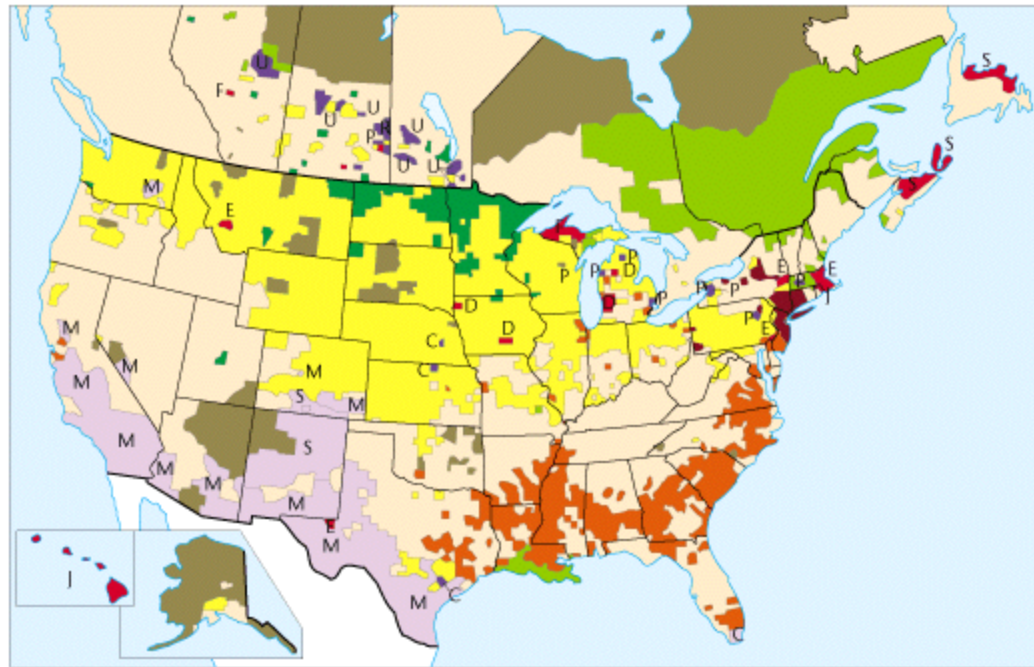
www.insights-marketing.com

(305) 858-2787



INSIGHTS THAT DRIVE INNOVATION

Current North American Ethnic Areas



American Ethnic Geography: <http://www.valpo.edu/geomet/geo/courses/geo200/HomePage.html>