

Warming Up to Multicultural Marketing



Asian-American Lifestyle & Culture

- Look at products and features before making a purchase (value conscious).
 - Households tend to be larger, with several generations living under one roof.
 - Read newspapers.
 - Consider the number 4 to be unlucky.
 - Live in two distinct socio economic lifestyles: high-income earners & low-income earners.
- The "Asian Pacific American" umbrella includes over 45 distinct ethnicities speaking over 100 language dialects.

African-American Lifestyle

- Brand conscious and the most brand loyal.
- Consumer trendsetters.
- Preserve traditions associated with music, culture and food.
- Trust Black media. Mistrustful of mainstream media.
- Prefer businesses that give back to the Black community.

Hispanic/Latino Lifestyle & Culture

- Ethnically and racially diverse population with the majority being Mexican Americans (65%).
- Large majority (76%) speak English but 71% speak Spanish at home.
- Brand loyal but tend to be price conscious.
- Prefer Spanish-speaking radio and television programs.
- Almost 1/3 works in service industries.
- Are family-centered. The extended family plays a major role.
- Religion plays a central role in their lives.
- Respond to direct mail.

Overall Tips

Make sure your Area is a place where multicultural customers are going to feel welcome and appreciated.

- Cultural sensitivity training for staff - talking louder does not make someone bilingual.
- Customer service training - smiling, greeting customers in a welcoming manner, keeping eye contact.
- Accommodating families that make decisions together - more chairs, small toys for kids.
- Being patient with questions - often multicultural consumers will have more questions about a product or services.
- Staff that speak other languages.

Top Performing Company Characteristics

- 100% gather relevant information from different sources so that they can maximize their knowledge.
- 100% target more than one group.
- 81% feel it's important to reach multicultural customers.
- 45% have senior level positions dedicated to multicultural marketing and sales.
- 40% have a separate budget for multicultural marketing and sales efforts.