

Marketing Watch

Multicultural Consumers' Purchases of Services: Health, Travel, Leisure, Restaurants, and More
March 3, 2022



Topics we will be covering today

- Services that multicultural consumers buy regularly, also to express their cultural identity
- Features of online and offline channels that appeal most to multicultural consumers
- Insights on buying services related to health, fitness & self-care
- Insights on consumers' travel plans, preferences for out-of-home entertainment, and restaurants



Today's Speakers



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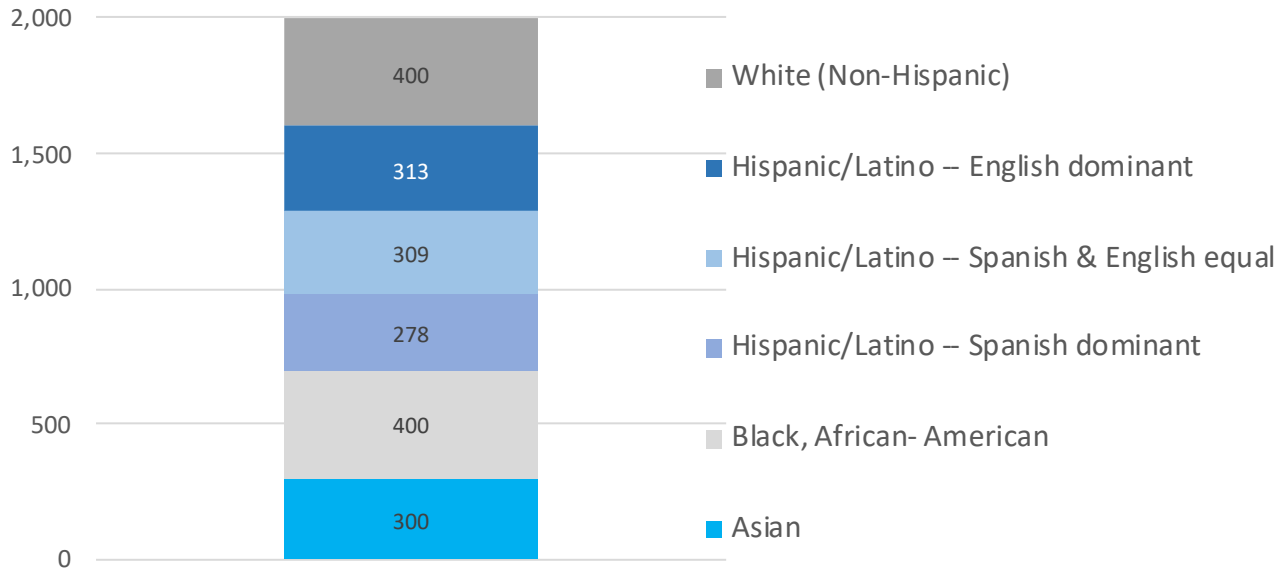
Our research

Quarterly (Q4 2021), sponsored by General Mills, to be published soon

Representative sample of 2,000

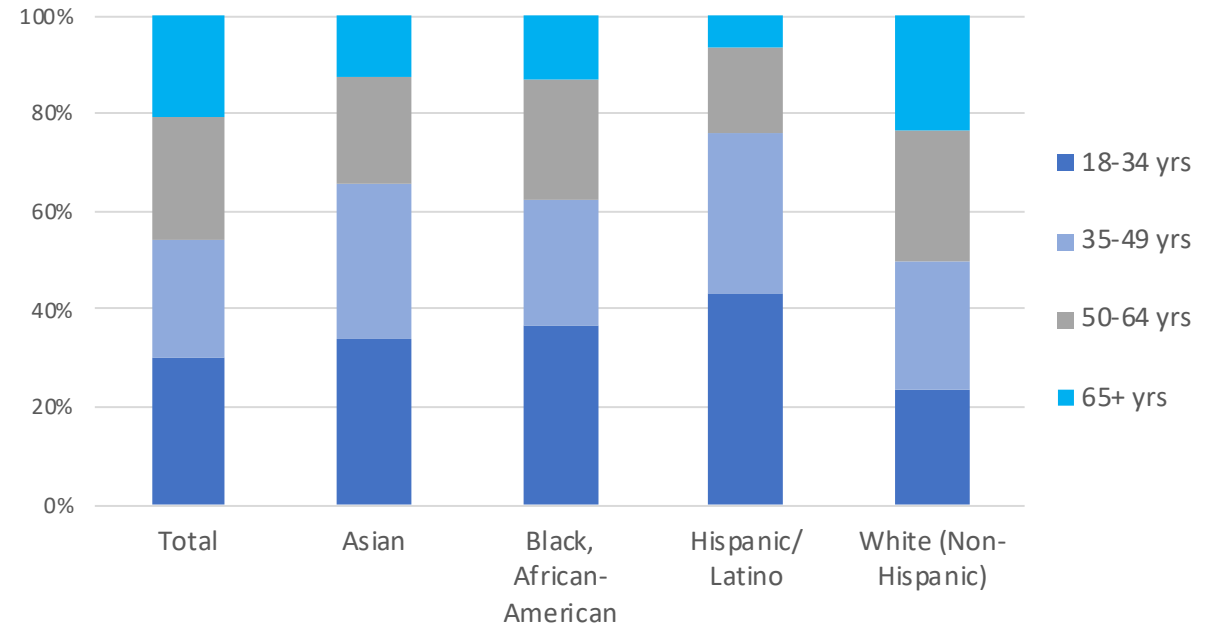
Notable differences between different races/ethnicities even within same age groups

Racial/ethnic segments in our sample



Source: Multicultural Consumer Survey, The Conference Board
Question S4: Which of the following do you most closely identify with?
Question S5: What language do you normally speak at home?

Our sample by ethnic and age groups



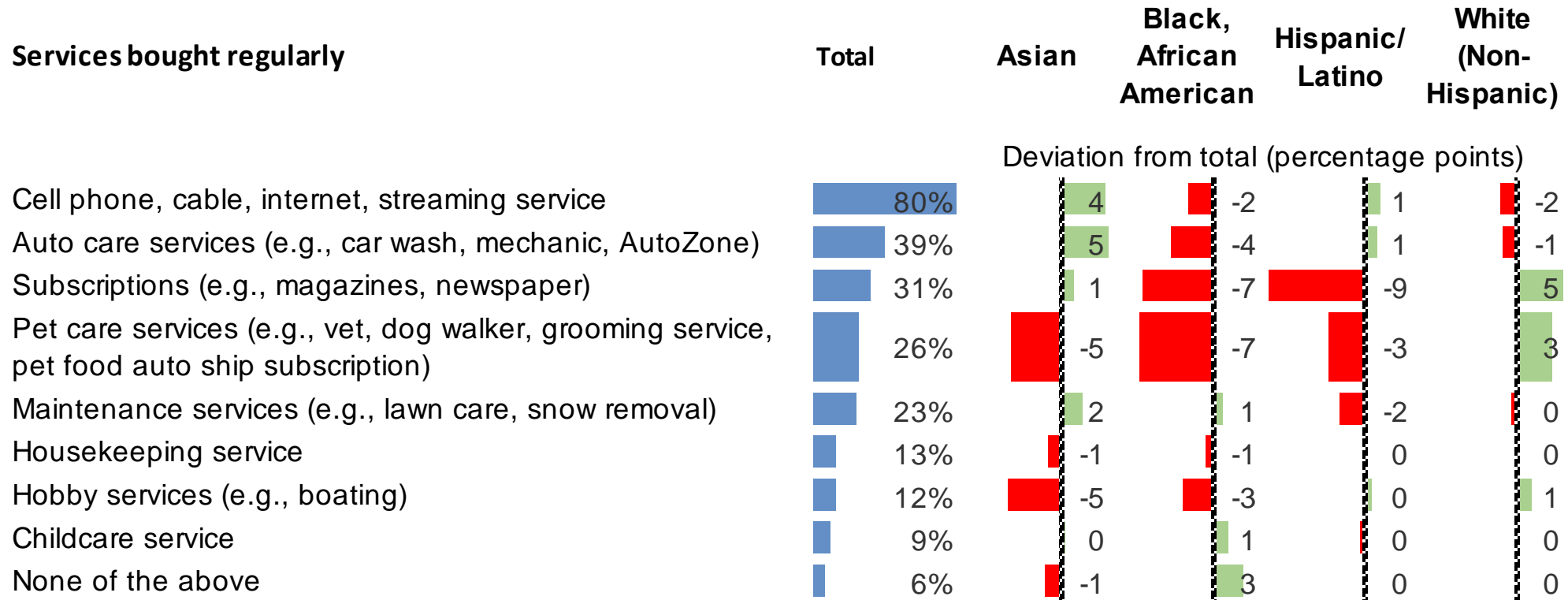
Source: Multicultural Consumer Survey, The Conference Board
Question S3: Which of the following groups includes your age?





Services people buy regularly

Digital media is an almost universally bought services category, even if purchase behaviors differ overall



Source: Multicultural Consumer Survey, The Conference Board

Question 25: Which of the following services do you/your household purchase regularly? Please select all that apply.

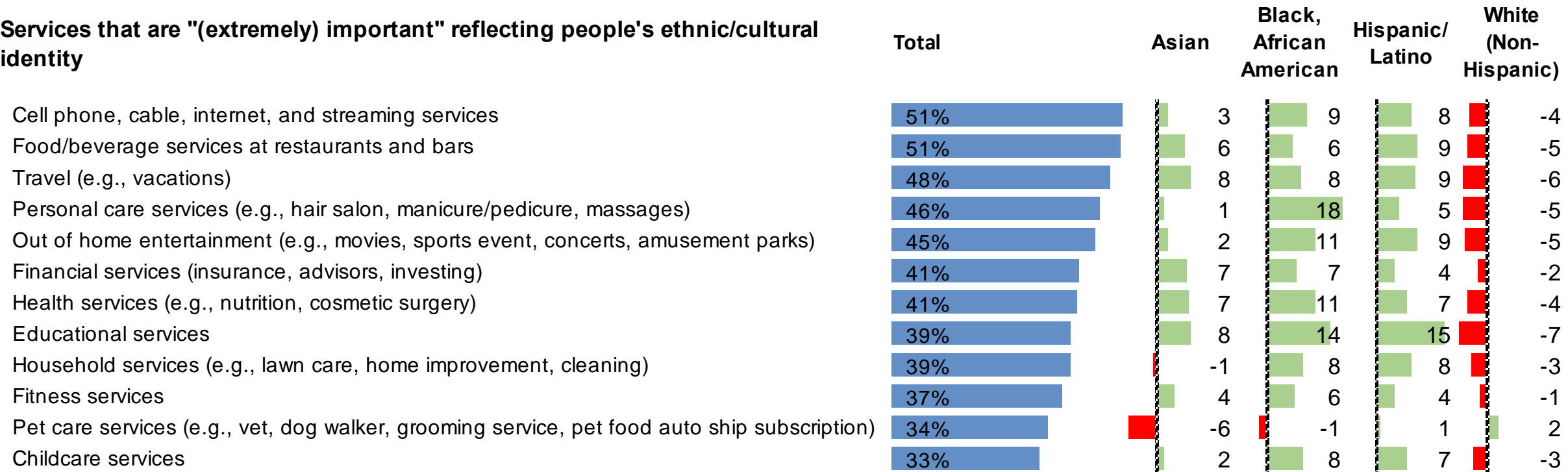




Consumers use services to
express their cultural identity

Cultural expression through certain types of services especially strong by Black and Hispanic consumers

Services that are "(extremely) important" reflecting people's ethnic/cultural identity



Source: Multicultural Consumer Survey, The Conference Board

Question 4: Some people like to buy services/brands that best reflect their ethnic/cultural identity. How important are each of the following services when it comes to reflecting your ethnic/cultural identity, where a 5 means it is "extremely important" and a 1 means "not at all important"?



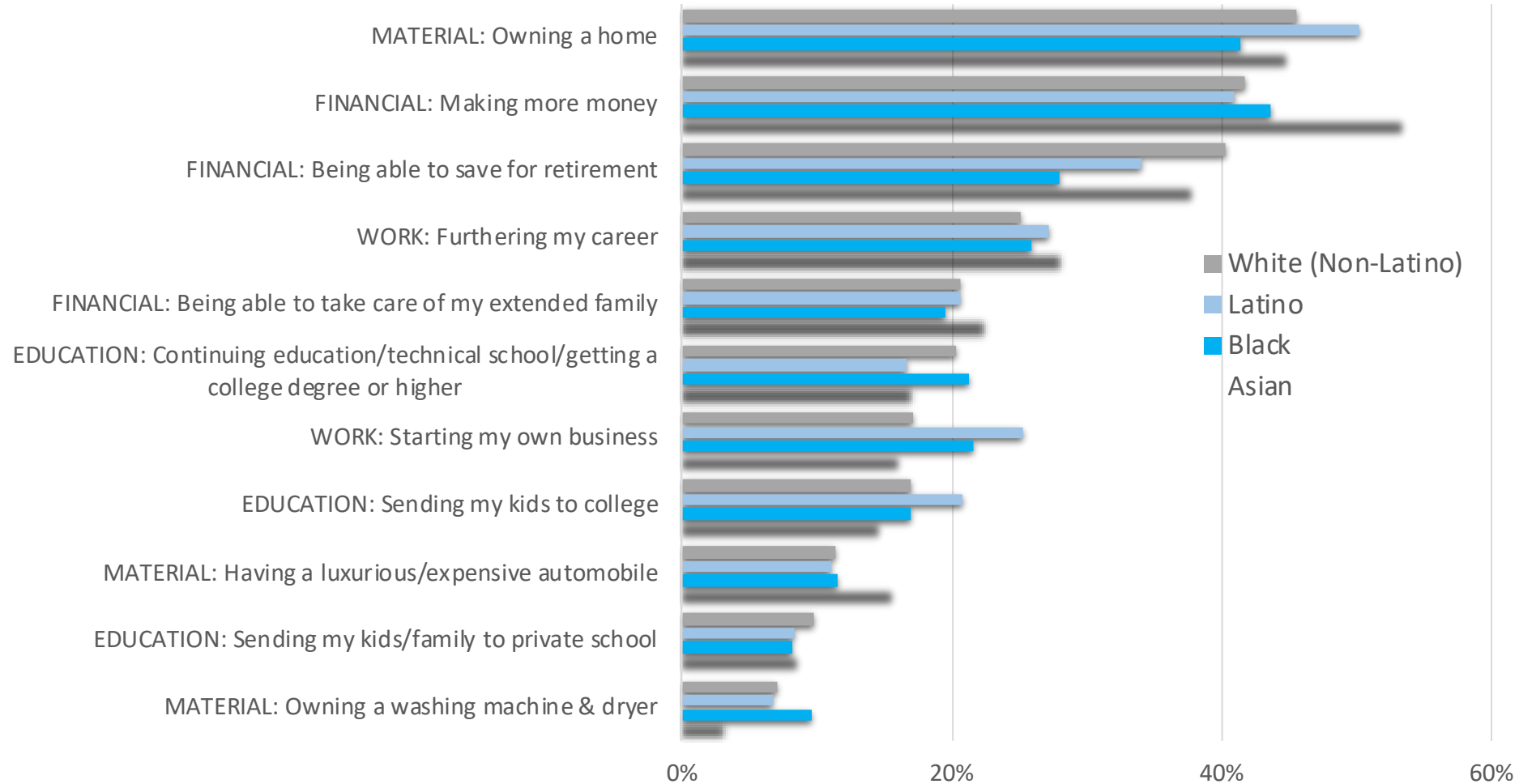


Symbols of success can motivate
spending

Social mobility means different things to different segments

Understanding motivations isn't just helpful for marketers but also for employers

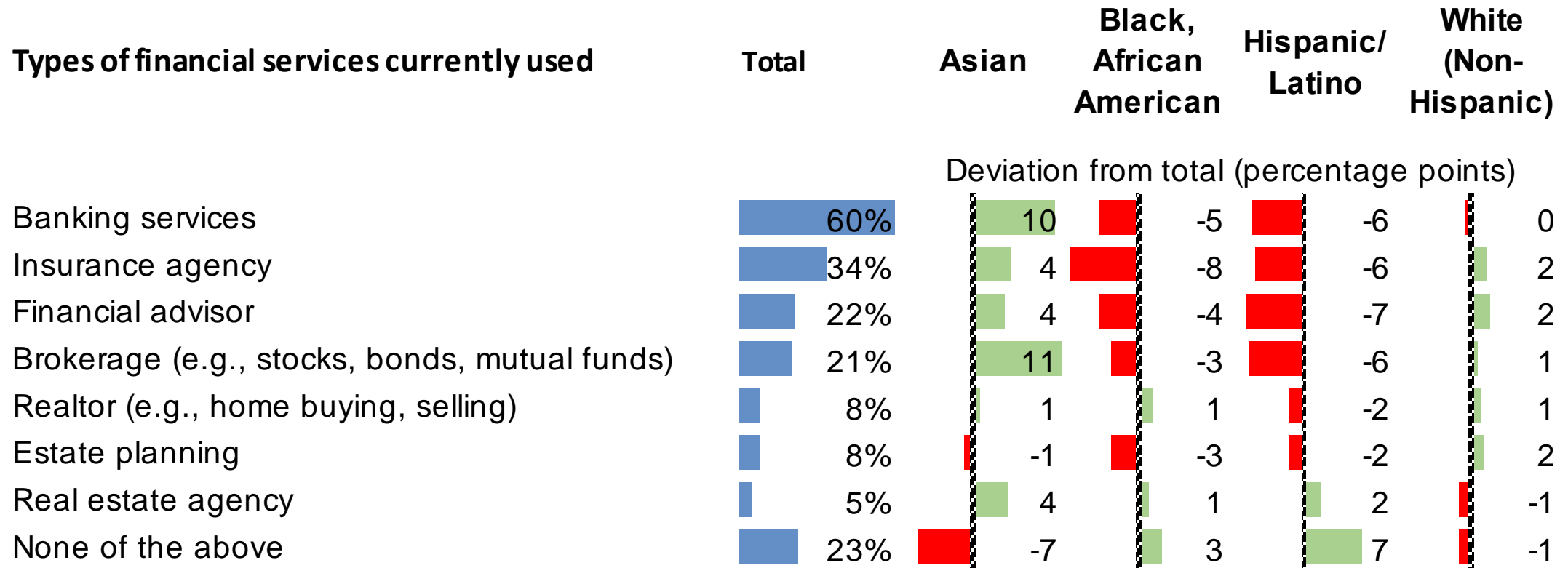
Which of the following items are a sign of “moving up” in the world?



Source: The Multicultural Consumer: Attitudes, Behaviors, and Shopping in the Pandemic Era (Q2 2021), The Conference Board



Asian consumers buy financial services more than other segments. It mirrors the role of finances as indicator of success.



Source: Multicultural Consumer Survey, The Conference Board

Question 24: Which types of financial services/professionals are you currently using?

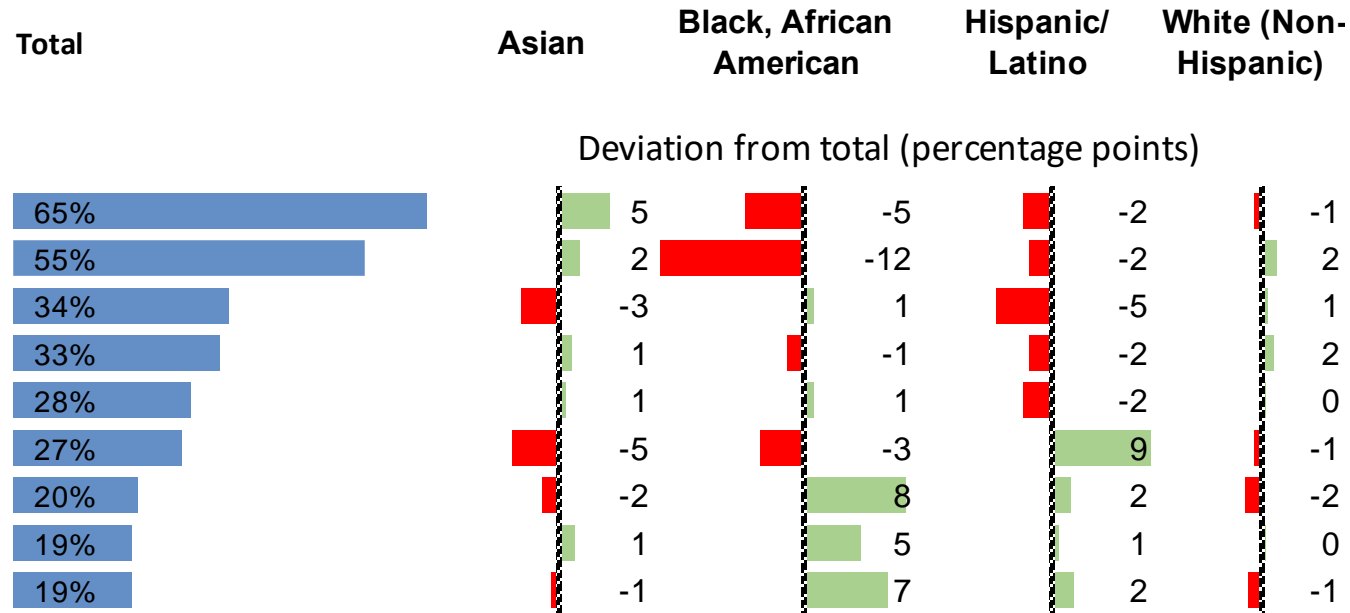


What shoppers value most about online and offline channels differs more by ethnic group and is more nuanced than one might expect.

In-store shopping:

Shoppers are drawn to stores for different reasons. Additional variation by age. Provides input for store design and targeting.

Brick-and-mortar shopping: 3 most appealing benefits



Ability to touch, feel, inspect, try on, etc. certain item	65%
Immediate acquisition of an item (i.e., not having to wait for delivery)	55%
Availability of a sales associate to ask for advice, help, etc.	34%
Easier to discover new product	33%
Place to return items to that I bought online	28%
Fun/entertainment aspect of a store	27%
Opportunity to socialize with family, friend	20%
Availability of free samples/gift	19%
Learning more about certain products and brand	19%

Question 29: Generally, what are the 3 most appealing benefits that make you shop at a brick-and-mortar store?

Source: The Conference Board Multicultural Consumer Survey

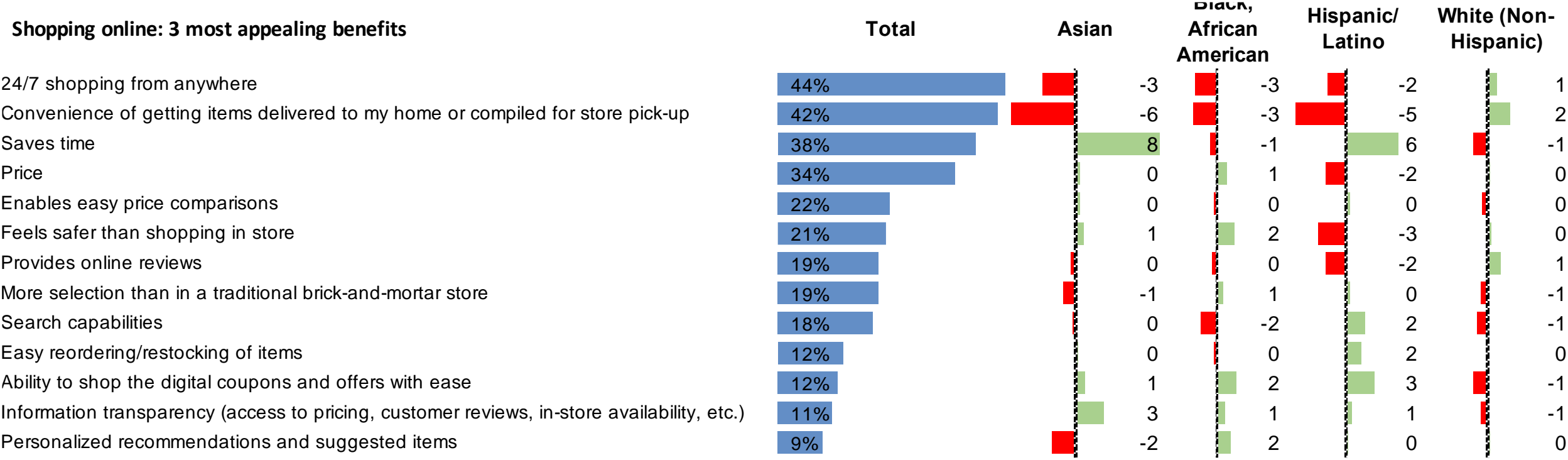


Online shopping:

Price is not the most important criterion.

Saving time is most important to Asian and Hispanic shoppers. Convenience for White consumers. For about a quarter of Black shoppers, safety plays a role.

Shopping online: 3 most appealing benefits



Question 28: Generally, what are the 3 main benefits of shopping online for you?

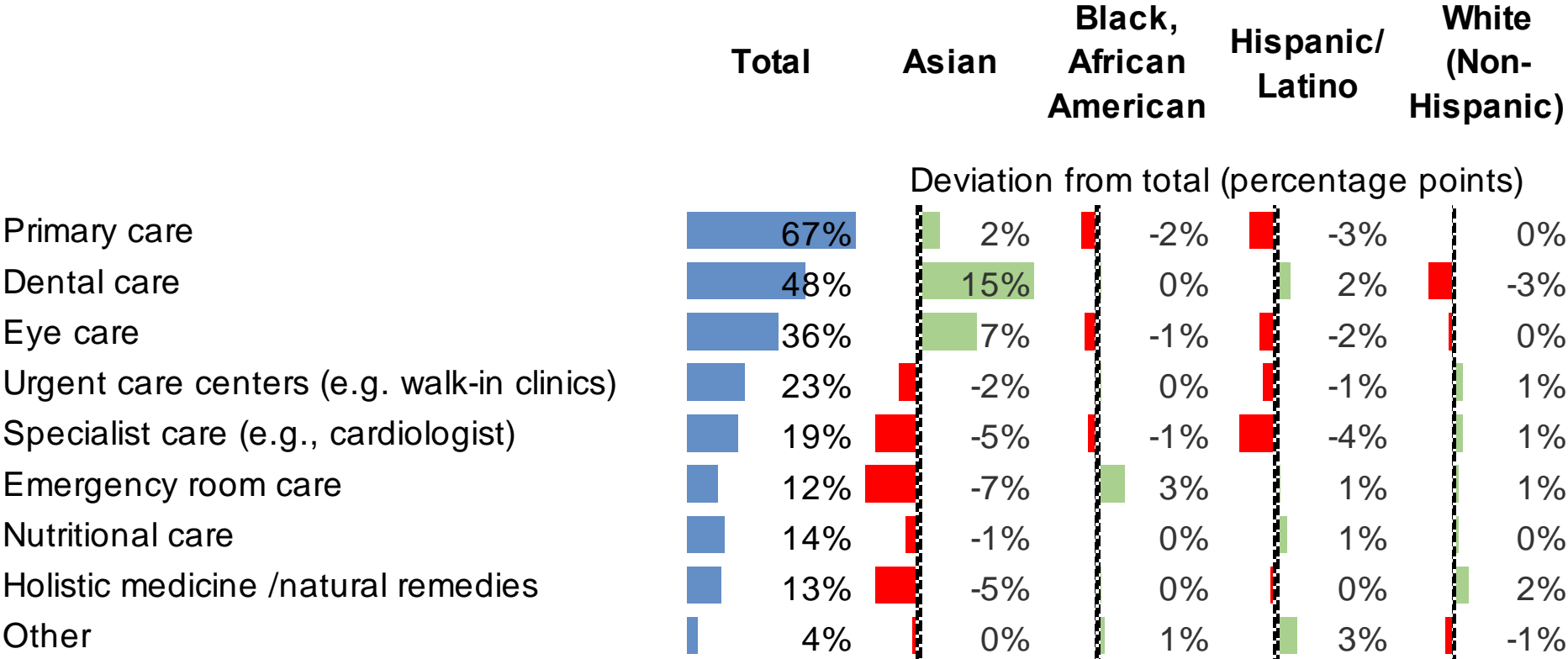
Source: The Conference Board Multicultural Consumer Survey





Health, fitness & self-care

Asian consumers seem to focus more on general health care than specialist care. A quarter of Americans use walk-in clinics, reflecting interest in convenience and price.

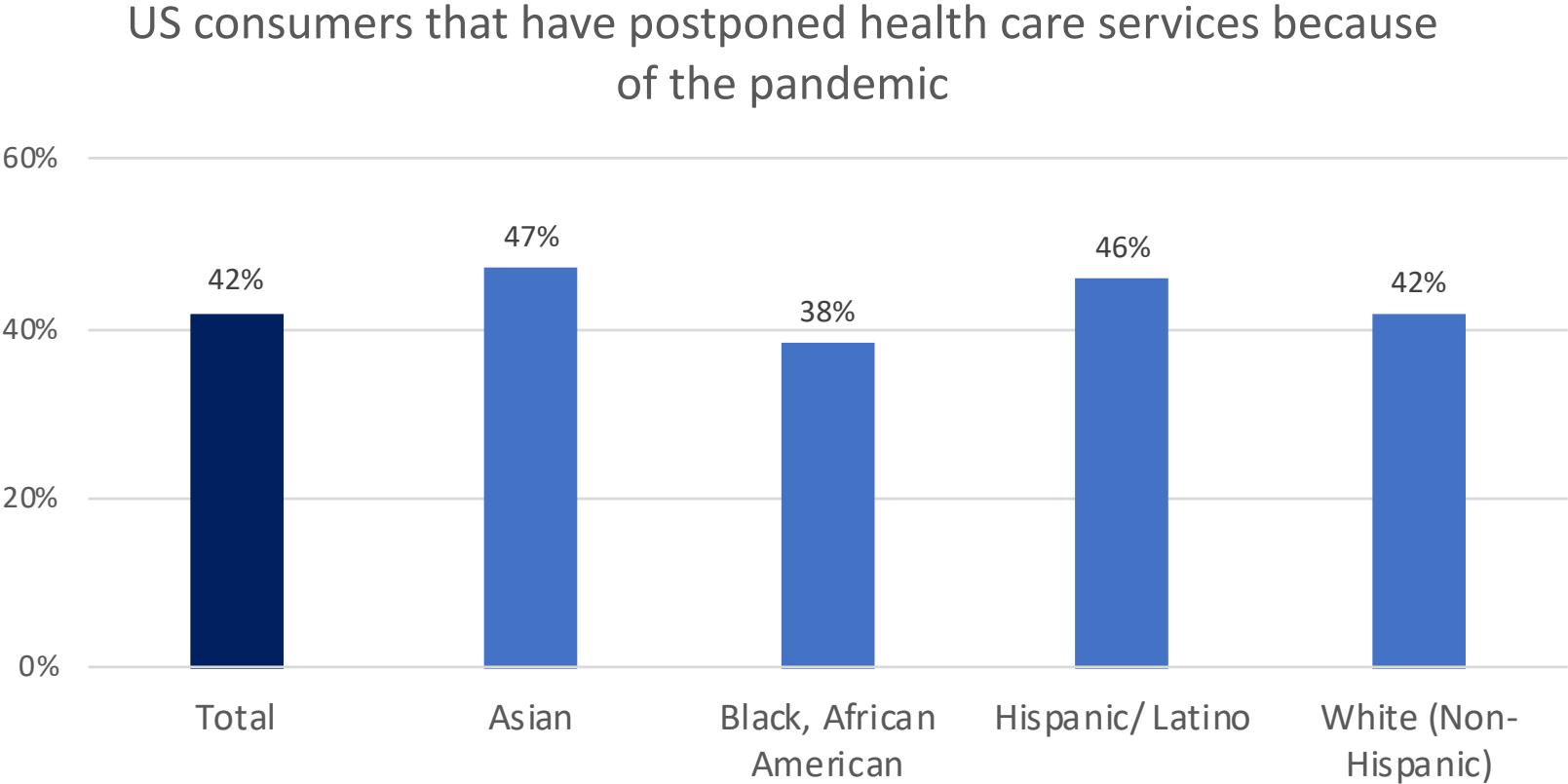


Source: Multicultural Consumer Survey, The Conference Board

Question 21: What types of health care services do you/your household use the most? Select top 3 only.



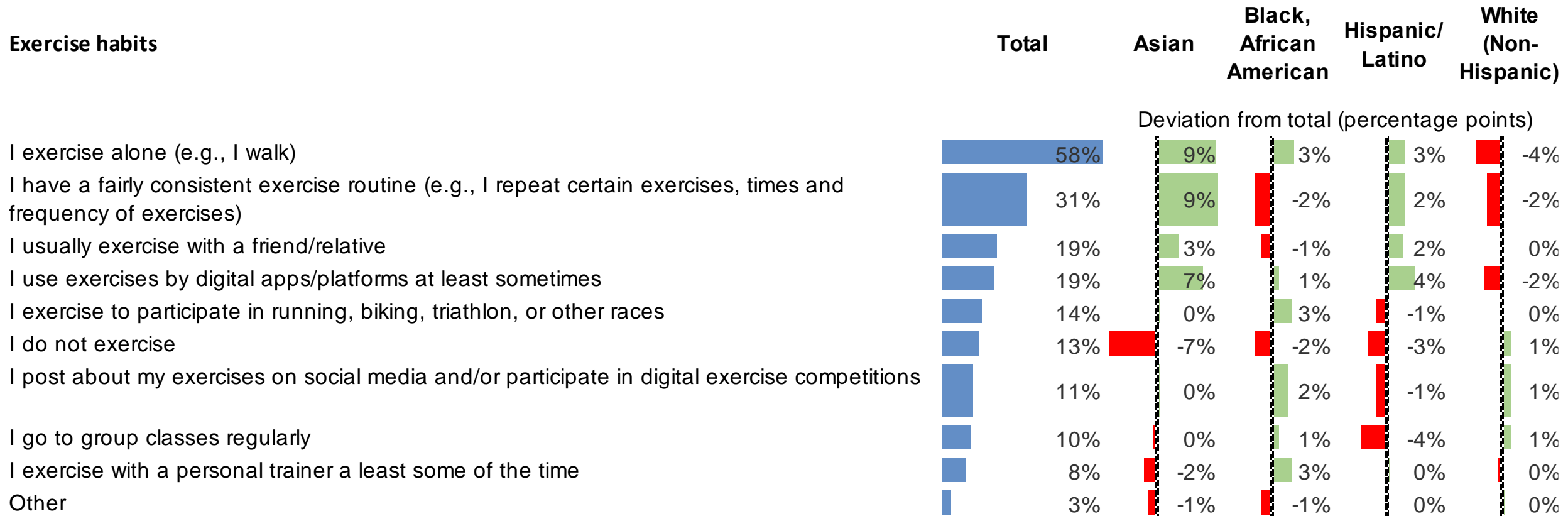
Asian and Hispanic consumers in particular have postponed health care due to Covid-19. Reasons for postponement may be numerous.



Source: Multicultural Consumer Survey, The Conference Board
Question 22: Have you postponed health care services due to the COVID-19 pandemic?



Non-white athletes use digital platforms more. Black athletes compete most in races. Fitness services need to understand the motivation of exercise habits—from health maintenance to competitions to socializing—as well as constraints (time, equipment).

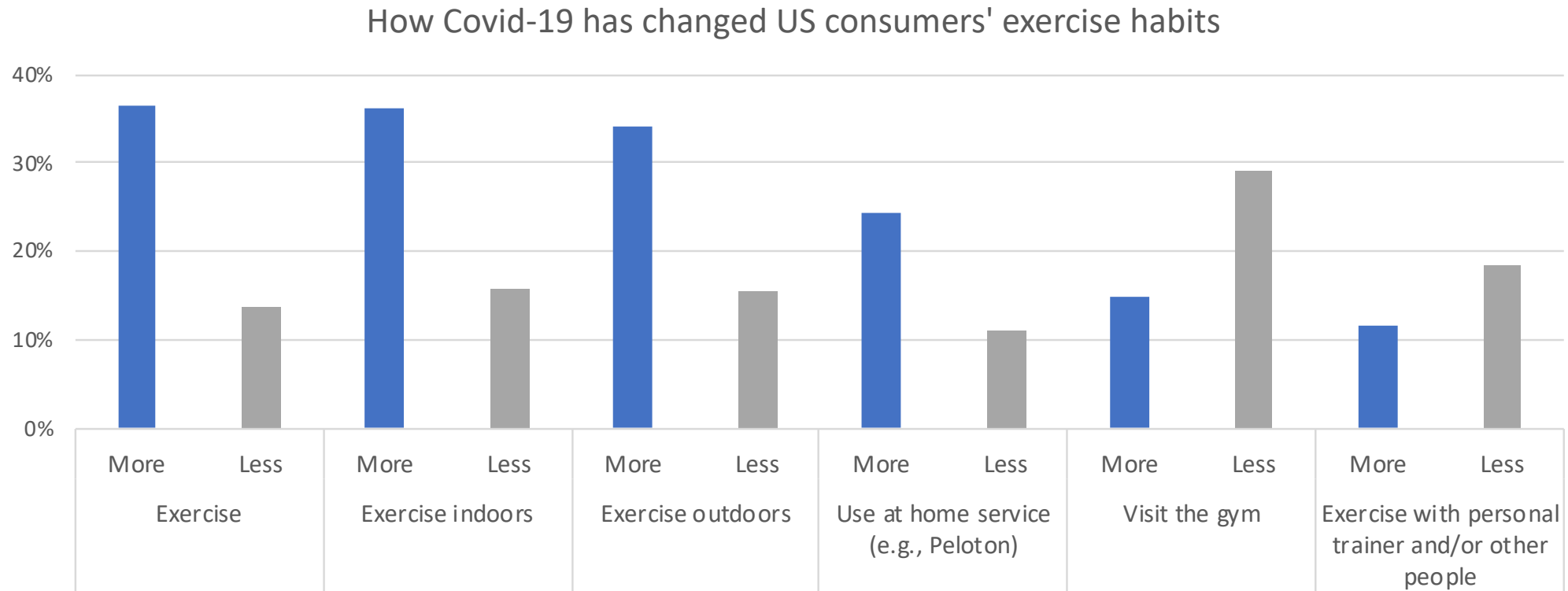


Source: Multicultural Consumer Survey, The Conference Board

Question 8: How would you describe your exercise habits? Please select all the different exercise habits you follow.



The pandemic has made people exercise more—for health and self-care. But workout habits have changed: almost a third go less to a gym. This benefits at-home digital fitness programs, which are particularly popular with Black, Hispanic, and Asian consumers.

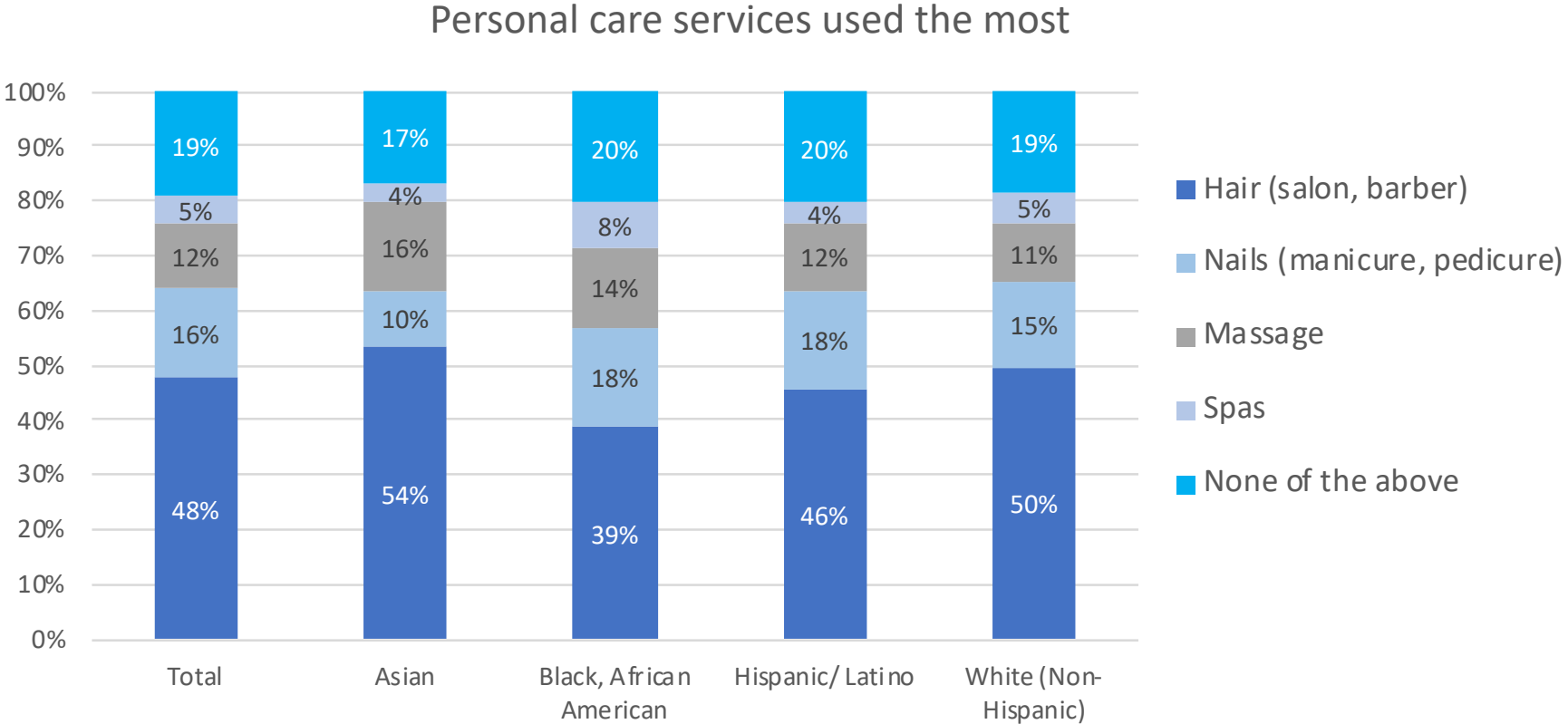


Source: Multicultural Consumer Survey, The Conference Board

Question 9: How have your exercise habits changed compared to before the COVID-19 pandemic?



Self-care, small indulgence, and/or self-expression?
 For Asian consumers, hair services are much more important than nail services.
 The latter are much more bought by Hispanic, Black, and White consumers.



Source: Multicultural Consumer Survey, The Conference Board
 Question 7: Which types of personal care services do you use the most?

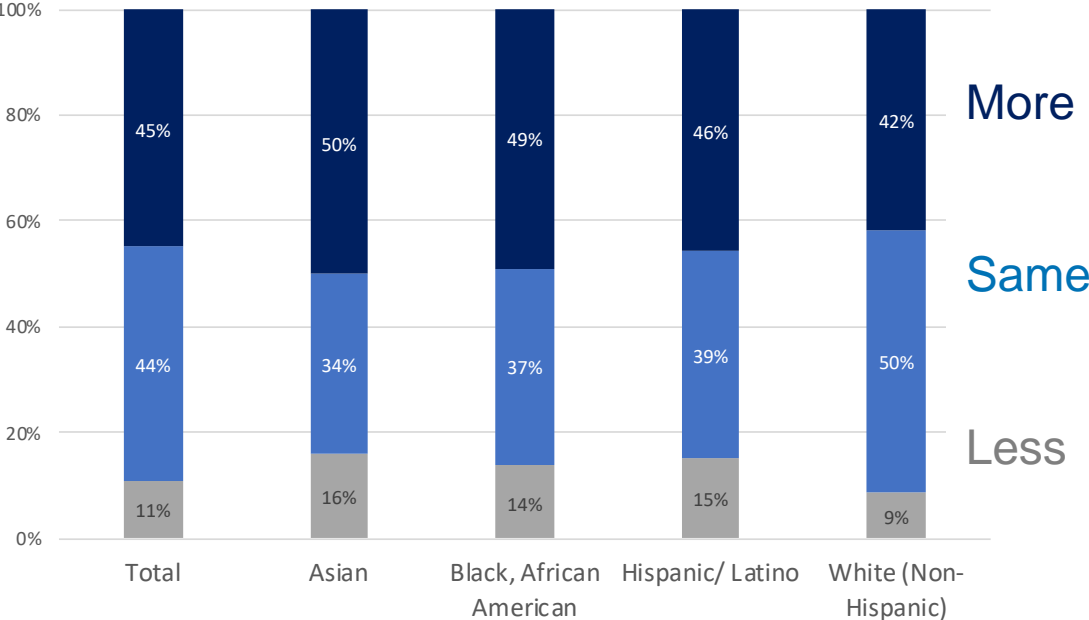




Travel & leisure

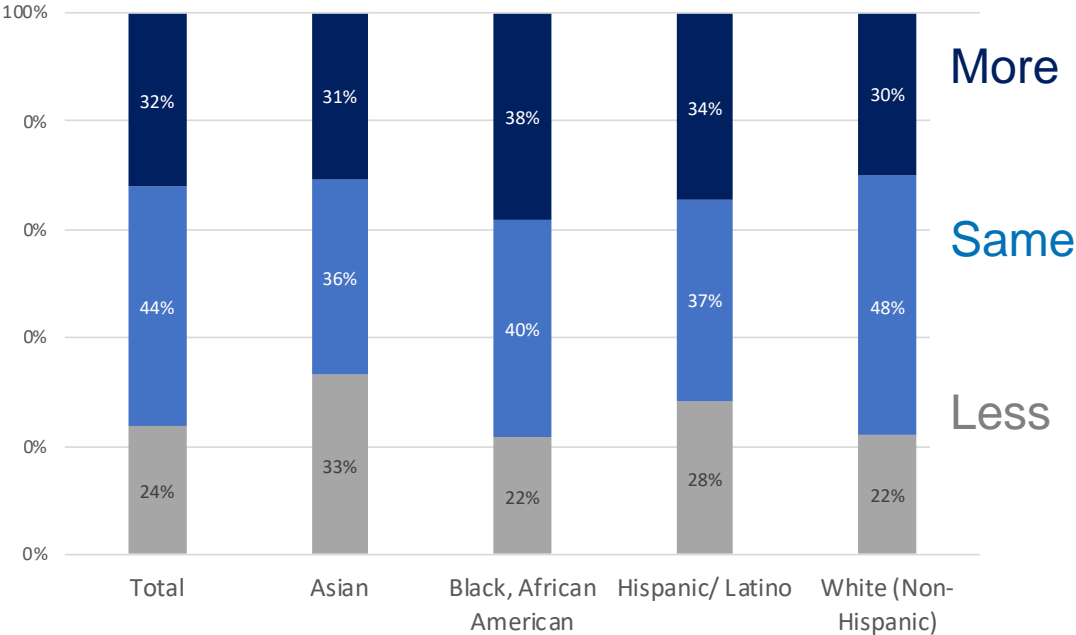
Big shifts for the travel sector and related businesses: leisure travel increasing, business travel decreasing

Expected frequency personal/family trips



Source: Multicultural Consumer Survey, The Conference Board
 Question 16: One year from now, what are your expectations about traveling compared to before the COVID-19 pandemic?

Expected frequency business trips

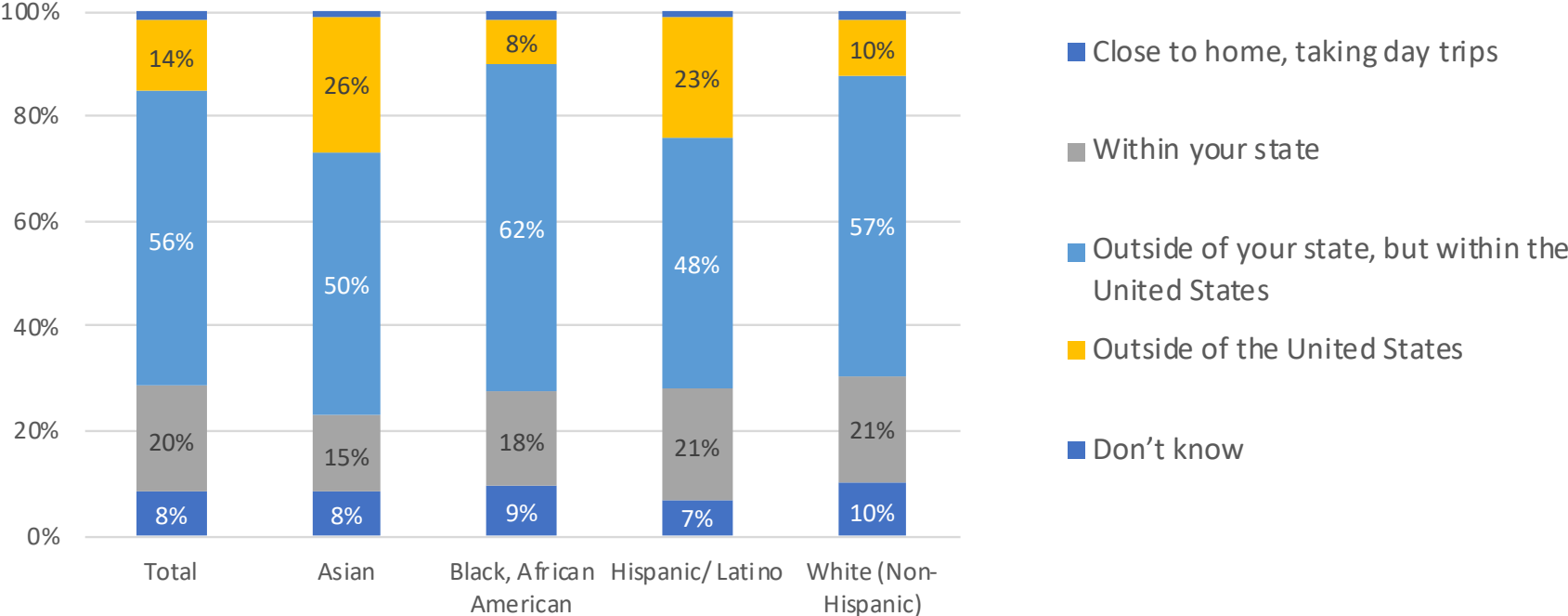


Source: Multicultural Consumer Survey, The Conference Board
 Question 16: One year from now, what are your expectations about traveling compared to before the COVID-19 pandemic?



In leisure travel, domestic and regional destinations dominate for now. International trips are more common for Asian and Hispanic consumers.

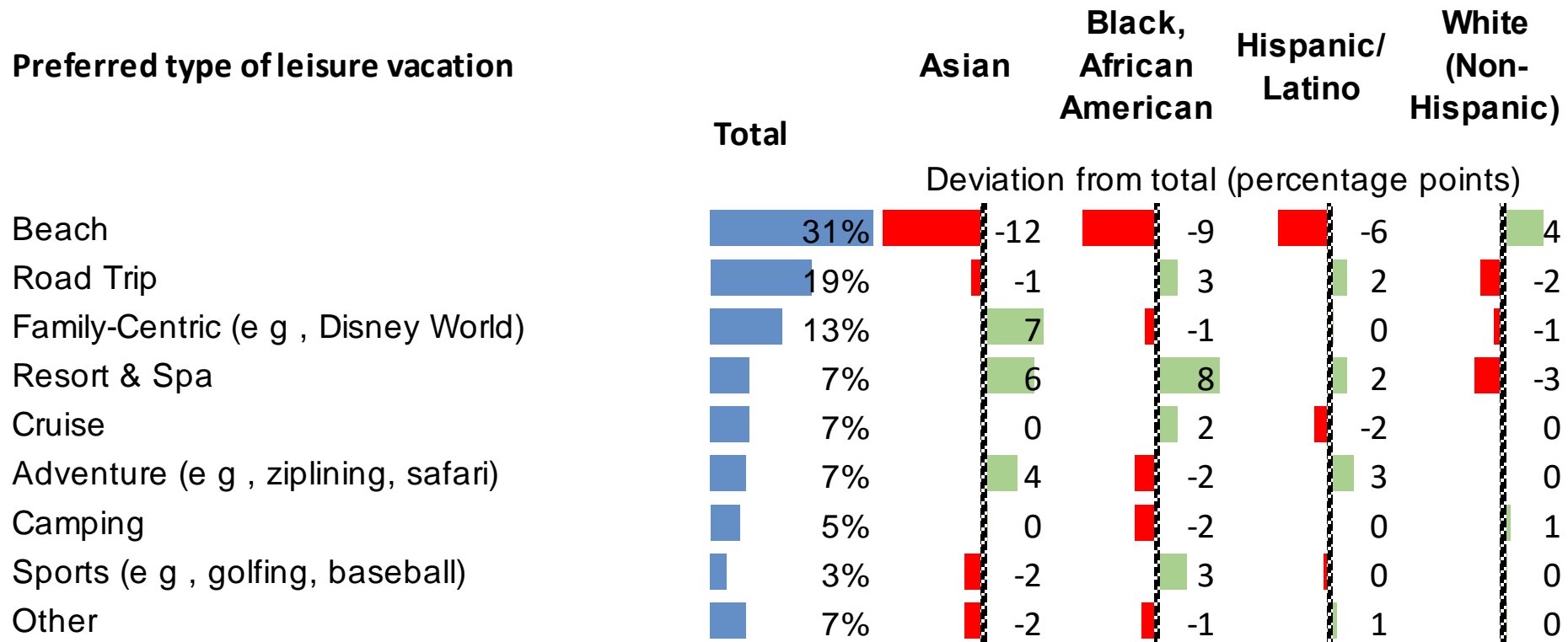
Anticipated destination of leisure trips



Source: Multicultural Consumer Survey, The Conference Board
 Question 13: For your personal/family vacation(s), do you anticipate traveling...?



Implications of changing racial/ethnic demographics: What's the future of the beach vacation, now #1?



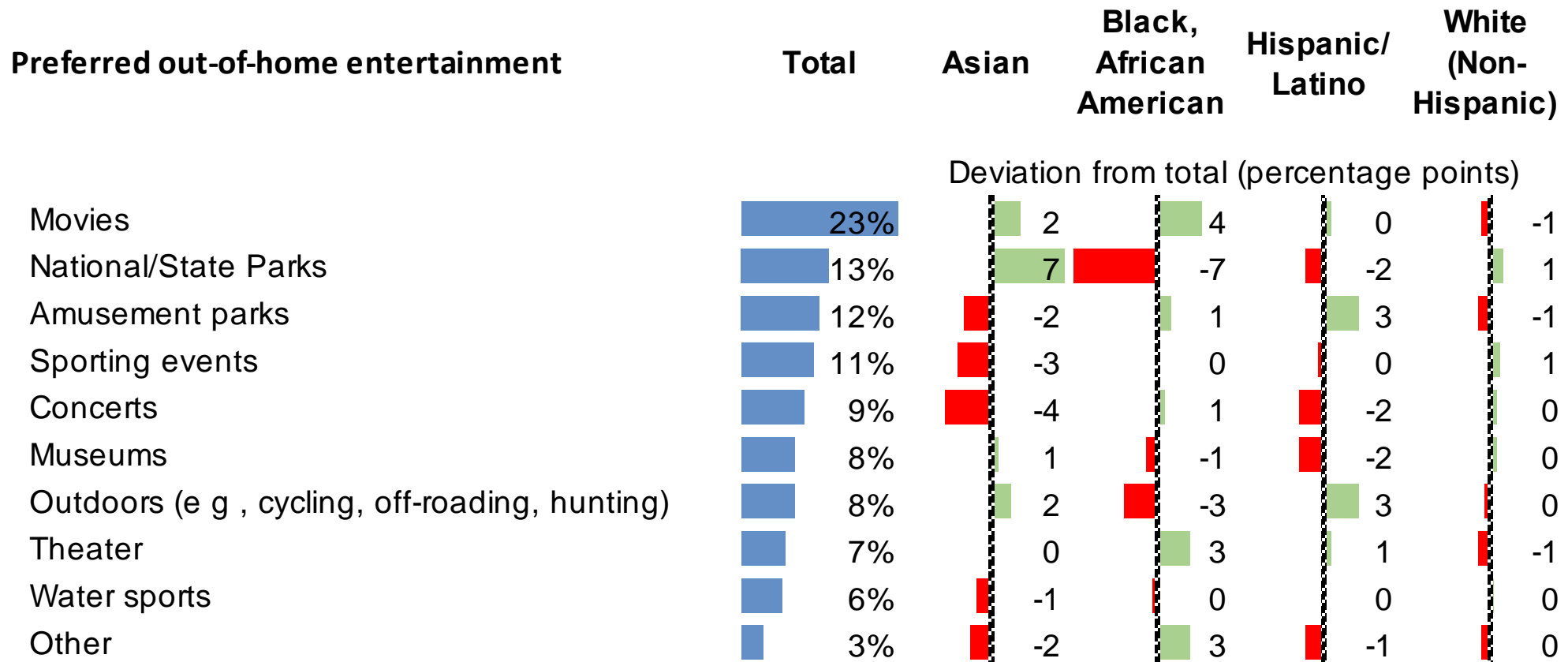
Source: Multicultural Consumer Survey, The Conference Board

Question 14: What is your preferred type of personal/family vacation(s)?



Favorite out-of-home entertainment

Companies need to keep track of preferences to see which are more enduring and which have changed temporarily because of the pandemic.



Source: Multicultural Consumer Survey, The Conference Board

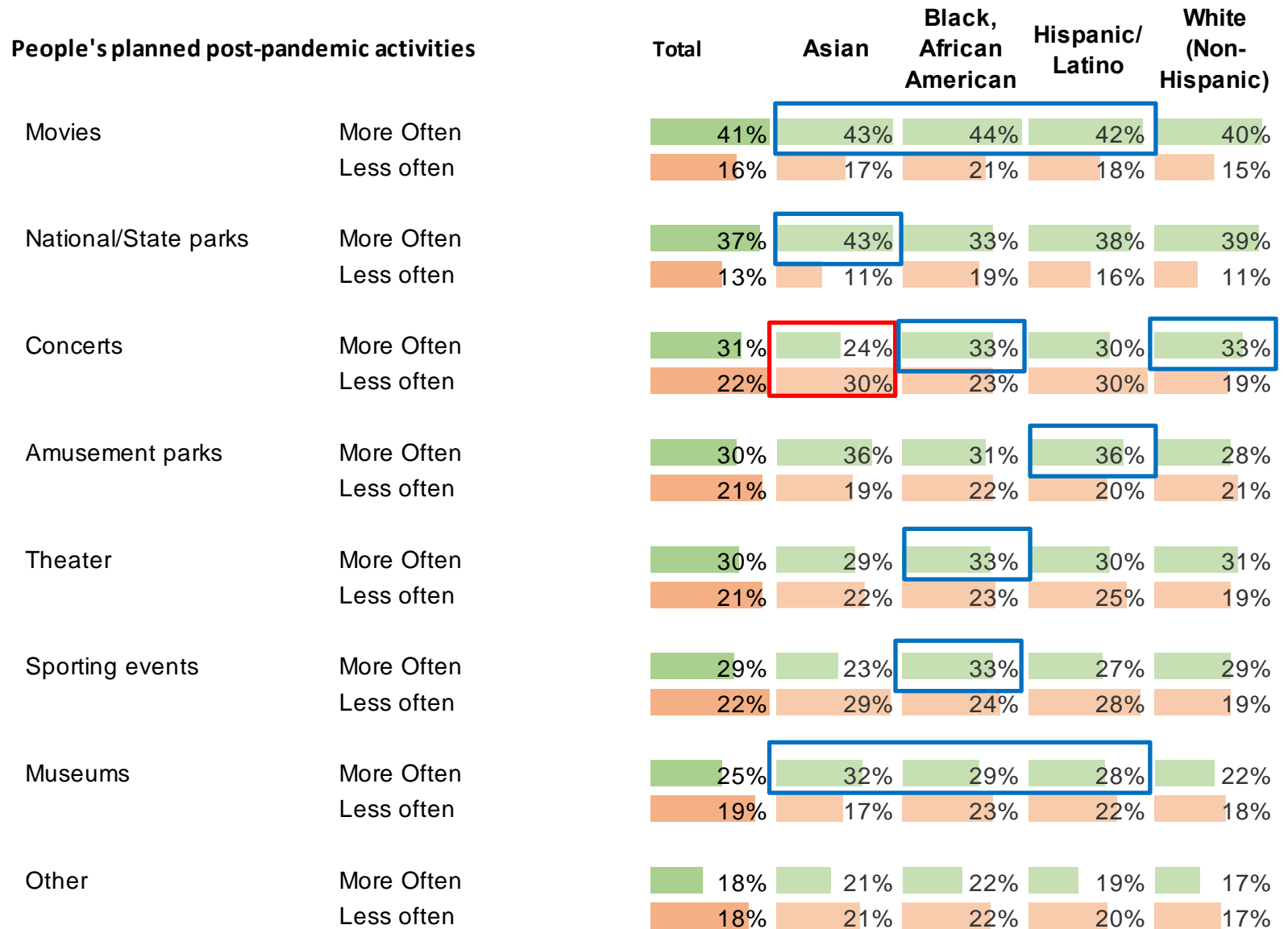
Question 18: What is your preferred form of out of home entertainment?



Post-pandemic leisure

Movies and state parks may gain the most.

White consumers are generally more likely to *not* anticipate any change in their patronage. They might already be more at their “new normal.”



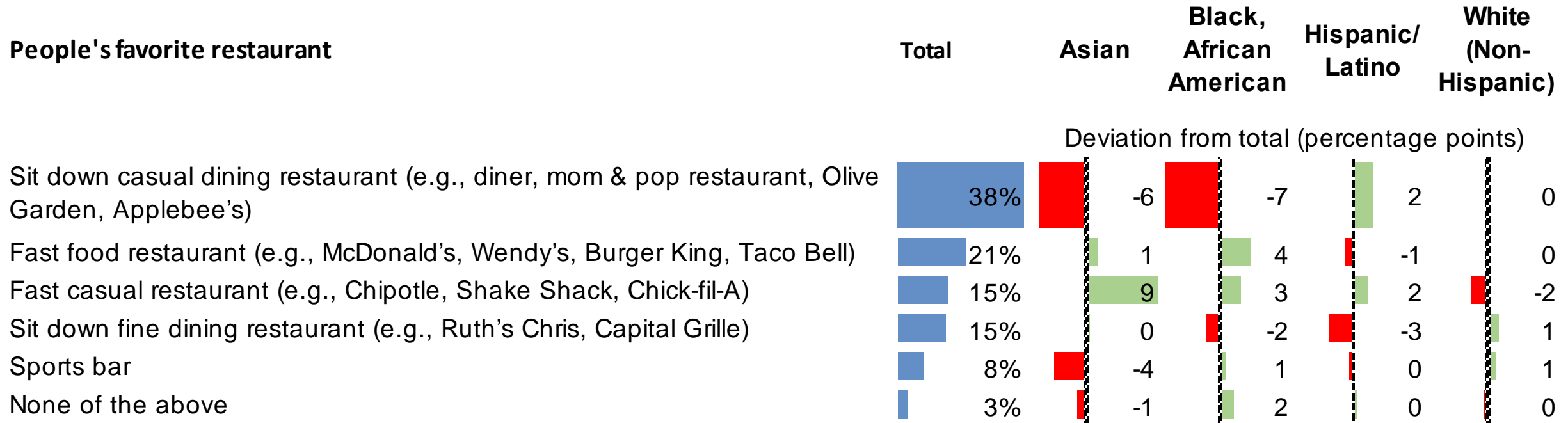
Source: Multicultural Consumer Survey, The Conference Board

Question 20: After the COVID-19 pandemic is over, I plan to go to the following.



Favorite restaurants

Fast casual places are particularly popular with Asian and other non-White consumers. The food and quick service drive these preferences.



Source: Multicultural Consumer Survey, The Conference Board

Question 5: What type of restaurant do you enjoy visiting the most?



Low price is less of a criterion for people's favorite restaurant. Food, experience, and quick service matter most. Sustainability still small but there. "Fast" food is earning its name.

		What type of restaurant do you enjoy visiting the most?				
		Sit down fine dining restaurant (e.g., Ruth's Chris, Capital Grille)	Sit down casual dining restaurant (e.g., diner, mom & pop restaurant, Olive Garden, Applebee's)	Fast casual restaurant (e.g., Chipotle, Shake Shack, Chick-fil-A)	Fast food restaurant (e.g., McDonald's, Wendy's, Burger King, Taco Bell)	Sports bar
What is your major reason for frequenting this type of restaurant?	The food tastes great	40%	33%	26%	17%	10%
	I have fun/can relax there	18%	24%	14%	8%	46%
	I can buy food quickly	5%	2%	16%	36%	12%
	My children/family enjoy it	7%	10%	10%	10%	4%
	The restaurant is environmentally friendly	9%	7%	7%	5%	5%
	To support local/small businesses	4%	10%	3%	3%	11%
	It is economical	5%	4%	8%	9%	2%
	It's a (family) tradition	6%	3%	3%	6%	3%
	I don't have time to cook at home	2%	2%	9%	4%	1%
	Cultural connection	2%	3%	4%	1%	6%
Other	1%	1%	1%	2%	0%	

Source: Multicultural Consumer Survey, The Conference Board

Question 5: What type of restaurant do you enjoy visiting the most?

Question 6: What is your major reason for frequenting this type of restaurant?



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