

Window On The Multicultural Consumer

September 29, 2021



Some of the critical questions and issues we will be answering today

- Discover how multicultural consumers fared economically during the COVID-19 pandemic and their expectations for the future.
- Find out how multicultural consumers adapted their shopping habits during the pandemic and their buying preferences.
- Explore the importance of food in signifying identity and driving purchasing behaviors
- Understand the values of multicultural consumers and how this knowledge can help businesses serve their diverse customers better.



Today's Speakers



Denise Dahlhoff, PhD
Senior Researcher,
Consumer Research
The Conference Board



Edna Kane-Williams
Chief Diversity Officer
AARP

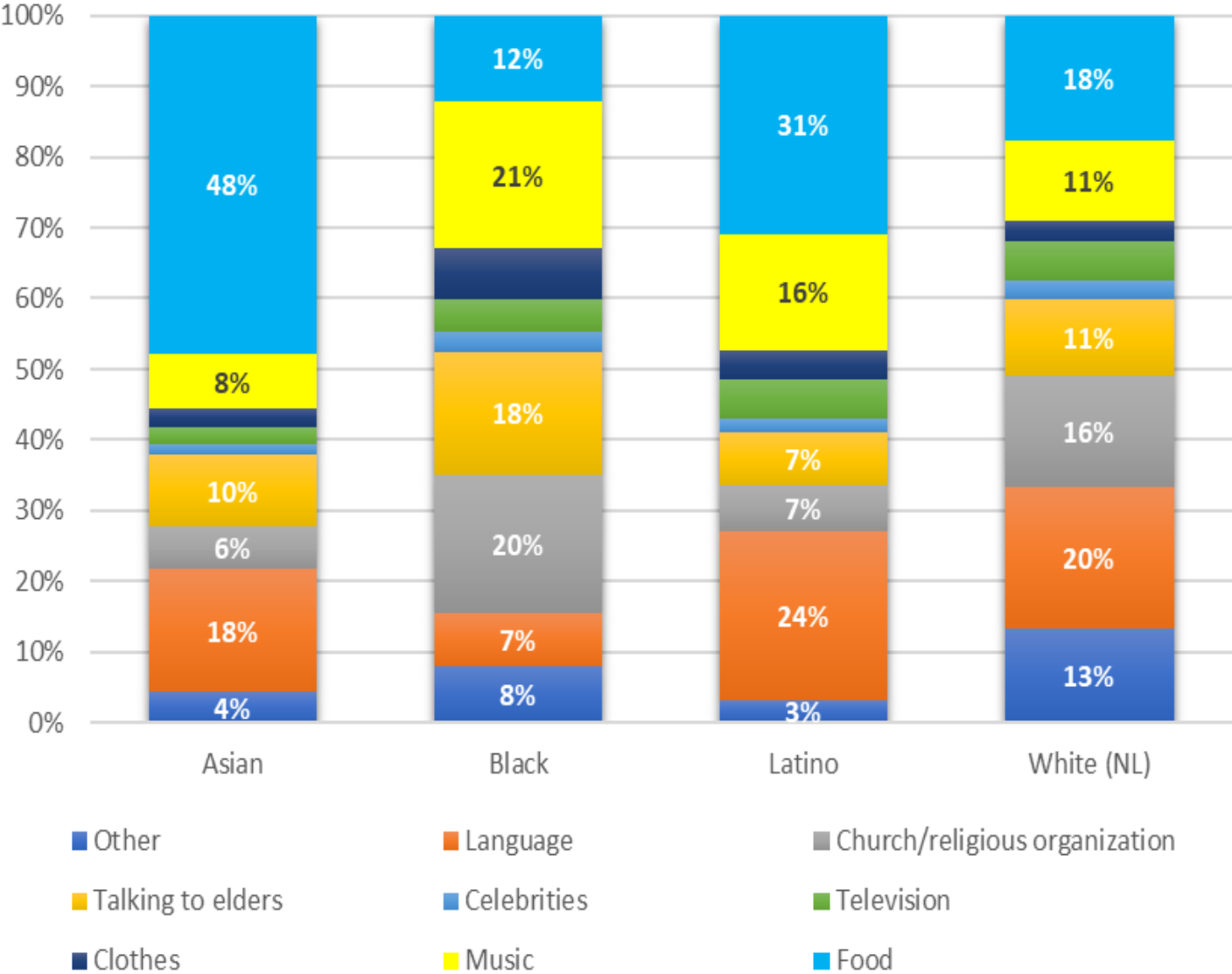


Dana M. Peterson
(Moderator)
Executive Vice President &
Chief Economist
The Conference Board

Food has an emotional effect to make especially Asian and Latino consumers feel closer to their cultural roots.

Language and religious organizations also serve cultural identification.

What makes you feel closer to your ethnicity/race?



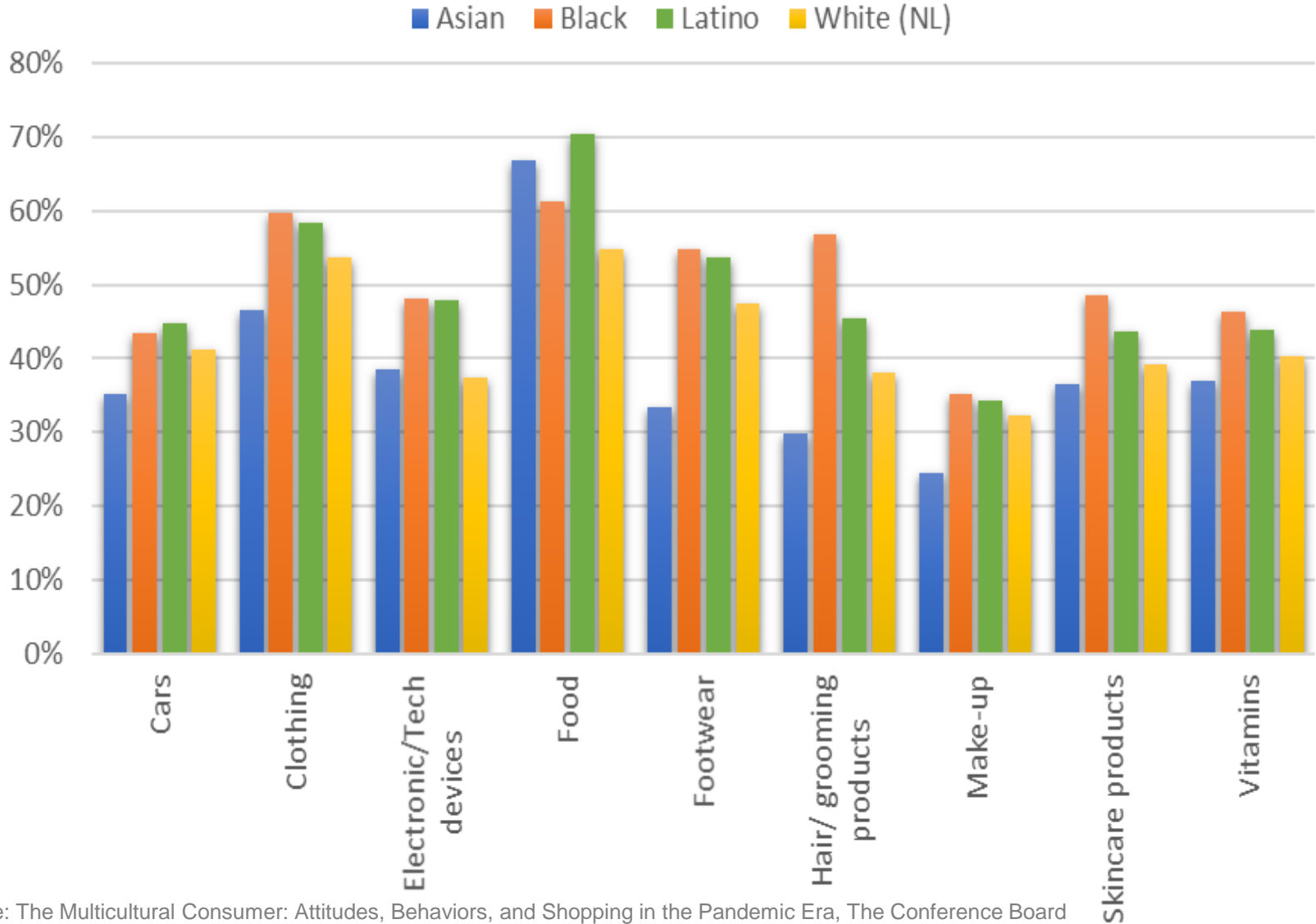
Source: The Multicultural Consumer: Attitudes, Behaviors, and Shopping in the Pandemic Era, The Conference Board



Food is also the leading category to help people reflect their cultural identity—followed by clothing and footwear and ahead of big-ticket items (cars, tech).

Make-up is less popular as a cultural identifier.

How important are each of the following things when it comes to reflecting your identity?

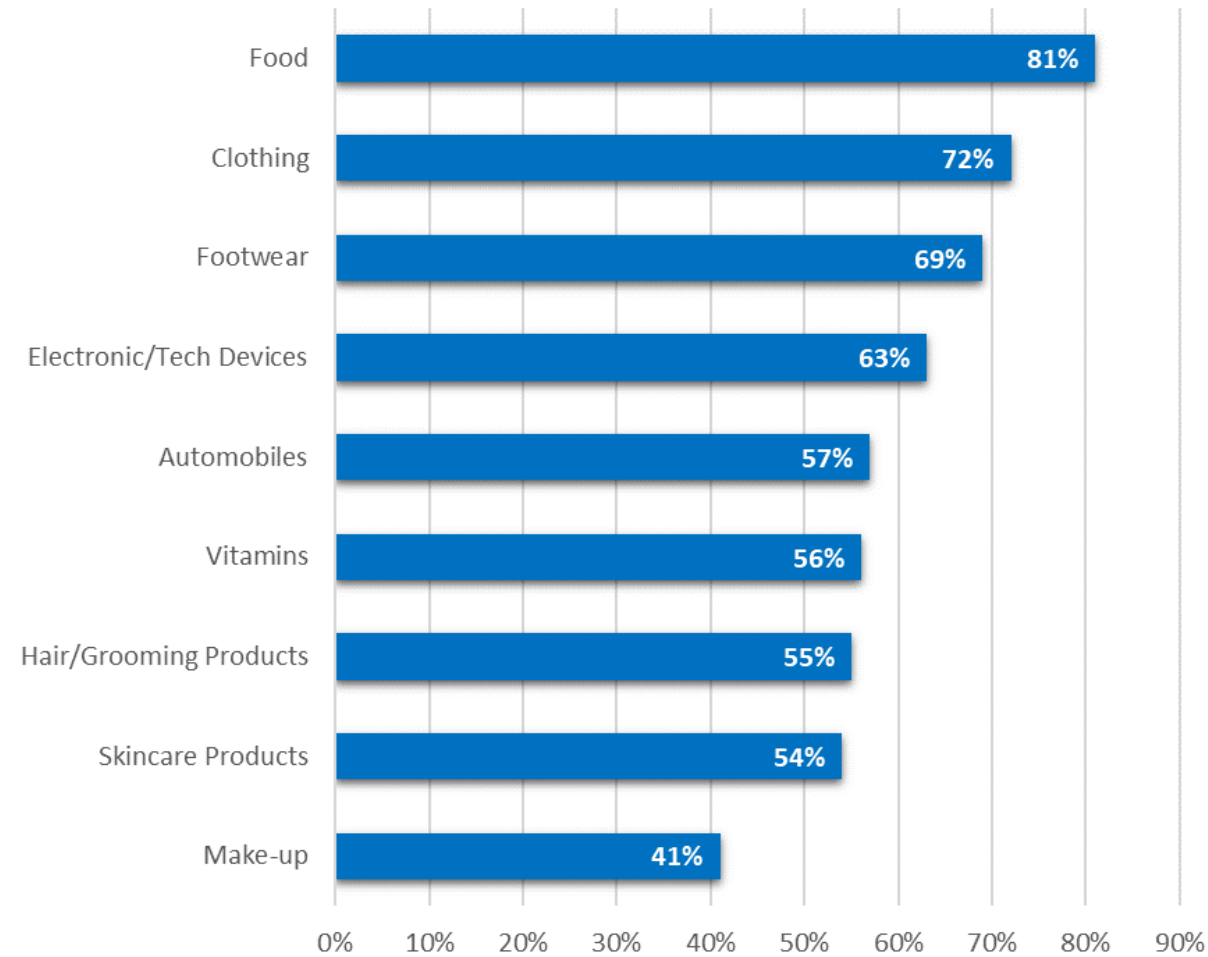


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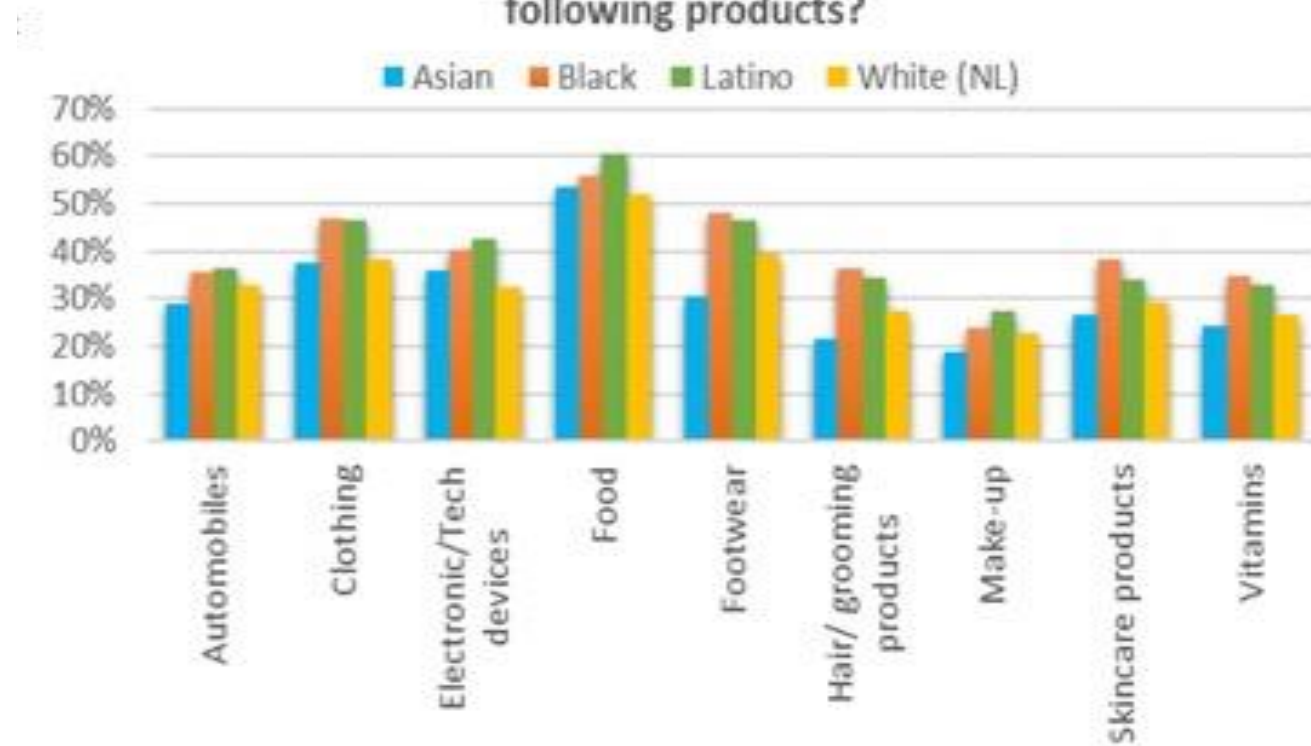


Food is everyone's favorite category to shop—and tech beats personal care

Which Item Do You Enjoy Buying the Most?



How much do you enjoy purchasing each of the following products?

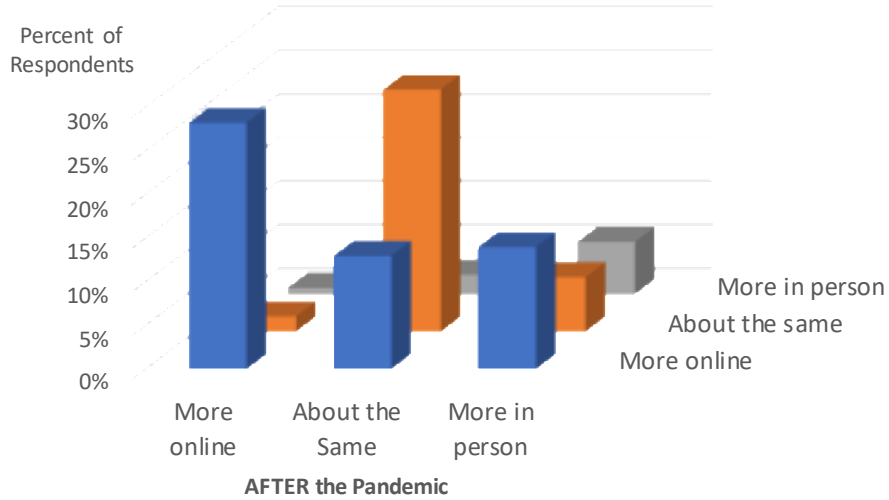


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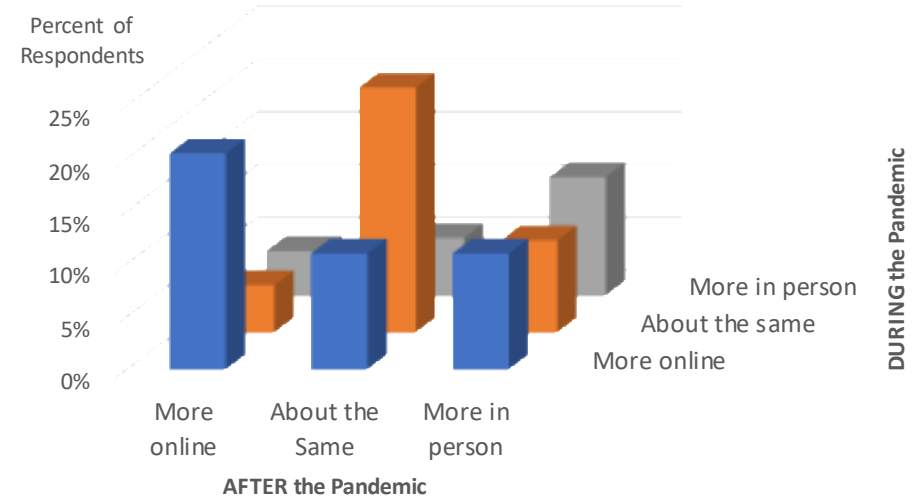


Pandemic impact on shopping channels: in person vs online

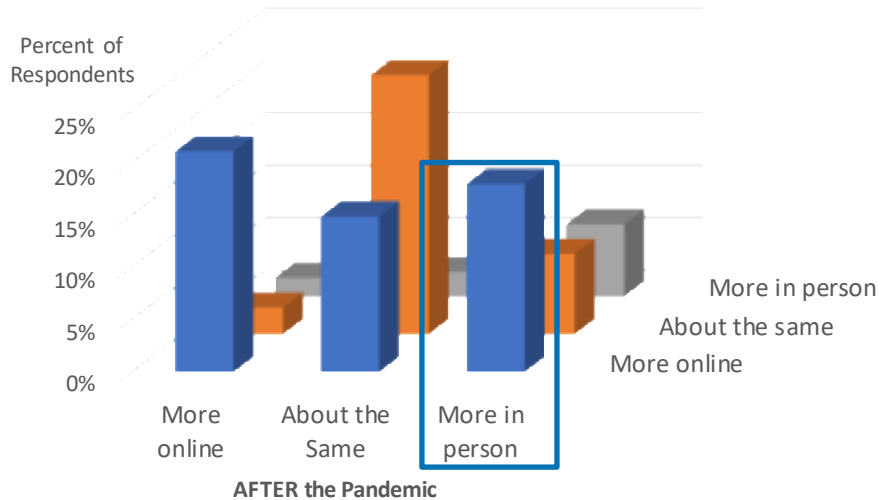
Shopping Behaviors: During vs. After the Pandemic
WHITE



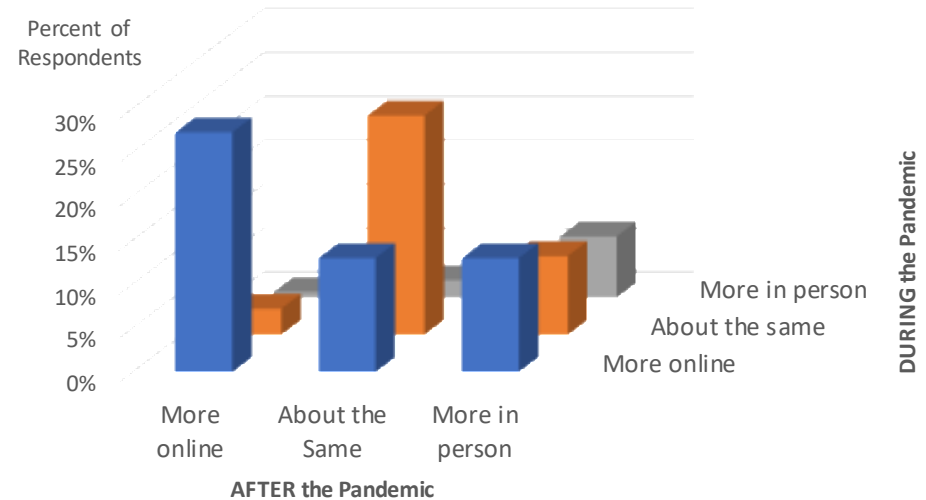
Shopping Behaviors: During vs. After the Pandemic
BLACK



Shopping Behaviors: During vs. After the Pandemic
LATINO



Shopping Behaviors: During vs. After the Pandemic
ASIAN

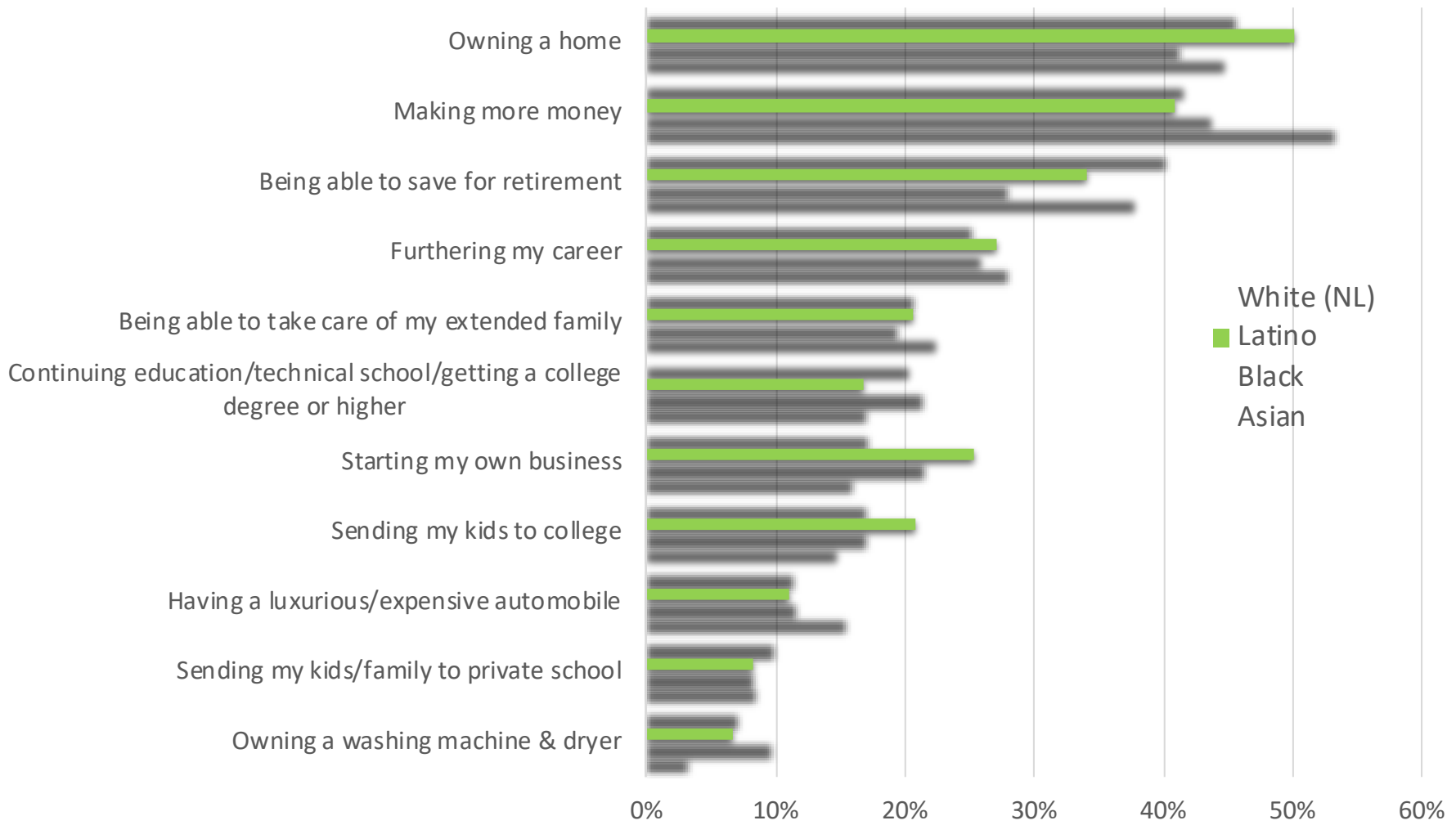


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“Social mobility” means different things to different segments

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



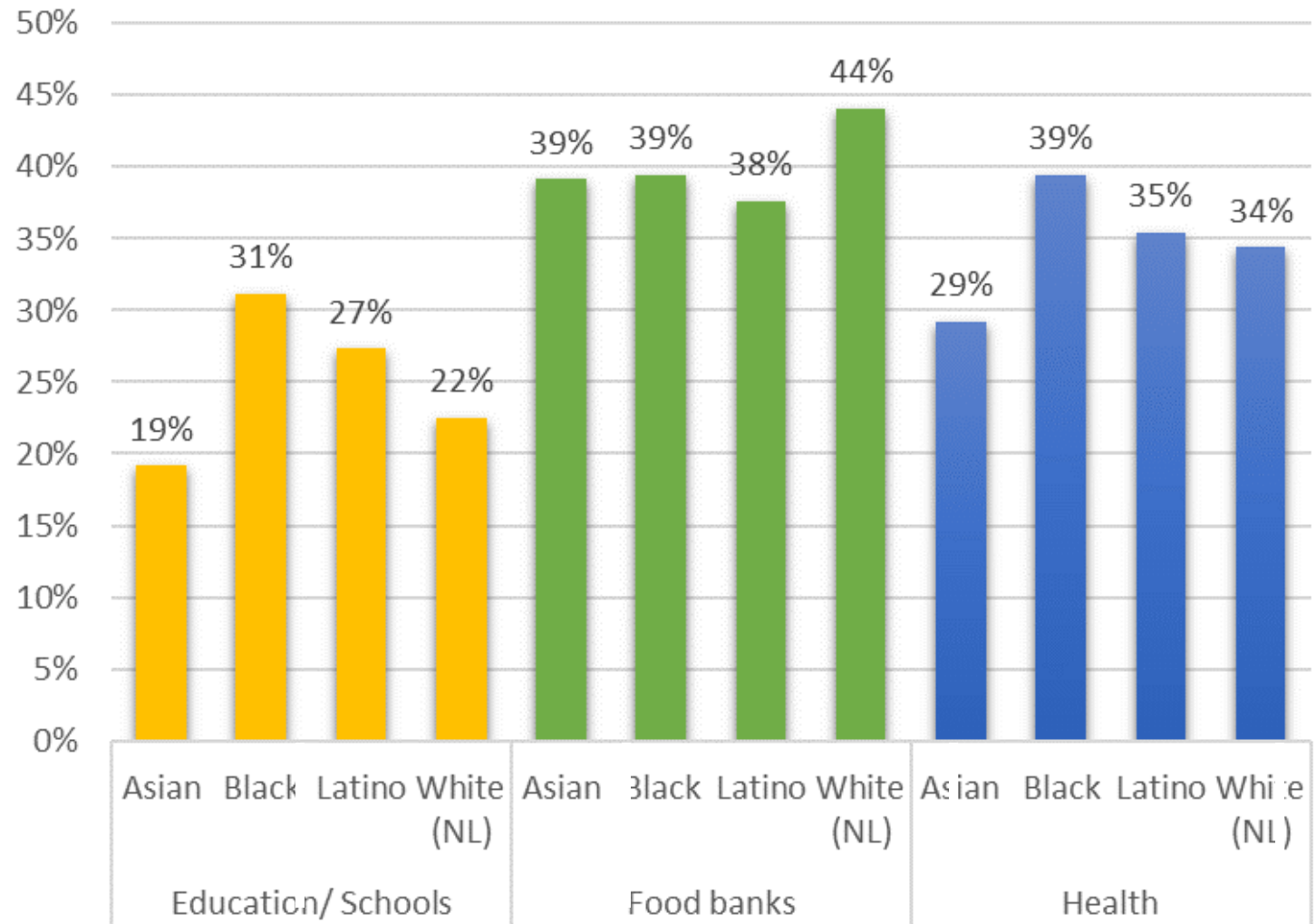
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Food and health are leading charitable causes for financial contributions and volunteering.

Education is particularly important to Black and Latino consumers.

Which types of organization do you normally donate time/money to?

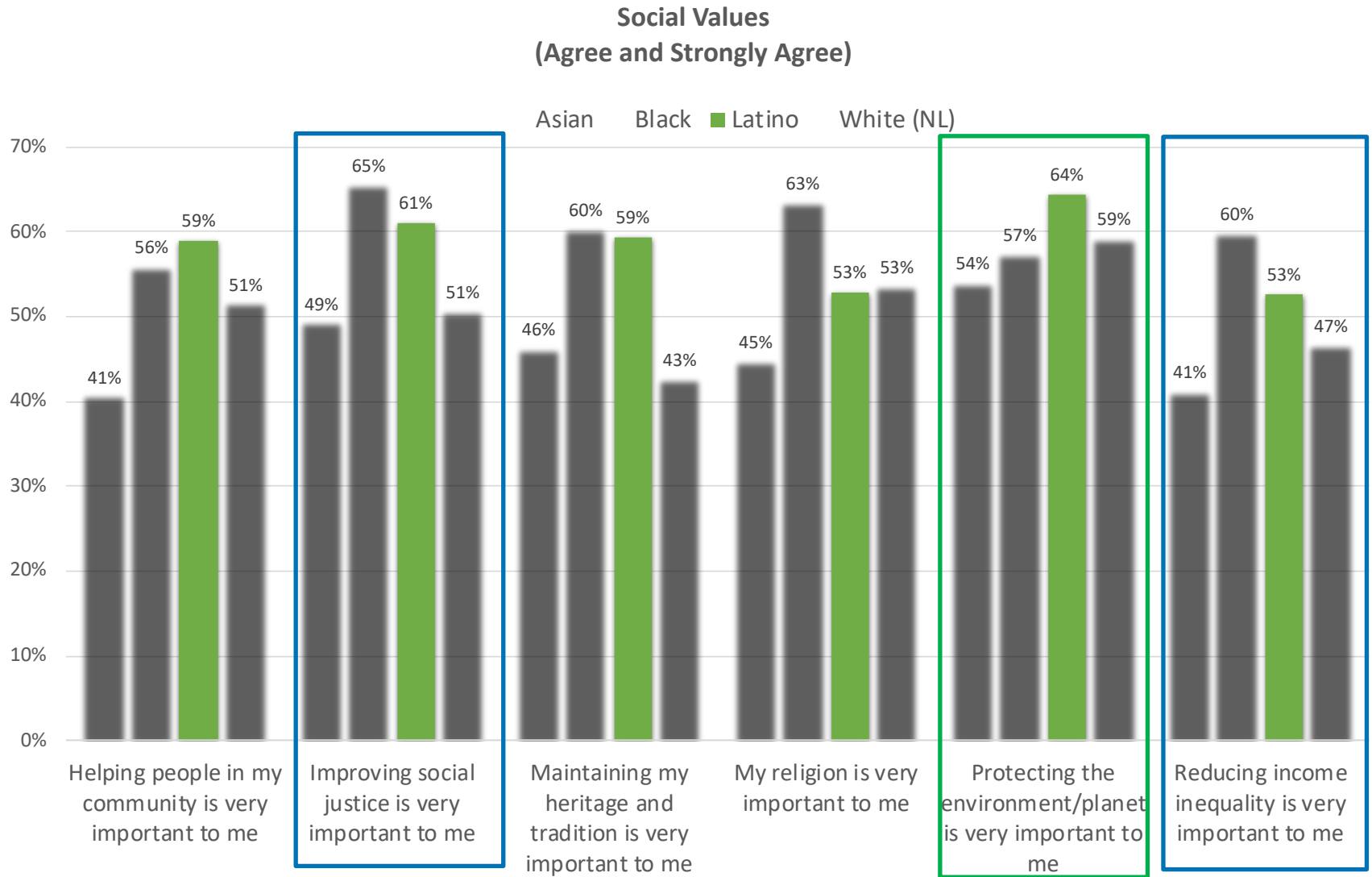


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Hispanic consumers care most about the environment

Black consumers are more focused on social justice and income equality



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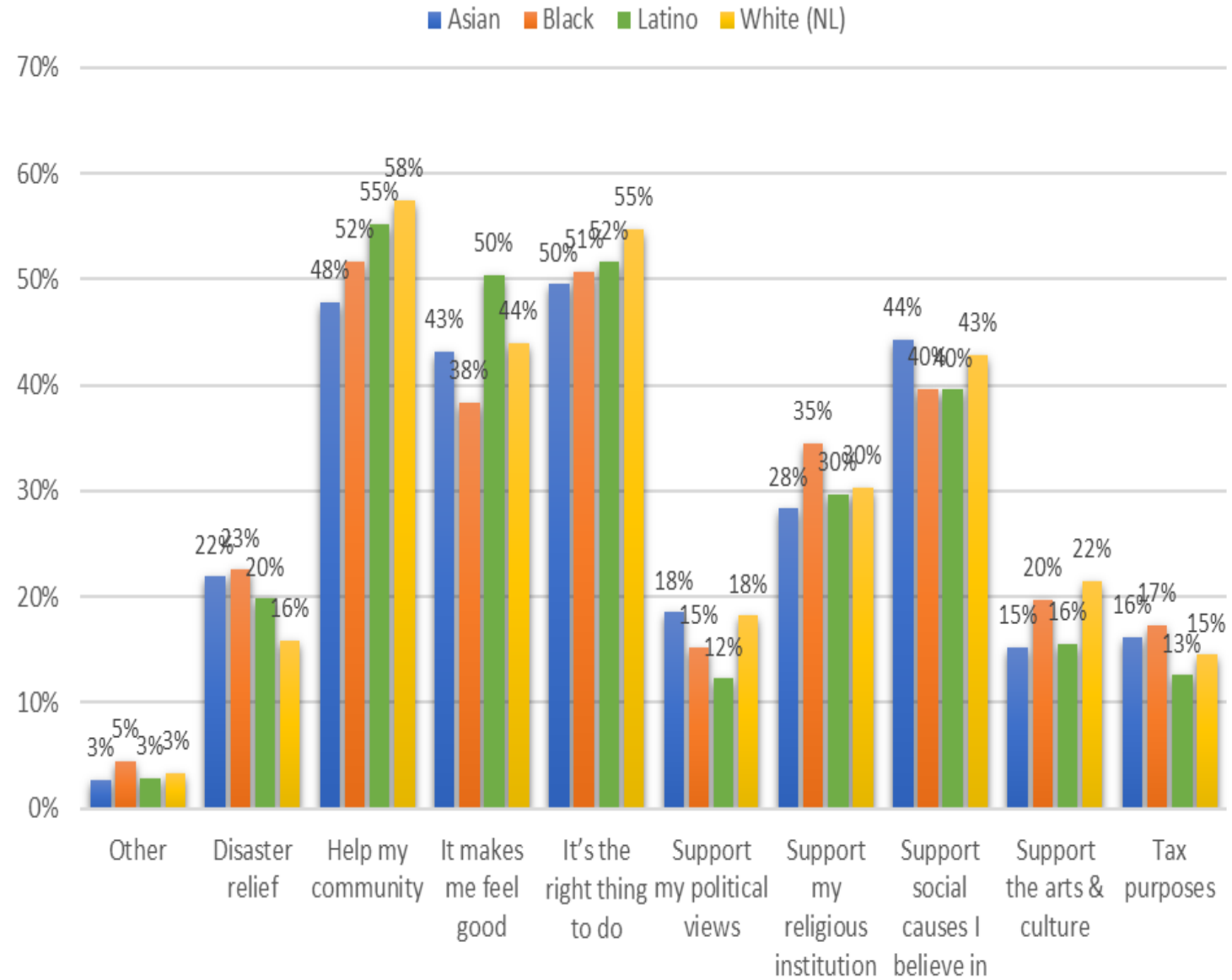


Helping the community and doing the right thing are driving forces for any consumer for their philanthropy.

Latino consumers are slightly more likely to give because it makes them feel good.

More than other segments, Asian consumers are motivated to support causes they believe in.

What are the main reasons for your giving/volunteering?



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



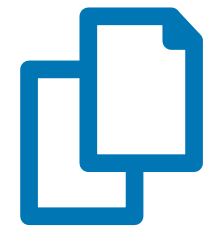
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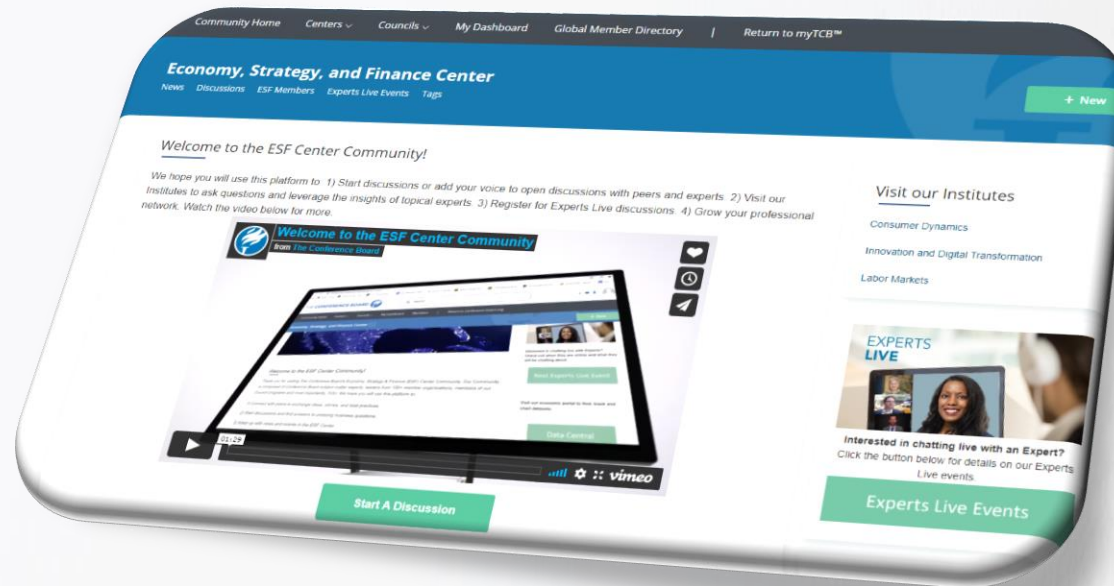


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Executive Vice President &
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The Conference Board



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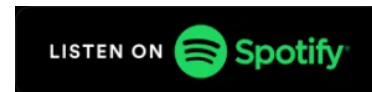


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