



# Understanding the Ethnic Consumer

*Presented by: Pearl Strategy and Innovation Design Inc.  
May 28, 2013*

# This Study

---

- ✓ Research is qualitative in nature
  - ✓ Ethnographies
  - ✓ Eco system panels
- ✓ Findings are directional

# Today



Who is she?



What are her needs?



How she shops?

---

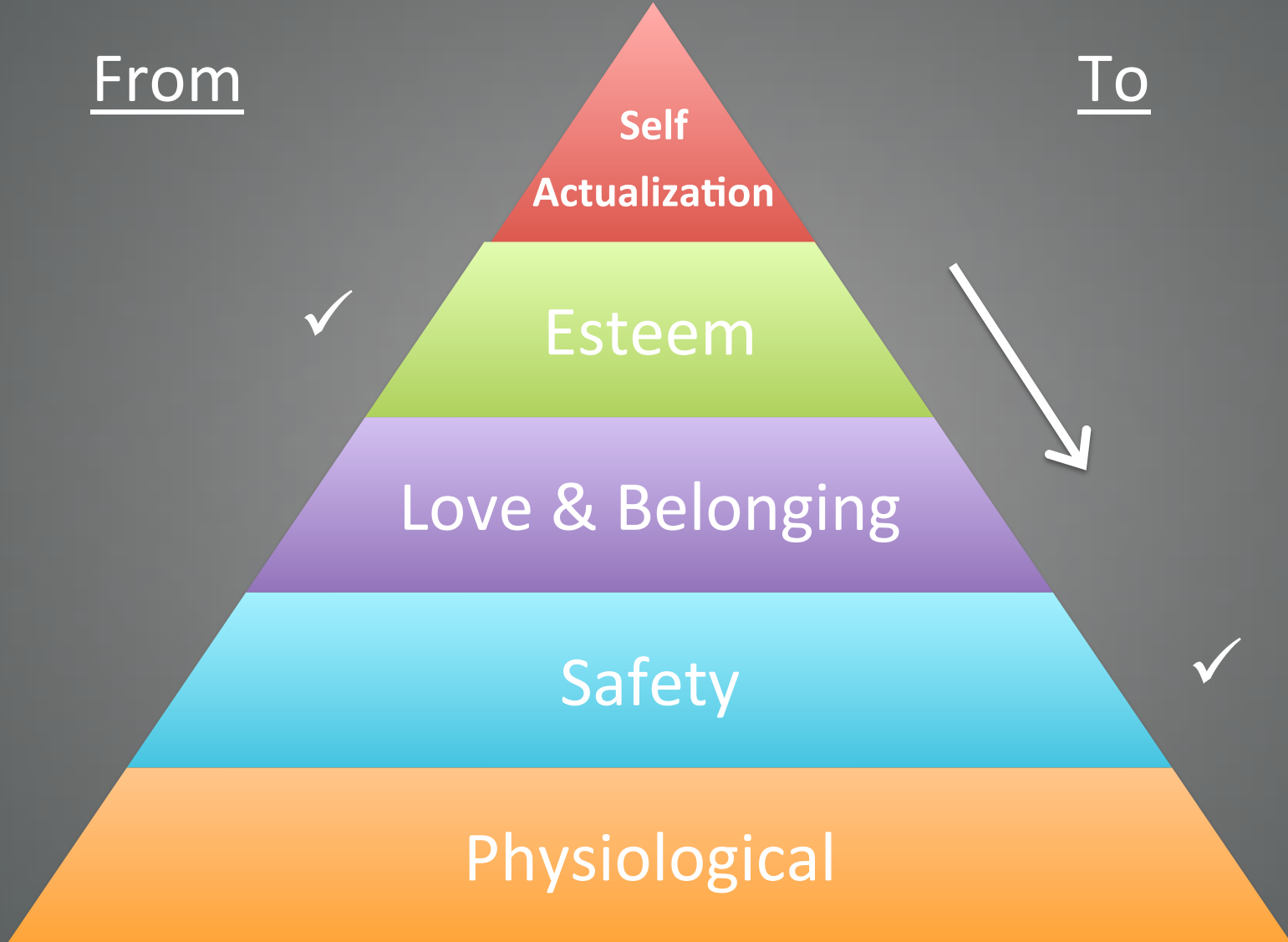
# WHAT DO THE BIG 3 HAVE IN COMMON?

---

# WHAT DO THE BIG 3 HAVE IN COMMON?

Where they reside on Maslow's Hierarchy

# Maslow Hierarchy of Needs





**South Asian**



# Getting to Know Her

This is a story about Paramjeet.

Born in India, Paramjeet has been living in Mississauga for 7 years with her husband and 2 kids, a son of 8 and daughter of 2.

Her family, (originally an upper middle class family in India) came to Canada to move beyond the environmental and political conditions in India.  
Paramjeet wants her children to have a better life.

Paramjeet is a homemaker now but is university educated and has a high propensity for learning. Since coming to Canada she enjoys her new found independence.

Paramjeet's large circle of friends would describe her as an energetic, healthy person who strives to be successful.





# Her Needs

## Functional

I want to  
get to my  
best health.

I need  
ways to  
save time.

## Emotional

I want to  
feel  
confident.

I want to  
be my  
best.

*"I have always been health conscious. It is very important to me. I do read a lot of ingredient lists as far as food is concerned. I'm a little bit ok with cosmetics. I try to get natural products but realize there is only so much you can do."*

*"I never used this in India. This is an instant curry. There you make everything from scratch. These are so convenient, so I started using these. It's an instant brand."*

*"Over here you need to be more independent. You need to do a lot of things over here that we are not used to because we have people working for us over there. Yeah, I learned to be more independent, doing things on my own. "*



# Her Approach to Shopping

## Guiding Principles



Trust & Quality

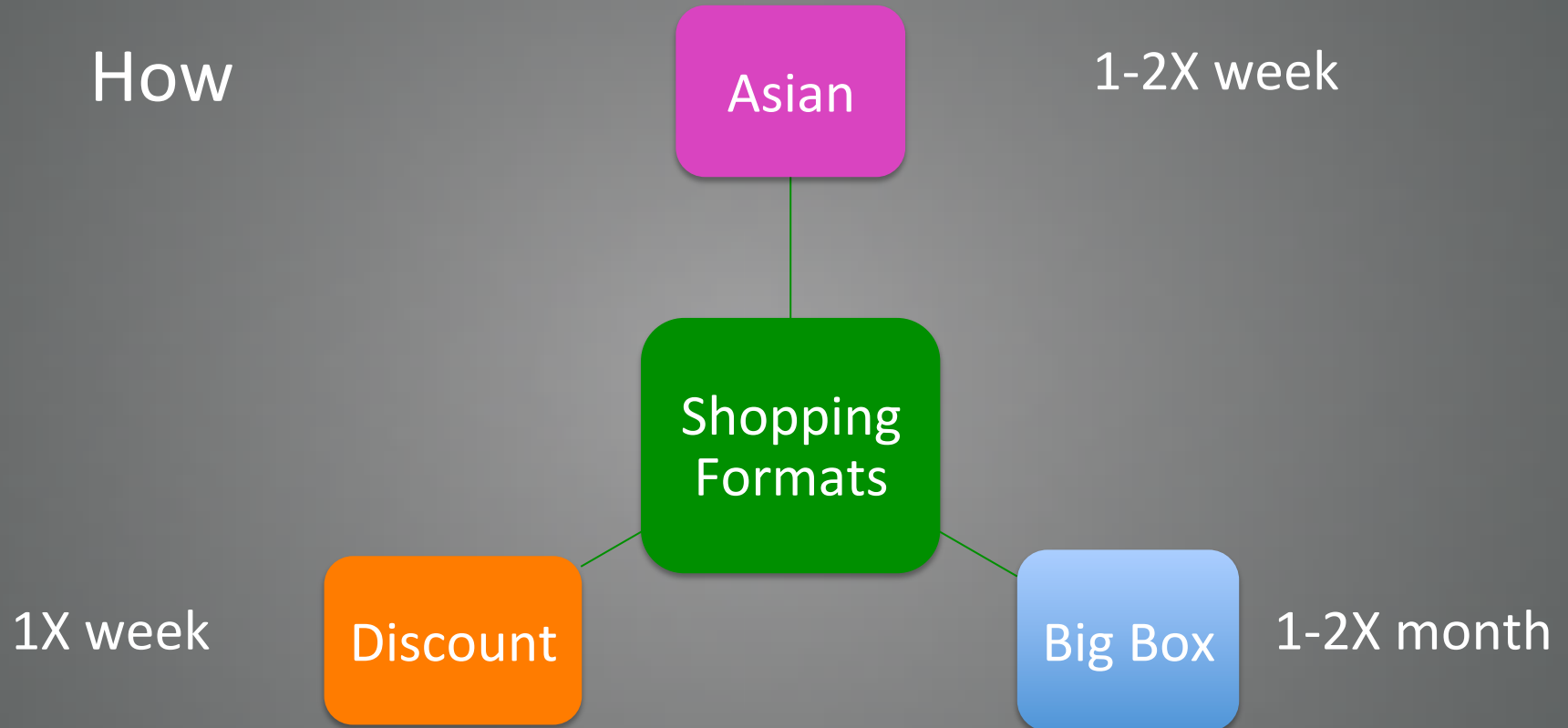


Price & Value



# Her Approach to Shopping

How





# Her Approach to Shopping

What formats





# Her Approach to Shopping

## Basket Type



- Asian Specialty Foods
- Fruits & Vegetables
- Meats
- DVD's



- Basics
- School snacks



- Basics
- High frequency food items
- Healthy/New Foods
- HABA and Cleaning products

# Factors of Store Choice



What (now)



Location



Price



Quality



# Factors of Store Choice



What (later)



Variety & Selection



Specialty Products

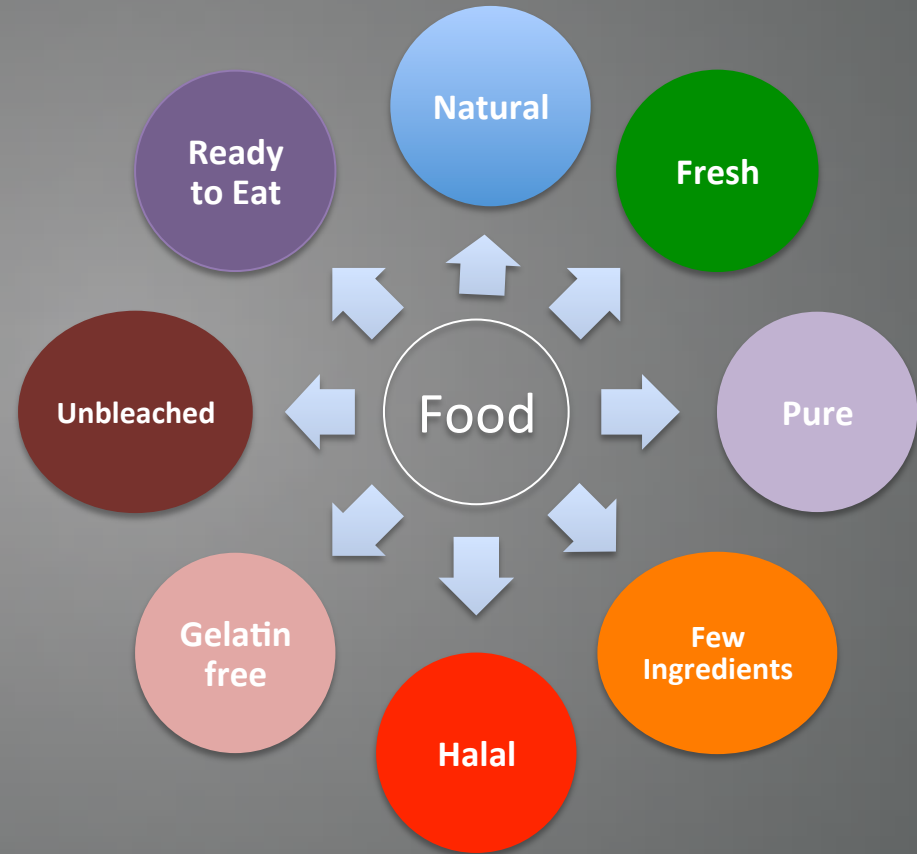


Store Layout  
& Design



# Products Features That Resonate

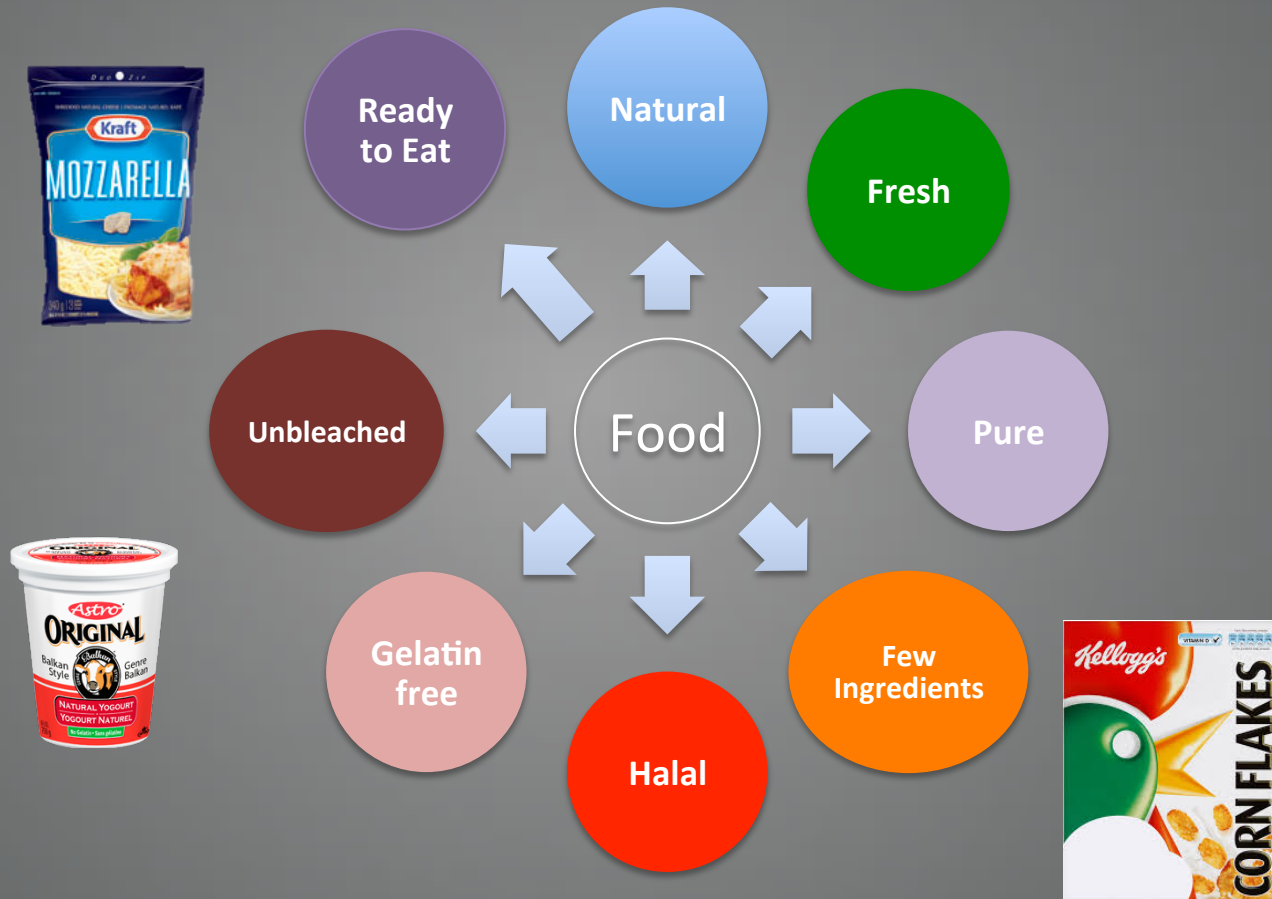
## Needs







# Brands She Loves





# Brands She Loves



Face



Hair



Body



Chinese



# Getting to Know Her

This is a story about Amy.

Born in China, Amy has been in Canada for 8 yrs. She now resides in North York with her husband and 13 yr old son.

Amy's family came to Canada because her husband wanted to pursue his IT career. Amy also wanted more for her son. In her words "School is too stressful for kids in China."

Amy is a homemaker now but was a teacher back in China. Amy is still getting used to the slower pace of life in Canada.

Amy would describe herself as a person who values being efficient and prides herself in making smart decisions.

# Her Needs



## Functional

I want to  
live a  
long life.

I need help  
being  
efficient.

*"I didn't want to have breakfast. I just put milk and this together, because I don't want to eat more starch. It's good for kids too. That's why I bought a blender. It's very easy."*

*"Yes basically we have a very stable life so we do not change too much, but if something happens or the schedule changes we can be flexible to change."*

## Emotional

I want to  
feel in  
control.

I want to  
make the  
right choice.

*"Costco the return and exchange is so good. I don't worry...I just buy what I like ....if I bought wrong I can return. "*

*"Costco is not like other stores...I just go there and I know its ok."*



# Her Approach to Shopping

## Guiding Principles



Trust & Quality

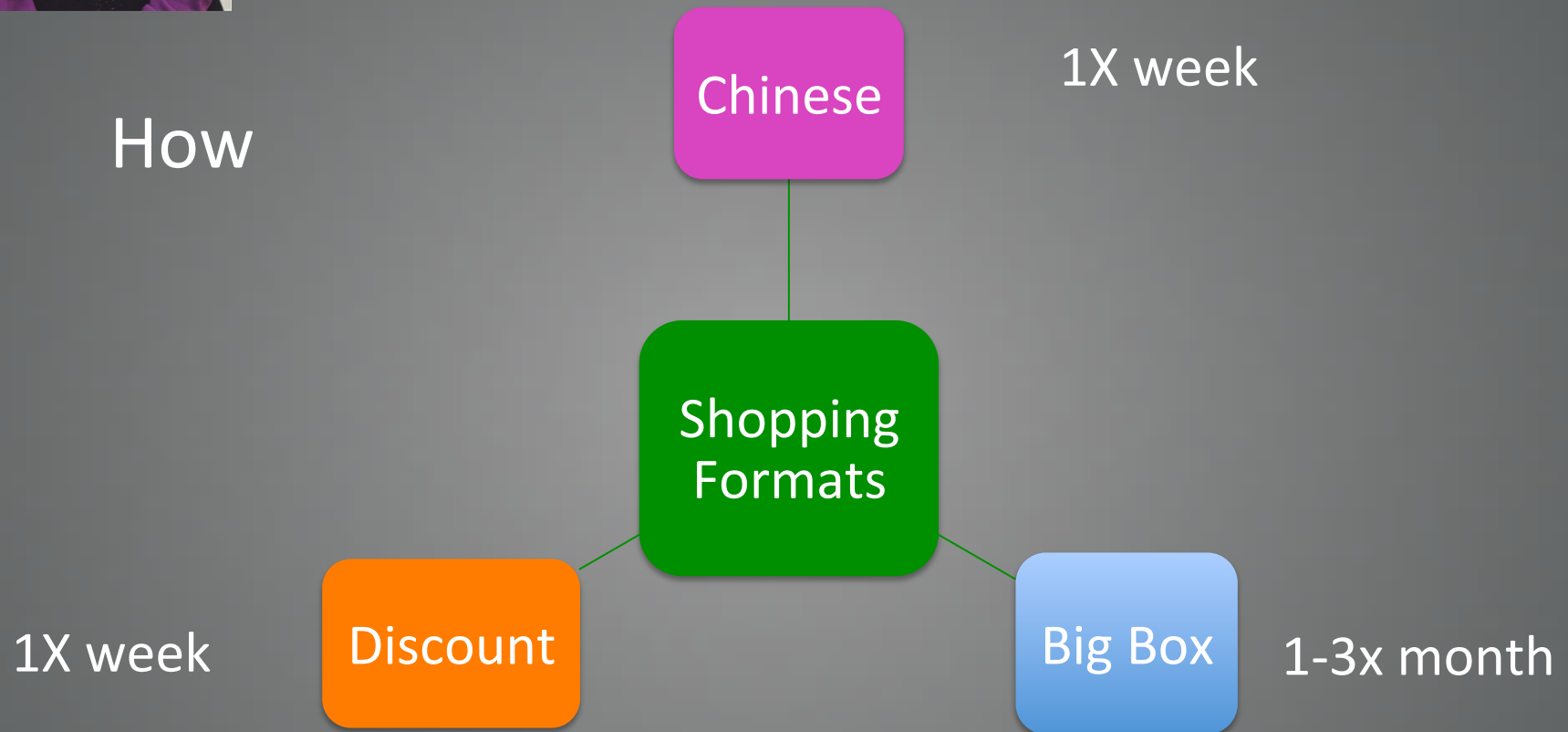


Value



# Her Approach to Shopping

How







# Her Approach to Shopping

What formats







# Her Approach to Shopping

## Basket Type



- Chinese Specialty Foods
- Fruits & Vegetables
- Fish & Seafood
- Prepared foods



- Basics
- School snacks



- Basics
- Fruits & Vegetables
- High frequency food items
- Other categories



# Factors of Store Choice

## What (now)



Location



Quality



Price



# Factors of Store Choice

What (later)



Quick Check out Lines



Prepared Foods

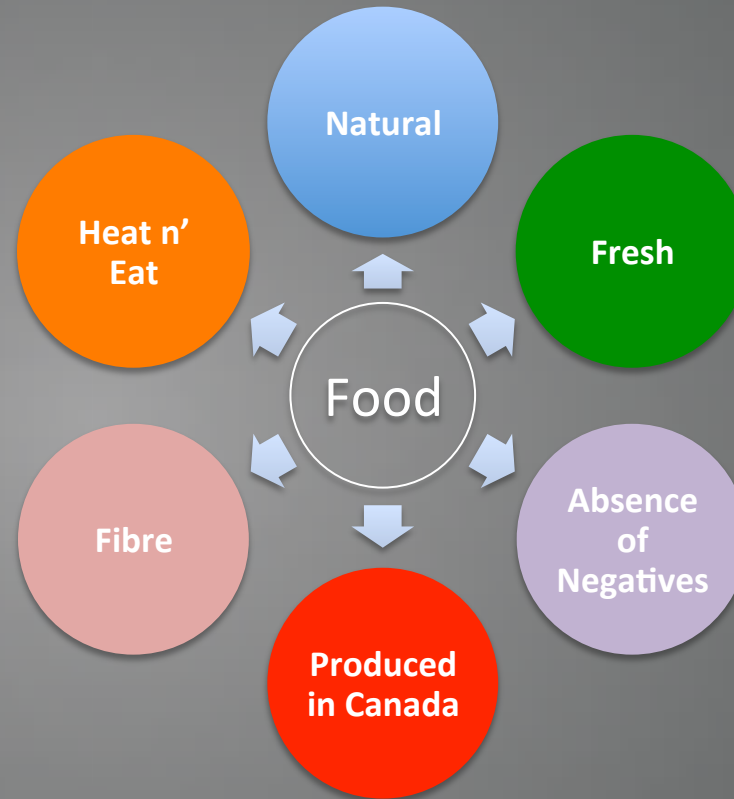


Store Layout  
& Design



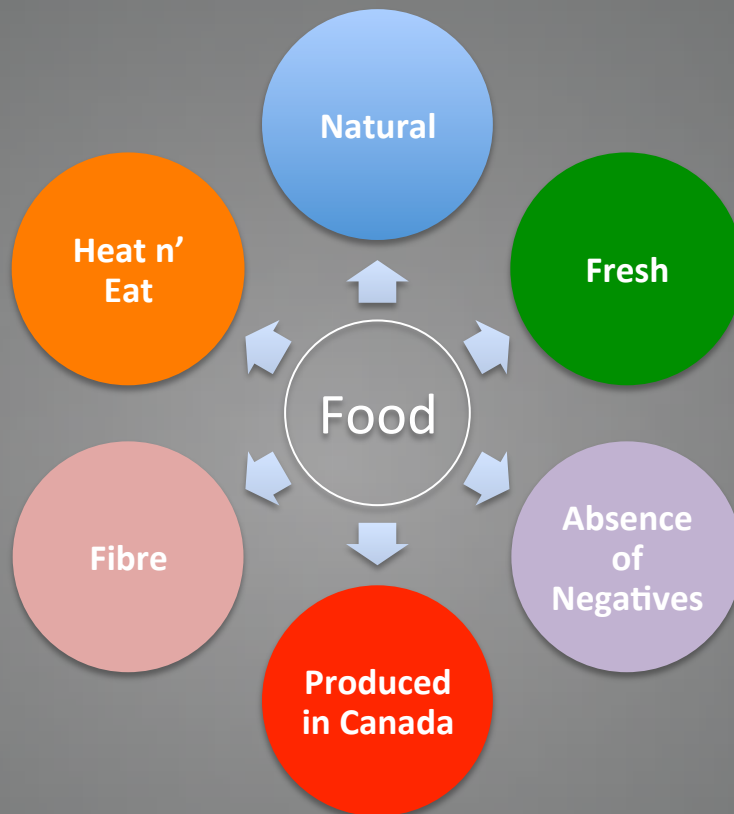
# Product Features That Resonate

## Needs





# Brands She Loves





# Brands She Loves



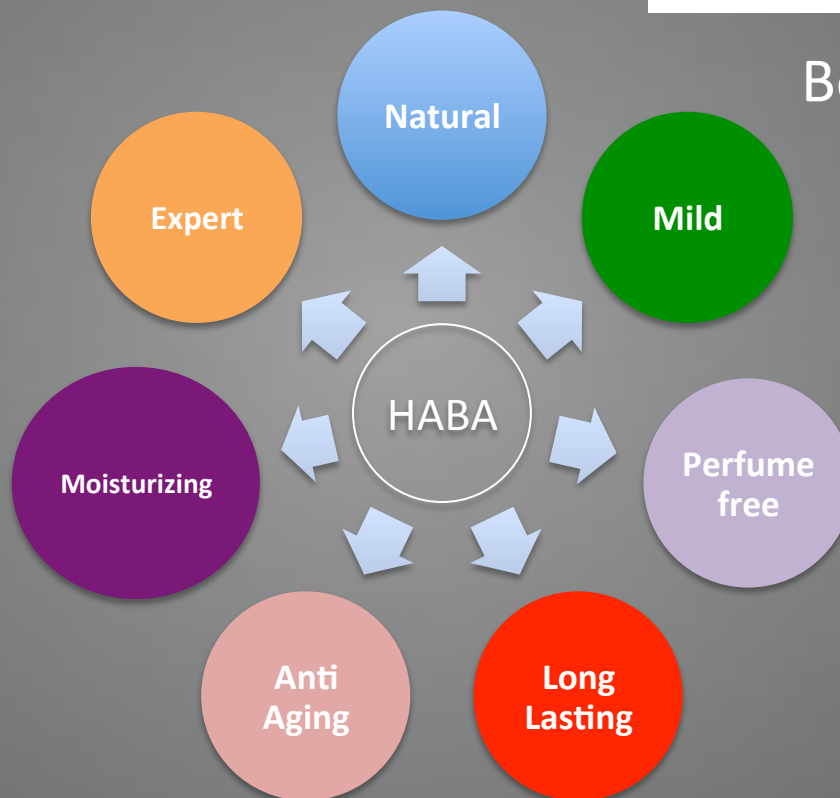
Hair



Face



Body







**Filipino**



# Filipino Key Differences



Health



Convenience



Price



Brands



Discount format/  
Frequency of visits





# Retailers & Brands - Existing

## Needs



## SO WHAT?

1. Focus on the user experience and the post purchase experience
2. Expand beyond functional benefits to meet emotive needs

# Retailers & Brands - New

## Needs



## SO WHAT?

1. Build awareness of your brand
2. Establish a positioning that can deliver against their functional needs
3. Once they are a customer start building an emotional connection

# PEARL

STRATEGY AND INNOVATION DESIGN



Contact: Susan Weaver  
Email: [susanweaver@pearl-strategy.ca](mailto:susanweaver@pearl-strategy.ca)  
Cell: 416 980 2446