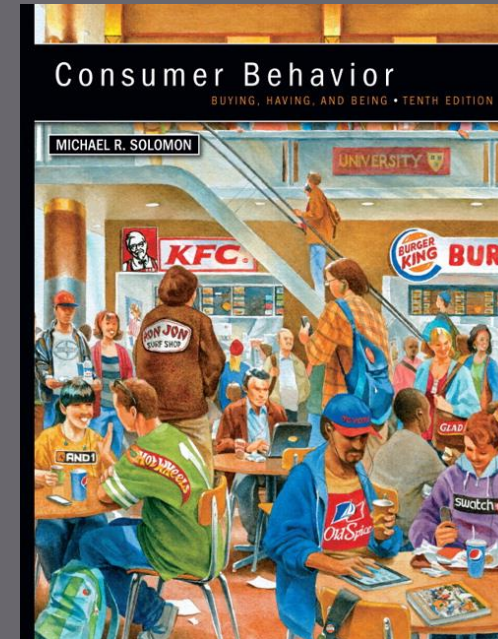


CONSUMER BEHAVIOR, 10e

Michael R. Solomon

CHAPTER 13 SUBCULTURES



Chapter Objectives

When you finish this chapter, you should understand why:

1. Our identification with microcultures that reflect a shared interest in some organization or activity influences what we buy.
2. Our memberships in ethnic, racial, and religious subcultures often play a big role in guiding our consumption behaviors.

https://www.ted.com/talks/sarah_willersdorf_what_brands_can_learn_from_online_dating

https://www.ted.com/talks/amy_webb_how_i_hacked_online_dating

Chapter Objectives (continued)

- 3. Many marketing messages appeal to ethnic and racial identity.
- 4. African Americans, Hispanic Americans, and Asian Americans are the three most important ethnic/racial subcultures in the United States.
- 5. Marketers increasingly use religious and spiritual themes when they talk to consumers.

Chapter Objectives (continued)

6. We have many things in common with others because they are about the same age.
7. Teens are an important age segment for marketers.
8. Baby Boomers continue to be the most powerful age segment economically.
9. Seniors continue to increase in importance as a market segment.

Our Identity

- Consumer identity derives from “we” as well as “I”.
- **Microcultures** are communities of consumers who participate in or otherwise identify with specific art forms, popular culture movements, and hobbies.



Microcultures

- Form around a strong shared identification with an activity or art form or lifestyle
 - ▣ Dead Heads
 - ▣ Surfers
 - ▣ Gluten Free
 - ▣ Yoga
 - ▣ Harley Davidson
- Share a unique set of norms, vocabulary, and product insignias.
- Can even mold around fictional characters and events, and they often play a key role in defining the extended self (Star Trek fans).



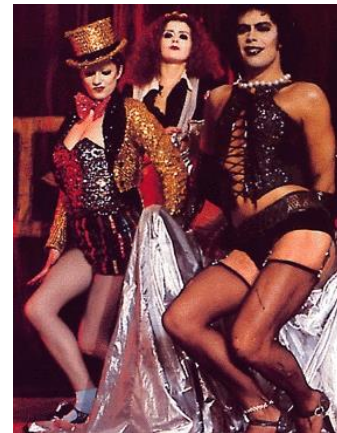
Dog Clothing

- Consider dog clothing—an unknown market just ten years ago that is now one of PetSmart's and Petco's **fastest-growing** and most profitable product lines.



Cosplay Movement

- A growing trend is the cosplay movement, a form of performance art in which participants dress up like an avatar or fictional character.
 - ▣ Rocky Horror
 - ▣ Comicon
 - ▣ Anime





A man in a black t-shirt and blue jeans is performing a skateboard trick on a wooden ramp. The word "Microculture" is written in large white letters on the ramp. A red box contains the text "Dig deep into language, rules and ethos".

Microculture

Dig deep into language,
rules and ethos

Understanding the implications of the cultural terrain surrounding a brand, product, service, or initiative is an absolute must for informing your strategy and creative execution decisions.

CultrDig has a range of qualitative methodologies, some traditional and some we create, that we often blend to gather powerful cultural insights.

Objective 1: Subcultures, Microcultures, and Consumer Identity

- Consumers are defined by group memberships within the society-at-large called **subcultures**
- We all belong to many subcultures depending on:
 - ▣ Age
 - ▣ Race
 - ▣ Ethnic background
 - ▣ School
 - ▣ Religion
 - ▣ Birthplace
- Members share beliefs and common experiences that set them apart from others.



Source: Evak20/Shutterstock.

What is a Subculture?

□ <https://www.youtube.com/watch?v=RV50AV7-lwc>

- Any group that exists within dominant, mainstream culture...a world within a world
 - Shared ideology...values, norms, beliefs
 - Shared aesthetic...dress, pastimes, music, zines/blogs, etc
 - Shared vernacular...specialized language

SubCultures and Urban Tribes Ultimate Bestiary

picture/idea (c)
Lex Farnham

Lex



BEATNIK



ROCKABILLY



SURFER



MOD



HIPPIE



PREPPIE



METROSEXUAL



EMO



PUNK



RASTAFARI



DISCO



YUPPIE



GOTH



HIPHOP



ROMO



SKATER



JEVITRÓN



NEONAZI



HEADBANGER



GRUNGER



RAVER



HACKER



PERROFLAUTA

Amish People in the US

- ❑ Ohio, Pennsylvania, and Indiana
- ❑ Average 7 children per family
- ❑ Religion: Anabaptist - Christians who believe in delaying baptism until the candidate confesses his or her faith in Christ as opposed to being baptized as an infant
- ❑ Isolation, do not serve in the military, do not pay social security taxes or serve juries, do not receive social security, welfare or collect settlements
- ❑ Dialect: at church high German, low German daily

Types of Subcultures

- Vocational subcultures
- Recreational subcultures
- Ethnic subcultures
- Lifestyle Subcultures



Purpose of both sub and countercultures

- ❑ Gives people a place where they are empowered
- ❑ Connects likeminded people
- ❑ Makes invisible people visible
- ❑ Allows people to escape the identity they are born into
- ❑ Gives people a place to construct identity



Job Jargon: Truck Driving

- ❑ "Reefer" ... refrigerated trailer
- ❑ "Big Road" Highway
- ❑ "Flip Flop" ... return trip
- ❑ "Chicken Coup" ... truck scales
- ❑ "Bear" ... Police
- ❑ "Back Door" ... Behind



Furries



Otherkin

- Subculture of people, primarily Internet-based, who identify in some way as other than human
- Believe themselves to be mythological or legendary creatures, explaining their beliefs through reincarnation, having a nonhuman soul
 - ▣ Angels, demons, dragons, elves, extra-terrestrials, fairies, kitsune, lycanthropes, and vampires



Girls dress like their favorite manga, anime, or video-game character.



Wamona, cyber,
decora , or
cosplay



Harajuku
district of
Japan



Steampunk

- Based on science fiction literature blended with Victorian Era culture...
 - ▣ Think H.G. Wells and Jules Verne
 - ▣ Clothing: gowns, corsets, petticoats and bustles; suits with vests, coats and spats; or military-inspired garments.



Hipsters



TREKKIES



Ethnic Subcultures

- Our memberships in ethnic, racial, and religious subcultures often guide our consumption behaviors
- Ethnic Subculture – a group of people who share common cultural and genetic ties where both its members and others recognize it as a distinct category
 - ▣ Ethnic identities often are significant components of a consumer's self-concept.



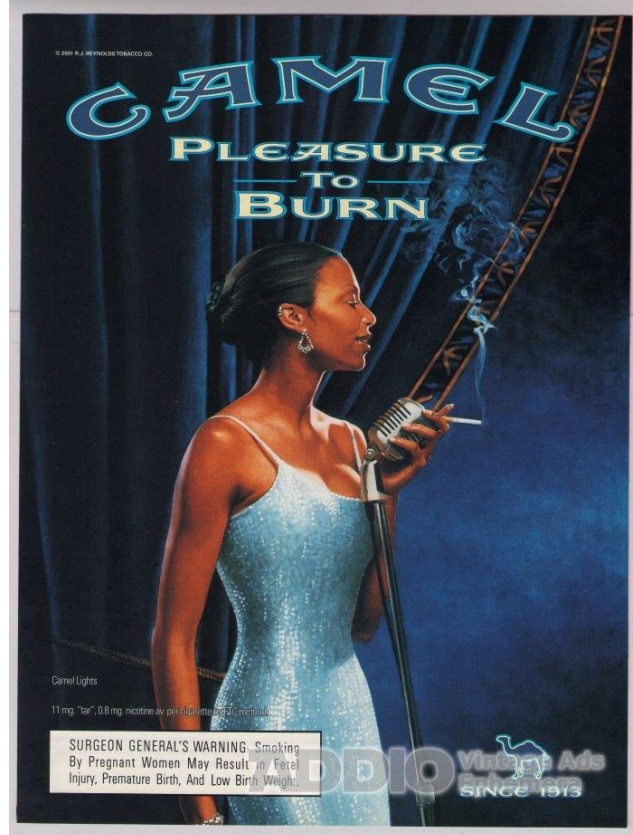
The facts...

- By 2042 – Americans who identify themselves as Hispanic, Black, Asian, American Indian, Native Hawaiian, and Pacific Islander will together outnumber Caucasians
- Multiracial children is the fastest growing youth group in the country (4% of all newborns)
- Advertisers must rethink old strategies
 - ▣ Assume all their customers are Caucasian



Ethnicity & Marketing Strategies

- Many marketing messages appeal to ethnic and racial identity.

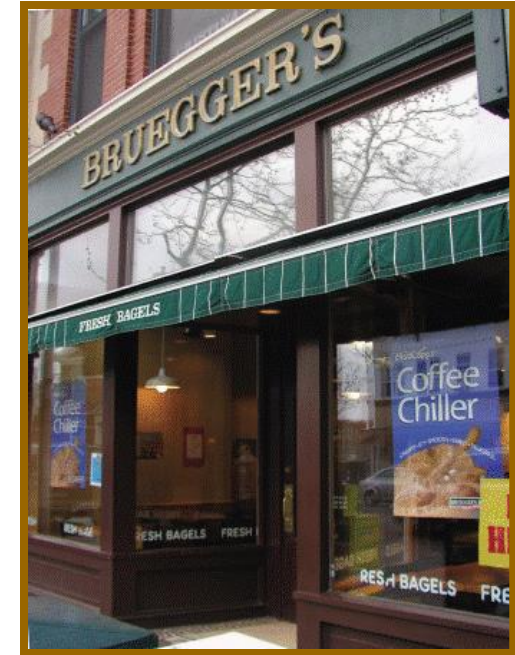


Absolute Targets the Hispanic Market



Is Ethnicity a Moving Target?

- Defining/targeting an ethnic group is not always so easy (“melting pot” society)
 - ▣ Many of us are members of multiple ethnic groups
 - ▣ Members of minority groups find an advertising spokesperson from their own group more trustworthy.
 - ▣ Marketers should be careful not to generalize or they will turn people off.



Deethnicization

- Occurs when a product we associate with a specific ethnic group detaches itself from its roots and appeals to other groups as well
 - ▣ Bagels
 - ▣ Hummus



Deethnicization



Crossing the Line?



Ethnic & Racial Stereotypes

- Many subcultures have powerful stereotypes associated with them.
 - ▣ These stereotypes can be viewed positively or negatively.
- Marketers have used ethnic symbolism in the past as shorthand to suggest certain product attributes.
 - ▣ The images employed were often crude and unflattering.



**You don't have
to be Jewish**



to love Levy's
real Jewish Rye



LOOK
LIKE YOU
GIVE
A DAMN

NIVEA
FOR MEN

FACE BODY SHAVE

**RE-CIVILIZE
YOURSELF**

BEING GOOD IS VERY IMPORTANT, but you may know that what's ultimately important is looking good. Projecting confidence and sophistication is unique with the right personal choices. When you want to appear strong and in command, the best is in the bottle, the ideal choice, the sweater that sits perfectly at your shoulders and packs that look when you're the right choice of your best.

ON REVITALIZING SKIN, ACTION SHAVING GEL AND SHAVE FOAM your skin, adding a smoothness and giving you the look you want to see even closer to the finish with REVITALIZING FACE MOISTURIZER which helps your skin, complexion and improves your skin. Afterward, you'll be the smoothest skin in the room as there's more than one.

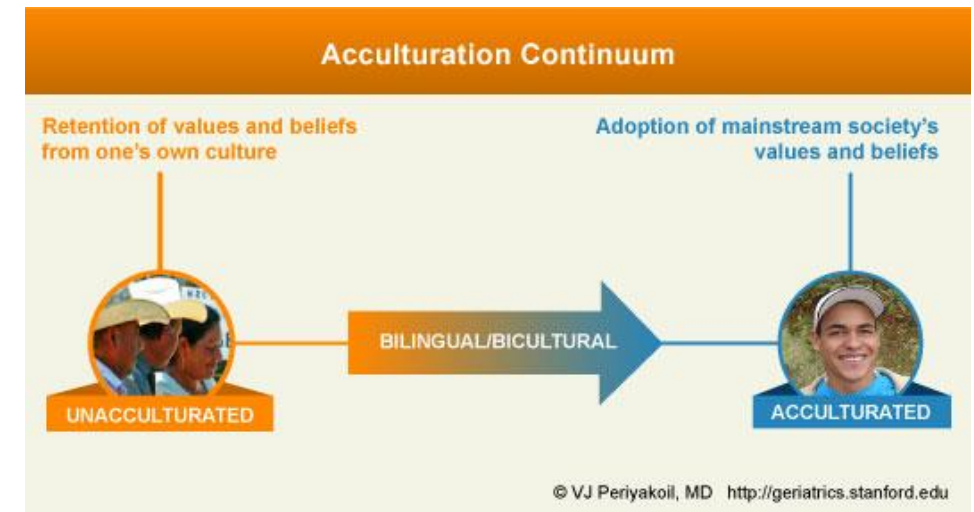
Facebook.com/NIVEAforMen

The Acculturation Process

- Process of movement and adaptation to one country's cultural environment by a person from another country.
 - ▣ Individual differences, such as whether the person speaks English, influence how rocky the adjustment will be.
- **Acculturation agents** are people and institutions that teach the ways of a culture. (Media)
- These agents may come from a ***culture of origin*** or from a ***culture of immigration***.

What takes place...

- During the acculturation process, many immigrants undergo **assimilation**, where they adopt products, habits, and values they identify with mainstream culture.
 - ▣ At the same time, there is an attempt at maintenance of practices they associate with the culture of origin.
- Some **resist** acculturation and resent the process.
 - ▣ Immigrants tend to exhibit **segregation** in that they typically live and shop in places that are physically separate from mainstream consumers.



Adaption process

- Several processes affect how immigrants adapt to their new surroundings:
 1. **Movement** – the factors that motivate people to uproot themselves from another location and go to another.
 2. **Translation** – different rules for operating in the environment
 3. **Adaptation** – forming new consumption patterns

The Progressive Learning Model

- Assumes that people gradually learn a new culture as they increasingly come into contact with it
 - ▣ When people acculturate they will blend their original culture and the new one



Multicultural wedding planners



A Hispanic Thanksgiving

As with many traditional American holidays, Hispanics have added their own touch. Here are a few examples of Hispanicized Thanksgiving.

Pavohcòn

Puerto Ricans roast a turkey for Thanksgiving as if it were lechòn (suckling pig).

Suckling Pig

Pork is the traditional meat of choice for the holidays. Some chose to forego the turkey.

Tembleque

Instead of pumpkin pie, Puerto Ricans have coconut custard sprinkled with cinnamon for dessert.

Calabaza en Tacha

Mexicans serve these candied pumpkins (or winter squash) as a dessert.

Tostones

Hispanic families serve these deep fried plantains as an appetizer.

Apple Chorizo Stuffing

Mexicans have adapted the traditional stuffing recipe by adding chorizo.

Created by **HISPANICALLY SPEAKING NEWS**

The Hispanically Speaking News (HS News) site, found at www.hs-news.com, is an independent online daily news site and virtual cultural center where we create and publish valuable, timely and culturally sensitive content all peppered with some spicy wit to keep you engaged, informed and connected. Our niche news site is here for you with relevant news about and for Hispanics.

The “Big 3”

The “Big Three” American Subcultures

- Hispanic population is the largest ethnic subculture
- African Americans -13%
- Asian Americans make up about 3.6% percent but are part of the fastest-growing ethnic group

Hispanic Americans

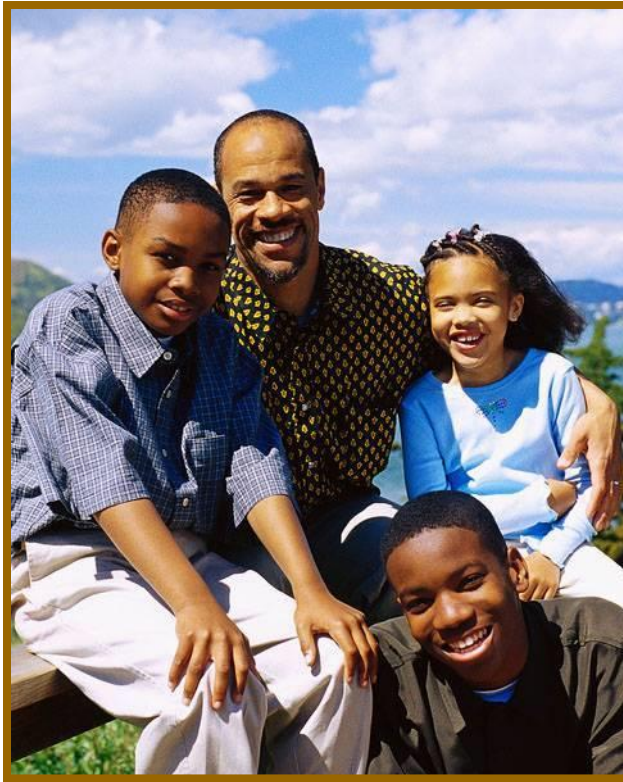
- Demographically worth noting.
 - ▣ It is a young market
- Likely to live in large, traditional, married-with-children families with lots of participation from grandparents.
- Many Hispanics don't think of themselves as distinctly Latino or American, but somewhere in the middle, or ambicultural.



Distinguishing Characteristics of the Hispanic Market

- More spiritual, stronger family ties, and more color in their lives
- Large family size of Hispanic market
 - ▣ Spend more on groceries
 - ▣ Shopping is a family affair
 - ▣ Regard clothing children well as matter of pride
 - ▣ Convenience/saving time is not important to Hispanic homemaker

African Americans



- ❑ Overall spending patterns of blacks and whites are roughly similar
- ❑ Household income and educational levels rising for African Americans
- ❑ Differences in consumption behaviors subtle but important

Asian Americans



- ❑ Most affluent, best educated
- ❑ Brand-conscious but least brand loyal
- ❑ Made up of culturally diverse subgroups that speak many different languages/dialects
- ❑ Asian-Americans are the fastest growing, most affluent and best-educated minority group in the United States.
 - ▣ 32% of Asian households have incomes more than \$50,000.
 - ▣ Spend more than \$253 billion each year.
 - ▣ Advertising with Asian celebrities can be effective.

How Religion Influences Consumption

- Recent years have witnessed a resurgence of interest in religion and spirituality.
- Religious or spiritual messages can be used to describe brand communities or as a foundation for non-religious organizations.
 - ▣ Weight Watchers and Alcoholics Anonymous use a spiritual-therapeutic model.



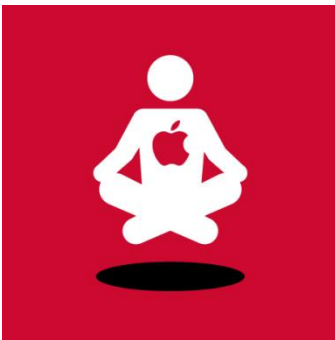
- Religious subcultures impact consumer behavior

- personality
- attitudes toward sexuality
- birthrates
- household formation
- income political attitudes



- Religious values provide the individual not only with a certain form of acts and spiritual rituals but also with standards of behavior and a general world view.
- Thus religion can form the basis of how an individual chooses to lead his/her life. Almost all religions have sets of laws that affect everyday purchases and habits.

- Brand logos can serve the same function as a religious symbol for some people
 - ▣ Religion influences food purchases, attitudes toward sexuality, birthrates, household formulation, income, and political attitudes.
- Religious leaders can encourage consumption or, more importantly, discourage consumption.



10 Common Pillars that all major religions share

1. Sense of belonging
2. Clear vision
3. Power of enemies
4. Sensory appeal
5. Storytelling
6. Grandeur
7. Evangelism
8. Symbols
9. Mystery
10. Rituals



Is Apple a Religion



Objective 6: Age Subcultures

- Age is a big part of our identity
- We have more things in common with people our own age.
 - ▣ The era in which a consumer is born creates a cultural bond with the millions of others born that same period.
 - ▣ **Age cohort** of people of similar ages who have similar experiences and memories. – Nostalgia Marketing
- As we grow older, our needs and preferences change,
 - ▣ Marketers must recognize age changes and figure out how to effectively communicate with each age group.

Generational Categories

- ▣ **The Interbellum Generation**—People born at the beginning of the twentieth century.
- ▣ **The Silent Generation**—People born between the two World Wars
- ▣ **The War Baby Generation**—People born during World War II
- ▣ **The Baby Boom Generation**—People born between 1946–1964
- ▣ **Generation X**—People born between 1965–1985
- ▣ **Generation Y**—People born between 1986–2002
- ▣ **Generation Z**—People born 2003 and later

Objective 7: The Youth Market

- Teens are an important age segment for marketers.
 - ▣ Average American child watches 40,000 TV, online, print commercials a year
 - Three year olds recognize logos, brand loyalty starts at age Two
 - Young children can't distinguish between commercials and TV
 - Average teen in metro areas spends over \$25 per week
 - ▣ 1.3 billion spend on TV directed to children
 - Market sales for licensed products increased 50% in past ten years
 - ▣ Four hours of TV contains 100 ads



The Youth Market

- ❑ “Teenage” first used to describe youth generation in 1950s
- ❑ Youth market often represents rebellion
- ❑ \$100 billion in spending power



Youth Market

- ❑ The power of word of mouth communication is most important in the youth market segment
- ❑ Teens search for cues from their peers and from advertising.
- ❑ Product usage is a significant medium that lets them satisfy needs for belonging, independence, experimentation, responsibility, and approval from others.
- ❑ Wanting to belong is key driver to most purchases



Tweens

- ❑ Children ages 8 to 14
- ❑ Spend \$14 billion a year on clothes, CDs, movies (“feel-good” products)
- ❑ Exhibit characteristics of both children and adolescents



Getting to millennials



- “Echo Boomers” = “millennials”
= Gen Yers
- Make up one-third of U.S. population
- Spend \$170 billion a year
- First to grow up with computers in their homes, in a 500-channel TV universe

Rules of Engagement

- Rule #1: Don't talk down
- Rule #2: Don't try to be what you're not
- Rule #3: Entertain them. Make it interactive and keep the sell short
- Rule #4: Show that you know what they're going through but keep it light

Which brands
are most aware
of what's going on in
the world and making
it a better place?

Top 5



Baby Busters: “Generation X”



- ❑ Consumers born between 1966 and 1976
- ❑ Today's Gen Xer is both values-oriented and value-oriented
- ❑ Desire stable families, save portion of income, and view home as expression of individuality

Baby Boomers

- Consumers born between 1946 and 1965
- Active and physically fit
- Currently in peak earning years
 - ▣ Food, apparel, and retirement programs
 - ▣ “Midlife crisis” products
- Baby boomers continue to be the most powerful age segment economically.



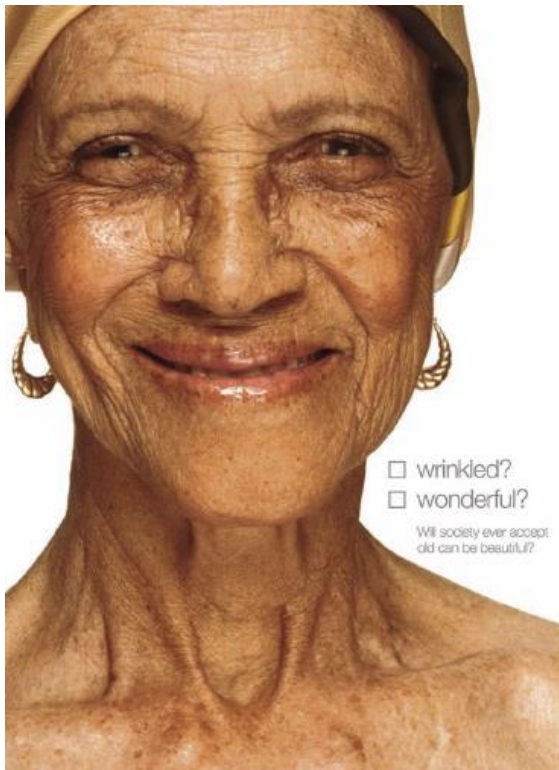
Values of Older Adults



- Autonomy: want to be self-sufficient
- Connectedness: value bonds with friends and family
- Altruism: want to give something back to the world

Objective 9: Gray Market

- Seniors continue to increase in importance as a market segment.



- The United Nations says that people older than 60 are the fastest-growing age group on earth.
- Older adults control more than 50% of discretionary income.

Perceived Age:

You're Only as Old as You Feel

- Age is more a state of mind than of body
- Perceived age: how old a person feels as opposed to his or her chronological age
 - ▣ “Feel-age”
 - ▣ “Look-age”
- The older we get, the younger we feel relative to actual age

Chapter Summary

- People share an identification with microcultures as well as subcultures and cultures.
- Membership in ethnic, racial, and religious subcultures plays a role in our consumption decisions.
- African Americans, Hispanic Americans, and Asian Americans are the three most important ethnic/racial subcultures.

Chapter Summary

- People tend to have things in common with others about their same age.
- Teens, tweens, baby boomers, and seniors are all important markets.
- Baby boomers continue to be the most powerful segment.