

Chapter 10 Subcultures and Consumer Behaviour

Consumer Behaviour
Canadian Edition
Schiffman/Kanuk/Das

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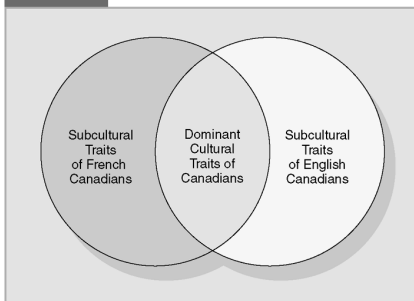
Subculture

- A distinct cultural group that exists as an identifiable segment within a larger, more complex society

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FIGURE 10-1 Relationship between Culture and Subculture



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FIGURE 10-2 Major Subcultural Categories with Examples

Ethnic Origin: English, French, Aboriginal, Chinese, South-Asian, Greek, German, Irish
Religion: Protestant, Catholic, Muslim, Hindu
Geographic region: Atlantic Canadian, Western Canadian, Québécois
Race: Chinese, Caucasian, African
Age: Senior citizen, teenager, Xer
Gender: Female, male
Occupation: Bus driver, mechanic, engineer
Social class: Lower, middle, upper

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French Canadians

- 4 668 410 French Canadians in 2001
- 15.75% of total Canadian population
- Nearly 50% (2 111 570) live in Quebec
- 54% of Quebecers speak only French
- New Brunswick has a significant Acadian population

» continued

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Are French Canadians Different From English Canadians?

- Compared to English Canadians, French Canadians are:
 - more individualistic
 - more liberal
 - more idealistic
 - more autonomy-seeking
 - value work-life balance more

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Are French Canadians Different From English Canadians?

- have different attitudes toward food
 - More likely to cook meals from scratch
 - Less likely to eat reheated, refrigerated food
 - Try to include organic food more often
 - More likely to have breakfast every day
 - Drink more coffee but less tea
 - More likely to have had at least one drink in the past month
- » continued

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Are French Canadians Different From English Canadians?

- have different attitudes toward healthy eating and exercising
 - Less likely to be trying to maintain their weight
 - But more admit to having been on a diet in the past year
 - Less aware of 'good carbs' and 'bad carbs'
 - Nearly half admit to taking fewer than 1000 steps per day
- » continued

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Are French Canadians Different From English Canadians?

- more likely to read non-fiction
- more likely to start another book before finishing the first one
- Why do such differences exist?
 - No firm answers
 - Perhaps due socio-economic differences

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Marketing to French Canadians

- Differences in media usage
 - More likely to watch local programs
 - Less influenced by U.S. television
 - More likely to watch television

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Chinese Canadians

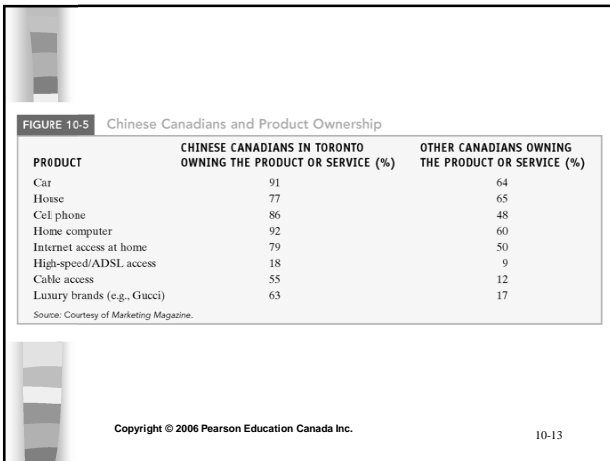
- Largest visible minority population
- 3.7% of total Canadian population
- Chinese (Mandarin & Cantonese combined) is the third most spoken language in Canada
- Chinese Canadians are a diverse group
- Concentrated in five cities
 - **Toronto, Vancouver, Montreal, Calgary, Edmonton**

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Marketing to Chinese Canadians

- Have significant buying power
 - Spent \$12.2 billion in Toronto alone
- Value high-status luxury goods
- Value brand names
- Brand-name products and luxury goods seen as a way of gaining status
- Value education
- Above-average owners of cell phones, home computers
- Respond well to ethnic media

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South Asians

- South Asians are Canada's second-largest visible minority
- There are 850 000 South Asians or 3% of the Canadian population
- Most (over 80%) are from India; others are from Pakistan, Sri Lanka or Bangla Desh

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South Asians

- Punjabi (the language of Punjab, an Indian state) is the 6th most often spoken language in Canada
- Concentrated in Vancouver and Toronto; Calgary, Edmonton and Montreal also have big South Asian populations

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Marketing to South Asians

- Have buying power - \$ 12.6 billion in Toronto alone
- Are brand-conscious
- Like to shop around for the best deal
- Spend a large amount of their income on food and recreation
- Can reach through English ads
- Strong ethnic media

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African Canadians

- Long history in Canada; arrived over 400 years ago
 - Constitute less than 1% of the Canadian population (662 000)
 - Diverse group
 - 48% are from the Carribean
 - 45%+ are from Africa
- » continued

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African Canadians

- 47% live in Toronto; 7% of Toronto's population
- Montreal has 140 000 or over 26% of the black population of Canada
- Constitute over 5% of the population of Halifax; 90% of African Nova Scotians were born in the province

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Marketing to African Canadians

- Not enough research on this group
- Due to low numbers or low buying power
- Likely to shop at stores with black employees

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Religious Subcultures

- Major religious groups
 - Catholics (43%)
 - Protestants (35%)
 - Growing Muslim, Hindu and Sikh groups (all less than 1.5% each)
- Influence of minority religions is felt in Toronto, Vancouver, Montreal and other large centres

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Religious Subcultures

- Consumer Behaviour is directly affected by religion in terms of products that are symbolically and ritualistically associated with the celebration of religious holidays
- Food habits are different

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Regional Subcultures

- Regional differences are less pronounced in Canada compared to the U.S.
- Quebec is the most post-modern province
- B.C. residents are more health-conscious and nature-loving
- Ontarians are in the centre of the Canadian value spectrum
» continued

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FIGURE 10-6 The Regions of North America on the Socio-cultural Map



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Regional Subcultures

- Atlantic Canadians and those from the Prairies are slightly more traditional than others
 - Value ‘social intimacy’, ‘civic engagement’ and ‘everyday ethics’ more than others
- Canadians from Alberta, Manitoba and Saskatchewan believe in ‘traditional family’, ‘traditional gender identity’ and ‘duty more’
» continued

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Regional Subcultures

- **Contradictions exist**
 - Atlantic Canadians also have a strong egalitarian streak
 - Score higher than the average on ‘gender parity’, ‘hierarchy’ and ‘rejection of order’.
- **Consumption differences exist**

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FIGURE 10-7 Regional Variations Food Consumption and Related Issues

FOOD CONSUMPTION OR CONSUMPTION-RELATED ISSUE	PROVINCE OR REGION SCORING HIGHEST	PROVINCE SCORING LOWEST	CANADA
Made their main meal from scratch during the past seven days every day. ^a	Quebec and Atlantic Canada (32%)	Saskatchewan/Manitoba (16%)	27%
Used a frozen meal in the past 7 days at least once. ^b	Saskatchewan/Manitoba (22%)	Atlantic Canada (10%)	17%
Feel they eat a well-balanced and healthy diet. ^c	British Columbia (32%)	Alberta (18%)	26%
Agree they take vitamin supplements regularly. ^d	British Columbia (62%)	Atlantic Canada (37%)	52%
Have not eaten in a restaurant and had a fast food meal in the past seven days. ^e	British Columbia (72%)	Alberta and Quebec (52%)	56%
Agree that moderate drinking of alcohol is good for your health. ^f	Atlantic Canada (64%)	Alberta (51%)	58%
Agree that moderate consumption of wine is good for your health. ^g	British Columbia (84%)	Atlantic Canada (76%)	80%

(continued)

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Figure 10-7 (continued)

Agree that moderate consumption of liquor/distilled spirits is good for you. ^h	Quebec (38%)	Alberta (22%)	31%
Have heard about “good carbs” and “bad carbs.” ⁱ	Alberta (83%)	Quebec (52%)	72%
Consider themselves regular tea drinkers. ^j	Atlantic Canada (21%)	Quebec (9%)	15%
Eat breakfast every day. ^k	Quebec (74%)	Saskatchewan/Manitoba (52%)	60%
Prefer a complete hot breakfast to a romantic cucumber to start off the day. ^l	Quebec (79%)	Alberta and Atlantic Canada (51%)	61%
Take more than 1000 steps on an average day. ^m	Saskatchewan/Manitoba and Atlantic Canada (57%)	Quebec (32%)	46%

Sources: Data compiled from the following polls conducted by Ipsos-Reid; please visit www.ipsos.com for full tabular results. Courtesy of Ipsos-Reid.
^a “So, What Foods Are Canadians Eating and How Healthy Do They Think They Are Eating? A Profile of Canada’s Eating and Food Purchasing Habits,” July 10, 2002.
^b “Boomers, Reel, and a Healthy Lifestyle,” December 1, 2003.
^c “Canadians Aware of ‘Good’ and ‘Bad’ Carbohydrates but Do Not Really Understand Them,” March 10, 2004.
^d “Canadians and Tea: ‘Good for Your Health’ Is an Important Benefit for Drinking Tea for Just Under Half of Canadians (41%),” March 4, 2004.
^e “Six in Ten Canadians (60%) Report Eating Breakfast Everyday,” June 4, 2003.
^f “Canadians Need to Get Moving,” January 8, 2004.

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Major Age Subcultures

Generation X Market	Generation Y Market
Seniors Market	Baby Boomer Market

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Generation Y

- Born between 1977 and 1994; also called *echo boomers* and *millennium generation*
- 3 Sub-segments of Gen Y
 - Gen Y Adults
 - Gen Y Teens
 - Gen Y Tweens



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Generation X

- Born between 1965 and 1979; post baby boomer segment (also referred to as *Xers* or *busters*).

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Baby Boomers

- Individuals born between 1946 and 1964 (approximately 45% of the adult population).

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Baby Boomers

- The largest age category alive today
- Frequently make important consumer purchase decisions
- Include a small subsegment of trendsetting consumers (yuppies) who influence consumer tastes of other age segments

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Older Consumers

- Consists of people born in 1945 or earlier
- Three Senior Subsegments
 - The Young-Old (60-74)
 - The Old (75-84)
 - The Old-Old (85 and older)
- 'New-age' elderly Vs 'Traditional' elderly



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Sex as a Subculture

- Sex Roles and Consumer Behaviour
 - Masculine vs. Feminine Traits
- The Working Woman
 - Segmentation Issues
 - Shopping Patterns

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Segmenting the Female Market

- Four Segments:
 - Stay-at-Home Housewives
 - Plan-to-Work Housewives
 - Just-a-Job Working Women
 - Career-Oriented Working Women

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Subcultures and Marketing Strategy

- Segment the market using subcultures
- Adapt marketing mix to suit subculture's needs
- Use ethnic media to reach racio-ethnic subcultures
- Incorporate members of subcultures in ads
- Be aware of segments within each subculture

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