



Trend Bites

A taste of what's going on out there for the consumer to experience.

Asian Americans Provide Opportunities for Marketing [Issue 17; June, 2009]

Culture plays a role in consumers' shopping habits. NRN's research has shown that Asian Americans provide many marketing opportunities.

AN ATTRACTIVE AND GROWING SEGMENT

Asian Americans are the highest-earning subgroup (according to the 2008 U.S. Census CPS ASEC) with a median household income of \$66,103 compared to the national average of \$50,233. Additionally, the Asian/Pacific Islander subgroup is expected to grow to 10.3% of the U.S. population by 2050 ... up from 4.4% in the year 2000.

ASIAN AMERICANS ENJOY SHOPPING

Based on NRN's extensive research of the Asian American, "mallng" is a favorite pastime of Asian Americans. They spend more time (minutes) shopping per mall visit than any other ethnic group and make more annual visits than Caucasians and Hispanics. Given that recently Asian Americans are spending less money per mall visit than other ethnicities, these visits obviously have more of a social component than for most other ethnicities. Importantly, due to the number of visits, this segment's average yearly spend is significantly higher than average.

SO HOW ELSE ARE ASIAN AMERICANS' SHOPPING HABITS DIFFERENT?

Besides loving to shop in general, Asian Americans especially love sales and value shopping. Not only do they shop for themselves, but they enjoy giving gifts more than most ethnicities (NRN). Interestingly, Asian Americans spend more than the average share of their income on food (including dining out), housing and education (Bureau of Labor Statistics, 2006).

WHAT CAN YOU DO?

Commission research on this segment to field where you can easily find them — at their local mall. Learn how to best market to Asian Americans by surveying them while they are in the shopping mindset.