

CONSUMER CONNECTIONS LIVE PANEL: The COVID-19 Chronicles #4 | April 16, 2020

The Multicultural Consumer Perspective | Five Key Takeaways

1

With larger households and multiple generations present, cooking has become a gargantuan task for multicultural consumers.



Multigenerational homes



Cooking more food



More snacking



“We have a variety of food and we’re trying everything at this time. **My mom cooks as much as she can. The grocery bill is double** every other bill we have. We don’t stick to 1 type of food.”



2

Experimentation in the kitchen is growing, and it is a family affair.



Experimenting with new dishes



Kids getting involved in cooking



“Trying new stuff. My kids are 5 and 7, they want to cook and bake. **We’re doing more family cooking than what we have done before.** It’s more of a family effort.”



3

Cultural and ethnic cuisines remain important.



Cultural cuisines remain relevant



Shortened store hours are a challenge



Favor in-person shopping



“Initially there was panic buying. But in Houston it’s gotten much better. **We have a lot of ethnic stores so if you can’t find it at one there’s another 5 miles away that might have it.** The panic buying has gone down a bit.”



4

Minority consumers are not optimistic about race relationship and tolerance progress: racism and discrimination are expected to stay the same or worsen.



Expecting racial relations to worsen



“Education [about the virus] in America is not substantial enough. People are not being educated enough about what this virus is. The fact [is that] people are making assumptions, it’s not right at all. [Being Chinese] I personally have not been targeted but **I’ve read articles about racism toward Asian Americans, of any descent. The amount of racism has increased dramatically.**”



5

Multiculturals strongly believe brands have to step up and support their communities.



Brands expected to take action



Corporate good-deeds are not being heard/seen



Multiculturals want brands to support their communities



“**I haven’t heard of major companies doing much to make an impact.** Some celebs have given donations, but I haven’t heard of major companies doing things like that.”



C+R’s TAKE:

This is a good time to gain the loyalty of multicultural consumers through genuine empathy and empathetic action.

Get involved and support multicultural and minority communities... now!

Multicultural consumers are experiencing the same and heightened tensions and challenges of the pandemic disruptions, but they long for some normalcy. In addition to the financial and emotional hardships that have resulted, multicultural consumers face additional challenges related to race and ethnicity; and your brand can chip in to lift them emotionally. Think about creative at-a-distance ideas and activities for them to cook more creatively and involve the whole family, consider a challenge aimed at helping multicultural consumers entertain their children at home; or a culinary challenge that focuses on ethnic cuisines so they can continue nurturing their ties to their cultural roots. Equally important: take a stand against xenophobia and racism, and promote tolerance and inclusion.

Let them know how you are lifting them up!

Your company might feel hesitant about promoting its charitable efforts and risk coming across as profiting from a crisis... it’s normal. But in times of extreme need and distress, multicultural consumers can find comfort in knowing that companies are committed to helping them and others around them. Done right, messages about the way you’re helping in this crisis may just be the bridge to a long-lasting, loyal relationship with multicultural consumers.



Curious to hear more? Join us for the next Consumer Connections Panel: The Impact on the Family on Thursday, April 23 at 12pm Central. Sign up [here](#).