

# MULTICULTURAL AMERICA: BRAND LOYALTY – US – 2023

Loyalty is harder to come by among multicultural consumers. Brands must dig deeper to foster emotional connections toward value, authenticity and cultural heritage.



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# Multicultural America: Brand Loyalty - US - 2023

## This report looks at the following areas:

- How consumers perceive themselves as shoppers
- What shoppers prioritize when making a purchase
- Factors contributing to shopper loyalty to a specific brand or retailer
- Attitudes toward shopping and brand loyalty
- Attitudes and barriers toward loyalty programs

This Report focuses on multicultural adult consumers' attitudes and behaviors toward brand loyalty. For the purposes of this Report, "multicultural" refers to adults who identify as Asian/Pacific Islander, Black, Hispanic, or from an unspecified racial or ethnic group (denoted as "other").



Loyalty is harder to come by among multicultural consumers. Brands must dig deeper to foster emotional connections toward value, authenticity and cultural heritage.

## Overview

Amid economic pressures like inflation, today's price-competitive environment is prompting brands and retailers to revisit their strategies as they seek to capture shopper loyalty and rethink the value they are offering to consumers.

Importantly, the concept of brand loyalty is not limited to a brand's loyalty program. **In fact, 86% of consumers agree that just because they participate in a brand's loyalty program doesn't mean they are "loyal"**. Rather, loyalty programs exist mainly as a function of rewards-based value and savings, while **true shopper loyalty is both an emotional**

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**connection and a function of value**, driving shoppers back to the same brands time and time again.

**As the US population becomes increasingly diverse, the relationship between consumers and the brands they support has grown more intricate and nuanced.** Factors such as cultural heritage and identity play an increasing role as brands look to grow and maintain deeper and more authentic relationships with consumers. **This shift underscores the importance for brands to understand how various demographic groups engage with and express brand loyalty in a culture that prizes diversity and inclusivity.**

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# Report Content

## EXECUTIVE SUMMARY

- What you Need to Know
- Consumer Trends: Key Takeaways
- Outlook for multicultural brand loyalty
- Opportunities

## CONSUMER INSIGHTS

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## COMPETITIVE STRATEGIES

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- Ceremonia's Yo Soy\_\_\_\_\_ campaign

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- Peet's Coffee flipped the script on loyalty programs
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- Consumer Research Methodology
- Generations
- Abbreviations and Terms

### Appendix - Multicultural America By The Numbers

- The US Census Bureau projects double-digit growth to multicultural communities by 2028
- Cultural diversity will be critical in reaching Millennials, Gen Z and Gen Alpha

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