How to layer cultural context into your research for increased competitive advantage

Voxpopme

ebony
MARKETING SYSTEMS
multicultural market research

The most important stories we tell are the ones we tell about ourselves.

-Neal Foard

Meet the Speakers

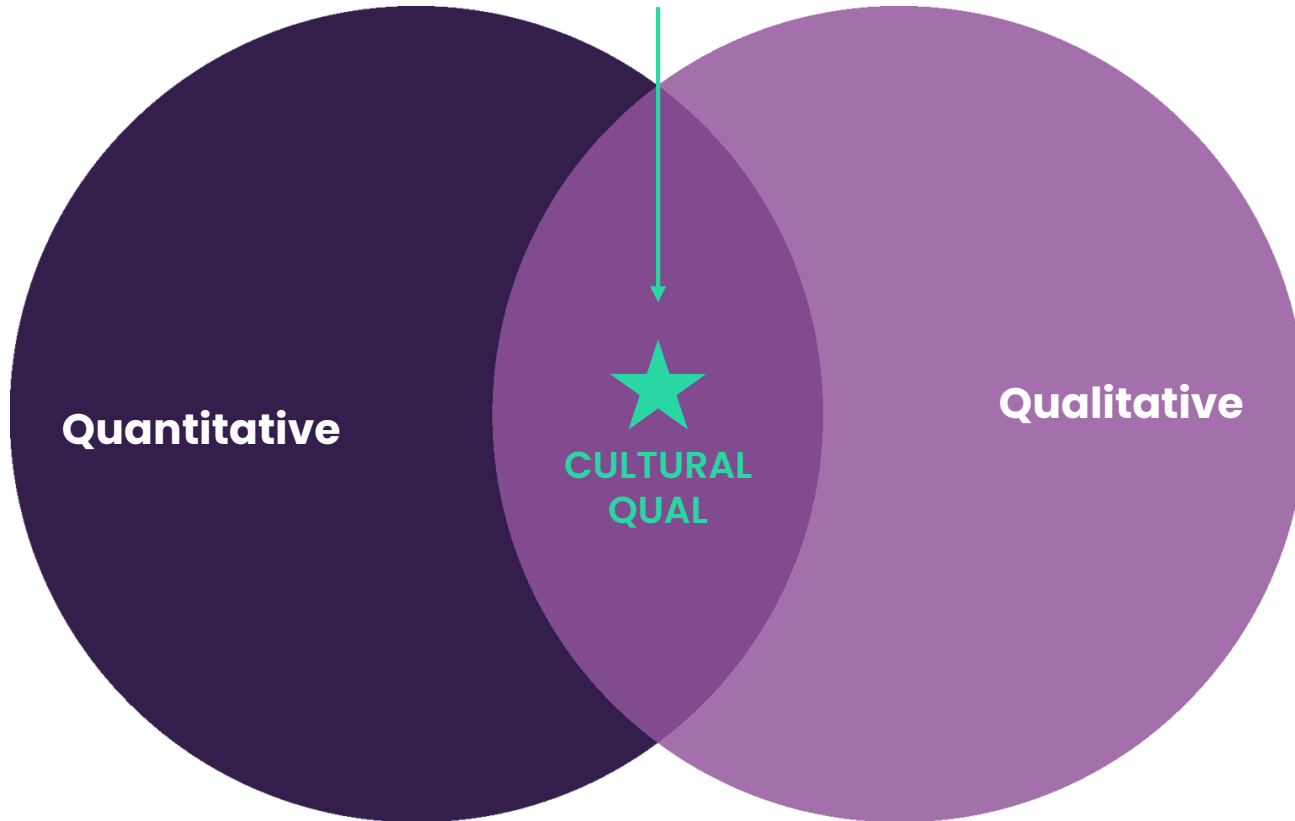**Jamin Brazil**
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kfuentes@ebonysystems.com

Ebony and
Voxpopme Magic

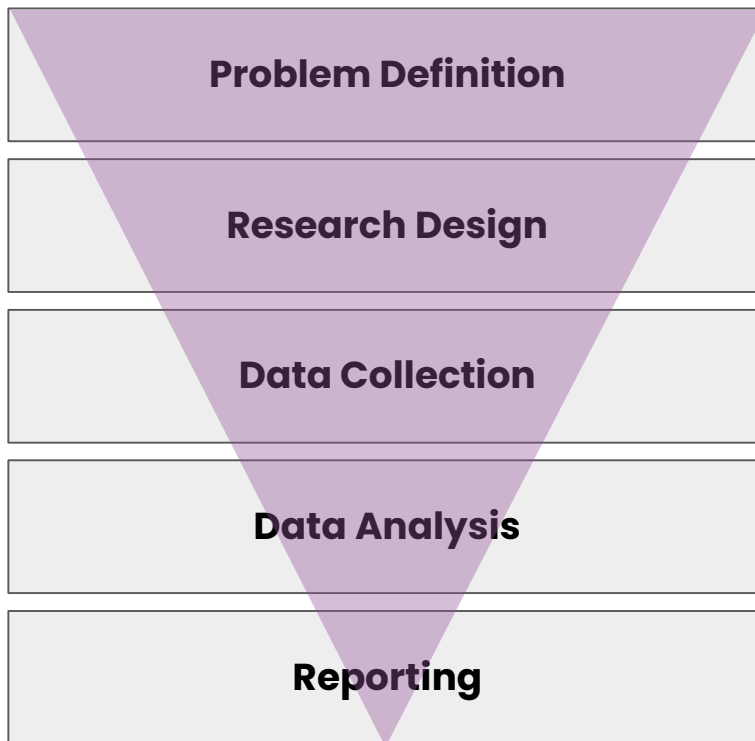Quantitative

CULTURAL
QUAL

Qualitative

The Approach

Voxpopme

- Hosted and recruited for an AI-generated online survey
- Analyzed data based on research objectives using AI to measure and assess

Problem Definition

Research Design

Data Collection

Data Analysis

Reporting

Ebony

- Suggested language on how to ask survey questions
- Provided nuance and context to answers based on cultural knowledge

How to Accelerate the Research

AI Technology and Analysis

Use video and mobile to capture insights. Apply advanced AI to analyze using language models to navigate across video submissions in real-time. AI analysis uncovers sentiment, themes, and trends making for quick and efficient examination of results.

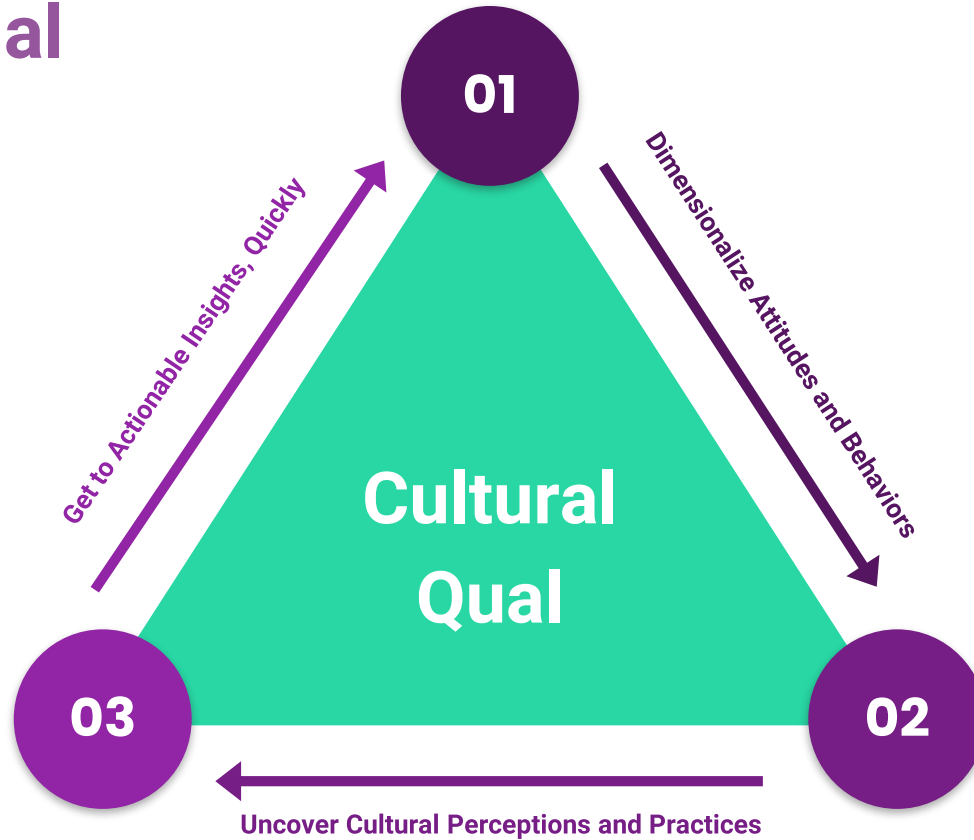### Diversity with Participants

Recruit to find people who are comfortable sharing their opinions in video. Use cultural and ethnic screener questions to allow for responses from people across communities, intersectionalities and multiple cultures.

Contextual Questions

Create questions using best practices in multicultural research. Avoid biased wording that might influence the sample and ensure situational differences are acknowledged. Apply knowledge of history.

Cultural Qual

Cultural Qual

01

02

03

Get to Actionable Insights, Quickly

Dimensionalize Attitudes and Behaviors

Uncover Cultural Perceptions and Practices

Case Study

PURPOSE

To better understand perceptions and attitudes of Black consumers towards cleaning and organizing their homes, BET and "Major CPG" company engaged Voxpopme and Ebony Marketing Systems to conduct research to understand different points of view and behaviors.

Dimensionalize the attitudes, behaviors, needs and experiences of consumers as they relate to cleaning and organizing their homes.

Uncover perceptions of organizing, home keeping and cleaning product usage, and needs and wants of Black consumers.

Identify areas of opportunity among Black consumers - from product development to marketing efforts.

Determine areas for future research efforts - quantitative and qualitative - to uncover more nuanced differences of purchasing behavior and product features.

Ethnographies

- **Voxpopme recruited people comfortable sharing videos.**
- **Ebony provided cultural and ethnic screener questions to represent segments across and intersecting cultures and ethnicities.**
- **Both teams designed a survey to get cleaning insights and provide cultural nuances without bias, and which drove action.**
- **Responses were analyzed using AI overlaid with multicultural experience to get to topics to delve deeper in focus groups.**
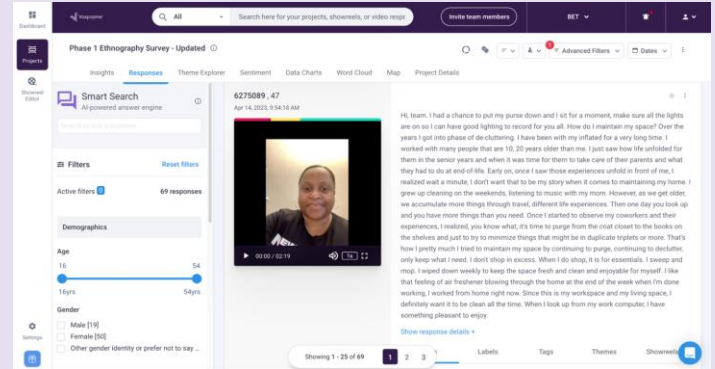
Participants: 60
Duration: 1 week
Questions: 11

Focus Groups

- **Recruited participants from Ethnography who fit more of a multicultural cross section.**
- **Further segmented groups by Gen X, Y and Z, as Ethnographies revealed differences amongst generations.**
- **EMS conducted the groups online with a guide developed with Voxpopme AI and Ebony expert multicultural researchers.**
- **Responses were analyzed using Voxpopme and Ebony art + science to match with Ethnographic responses to assess behaviors, opinions and points of view across ethnicities and generations.**

Nichole G

Participants: 15
Duration: 1 day
Questions: 1 hour

Make it Multicultural

01 **Language Learning:** Create questions that use language, syntax and show understanding of the culture with whom you are engaging.

02 **Unbiased Bias:** Observe without assumptions while also understanding the reasons for opinions, behaviors.

03 **Know your Subjects:** Select individuals for further exploration of themes who best represent the demographic who you are evaluating.

What We Learned

01 **Unconscious Bias:** Many participants show learned behavior.

02 **Covid > Eco-Consciousness:** There is greater concern with removing bacteria, germs and viruses FAST than being "Green."

03 **Generations are Cultures:** Language, history and behaviors are unique from age groups where increased diversity plays a part in Gen Y and Z.

Question Phraseology

Would have been

To

"What's your ethnicity?" ➡ "What culture do you identify with?

"How do you or someone who looks like you define the home?" ➡ "How does your culture, background or family history influenced your definition of home?
How does your particular culture play a part in how you define home?"

Homogeneous Focus Groups

The Ethnography revealed that **generations had more in common** in thoughts and opinions, therefore a more homogeneous group was key for a deeper investigation because the age gaps would be too "different" in terms of demographics and knowledge/experience with cleaning and organizing their homes
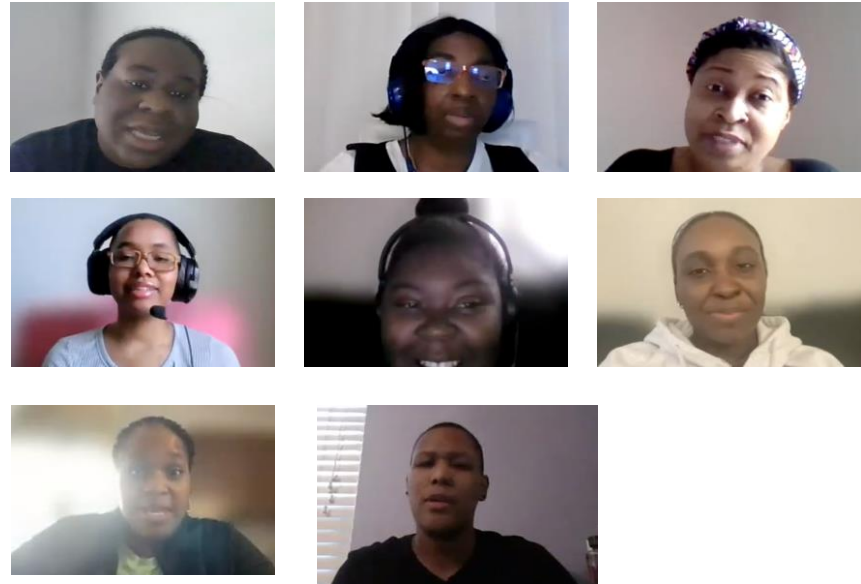
Partnership

Contact us to see how your team can start layering cultural context into your research for increased competitive advantage

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