



The Woke Consumer: Evaluating Buying Trends in BIPOC Communities Amid COVID-19 and the Social Uprisings of 2020

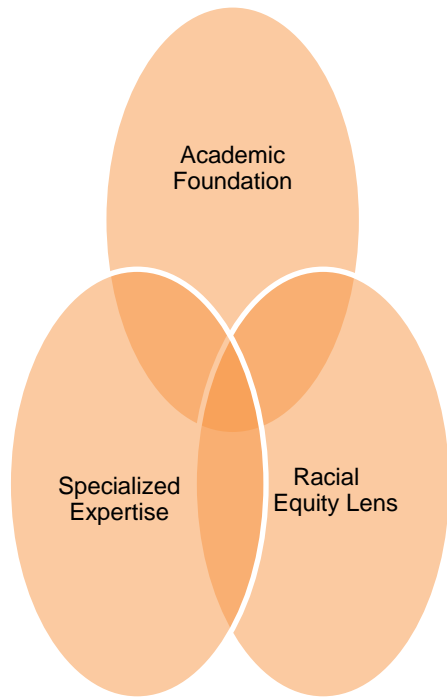
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INCLUSIVE MARKET RESEARCH GROUP



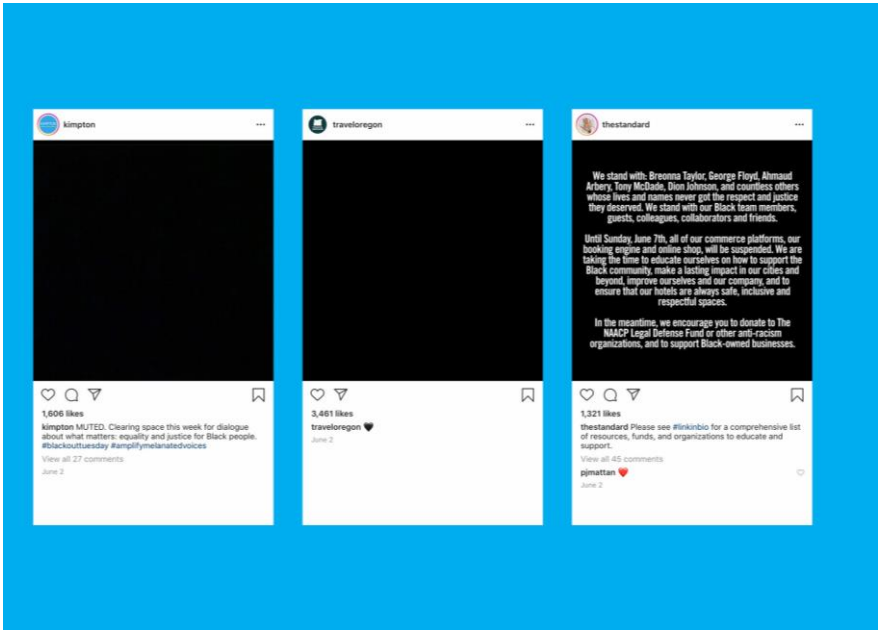
Agenda

- Company Overview
- The Summer of Transformation
- Cancel Culture
- What was the Impact?
- Overview of Respondents
- Consumer Habit Trends & Differences Between Generations & Cultural Group
- Factors impacting buying decisions
- The Social Revolution + Buying Trends
- What Now?
- Questions?



Company Overview

- **Inclusive Market Research Group** is a certified Women Business Enterprise, Minority Business Enterprise and Women-Owned Small Business specializing in equipping organizations with the tools to better understand multicultural audiences through research including focus groups, interviews, surveys and ethnography.



The Summer of Transformation

**SPEAKING OUT
IS WORTH IT.**

L'ORÉAL
PARIS



Cancel Culture



What was the Impact?

COVID-19 forced businesses to shift how they engage customers, and consumers quickly modified how they shopped, relying heavily on online or digital shopping.

- What are the consumer habit trends/differences between generations and various cultural groups?
- What factors impact buying decisions for Black and LatinX consumers?
- How has 2020's social revolution impacted buying trends?



TRADITIONALISTS

Born 1900-1945

Great Depression
World War II
Disciplined
Workplace Loyalty
Move to the 'Burbs'
Vaccines



BOOMERS

Born 1946-1964

Vietnam, Moon Landing
Civil/Women's Rights
Experimental
Innovators
Hard Working
Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall
Gulf War
Independent
Free Agents
Internet, MTV, AIDS
Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks
Community Service
Immediacy
Confident, Diversity
Social Everything
Google, Facebook



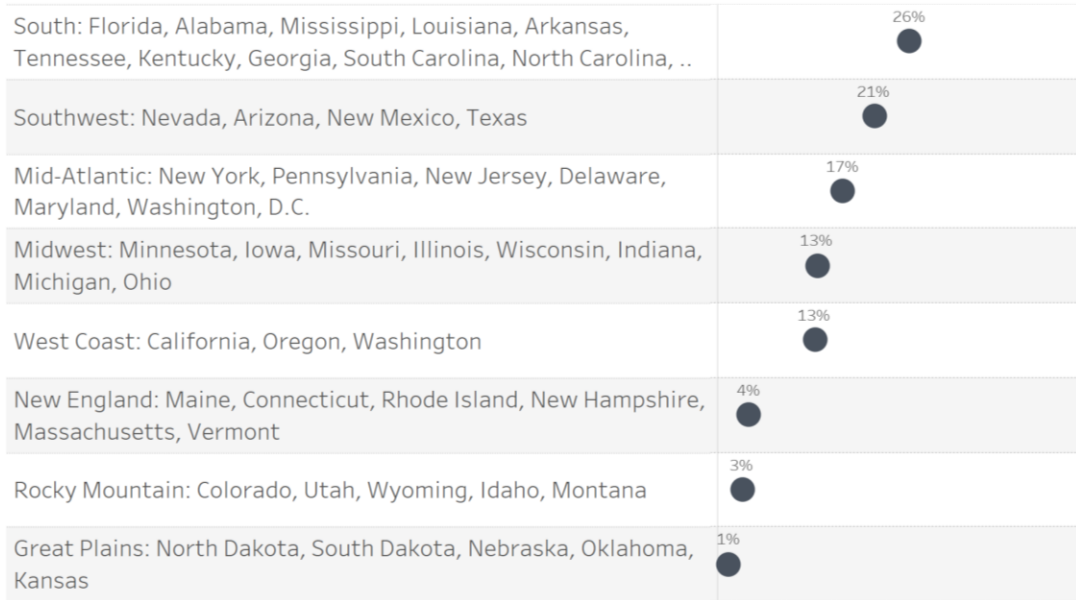
GEN 2020

After 1997

Age 15 and Younger
Optimistic
High Expectations
Apps
Social Games
Tablet Devices

Generation Breakdown

Region



Ethnicity



- 55% of respondents were women
- 54% of respondents were 40 or younger
- Household income ranged from \$25,000 - \$200,000

Respondents

Consumer Habit Trends & Differences Between Generations & Cultural Group

Key Findings: Trends indicate shoppers are comfortable with the convenience of their new shopping habits. Although people across all generation and racial groups continue to shop in person, we're noticing a shift to more online shopping particularly for apparel/clothing and groceries.

Takeaways:

- 50% of Black consumers purchase apparel/clothing online, up from 21% pre-pandemic
- Shopping on apps such as Instacart has more than doubled since before the pandemic
- Hispanic/LatinX consumers across generations have remained the most consistent in their shopping trends before and post the pandemic



Support BIPOC-owned Businesses

Factors impacting buying decisions

Key Findings: Accessibility and socially conscious experiences are important for consumers

Takeaways

- 85% of Black millennials agree that it is important to them that their local stores carry products from BIPOC businesses, compared to 76% of Hispanic millennials, 73% of white millennials and 88% of Native Americans
- Price is the most important factor in making a purchasing decision for most millennials across all racial groups
- 81% of Black Baby Boomers agree that businesses should carry BIPOC products, with 76% of them saying large businesses should support locally owned companies
- 80% of Hispanic Baby Boomers say large businesses should support locally owned companies
- 88% of Black Generation Xers believe it is important for stores to carry BIPOC-owned products

The Social Revolution + Buying Trends

Key Findings: Most millennials across all racial groups expect brands to take a public stance against social issues such as police brutality and racism. Most consumers across races and generations said they would consider discontinuing patronizing a brand or company if they made a public misstep.

Takeaways:

- 63% of Blacks expect brands to take a stand against social issues
- 66% of Blacks millennials expect brands to make a public stance against issues such as police brutality and racism, compared to 46% of whites, 30% of Asians and 77% of Native Americans
- 73% of Hispanic/Latino millennials expect brands to take a stand against social issues compared to 60% of Generation Zers



What Now?

- Consumers do not want cookie-cutter public responses with limited follow-through.
- People, particularly millennial shoppers, expect brands to use their platforms to speak out against social issues and most generational group members would consider stopping purchasing if these brands made public missteps.
- Buying habits have shifted tremendously and consumers do not anticipate reverting back to their old practices.





Questions?

Thank You!



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