Consumer Journey

Understanding the Points of Divergence in
Multicultural Consumers' Path-To-Purchase

- September, 2018

Collage Group helps hundreds of brands win with the fastest growing and most influential consumers…

…and in 2018, our brands are interested investing in better understanding the consumer journey.

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Culturally-optimized Customer Journey

Definition: What it is?

A culturally-optimized Path to Purchase decision journey mapping research is a growth roadmap and connectivity tool that deconstructs the shopper journey for your specific category, from 'point of need' to 'point of purchase'. It identifies all the key experience elements (steps, triggers, emotions and barriers) and touchpoints within the journey, their importance and inter-relationship (omnichannel), as well as points out similarities (convergences) and differences (divergences) between consumer ethnic groups along the journey.

Why it is so important for you to know?

Knowing where your multicultural consumers differ in their purchase journey is imperative to growing share with these segments. New growth pathways come from identifying these pivotal points where culture exerts the most influence in their customer journey behaviors, and where divergent steps emerge among multicultural and youth (millennial & genZ) consumers.

- **How do Multicultural Consumers shop my category?** Are there key differences between what we see in general market consumers?

- *Pre-store:* What are their unique media, digital and social behaviors and points of influence? *In-store:* Behavioral differences across channels (online / offline), e-commerce and in how these consumers shop and navigate the store?

- **What Investments do I need to be making (and what can I deprioritize) when it comes to engaging these consumers in their path-to-purchase?** Optimization of limited budget investments to get the biggest conversion and 'Return on Action' (ROA).

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Consumer Journey – Basic Outline

Phase #1	Phase #2	Phase #3
Building the Customer Journey	**Mapping the Journey**	**Cultural-optimized Action Framework**

Phase #1 — Building the Customer Journey

Discovery – Review existing GM/Ethnic Consumer Journey. Consolidate all existing first party-data journey work and identify knowledge gaps.

Hypothesis – workshops and cross checking Collage Group data to pre-build a first list of hypothesis on potential divergent behaviors.

Building Stage - two main approaches for building your category-specific journey:
 - *Qualitative*: using Mobile Ethnographies and/or Digital Diary Studies (capturing a lot of contextual data including videos and photos)
 - *Quantitative*: used to validate what we discovered in Qual using our Collage Group proprietary tool: 'Cultural Shopping Roadmap' (CSR)

Make sure to compliment (vs duplicate) your existing Consumer Journey existing work

Phase #2 — Mapping the Journey

Identifying patterns and mapping all the key experience elements (steps, triggers, emotions and barriers) and touchpoints within the journey, their importance and inter-relationship (cross-touchpoints).

Concentrating on the Consideration, Planning, Shopping and Purchase phases:
- What triggers the journey?
- Which are the channels where they traditionally buy the category and brand?
- What are new and emerging channels?
- Which are the most frequently used sources of information? Influencers?
- How they plan their purchase and visit the store (navigation)?, etc.

Graphical representation of the journey used to overlay metrics and its key touchpoints

Phase #3 — Cultural-optimized Action Framework

Summarize key opportunity stages and touchpoints across the shopper journey. Identify correlations between unique shopping behaviors and its underlying cultural dimensions that influence/drives this behavior.
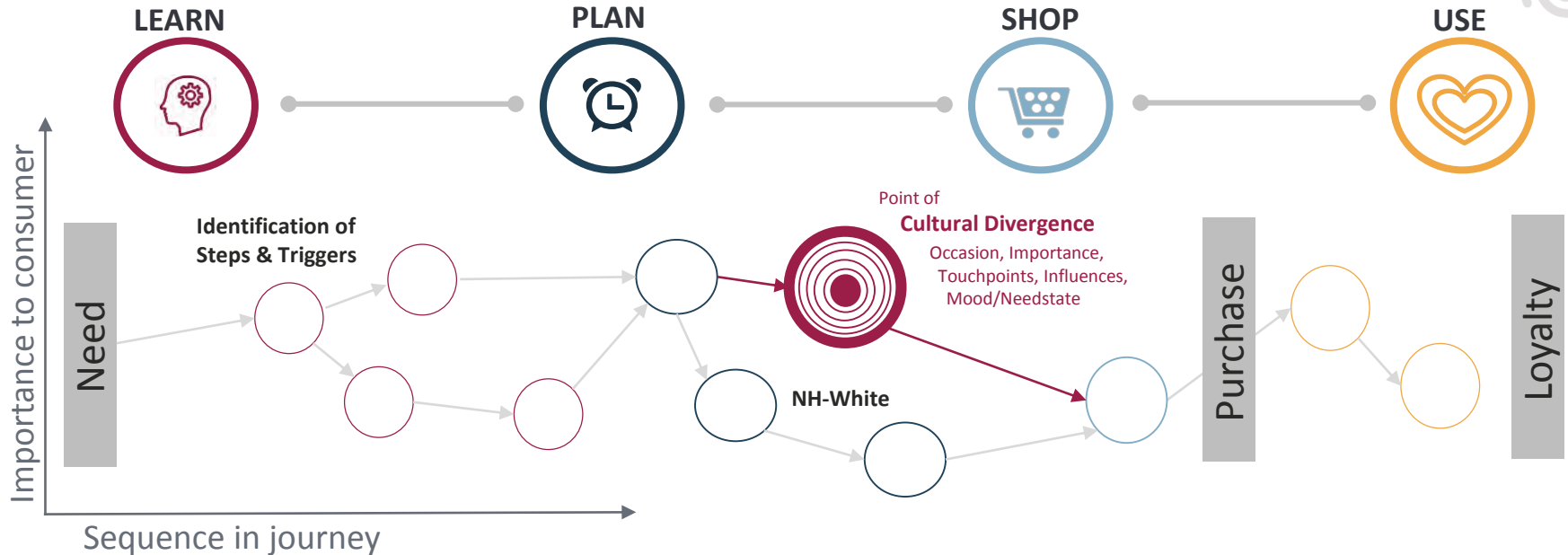
Identify your brand 'center of gravity' for its recommended activation framework:
- How much do we need audience behavior to change at this part of the journey?
- How important is this part of the journey to the purchase decision?
- How many of our audience can we realistically influence at this part of the journey?
- How easy will it be to target communications at this point (time and place) in the journey?

What to do next? Ability to run fast, cheap but scalable actions / program experiments

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What you'll get

A CULTURALLY-OPTIMIZED MAP OF YOUR CONSUMER JOURNEY

LEARN   **PLAN**   **SHOP**   **USE**

Importance to consumer

Need

Identification of Steps & Triggers

Point of
Cultural Divergence
Occasion, Importance,
Touchpoints, Influences,
Mood/Needstate

NH-White

Purchase

Loyalty

Sequence in journey

#2 | ACTIONABLE INSIGHTS & NEXT STEPS

- Clear areas of "Cultural Divergence" where your target consumer differs from general market
- Barriers to consideration and adoption along P2P
- Recommendations on how to leverage these points of divergence, and where to prioritize investment
- Cultural Dimensions the influence this divergent behavior, and the nuance & context behind it (Sources of Information, Couponing, Role of Digital, POS, Feature & Displays and Perimeter Impulse activity (Grocery) and Sampling in driving shopper conversion

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Three Reasons we're different

Rooted in Cultural Dimensions

Our research approach allows us to get beyond rote descriptions of consumer behavior, but to the *root* of that behavior. This ultimately leads to more meaningful action items that will drive purchase.

Partner with us, and you'll get the *why* behind how consumers shop, rooted in dimensions like:

- Uncertainty Avoidance
- Power distance index
- Long Term v Short Term Orientation
- Indulgence v Restraint
- Individualism vs. Collectivism
- Masculinity v Femininity

Sophisticated Quant Methodologies

We know through years of consumer journey research that static surveys do not glean the richest results. Affording consumers the tools to visualize the steps in their consumer journey, to rate, sequence, and prioritize the steps dynamically is the best way to glean insights that truly matter.

Our instruments are designed with this in mind, and will glean you the richest insight into what your consumers really care about along the P2P.

Focused to uncover the most impactful insights

We realize that your organization already has consumer journey research. Our aim is not to reinvent the wheel, but to uncover **only what you need to know about divergent behavior** to drive small but powerful differences in your marketing to activate your key growth segments

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Want to learn more?

To schedule time with one of our experts to discuss how we can apply this or a similar methodology to help your organization better understand the cultural dimensions and points of divergence along your consumer journey, contact any one of our account directors below, and they will be glad to assist

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THANK YOU!
(and appendix)

Why you should be skeptical of your general market work for multicultural insights

1) **You have to ask the right questions to even find Hispanic consumers** (and often, they only give you acculturated Hispanics in your sample)

> **CASE STUDY** – One of our members recently fielded research with a GM provider, and found Hispanic incidence rates were around ~6%. They came to us to diagnose why this was the case, and we uncovered a lesson we learned a decade ago – there are right ways and wrong ways for asking questions about race & ethnicity. Unfortunately our member could not rely on half of the insights they'd hoped to glean through this study.
>
> Hispanics often identify as one race or another in addition to their Hispanic ethnicity. Forcing them to choose between "Hispanic" and their race, or even fielding "Hispanic" as an option in "Race" artificially lowers one's Hispanic sample.

2) **You need to interpret survey results carefully to get at real insights with African Americans**

> One of the most common systematic biases to watch out for when fielding research to multicultural consumers is "acquiescence" or "over-agreement bias." This bias is a tendency for people to overstate their agreement with a question posed in the agree-disagree format. This can be due to social desirability, a positivity bias, or satisficing (i.e., because it's easy). This can make it very difficult to tease apart real differences in answers and makes cross-segment comparison extremely difficult. This over-agreeing is particularly common among Hispanics, with less acculturated Hispanics over-agreeing more.
>
> • Collage Group has discovered key tactics in fielding research to MC consumers to compensate, like:
> • Including positive and negative keyed items to represent each underlying concept
> • Avoiding large grids; this can make the effect worse if over-agreement is due to satisficing

3) **You must be extremely careful with your translations**

> "torta" – Venezuelan and Colombian Spanish, means "cake"　　　　"Compré poporopos y dulces" (Guatemala)
> "torta" – In Mexican Spanish means sandwich; "pastel" means cake.　　"Compré rositas de maíz y caramelos" (Cuba)
> 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Both phrases mean: "I bought popcorn and candy"**

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Collage Group Custom Solutions

Find the **OPPORTUNITY**	Master the **CONSUMER**	Perfect the **EXECUTION**
– Size of Prize	– Consumer Profiling	– Creative/Concept Testing
– Landscape Assessment	– Attitudes and Usage	– Campaign or Promotion Assessment (pre/post)
– Competitive Benchmarking	– Segmentation	
	– Empathy-Building Immersions	

Work with the Best

- **Cultural Obsession**: Unlock the power of youth, culture, and influence that we've been immersed in for nearly a decade

- **Solid Foundation**: Build from hundreds of studies, thousands of consumers, and millions of data points, for a fast start to address business-specific questions

- **Embedded in Market**: Get the pulse on 200 of the country's leading brands through the Collage network

- **Curated Community**: Access the hardest-to-reach segments through a unique community of engaged consumers

- **Immersive Qualitative Approaches**: Benefit from innovative methods, RIVA-trained moderators, and in-language/in-culture analysts, to bring consumers to life and uncover true drivers of behavior

- **Rigorous Quantitative Methods**: Tackle your toughest challenges with a passionate team of analytics experts using proprietary measurement and projection techniques to deliver actionable solutions

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