



Consumer Identity in Multicultural America

✦ Source of Identity

- Age
- Gender
- Geography
- Race
- Ethnicity
- Lifestyle
- Disability

✦ Basis

- Shared experience
- Cultural roles
- Physical proximity
- Physical similarities
- Shared values
- Shared AIO/behavior
- Special needs

✦ Consumer groups

- Teens/Baby boomer/Gen X,Y
- Men/Women
- NY, Small town
- Blacks/White
- AA/Latino
- Single/Gay, Smoker, DINC's
- Hearing Impaired/Alcoholics

Marketing And Consumer Identity In Multicultural America

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Marketing And Consumer Identity In Multicultural America:

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