

Ca•na•di•an i•den•ti•ty: a set of values, symbols, and landscapes that Canadians regard as expressing our unique place among the world's countries

eth•nic sub•cul•ture: a self-perpetuating group of consumers who share common cultural or genetic ties which are recognized by both its members and others as a distinct category

Chapter 15

Canadian Identity and Ethnic Subcultures

ETHNIC SUBCULTURES AND CONSUMER IDENTITY

“New” Canadians have much in common with members of other ethnic groups who live in Canada. They observe the same national holidays, their expenditures are affected by the country’s economic health, and they may join together in rooting for Canadian Olympians. Nonetheless, although Canadian citizenship provides the raw material for some consumption decisions, other decisions are affected profoundly by enormous variations in the social fabric of Canada.

This chapter begins with general concepts related to ethnicity and consumer behaviour and an overview of the ethnic diversity of the Canadian population. It continues with a look at French Canadians as an ethnic group with a long-standing presence in Canada. Chinese Canadians and the relatively recent wave of Hong Kong immigrants provide an example of acculturation processes as they relate to consumer behaviour. (Although this chapter addresses only two ethnic subcultures, the omission of other groups should not be taken to mean that they are not of interest or importance. Canada is a mosaic of hundreds of diverse and interesting subcultures.) The analysis then proceeds to a regional level. The chapter concludes with an examination of how Canadian identity is manifested in consumer behaviour.

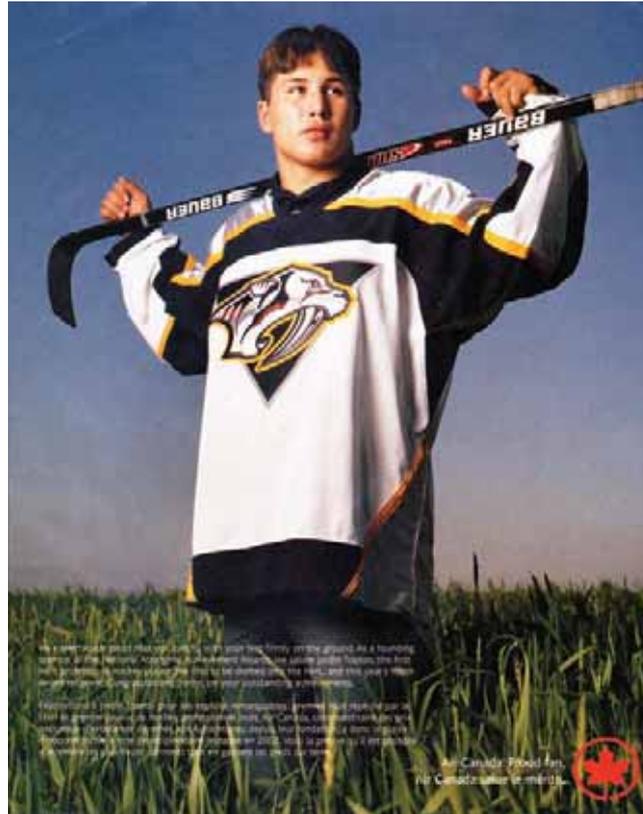
Ethnic identity is often a significant component of a consumer’s self-concept. An **ethnic subculture** is a self-perpetuating group of consumers who share common cultural or genetic ties which are recognized by both its members and others as a distinct category.¹

In some countries, such as Japan, ethnicity is almost synonymous with the dominant culture, because most citizens claim the same homogeneous cultural ties (although Japan has sizable minority populations, most notably people of Korean ancestry). In a heterogeneous society such as Canada, many different cultures are represented, and some consumers may expend much effort to keep their ethnic identifications from being submerged into the mainstream dominant culture.

Insights into the definition of ethnicity can be gained from a comprehensive study of the issues related to the measurement of English- and French-Canadian ethnicity that was conducted by a group of researchers at Concordia University. In addition to a self-identification measure, ethnic identity was measured by language use in various social communication settings, religious beliefs, social interaction, upbringing/background, and spouse’s ethnic identity. The study suggests that the best measure of ethnicity is language use and the weakest measure is religion. However, language may not be the most salient dimension of a particular subcultural group; for example, Jewish ethnicity may be better defined by religious beliefs. The situation is complicated further when one considers that the 2006 census showed that 52 percent of Montrealers (1.9 million) are bilingual; in fact, Montreal has the

→ Air Canada recognizes that the Canadian population is a cultural mosaic.

Courtesy of Air Canada and the National Aboriginal Achievement Foundation.



→ This advertisement is directed at consumers who usually eat ethnic food at restaurants.

Courtesy of C.B. Powell Ltd.

Enjoy a taste of India without having to wait for a table.

Enjoy captivating Indian cuisine without going to the restaurant. With PATAK'S collection of gourmet cooking sauces, it's easy to create great tasting Indian dishes in the comfort of your own kitchen. And, since you're in control, you can be sure every meal is as hot and spicy as you like it. Discover PATAK'S and enjoy a taste of India tonight.

For delicious recipe ideas, simply visit www.pataks.ca

PATAK'S
Gourmet
Cooking Sauces

Open when you need it

greatest presence of bilingual workers and people who speak at least three languages among all cities in North America.² Thus, at this time, self-identification may be the best measure of various ethnicities.³

Marketers cannot ignore the growth in the stunning diversity of cultures that is reshaping mainstream society. This important change encourages advertisers to rethink their old strategies, which assumed that virtually all of their customers were Caucasians who hailed from Western Europe. As one director of multicultural marketing observed, “Marketing today is part anthropology.”⁴ Some Canadian companies, notably banks and telecommunication companies, have had ethnic marketing programs up and running for a few years.⁵

Ethnicity and Marketing Strategies

Although some people may feel uncomfortable with the notion that marketers should explicitly take into account people’s ethnic differences when they formulate their strategies, the reality is that these subcultural memberships do shape many needs and wants. Dimensions of ethnicity that are important to marketers include heritage, life and consumer experiences, religion, and beliefs. Membership in ethnic groups is often predictive of such consumer variables as level and type of media exposure, food preferences, the wearing of distinctive apparel, political behaviour, leisure activities, and willingness to try new products.⁶

It makes good business sense to cater to ethnic segments by (literally) speaking their language when promoting products and services. The way marketing messages should be structured depends on subcultural differences in how people communicate. Furthermore, research evidence indicates that members of minority groups find an advertising spokesperson from their own group to be trustworthy, and this enhanced credibility translates into more positive brand attitudes.⁷ The Race Relations Advisory Council on Advertising (Canadian Advertising Foundation) provides Canadian marketers with guidelines for successful marketing to ethnic consumers. Diversity studies are being conducted by many Canadian companies to aid in understanding consumers and in recruiting marketers with ethnic insights.⁸

One important subcultural difference is how abstract or literal the group is. Sociologists make a basic distinction: In a **high-context culture**, group members tend to be tightly knit and they infer meanings that go beyond the spoken word. Symbols and gestures, rather than words, carry much of the weight of the message. In contrast, people in a **low-context culture** are more literal. Compared with white Canadians of Western European descent (who tend to be low-context), many minority cultures are high-context and have strong oral traditions, so their members are more sensitive to nuances in advertisements that go beyond the message copy.⁹

Canadian advertisers are targeting ethnic consumers in two ways: (1) by fostering inclusiveness through putting more individuals from visible minorities into mainstream advertising, and (2) by “speaking” to specific ethnic groups in their mother tongue.¹⁰ Campbell Company, for example, translated its well-known tagline, “M’m! M’m! Good!” into Gujarati, Chinese, Hebrew, and French.¹¹

Ethnic media can act as a bridge because it blends the familiar and the new.¹² There are more than 400 ethnic media outlets in Canada, including 14 full-service radio stations, 60 mainstream radio stations with ethnic programming, 250 ethnic newspapers (reaching 40 cultures), five ethnic specialty and pay-TV services, and 44 digital specialty services.¹³ Multicultural programming is broadcast on both television and radio. OMNI in Ontario offers programs in 39 languages in addition to English.¹⁴ Other ethnic media include the *Epoch Times* for Chinese-Canadian readers, *Telalantino* for Spanish-speaking audiences, and Black Entertainment Television (BET). *Sway*, a quarterly magazine, went national in 2009 to serve black Canadians who live outside the Greater Toronto Area.¹⁵ Helpful directories include the *Canadian-Italian Business Directory*, the *Chinese Yellow Pages*, the *Jewish Pages*, and the *Black Pages Canada Directory*.



Marketing Opportunity

A wide range of Canadian organizations provide a wide variety of ethnic market offerings:

- > Frito-Lay introduced wasabi and curry-flavoured potato chips and promotes its regular and Stax chips on Chinese-language television.¹⁶
- > TELUS targets the Punjabi market, which is brand sensitive, brand loyal, family-oriented, and tech savvy, with images of hummingbirds and rainbow-coloured fish to promote its home networking service on multicultural TV channels.¹⁷
- > The City of Vancouver labels envelopes with “Important information. Please have this translated” in eight languages.
- > Hispanic Communications recently launched a thrice-weekly newspaper called *Correo Canadiense* to reach the growing—and youthful—Spanish market in Toronto.
- > The long-running (since 1969) Oktoberfest in Kitchener-Waterloo successfully broadened its appeal beyond mostly young people to attracting families to its German celebration.
- > Italpasta reached the African-Canadian market through a 30-second folklore-style ad sent directly to subscribers of *Black Habits*, an online newsletter.¹⁸
- > Honest Ed’s, a discount retail outlet that serves recently arrived immigrants and ethnic minority Canadians, added a legal clinic.

In a study by the Canadian Advertising Foundation, 46 percent of members of visible minorities said they were more likely to buy a product if the ad included a visible minority. However, one study with students of English- and French-Canadian backgrounds found that ethnic brand names lowered recall. Interpretation of the findings suggested that perhaps ethnic (e.g., Spanish, black, Scottish) brand names have salience only with consumers who identify with a particular ethnicity and that care needs to be taken not to alienate consumers of other ethnicities who may also be in the target market.¹⁹

Canadian marketers need to be cautious about when to segment markets by ethnicity, especially when more than 80 percent of Canadians with a home language other than English or French watch prime-time television just like other Canadians. In other words, marketers need to consider that being multicultural in Canada is becoming mainstream and that ethnicity needs to be brought into mainstream ads,²⁰ as the following examples indicate:

- In trading areas where one ethnic group comprises at least 15 percent of the customer base, Loblaw develops a specific ethnic offering in each department.²¹
- Solutions Research Group found that 88 percent of new Canadian households from South Asia and China have a computer, compared to the Canadian average of 83 percent. The vast majority of both groups use the Internet at least weekly, and around 80 percent perceive advertisements in their first language to be useful.²²
- T & T Supermarket (which was recently purchased by Loblaw) is the largest chain of Asian supermarkets in Canada, with about 20 stores in Greater Vancouver, Edmonton, Calgary, and Greater Toronto. To celebrate the opening of the sixteenth store in downtown Toronto, the store gave out chopsticks and 10- and 18-pound bags of jasmine rice to those who spent \$28, \$48, and \$88, respectively.²³
- Galleria Supermarket in Toronto targets the Korean market, but 40 percent of its shoppers are from outside the community because of its tea shop, bakery, restaurant, and English-speaking staff and tours.²⁴

Products that companies market with an ethnic appeal are not necessarily intended for consumption only by those in that ethnic subculture. **De-ethnicitization** occurs when a product we formerly associated with a specific ethnic group detaches from its roots and appeals to other subcultures. Think about the popularity of bagels, a Jewish staple that is mass marketed. Canada's consumption of olive oil, a staple of Mediterranean cooking for centuries, has more than doubled since the late 1980s, and curry flavours of Indian cuisines are enjoyed widely.²⁵ Many supermarkets carry coconut milk, basmati rice, and ginger root as well as Mexican dinner kits.²⁶ Thus, ethnic food is not only widely accessible, it is increasingly embedded into our lives.²⁷ De-ethnicitization can also be seen in the hip hop aesthetic, which is well entrenched with inner-city teens, suburban youth, and even those over 40 who grew up with its influence.²⁸

Ethnic Groups in Canada

There is potential for 200-plus ethnic niche markets in Canada.²⁹ Table 15–1 shows that the two largest ethnic groups in Canada (by single origin) are British (8.2 percent) and French (4 percent), which expand to 35.5 percent and 16 percent, respectively, when considered with at least one other origin and no overlap with each other.³⁰ Table 15–2 shows that ethnic groups are generally concentrated geographically, providing an opportunity for target marketing in a country with a widely dispersed population. In addition to Canada's two official languages, Chinese,

TABLE 15-1

Ethnic Origins of the Canadian Population (2006 Census)

Ethnic Origins ¹	Number	Percentage (%)
Total Canadian population	31 241 030	100.0
Total single origins	18 319 580	58.6
Total multiple origins	12 921 445	41.4
Canadian alone	5 748 720	18.4
Canadian alone or with some other origin	10 066 290	32.2
Aboriginal alone	630 425	2.0
Aboriginal with some other origin	1 047 815	3.3
North American Indian	1 253 620	4.0
Métis	409 065	1.3
British alone (includes English, Scottish, Irish, Welsh, Cornish, Manx, British Isles)	2 548 330	8.2
British alone or with some other origin	11 098 610	35.5
French alone	1 256 905	4.0
French alone or with some other origin	5 000 350	16.0
Total Responses		
German	3 179 425	10.2
Italian	1 445 330	4.6
South Asian ²	1 262 900	4.0
Chinese	1 216 600	3.9
Ukrainian	1 209 090	3.9
Dutch	1 035 965	3.3
Polish	984 565	3.1
Russian	500 600	1.6
Norwegian	432 515	1.4
Filipino	436 195	1.4
Portuguese	410 850	1.3
Swedish	334 765	1.1
Jewish	315 120	1.0
Hungarian	315 510	1.0
American	316 350	1.0
Spanish	325 730	1.0
Greek	242 685	0.8
Jamaican	231 110	0.7
Danish	200 035	0.6
Vietnamese	180 130	0.6

Source: "Ethnic Origins of the Canadian Population (2006 Census)," adapted from Statistics Canada's website (data topic 4), <http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tbt/index-eng.cfm>, accessed April 2, 2009; Statistics Canada, "Ethnic Origin, Visible Minorities, Place of Work and Mode of Transportation," *The Daily*, April 2, 2008.

¹ Ethnic origin refers to the ethnic or cultural group(s) to which the respondent's ancestors belong. An ancestor is usually more distant than a grandparent.

² South Asian includes East Indian (962 670), Pakistani, Sri Lankan, Punjabi, Tamil, Bangladeshi, plus others.

TABLE 15-2

Dominant Mother Tongue¹ by Province and Territory (Single Response—English or French, Bilingual—English and French, and Significant other Languages, of at Least 1 Percent of the Population), Census 2006

Province/Territory (population)	English Only (%)	French Only (%)	English and French (%)	Other (%)
Newfoundland and Labrador (500 610)	97.6	0.4	0.01	1.9
Nova Scotia (903 090)	92.1	3.6	0.2	3.8
Prince Edward Island (134 205)	93.3	4	0.4	2.2
New Brunswick (719 650)	64.4	32.4	0.6	2.5
Quebec (7 435 905)	7.7	79	0.6	11.9
				Italian (1.7)
				Arabic (1.4)
Ontario (12 028 895)	68.4	4.1	0.3	26.1
				Chinese (4)
				Italian (2.4)
				German (1.3)
				Portuguese (1.3)
Manitoba (1 133 501)	74	3.9	0.2	20.8
				German (5.9)
				Ukrainian (1.9)
				Portuguese (0.6)
Saskatchewan (953 850)	85.1	1.7	0.1	12.4
				German (3)
				Cree (2.5)
				Ukrainian (1.7)
Alberta (3 256 355)	79.1	1.9	0.2	17.9
				Chinese (3)
				German (2.6)
				Ukrainian (0.9)
British Columbia (4 074 385)	70.6	1.3	0.1	26.8
				Chinese (8.4)
				Punjabi (3.9)
				German (2.1)
Northwest Territories (41055)	76.8	2.4	0.1	19.9
				Inuktitut (1.8)
Yukon Territory (30 195)	85	3.7	0.4	10.5
Nunavut (29 325)	26.5	1.3	0.1	71.2
				Inuktitut (69.8)
Canada (31 241 030)	57.2	21.8	0.3	19.7
				Chinese (3.2)
				Italian (1.5)
				German (1.4)

Source: "Dominant Mother Tongue by Province and Territory (Single Response—English or French, Bilingual—English and French, and Significant Other Languages, of at Least 1 Percent of the Population), Census 2006," adapted from Statistics Canada Summary Tables, <http://www40.statcan.gc.ca/01/cst01/demo11d-eng.htm>, accessed April 9, 2009.

¹ First language learned at home in childhood and still understood.

Italian, German, and Ukrainian are the most dominant mother tongues.³² As mentioned previously, the French-Canadian and Chinese-Canadian markets will be given separate consideration in this chapter. Other ethnic markets can also be studied using the approaches and analyses used to interpret consumer behaviour in these two markets. However, two other markets that deserve some attention are Canadians of Aboriginal origin and South-Asian Canadians.

Canadians of Aboriginal origin number just over 1 million.³³ They dominate the population of the Northwest Territories and Nunavut. About 50 percent of the Aboriginal population is under 25 years of age.³⁴ Little is known about their consumer behaviour in a scientific sense. However, work is being done to adapt the 631 characters in 19 Aboriginal languages and 5 dialects so that communication by computer is possible.³⁵ Aboriginal Media Services has seven newspapers plus 38 others representing various regions and an Edmonton radio station (CFWE), through which advertisers—Native and otherwise—can reach one of Canada's founding peoples.³⁶ Aboriginals are responsive to advertising that connects to their values.³⁷ The Bank of Montreal, TD Canada Trust, and CIBC have attracted Indian and Métis customers by building relationships through activities such as fishing with Native elders, taking Polaroid identification photographs, offering cheques with images by young Native artists, and advertising in Native people's media (such as *Windspeaker*, *Aboriginal Business*, *Inuit Art Quarterly*, and *Aboriginal Voices*).³⁸ Aboriginal companies, such as Dinawo Sportswear and Casuals (a brand and specialized clothing retail outlet), are becoming successful, too. Grey Owl Marketing, based in Prince Albert, Saskatchewan, exports about \$3 million in wild rice products to health-conscious consumers across North America and Europe.³⁹

The 2006 census counted more than 1.3 million South-Asian Canadians,⁴⁰ a 38 percent jump since 2001, which bypasses the 1.2 million Chinese Canadians as the largest ethnic group other than French and English. (South Asia includes India, Pakistan, Sri Lanka, Punjab, Tamil, Bangladesh, etc.) South Asians comprise 4 percent of the Canadian population and 25 percent of all visible minorities in Canada. Over half live in Toronto⁴¹ and have an estimated buying power of \$12.6 billion in the Toronto market.⁴² Most live in the suburban areas of Toronto and Vancouver.⁴³

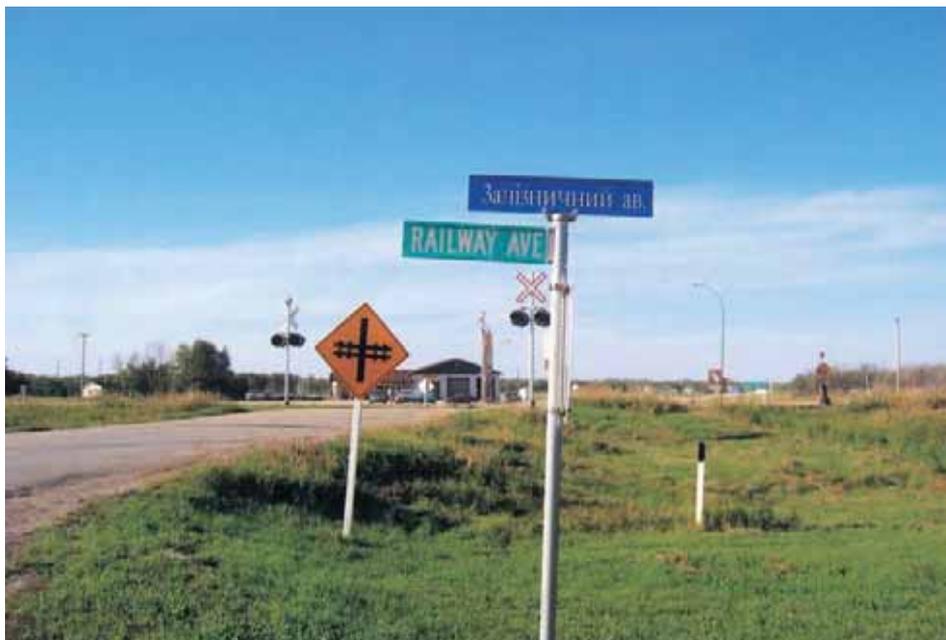
Generally, South Asians arrive in Canada with high income and education levels and are likely to speak English.⁴⁴ To treat the Canadian South-Asian market with a broad brush and use adaptations of national creative is thought to be folly. South



Marketing Opportunity

The bagel immigrated to the New World in the nineteenth century when the Jews of Central Europe crossed the Atlantic. However, the bagel is no longer just an ethnic food; it has moved into the mainstream and can be found almost anywhere in North America. While doughnut and muffin sales have declined, bagel sales have increased. Bagels are available in supermarkets and at fast-food outlets, such as Tim Hortons and McDonald's. Flavours include blueberry, poppy seed, raisin, and sun-dried tomato. The bagel appeals to the health-conscious as well as those who just like its taste and convenience.

Recently, Canada brought bagels to the rest of the world. Maple Leaf Foods exports container loads of frozen bagels to Japan, Korea, Mexico, and Germany. However, purists can still buy bagels 24 hours a day at St-Viateur Bagel Shop in Montreal, where the dough is kneaded by hand and the baking is done in a wood oven.³¹



← Street signs in many languages, such as this one in Ukrainian and English, acknowledge the diverse ethnic profile of Canadians.

Courtesy of Judith Zaichkowsky

↓ Media such as CKLB Radio allow marketers to reach segments in northern communities.

Courtesy of NCSNWT.

THE
Native
COMMUNICATIONS
Society
of the Northwest Territories

Listen to CKLB Radio
LIVE on the Internet
www.ncsnwt.com

Broadcasting to over
30 communities and
3 diamond mines

CKLB FM
101.9

The Voice of Denendeh

To advertise
or for more information:
#4 Lessard Drive
Yellowknife, NT X1A-2G5
(867) 920-2277

Asians vary in value systems, culture-based psychographics, and factors that influence their consumer choices. For example, there are 16 official languages spoken in India and seven religious practices.⁴⁵ Examples of Canadian media companies that specialize in the South-Asian market include ATN (Asian Television Network), which owns and operates 14 specialty channels and has alliances with other broadcasters such as Star India Plus and Cricket Plus;⁴⁶ ReD FM in the Vancouver area;⁴⁷ BC's *South Asian Post* (in English); the *Toronto Star's Desi Life*;⁴⁸ *SouthAsian.com*, which attracts 1.6 million Canadian visitors a month; and *MyBindi.com*, which reaches the vast majority of South Asians in the Greater Toronto Area as well as other parts of North America.⁴⁹

The Oscar-winning film *Slumdog Millionaire* has been a catalyst for bringing Bollywood into the mainstream. Cinema ads intended to reach the family-oriented audience were in English, such as the one run by Walmart that featured a South-Asian family who recently immigrated to Canada. TELUS placed the BlackBerry Curve into a Bollywood film, and Scotiabank sponsored a weekly broadcast of CBC's *Hockey Night in Canada* in Punjabi.⁵⁰ Walmart Canada introduced a Bollywood Signature line of traditional women's wear.⁵¹ And Scotiabank sponsors ethnic festivals and concerts, volunteers as guests on South-Asian radio stations, maintains Scotiabank branches in India, and sponsors pre-immigration seminars in China.⁵²

THE EFFECT OF IMMIGRATION ON CANADIAN DIVERSITY

Statistics Canada estimates that the population of Canada, numbering just over 33.5 million in 2009, may grow to as many as 42 million by the year 2031.⁵³ The 2006 census showed that two-thirds of Canada's total population growth between 2001 and 2006 was due to high levels of immigration.⁵⁴ Much of this growth is accounted for by members of non-white ethnic groups, and a substantial proportion is the result of immigration. Indeed, Canada accepts 1 million immigrants and refugees every four years, by far the largest per capita rate of immigration in the world. In 2006, 6.1 million Canadians (almost 20 percent of the population) were immigrants—that is, not born in Canada. In all, the 2006 census counted about 2.5 million Canadians who are 15 years or older and of single ethnic or mixed ethnic origins other than British or French.⁵⁵ The expectation is that by 2017, the year Canada celebrates its 150th birthday, 19 to 23 percent of Canadians will be a visible minority.⁵⁶

The four groups that account for much of Canada's recent growth from immigration are Chinese Canadians, East Indian Canadians, Filipino Canadians, and Pakistani Canadians.⁵⁷ These groups, along with German Canadians, Italian Canadians, Ukrainian Canadians, and Dutch Canadians, make up Canada's largest ethnic groups outside of English and French Canadians. The vast majority of these consumers live in Vancouver, Toronto, and Montreal.⁵⁸ Toronto is the most ethnically diverse city in the world, with more than 45 percent of its population foreign-born (although nearly 70 percent speak English at home). Almost 30 percent of Calgarians and Montrealers, and 50 percent of Vancouverites are first-generation immigrant Canadians. Australia is the only country more ethnically diverse than Canada.⁵⁹ And ethnic diversity is expected to increase, affecting not only demand in ethnic markets but also the nature of overall demand. According to a global survey conducted by Léger Marketing with Gallup researchers, 74 percent of Canadians consider immigration to be good for their country; the world average is 43 percent.⁶⁰

It's best to market to new arrivals in their native languages. They tend to cluster together geographically, which makes them easy to reach. The local community is the primary source for information and advice, so word-of-mouth is especially important (see Chapter 11). TD Bank Financial Group, for example, identified word-of-mouth as one of their most important assets for attracting business from new Canadians.⁶¹ Advertising themes that seem to be effective among recent immigrants are based on messages of comfort, familiarity, and appropriateness of language (in response to feelings of fear and insecurity on coming to a new country). In a recent market study, first- and second-generation Canadians were

found to “highly value a good warranty and the ability to return a product,” as a manifestation of a cultural sensitivity to the lack of trust in the conduct of business in their countries of origin.⁶² Due to the forces of integration, English works well with first-generation Canadians.⁶³

ETHNICITY IS A MOVING TARGET

Although ethnic marketing is in vogue in many firms, the process of actually defining and targeting members of a distinct ethnic group is not always so easy. In the last decade there has been a continuing decline in the proportion of Canadians of British and French origin because of increasing immigration of other Europeans, Asians, and other non-Europeans, stemming from various economic and political events throughout the world. In addition, ethnic intermarriage has blurred ethnic boundaries, particularly, but not solely, among first- and second-generation Canadians. Almost 13 million Canadians reported multiple ethnic origins in the 2006 census.⁶⁴ Thus, it has become increasingly difficult for marketing researchers and Statistics Canada to classify Canadians into neat ethnic categories, and comparisons across time must be done with special attention to how ethnicity is operationalized for data collection.⁶⁵

The steady increase in the number of mixed marriages is, however, creating opportunities for some marketers who wish to meet the needs of children raised in multicultural families. Because many children are exposed to others from diverse cultural backgrounds, some marketing executives feel that their attitudes will be quite different from those of their parents. Encounters with diverse cultural traditions create the need for products and services that allow consumers to celebrate multiple heritages, including international festivals, language classes, camps with ethnic themes, and travel products and services. Also, celebrations of the arrival, settlement, trials, and successes of the first immigrants to Canada create marketing opportunities as their descendants participate in events that identify the roots of their heritage.

Ethnic Stereotypes

A controversial TV commercial for *Salesgenie.com* that ran during Super Bowl XLII in 2008 illustrates how marketers (intentionally or not) use ethnic and racial stereotypes to craft promotional communications. The spot featured two animated pandas who spoke in heavy Chinese accents. After complaints from viewers, the company withdrew the commercial.⁶⁶ Many ethnic subcultures have powerful stereotypes the general public may associate with them. In these cases, outsiders assume that the members of a group possess these traits. The same trait, unfortunately, can be cast as either positive or negative by a communicator, depending on the communicator’s intentions and biases. For example, the Scottish stereotype in Canada is largely positive, so we tend to look favourably on their (supposed) frugality. 3M uses Scottish imagery to denote value (e.g. Scotch tape). However, the Scottish “personality” might carry quite different connotations to the British or the Irish. One person’s “thrifty” is another’s “stingy.”

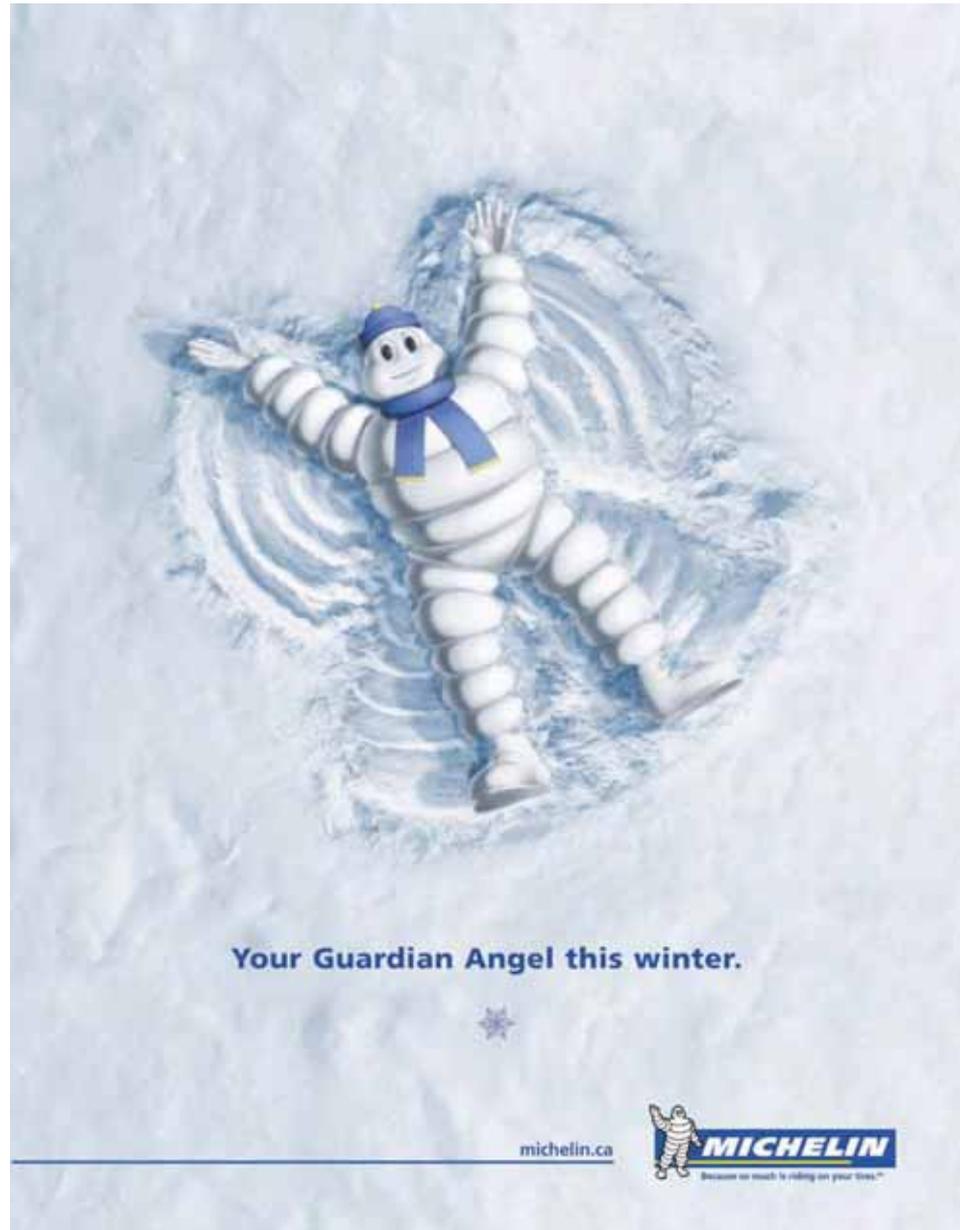
In the past marketers used ethnic symbolism as shorthand to connote certain product attributes. The images employed were sometimes crude and unflattering. Recently, negative cultural stereotyping of an Aboriginal person was the basis of a complaint against a toy produced by Kinder Surprise chocolate eggs. The manufacturer sent an apology to John Joe Sark of the Mi’kmaq Grand Council for PEI and promised that the toy would be discontinued.⁶⁷

How Religion Influences Consumption

An Angus Reid poll showed that religion plays an important part in the life of nearly 60 percent of Canadians, three-quarters of whom reported themselves as

→ The Michelin Man Snow Angel sends an engaging and reassuring message that Michelin's tires provide safe winter driving.

*Compagnie Générale des Etablissements Michelin—
Michelin & Cie.*



Christians in the 2001 census, although less than one-quarter attend church weekly.⁶⁸ (New data will be available in the 2011 census.) In general, religion is closely associated with ethnicity, social class, and geographic regions. In Canada (as in the United States), WASP (White Anglo-Saxon Protestant) values have been a dominant force.

In recent years there has been an explosion of religion and spirituality in popular culture, including the box-office success of Mel Gibson's movie *The Passion of the Christ* and the book *The Da Vinci Code*.⁶⁹ An engaging application of religious sentiment is Michelin's ad depicting Bibendum (aka the Michelin Man) making snow angels. The ad reinforces Michelin's safety image by suggesting that Bib is your guardian angel during winter driving.⁷⁰ Canyon Creek's ad for its Lobsterlust menu (lobster and wine) is described as "a match made in culinary heaven." In a different light, so to speak, when the Quebec Major Junior Hockey League awarded a franchise to St. John's, Newfoundland, they called their team the Fog Devils to capture the elusive element of danger (fog) and the team's tenacity (devil). *Fog*

devil is a mariner's term for a strong, swirling patch of fog that surfaces on the ocean without warning. The team's name inspired marketing creativity through merchandising, the creation of the mascot (Scorch), and taglines for marketing communications (e.g., "Get in the thick of it!").⁷¹

The quest for spiritual meaning is influencing mainstream churches. They are evolving with the times, and many are adopting a marketing orientation appropriate for not-for-profit organizations, especially in the areas of fundraising and community-based activities. Books, religion-oriented merchandise (e.g., apparel), framed art, inspirational gifts, and music are sold. Worship is being redesigned to fit into busy lives. Saturday services, for example, give people flexibility on weekends.

Ironically, despite this renewed interest in faith, the number of adults who attend religious services is slipping. However, to avoid large, empty places of worship, attendees have come up with some creative solutions. The Cedars, a place of worship shared by those who belong to the United Church and Jewish faiths, for example, demonstrates successful co-existence of religious symbolism that was developed through extensive consultation with both groups of worshippers. Some symbols are shared, while others are specific to one group; through the use of movable partitions, each group has a space that is considered suitably sacred. Incidentally, the word *cedar* connotes outreach to Christians and refuge to Jews.⁷² To increase visibility and awareness, the United Church of Canada runs a series of advertisements that attract visitors to a website called *WonderCafe.ca*.⁷³

Marketing scholars have not studied religion extensively, possibly because it is seen as a taboo subject.⁷⁴ However, the little evidence that has been accumulated indicates that religious affiliation has the potential to be a valuable predictor of consumer behaviour.⁷⁵ Religion may exert a particularly significant impact

THE FATHER, THE SON AND SOME GREAT HAIR

Looking for a divine Mohawk or some heavenly dreads? Then Montreal's Hed Salon is for you. Its provocative campaign, by Montreal-based shop Amen Epoxy, has sparked complaints from some Catholic groups and people who feel the use of religious imagery is opportunistic. But, the target – young, hip, urban professionals – isn't offended. They're loving it and even requesting the "Jesus" and "Mary" 'dos.

"The younger crowd thinks it's great," says CD Nicolas Massey, adding that the campaign aims to reinforce Hed's position as an avant-garde salon where you can get any haircut you want – no matter how unusual. Massey brought in Montreal painter Philippe Nadeau to do the illustrations. Massey is currently focused on working with artists who haven't dabbled in the ad business yet, and on getting artists to work outside of their usual genres – like having painter Nadeau do illustrations.

The campaign includes outdoor and print ads, which are running in Montreal all weeklies *Hour and Vibe*.

← Hed Salon sparked controversy with this ad.

Client: Hed Salon. Agency: AMEN.

Marketing Opportunity



Halal meat is in demand. Canadian Muslims number 700 000 among 7 million in North America and more than 1.6 billion worldwide.⁸⁰ Al Safa Halal specializes in halal butchering, the only acceptable way for devout Muslims to slaughter animals. Acceptable meats, according to Islamic law, are beef, mutton, and poultry.⁸¹ The company, which is certified and monitored by the Islamic Food and Nutrition Council of America (IFANCA), also supplies the U.S. market.⁸²

on consumer variables, such as personality, attitudes toward sexuality, birth rates, household formation, income, and political attitudes. In some cases, dietary or dress requirements create demand for certain products, and these items may then gain in popularity among other groups. Although church leaders can encourage consumption, they can more importantly discourage it—sometimes with powerful effects. The Walt Disney Company discovered how effective these movements could be when the Southern Baptist Convention in the United States voted to persuade all its members to boycott Disney's operations.⁷⁶ An advertisement that depicted the work that the Atlantic Lottery Corporation (ALC) did with volunteer groups offended ministers of three frequently photographed churches in Mahone Bay, Nova Scotia; the implication that the churches and the ALC embodied the same values was the issue. ALC pulled the photograph.⁷⁷

You don't have to be active in an organized religion to “worship” products. A study of a brand community centred on the Apple Newton illustrates how religious themes spill over into everyday consumption, particularly in the case of “cult products.” Apple abandoned the Newton PDA years ago, but many avid users still keep the faith. The researchers examined postings in chat rooms devoted to the product. They found that many of the messages have supernatural, religious, and magical themes, including the miraculous performance and survival of the brand, as well as the return of the brand creator. The most common postings concerned instances where dead Newton batteries magically come back to life.⁷⁸

FRENCH CANADIANS

French Canadians are a significant subculture and account for about 16 percent of the Canadian population based on ethnic origin.⁷⁹ They form the second-largest ethnic market in Canada, comprising about 80 percent of the Quebec population and 30 percent of the New Brunswick (Acadian) population. They also account for a significant number of residents in Ontario, Manitoba, Saskatchewan, Alberta, and the Northwest Territories. In other words, the French-Canadian market provides the advantage of geographic concentration. The market is even larger when extended to include Canadians of French-with-other origins. On a day-to-day

↓ These Farm Credit Canada advertisements are an example of standardized visuals with verbal messages tailored to French-speaking and English-speaking consumers.

Ad sample courtesy of Farm Credit Canada.

Every bite tells a story

Find hundreds of unique Canadian products and the people behind them.

www.CanadianFarmersMarket.com

ffc Farm Credit Canada
Advancing the business of agriculture

Canada

Chaque bouchée raconte une histoire

Découvrez des centaines de produits canadiens uniques et faites connaissance avec les gens qui les produisent.

www.MarcheDeLaFermeCanadienne.com

ffc Financement agricole Canada
Pour l'avance de l'agribusiness

Canada

basis, two-thirds of Canadians speak English at home and 21.5 percent speak French.⁸³

Understanding the French-Canadian Identity

The work of French-Canadian researchers Bruce Mallen and Jacques Bouchard on the nature of the French-Canadian identity has been interpreted for the English-Canadian market.⁸⁴ Mallen identified three traits of French-Canadian consumers: the sensate, conservative, and non-price cognitive traits. The sensate trait speaks to the importance of all senses for French-Canadian consumers, as well as their appreciation of aesthetics, fashion consciousness, and social hedonism. He suggests that the conservative trait relates to low risk-taking, the emphasis on family, and the strong brand loyalty of these consumers. Finally, the third trait is thought to result in accepting high price points (within reason) if a product or service meets the criteria of the first two traits.

Bouchard provided an in-depth analysis of six historical and cultural roots of French Canadians: rural, minority, North American, Catholic, Latin, and French. Six responsive keys are associated with each of these six roots. For example, the six keys for the Latin root are *joie de vivre*, love of children, a need to be seen, artistic talent, sentimentality, and instinctiveness. In a 2004 review of Bouchard's schema, which was developed more than 30 years earlier, Eric Blais concluded that even with all the changes in Quebec, the 36 keys remain relevant. *Plus ça change, plus c'est pareil*. (The more things change, the more they stay the same.)⁸⁵

The debate about the efficacy of Bouchard's model remains strong while marketers navigate the influences of information technology, the influx of immigrants, and travel on the Quebec market. At this point, common wisdom and the post-humous publication of a new book by Bouchard suggest that Quebec's unique sensibilities still need to be considered when decisions are made about whether to adopt English campaigns outright, to adapt an English campaign with a few tweaks, or to create a distinct Quebec campaign.⁸⁶ For example, Mars Canada decided on a Quebec-specific campaign for M&M's.⁸⁷

French-Canadian Consumption Patterns

Most of what is known about the French-Canadian market comes not from theoretical links to their identity (or structural theory), but from descriptive comparisons with English Canadians or segments *within* the French-Canadian market. Although French-Canadian consumers do differ in some ways from English Canadians, the French-Canadian market is not as identity-based or as homogeneous as many marketers seem to believe.

One study of English Canadian, French Canadian, and French young adults found that fun and enjoyment in life/excitement was equal across all three cultures (a big surprise!) and that English and French Canadians valued security and warm relationships with others. Of the 14 values studied, there were only two on which the English and French Canadians differed; French Canadians put more emphasis on being well respected and less on intellectual and cultural activities than English Canadians. In terms of nearly 60 lifestyle and consumption habits, very few differences were found between English and French Canadians when demographics, social class, and economic philosophies were controlled for.⁸⁸

On the other hand, local heroes such as Jacques Villeneuve create demand for race-car entertainment among young and old Quebecers. Jean Coutu continues to dominate the drugstore market, and Cirque du Soleil (www.cirquedusoleil.com) attracts local as well as national and international audiences.



Marketing Opportunity

Researchers at three Montreal universities studied the pro-environmental knowledge, feelings, and behaviour of French and English Canadians.

French Canadians, compared to English Canadians, were found:

- > to be more knowledgeable and concerned about ecological issues
- > to perceive that environmentally friendly behaviour is important
- > to believe that most corporations are environmentally responsible
- > to consider environmental issues more frequently when making a purchase

English Canadians, compared to French Canadians, were found:

- > to be more willing to pay a premium price for environmentally friendly products

The French-Canadian market seems to require more emphasis on moving positive attitudes and behaviour toward environmentally friendly actions, while the English-Canadian market appears to need messages that link their actions with an awareness of environmental issues so that their environmentally friendly behaviours are likely to be sustained or expanded.⁸⁹

Perhaps it was the understanding of how French Canadians relate to the environment that led to the very successful launch of reusable plastic bags by the Metro grocery chain in Quebec. An estimated 750 000 of the machine-washable and recyclable bags went quickly into circulation. The company used point-of-sale ads and circulars, as well as a radio ad voiced by Guylaine Tremblay (of *Annie et ses hommes*); it advised that doing something for the planet makes sense and costs only a dollar. The graphic on the blue bags features a leaf with a raindrop.⁹⁰

Montreal is a leader with its newly developed bicycle-sharing program, called BIXI. It provides 3000 bicycles and 450 kilometres of bicycle paths for residents and tourists.⁹¹

French Canadians and the Media

Since the 1995 Quebec referendum, some marketers have changed their advertising approaches because they think certain words and connotations have become taboo.⁹² Pizza Pizza removed the maple leaf from its logo in the Quebec market and The Brick removed it nationwide for consistency.⁹³ On the other hand, Mountain Equipment Co-op, founded in Vancouver, worked hard to position its brand as part of Quebec's cultural environment. Membership growth was bolstered by kayaking events in Quebec City, the introduction of a visual dictionary of MEC products (*Le Petit MEC*), and other media activities that conveyed a respectful approach to cultural and linguistic differences.⁹⁴

Creative execution designed specifically for the Quebec market can have more impact in terms of characteristics such as originality and credibility than adaptations or translations from English-Canadian or American ads.⁹⁵ Creative ideas that are likely to work well in Quebec tap into the *joie de vivre* factor; they also appeal to the senses and emotions and leverage French Quebec talent.⁹⁶ Appropriate advertising imagery for Quebec includes shots of the family, women, and active seniors; visually powerful images (such as close-ups that fill the frame); and Latin or European flair and humour.⁹⁷ Let's look at a few examples of these guidelines in practice.

Pharmaprix's "Beauty mobile" enticed 15 000 registrants to sign up for their Optimum cards by tapping into two facts about Quebec consumers: (1) They are less likely to invest in loyalty programs with delayed rewards, and (2) they are concerned about their looks and feel it's important to know about new fashions and beauty products.⁹⁸

Quebec's three-hour (6:00 to 9:00) morning TV show *Salut, Bonjour!* is part of many Quebecers' morning ritual and is the most successful morning show in Canada with a market penetration of well over 60 percent. In many ways the show's

→ This advertisement incorporates elements for success in the Quebec market: close-ups, European flair, and humour.

Federation of Quebec Apple Growers.



success seems to stem from its appeal to unique aspects of Quebec's culture. For one thing, it is a show for the whole family. The pace is leisurely with longer segments than other shows. It reflects Quebec society in its presentation of arts and entertainment, and it has created stars out of its long-standing hosts.⁹⁹

In an interesting twist, a milk campaign titled "Deux c'est mieux" (conveyed visually by the two-finger peace sign) brought acclaim to the then-unknown Quebec musician Paul Maco, who not only provided the music to accompany the ads but also increased milk consumption as well.¹⁰⁰

Familiprix, a drugstore chain in Quebec, continues to enjoy its pop-cult status and received a Grand Coq d'Or (best of show) for its humorous campaign designed around a strange pharmacist who waves his arms and exclaims, "Ah! Ha! Familiprix," whenever hapless individuals are struck by accidents or sickness.¹⁰¹ The same sense of humour is evident in Familiprix's English ads: Their banner is pasted over some of the letters that spell out a particular ailment, turning the word into something positive. In one example, the logo intervenes to turn "I have fungus" into "I have fun."¹⁰²

Finally, let's consider a few examples of market-specific and adaptive marketing strategies. Moosehead brewery entered the Quebec market in 2002 with unique advertising, because the Quebec beer drinker is very different from the typical English-Canadian beer drinker: English Canadians usually drink beer to get from point A to point B, while Quebecers drink beer to enjoy life. Nissan "went for the nose" with an ad in *La Presse* for its 350Z coupe clear-out event. The French headline read, "When it's new, you can smell it," and the copy line suggested that, if you had a nose for good deals, this was the time to take advantage. Both messages were reinforced by a perfume strip in the magazine that released wafts of the unique scent of a new car with a leather interior.¹⁰³ However, some companies, such as Zellers and Clarica, found that adaptations of English market advertising are effective because the selling proposition and the messages are the same for both markets.¹⁰⁴ Interestingly, now some agencies, such as bleublancrouge (or BBR), which began by serving the French (Quebec) market, have become agencies with language versatility. This agency produced the award-winning "Words Matter" campaign for the *Montreal Gazette* (see the ad in Chapter 2).¹⁰⁵

CHINESE CANADIANS

At 1.2 million, Chinese Canadians are one of the fastest-growing minority groups in Canada. They make up about one-quarter of Canada's visible minorities and just under four percent of Canada's population.¹⁰⁶ The proportion of Canada's Chinese population that comes from various areas is roughly 60 percent from mainland China, 30 percent from Hong Kong, and 10 percent from Taiwan.¹⁰⁷ Marketers are just recognizing their potential as a unique market segment. This subculture is attractive to marketers because Asian Canadians typically are hard-working and many have above-average incomes. And Chinese Canadians have the highest incomes of all visible minorities.¹⁰⁸ As one indication, readers of the nationally distributed *Ming Pao Daily* have high family income and tend to be homeowners with a university education.¹⁰⁹

The Chinese-Canadian market, however, is far from homogeneous. The attitudes and behaviour of these consumers are influenced by age, education, gender, household composition, knowledge of English, length of time in Canada, reason for immigration, working status prior to and after immigration, family size, geographic location, and marital and financial status.¹¹⁰ Studies in Vancouver found that Chinese Canadians whose mother tongue was Cantonese or Mandarin were younger and slightly less wealthy than the average Canadian. They were more likely to be married, tended toward large traditional families, were more likely to be owners of homes and consumer electronics, and played more lotteries and consumed less alcohol than Vancouverites in general.¹¹¹

Reaching the Chinese-Canadian Consumer

Despite the potential, Asian Canadians are hard to market to because they actually comprise subgroups that are culturally diverse and speak many different languages and dialects. The term *Asian* refers to 20 ethnic groups, with Chinese being the largest.¹¹² Chinese Canadians still comprise less than 5 percent of the population, so mass-marketing techniques often are not viable to reach them.¹¹³ However, opportunities do exist. For example, realtors who do business in areas with a high concentration of Asian-Canadian buyers are learning to adapt to their desire for a house that offers a good *feng shui* environment (*feng shui* literally means “the wind and the water”). Indeed, 90 percent of the 1.3 million Chinese Canadians live in Canada’s six largest cities, notably Toronto (40 percent), Vancouver (31 percent), Montreal (6 percent), and Calgary (5 percent).¹¹⁴

The *Sing Tao Daily* has been a newspaper for Chinese Canadians for about 30 years. British Columbia has 24 Chinese media outlets (including 16 in Mandarin and 4 in Cantonese)—two each of television and radio stations, and eight newspapers and magazines.¹¹⁵ However, some attempts to translate advertising messages and concepts into Asian media have backfired. Other advertisements have overlooked the complex differences among Asian subcultures, and some have unknowingly been insensitive to cultural practices. The use of the colour red and Chinese characters, the careful use of numbers, and the delivery of high-quality service are all appreciated by Asian consumers.¹¹⁶ The Vancouver Grizzlies’ NBA team name was translated to mean “strong and powerful bear” in Cantonese and Mandarin, rather than the original “grey bear,” which suggested a weak image.¹¹⁷

Level of Acculturation

Acculturation is the process of movement and adaptation to one country’s cultural environment by a person from another country.¹¹⁸ It’s typical for a new arrival to feel ambivalence or conflict about relinquishing old ways (and consumer behaviours) for new ones. This factor is especially important when considering the Chinese market, because the degree to which these consumers are integrated into the Canadian way of life varies widely.

Immigrants from Hong Kong represent two extremes. Annual immigration from Hong Kong has ranged from fewer than 1000 in 1957 through almost 15 000 in 1973 to more than 100 000 between 1991 and 1996. (Immigration virtually stopped in 1997).¹¹⁹ Early immigrants worked hard for many years to establish themselves and are now entrenched in the Canadian political and economic establishment. On the other hand, thousands of recent immigrants are trying to adapt to their new environment. These consumers may need to learn entirely new product categories. The implication for marketers is that these consumers must be taught about a product before they can be convinced to buy one brand over another.

As shown in Figure 15–1, many factors affect the nature of the transition process. Individual differences, such as whether the person speaks English, influence how rocky the adjustment will be. The person’s contact with **acculturation agents**—people and institutions that teach the ways of a culture—are also crucial. Some of these agents come from the *culture of origin*, including family, friends, the church, local businesses, and first-language media, and keep the consumer in touch with his or her country of origin. Indeed, a 2007 Léger Marketing poll found that 57 percent of new immigrants “have a strong sense of belonging to their ethnic or cultural group” compared to just under half of second- and third-generations. Interestingly, 64 percent of first-generation Canadians living in Ontario “are likely to purchase brands that are popular in their country of origin.”¹²⁰

Other agents come from the *culture of immigration* (in this case, Canada) and help the consumer to learn how to navigate in the new environment. These include schools, English-language media, and government agencies. For example, partly due



Marketing Opportunity

Some companies have accumulated valuable experience that is reflected in their success in serving the Chinese-Canadian market. Here are a few examples of success stories; the first few provide guidance to the development of effective, tailor-made, creative communication strategies:

- > Immigrants from Hong Kong speak Cantonese; those from Taiwan and mainland China speak Mandarin. Thus, these consumers read different newspapers and watch different Chinese TV channels.
- > Symbols that express life or prosperity are well received and so are tigers, dragons, lucky numbers, and colours such as red and gold.
- > Chinese Canadians desire respect through seeing their faces in both Chinese-language and mainstream ads.
- > Chinese Canadians have similar media habits and the best-developed media infrastructure among Canada's ethnic groups.
- > Chinese-Canadian consumers are brand conscious; brands give a sense of confidence and security to new immigrants.
- > Fido entered the Chinese-Canadian wireless telecommunications market with *Fi Dat*, which means "speedy" and has the same phonetic sound as the Chinese word for "prosperity." The company was the first Canadian global system for mobile communications (GSM) mobile carrier. However, because GSM was the dominant system in Asia, it allowed Chinese Canadians to take their "world phones" back and forth to Canada for business and pleasure.
- > Chinese Canadians are early adopters of technology and have high usage rates. As part of TELUS

Mobility's strategy to serve the highest-value clients, they targeted teenagers and university students with cult Cantonese cartoon celebrities: McMug and McDull. TELUS has also supported Chinese charities by raising money through a silent auction for the vanity telephone number 888-8888. (The number eight is considered lucky by the Chinese.)¹²¹

- > The Toronto Symphony Orchestra entices a Chinese-Canadian audience (which has a predisposition to enjoy classical music) to fill its seats by speaking their language in newspapers, radio, brochures, and website communication vehicles; by providing incentives and giveaways; and by appealing to their interest in their children's academic and extracurricular development.¹²²
- > Best Foods introduced trilingual labelling for its Mazola oil and distributes it to Chinese grocery stores.

to ESL (English as a second language) programs in Lower Mainland schools in British Columbia, many Hong Kong Chinese will enter their adult lives as English-speaking, culturally integrated Chinese Canadians. They are expected to have some values in common with their parents (e.g., to work hard, do postsecondary studies, and seek remunerative careers) but also some values picked up in Canada. The speed with which they adopt Canadian ways depends on their age, the age of their parents, where they were born, where they now live, their personal reactions to change, the attitudes of both children and parents, and their commitment to Canada.¹²³

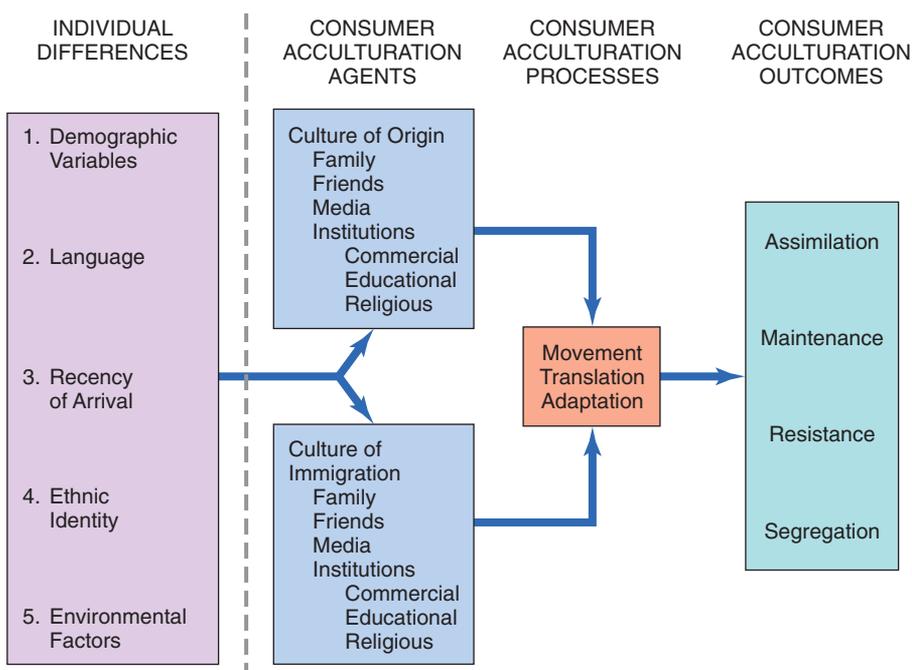


FIGURE 15-1

A Model of Consumer Acculturation

Source: Lisa Peñaloza, "Atravesando Fronteras/ Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Immigrants," *Journal of Consumer Research* (June 1994): 32-54.

CB As I See It



Dr. Jean-François Ouellet, HEC Montréal

According to the latest Statistics Canada data, as of 2006 some 20 percent of Canada's population was foreign-born, the highest proportion since 1931. In Toronto, one in two residents was born outside Canada. In Montreal, one in three was foreign-born, whereas in Richmond, British Columbia, the number is three out of five residents.

For marketers, the importance of immigration in our societies has significant consequences. Many have researched how distinct cultural groups within the same country may differ in values and tastes, thereby affecting what they buy and how they consume.¹ My focus of interest, however, lies elsewhere. While immigrants and, more generally, minority groups in this country are consumers, they are also providers of goods and services.

In the United States, where immigrants make up about 13 percent of the population, there were 3 million minority-owned companies in 1997—that is, 15 percent of the 20.8 million non-farm companies. In 2004, some 7 percent of the 1.4 million Canadian small and medium-sized enterprises (SMEs) were owned by visible minority entrepreneurs, half of those located in Ontario and

a quarter in British Columbia.² However, as minorities form their own companies or take control of existing enterprises nationwide, they face challenges that the majority group does not have to face. Among them is the struggle against racism.³ Although it may seem passé, racism is still prevalent in many forms today, although it is largely hidden and more subtle than a few decades ago, when blatant demonstrations of racial discrimination were commonplace. Racism nowadays expresses itself in more symbolic ways.

In consumption settings, my research has shown that, in Canada but also in the United States and France, consumers from the majority ethnic group can alter their decisions based on racist sentiments they hold against one or more minority groups. These sentiments have been shown to affect how profitable and successful minority-owned businesses are.⁴

Usually racism is the result of the perception that a given minority is impossible to assimilate. It is less about race per se than it is about cultural dimensions, such as language and religion. In Canada, French Canadians have resisted assimilation to the English-speaking majority, making them a target of racism. The same is increasingly true for the Muslim and Chinese communities.⁵

Canada is seen the world over as a land of opportunity and attracts a lot of qualified, hard-working immigrants on this promise. In a country where immigration is not likely to decelerate, it is important for us—academics, practitioners, students, and citizens of Canada—to investigate this phenomenon and research ways to counter it or, at least, mitigate its effects.

¹ See, for example, V. Bush, A. Bush, K. Shannahan, and R. Dupuis, "Segmenting Markets Based on Sports Orientation: An Investigation of Gender, Race, and Behavioural Intentions," *Marketing Management Journal* 17, 1 (2007): 39–50.

² SME Financing Data Initiative, Statistics Canada, Survey on Financing of Small and Medium Enterprises (2004).

³ J.-F. Ouellet, "Consumer Racism and Its Effects on Attitudes," *Advances in Consumer Research* 32, 1 (2005): 422–428.

⁴ J.-F. Ouellet, "Consumer Racism and Its Effects on Domestic Cross-Ethnic Product Purchase: An Empirical Test in the U.S., Canada, and France," *Journal of Marketing* 71 (January 2007): 113–128.

⁵ G. Bonnell, "One in Five People Foreign-Born, Stats Reveal, as Canada Struggles with Overt Racism," Canadian Press (December 4, 2007); J. Huber, "Attacks on Asian Anglers Show Systemic Racism, Report Says; Ontario Probe Cites Nearly a Dozen Incidents," *Montreal Gazette* (December 15, 2007): A14; R. Doolittle, "Racism Cited in Attacks on Fishermen; Chinese Community Appeals to Crown," *Toronto Star* (January 15, 2008): A7.

Several processes come into play as immigrants adapt to their new surroundings. *Movement* refers to the factors that motivate people to uproot themselves physically from one location and go to another. On arrival, immigrants encounter a need for *translation*, that is, to master a set of rules for operating in the new environment, whether they learn to decipher a different currency or the social meanings of unfamiliar clothing styles. This cultural learning leads to a process of *adaptation*, by which people form new consumption patterns.

During the process of acculturation, many immigrants undergo *assimilation*, during which they adopt products, habits, and values they identify with the mainstream culture. At the same time there is an attempt at *maintenance* of practices they associate with the culture of origin. Immigrants stay in touch with their country of origin; for example, many from Hong Kong continue to eat Chinese foods and read Chinese newspapers. Interestingly, a study by Canadian researchers suggests that maintenance strategies associated with ethnic identity may, in fact, coexist with the

move toward acculturation to mainstream culture.¹²⁴ Nevertheless, their continued identification with the culture of origin may cause *resistance*, as they resent the pressure to submerge their cultural identities and take on new roles. Finally, some immigrants (voluntarily or not) tend to exhibit *segregation*: They are likely to live and shop in places that are physically separated from mainstream consumers.

In the book *Customers from Afar*, consultant Raymond Ng suggests five phases of adjustment for teenage and adult immigrants:

1. *The honeymoon*: The immigrant marvels at the wonders of the new environment.
2. *Culture shock*: The reality of the situation sets in.
3. *Superficial adjustment*: The immigrant forays into the new culture and manages day-to-day life.
4. *Stress and depression*: The immigrant disparages aspects of the new life: lack of high-paying job opportunities, taxes, cold and wet weather. Intergenerational conflicts arise, often over the career choices of children.
5. *Integration*: The immigrant moves through society with a degree of ease comparable to that of the native-born.¹²⁵

It would be a mistake to assume that members of the second generation of visible minorities are the same as their parents. In fact, many of them have dual cultural identities: two sets of values, two languages, two wardrobes (especially women), two sets of celebrities and music, two kinds of humour, and two lives—one at home and one “out there” in the mainstream.¹²⁶ Chinese-Canadian Mina Shum (director) and Korean-Canadian Sandra Oh (lead actress) document the tensions between generations in the award-winning movie *Double Happiness*.¹²⁷ (Oh now stars as Dr. Yang in *Grey’s Anatomy*, a popular TV series.)

Interestingly, some young Chinese Canadians are attached to the rapidly developing Chinese popular culture as a kind of Global Teen view akin to the Eurokids. Although their parents like to hear messages of comfort and security in advertising, these young people want to hear messages of acceptance from the cultural mainstream.¹²⁸ *Jade*, an online English magazine for young Chinese Canadians, focuses on fashion, cars, and entertainment with an Asian flavour.¹²⁹

The acculturation of Hong Kong immigrant consumers may be understood in terms of the **progressive learning model**. This perspective assumes that people gradually learn a new culture as they increasingly come in contact with it. Thus, we expect that when people acculturate they will mix the practices of their original culture with those of their new or **host culture**.¹³⁰ Research generally supports this pattern when it examines such factors as shopping orientation, the importance people place on various product attributes, media preference, and brand loyalty.¹³¹ When researchers take into account the intensity of ethnic identification, they find that consumers who retain a strong ethnic identification differ from their more assimilated counterparts.¹³²

The acculturation process embraces all kinds of moves, including those that involve relocating from one place to another within the same country. If you have ever moved (and it’s likely you have), you no doubt remember how difficult it was to give up old habits and friends and adapt to what people in your new location do. A study of Turkish people who move from the countryside to an urban environment illustrates how people cope with change and unfamiliar circumstances. The authors describe a process of **warming**, which they describe as transforming objects and places into those that feel cozy, hospitable, and authentic. The study’s informants described what happened as they tried to turn a cold and unfamiliar house into a home that is *güzel* (“beautiful and good,” “modern and warm”). In this context that means they integrated symbols of their former village life into their new homes; they blanketed them with the embroidered, crocheted, and lace textiles that people traditionally make by hand for brides’ dowries in the villages. The researchers reported that migrants’ homes contained far more of these pieces than they would have in their village homes because they used them to adorn their



Multicultural Dimensions

One million Chinese Canadians spent nearly \$30 billion on consumer goods in 2005.¹³³ Expenditures concentrated on homes (often large), furnishings, cars (often high-end brands), their children's education, high-tech gadgets, travel (often to their home countries), and gifts. Chinese Canadians tend to be brand loyal and family- and community-oriented; they find

ads rooted in status, family closeness, and prosperity appealing.¹³⁴ Although Chinese-Canadian consumers are generally well off, recent immigrants from mainland China have lower incomes, while second- and third-generation Chinese Canadians, as well as immigrants from Hong Kong and Taiwan, tend to be more affluent. One schema which recog-

nizes that Chinese-Canadian consumers are not one homogeneous market is that proposed by Manifold Data Mining, which created eight demographic and psychographic profiles of Chinese immigrants based on their living and spending habits.¹³⁵

Segment	Population/% of Chinese Households/Location	Household Income/Occupation	Living and Spending Habits
Top Gun Metro—Owners of New Castles	25 800 (6% of hhlds); Toronto, Vancouver, Calgary, Ottawa	\$142 000 Managers, business owners, professionals	Prefer new homes Multiple family hhlds Smoke, eat, drink, eat out, travel, and entertain well above average
Ethnic Cruisers—Chinese Technocrats	61 000 (14% of hhlds); British Columbia and Ontario	\$95 000 Management, sales, service occupations (university educated)	Young families Some multiple-family hhlds Active in real estate Involved in sports, health clubs, social clubs, and investing
Buy Me a New Home—Chinese Home Builders	93 000 (22% of hhlds); Toronto and Vancouver	\$76 000	House worth \$450 000 Struggle to maintain hhld Six or more persons per hhld
High Trades—Chinese Tradesmen	27 000 (6% of hhlds); Toronto	\$59 000 Trades	Rent Thrifty, use public transit Busy, multiple-family hhlds
Comfortable Apartment Dwellers—Chinese	65 000 (15% of hhlds); Toronto and Vancouver	\$50 000 Seniors and young professionals in social sciences, arts and culture, and processing and manufacturing industries	Have time, disposable income, and leisure interests Enjoying the Freedom
The New Canadians—Arrived from China	70 000 (16% of hhlds); Toronto, Vancouver, Calgary	Blue-collar jobs below education levels	25 to 34 years old Children under 6 years Establishing life and careers
Empty Nesters—Devoted Grannies	11 600 (2.7% of hhlds); Toronto, Vancouver, Calgary, Edmonton, Ottawa	Retirement or near retirement	House worth \$298 000 Live in older homes/apartments/condominiums Focus on grandchildren—childcare, camps, tuition
Up the Ladder—Fix Me Any Home	33 500 (7.7% of hhlds); Toronto, Vancouver, Calgary, Montreal	\$59 000 Dynamic careers	House worth \$250 000 Young, middle-class families Childcare expenses Mortgage

new modern appliances. The dowry textiles symbolize traditional norms and social networks of friends and family in the villages, so they link the “cold” modern objects with the owner's past. Thus, the unfamiliar becomes familiar.¹³⁶

Another group of researchers examined the plight of people who were forced to leave their homes and settle in a foreign country with little planning and few possessions.¹³⁷ As “strangers in a strange land,” they must essentially start over and completely resocialize. The authors did an in-depth study of refugees from a number of countries who lived in an Austrian refugee shelter. They found, for example, that teenagers who were traumatized by their experience turned to adaptive consumption strategies to cope. For example, the adolescents all had stuffed animals (including the boys) they used to comfort themselves. And all of the teenage boys wore earrings as a way to create their own community.

Recent immigrants encounter a strange culture and have often left family members behind. Word-of-mouth is very important in developing customer loyalty among Chinese Canadians of all ages, because the Chinese community is very interactive.¹³⁸ Canadian marketers can offer a feeling of belonging to Canadian society by including Asian models in catalogues and advertising.¹³⁹

CB As I See It



Dr. Michel Laroche, Concordia University

Canadian society is a mosaic of groups living in harmony. What is intriguing to me is how all the pieces fit together and how multiple identities interact in each individual within a given social context. I have been thinking about these issues for a quarter of a century, and some patterns are beginning to emerge. Two examples will illustrate the complexity and richness of the role played by culture.

First, individuals are somewhat comfortable with multiple identities. For instance, immigrants to Canada gradually learn their new culture through the process of acculturation. This is done by using the dominant language and being introduced to local foods, and so on. However, this does not entail losing their original culture, which is closely linked with their ethnic identity. This is a bit more complex than just explained. For example, Lebanese Canadians reside in a two-culture world—over time acquiring characteristics of the dominant culture, yet maintaining strong ties to their culture of origin. The fabrics of home and host cultures can be woven into *different* textures depending on the product category. Certain ethnic and mainstream foods such as *halloom* and cheddar are consumed more by high ethnic identity consumers when they rate high on acculturation. Beyond

products, such behaviours are subject to other environmental characteristics, such as availability of social support from ethnic groups, ethnic neighbourhood density, and social class, and to characteristics of the individual, such as length of cultural contact and expectations regarding adaptation to a new cultural environment.¹

Second, we investigated the effects of cultural adaptation, including the role of acculturation and ethnic identity, on the role of children in family purchase decisions (children's purchase influence, CPI), namely how parent-child cultural dissonance/consonance influences CPI. Using Chinese immigrant family triads, that is, father, mother, and teenager, we found that acculturation positively and ethnic identification negatively influenced CPI for most products, and *generational* dissonance/consonance moderated CPI. Marketers have noticed that children influence family buying decisions. However, our findings from Chinese-Canadian families suggest that advertisers need to identify the target family member(s) based on the level of cultural adaptation the *family* has experienced. Advertisers of family products should launch advertisements targeted toward the parents for families who identify with their traditional values. Messages reflecting traditional family values should be integrated into the promotion of such products to enhance market response. Children's influence is higher in purchase situations involving items for their own use than for the use of the whole family. Therefore, it would be more effective to use children as actors when advertising children's products and communicating with the audience directly.²

¹ Mark Cleveland, Michel Laroche, Frank Pons, and Rony Kastoun, "Acculturation and Consumption: Textures of Cultural Adaptation," *International Journal of Intercultural Relations* 33, 3 (2009): 196–212.

² Michel Laroche, Zhiyong Yang, Chankon Kim, and Marie-Odile Richard, "How Culture Matters in Children's Purchase Influence: A Multi-Level Investigation," *Journal of the Academy of Marketing Science* 35, 1(March 2007): 113–126.

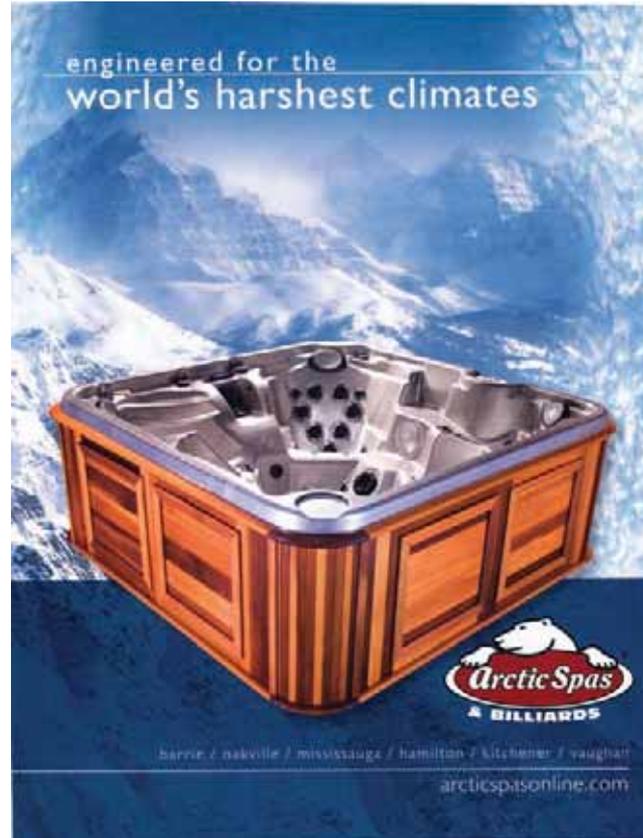
Overall, these processes and examples illustrate that ethnicity is a fluid concept, and the boundaries of a subculture are constantly being recreated. An *ethnic pluralism* perspective argues that ethnic groups differ from the mainstream in varying degrees and that adaptation to the larger society occurs selectively. Research evidence refutes the idea that assimilation necessarily involves losing identification with the person's original ethnic group. One study found, for example, that many French Canadians show a high level of acculturation, yet still retain a strong ethnic affiliation. The best indicator of ethnic assimilation, these researchers argue, is the extent to which members of an ethnic group have social interactions with members of other groups in comparison to their own.¹⁴⁰

REGIONAL SUBCULTURES

Citizens of Canada share the same national identity, but the regions of Canada differ in weather patterns, concentration and growth of their populations, age composition, ethnic mix, resources, customs, and the availability of some diversions over

→ Arctic Spas express their quality in terms of climatic adaptability.

Courtesy Arctic Spas & Billiards.



Regional Dimensions



Established in 1984, Fog Forest Gallery (www.fogforestgallery.ca) represents professional visual artists and craftspeople of the Atlantic region. Paintings, handmade prints, sculpture, and fine crafts are featured in frequently changing exhibitions. Art workshops, a visiting artists' series, and a custom framing service are also offered within a friendly environment.

The name Fog Forest is taken from an article that first appeared in *Canadian Geographic* magazine. Mike Rosen, an interpreter with Parks Canada, described the area surrounding the Bay of Fundy as a fog forest. The climate, along with the additional moisture created by the fog, encourages very special plants to flourish. Even in this difficult and challenging environment, these beautiful and rare plants thrive.

Fog Forest Gallery, owned and operated by Janet Crawford, displays the special works created by fine artists and craftspeople who, like the plants in the fog forest, give the Atlantic region a distinctive and enduring quality. The Gallery represents Atlantic artists such as Tom Forrestall, Susan Paterson, Don Pentz, Anna Syperek, Lynn Wigginton, Thaddeus Holownia, and Shawn O'Hagan, to name a few.

others, all of which affect regional lifestyles and product and service preferences. Maritimers, for example, are noted in the tea industry for preferring the Red Rose brand. However, it is probably fair to say that regional segments get far less attention from Canadian marketers than other bases of segmentation, and the contrasts often focus on the major urban centres in each region. Nevertheless, this section explores some of the potential for regional segmentation.

The four regions of Canada are usually identified as Atlantic Canada (or the East Coast), Quebec, Ontario, and the West. Sometimes the Maritime provinces are defined as a region, and sometimes British Columbia is distinguished from the Prairie provinces. The three northern territories are sometimes combined with the West, but with the opening of the privately funded Northwest Territories Communication Centre the stage is set for a more distinct designation.¹⁴¹ The most appropriate regional segmentation approach depends on the purpose for making the distinctions and whether the distinctions provide marketing leverage.

If you've travelled to or lived in other parts of the country, you may have experienced the weird feeling of being slightly "out of sync" with your environment. The people may speak the same language, yet you may have difficulty understanding some of the things they say. The co-branding strategy of WestJet and the tourism campaign for Newfoundland and Labrador recognizes the emotional affinity consumers can have to "their" region or province.¹⁴²

Marketers need to identify products by names that are understood in regional markets. Brands and store names may be confusing; some may be familiar and some not. Atlantic Windows are manufactured by Atlantic Canadians to perform in Atlantic Canada.¹⁴³ Loblaw calls its stores in Atlantic Canada the Atlantic Superstore, whereas in Western Canada they are the Real Canadian Superstore.¹⁴⁴ And some familiar items may masquerade under different names. One person's hero is another's grinder is another's submarine sandwich is another's hoagie. The



← Cheeky humour may pull travellers toward the mutual objectives of Newfoundland and Labrador Tourism and WestJet.

Newfoundland and Labrador Tourism.

following illustrates the potential for product-specific misnomers as identified by Dr. Charles Boberg, a linguistics professor at McGill University:

- Most Canadians watch television while sitting on a couch, except on the Prairies where they sit on a chesterfield.
- Most Canadians get water from a faucet, except on the Prairies where it comes from a tap.
- Montrealers drink soft drinks; other Canadians drink pop.
- British Columbian and Atlantic Canadian children play on a teeter-totter; Montreal kids play on a see-saw.
- Students in Atlantic Canada use scribblers and book bags, while Vancouver kids use notebooks and backpacks.



← Magazines Canada uses the well-known moose to suggest that consumers avoid “danger” and “yield” to reading Canadian content.

Magazines Canada ad created by Doug Agency.

Marketing Opportunity



Jost Vineyards is in many ways a quintessential example of special marketing opportunities unique to Atlantic Canada. Established in 1970 by a German immigrant family with 300 years of history in wine making, the winery is located to take advantage of the long frost-free summers of a unique microclimate on the Malagash Peninsula in Nova Scotia. The award-winning winery, which does 50 percent of its sales on its premises, also offers tours, a deli bar, a licensed patio deck, U-Barbecue, wine tasting, and an artisan's cooperative.

Other Atlantic Canadian wines born out of opportunities based on unique advantages in growing conditions—and creativity—include:

- > Domaine de Grand Pré in Nova Scotia
- > Rodrigues Winery, which makes Wild Cloudberry (bakeapple) wine and Wild Blueberry Wine, in Newfoundland and Labrador
- > Rossignol Estate Winery in Prince Edward Island
- > Chez Les Maury Vignoble St-Edouard (with Winegarden Estates) and Bourgeois Farms, which grows cherries, pears, and apples, in New Brunswick¹⁵⁶

- Eavestroughs keep the rain off the roof in Ontario, but in other parts of Canada gutters do the trick.
- Fitness enthusiasts in British Columbia and on the Prairies wear runners, central Canadians wear running shoes, and Atlantic Canadians wear sneakers.¹⁴⁵

Regional identification based on ethnic overtones is tied to some consumer preferences and purchases and is perhaps most evident in the entertainment area. Celtic music in its various forms is synonymous with the Atlantic Canadian culture,¹⁴⁶ and Acadian music and cuisine are also associated with the Maritimes. Some Acadian locales still host a Mi-Carême festival, which has its roots in medieval France.¹⁴⁷ The long-running Midnight Sun Film Festival, the Calgary Stampede, the Natal Day Festival, and the Pacific National Exhibition all bespeak of the attraction to locals and tourists of regional symbols and lifestyles. Frito-Lay Canada plays on a number of regional associations with its Tastes of Canada program with flavours such as Cape Breton Sea Salt and Pepper and Toronto College Street Pizza.¹⁴⁸

Some regions also have unique symbols that provide communication value for marketers. Inuit art styles are associated with British Columbia and the North, as is the polar bear. The Sasquatch is used to promote Kokanee beer in British Columbia, and Bonhomme provides the theme for a winter carnival in Quebec City.¹⁴⁹

Travel Alberta used a five-minute dual projection video in New York, Los Angeles, and California to create the feeling of stepping into the Rocky Mountains,¹⁵⁰ and wall-to-wall images in Toronto's Union Station invited the 250 000 Toronto commuters to do the same.¹⁵¹ Coolers are very popular in Ontario (have you heard of the Black Fly Beverage Company, Ontario's first microdistillery?), while Quebec is a beer and wine market, and British Columbia leans strongly toward cider.¹⁵² Regional print media, outside of newspapers, include *Up Here: Life in Canada's North*, *Western Living*, *Atlantic Progress*, *Saltscapes*, *East Coast Living*, *Prairies North*, and *Beautiful British Columbia*.

Cuisine and food preferences also have regional connections. Cipaille and poutine are associated with Quebec (poutine is now exported to Paris);¹⁵³ salmon with British Columbia; beef with Alberta; Oka cheese with Quebec; bakeapple with Newfoundland; and scallops with Digby, Nova Scotia. New Brunswick has the highest consumption of sliced white bread per capita, while Alberta leads the rest of the country in bubblegum sales. Montreal is the undisputed bagel capital of Canada, while consumption of lobster is most easily enjoyed in Atlantic Canada.

As a segue into the next section, a segment of Hellman's "Real Food" marketing campaign invites Canadians to YouTube to ponder the source of their food. The three-minute mini-documentary opens with a shot of a dinner table and a voiceover that asks, "Looks like a typical Canadian dinner, but do you know how much of it is really Canadian?"¹⁵⁴ Interestingly, 32 percent of Canadians chose health implications as the most pressing food-related issue in a recent poll, followed by food safety (22 percent) and the rising cost of food (18 percent).¹⁵⁵

→ Although many Canadians enjoy the country's winter weather, *FlyHalifax.com* knows that sunny destinations beckon others.

Courtesy of Rapport Communications Inc.

Walking out on winter?

Stick with FlyHalifax.com to get you there.

FlyHalifax.com puts the widest choice of flights in and out of Halifax International Airport at your fingertips. Just pick the flight, route and schedule that works best for you.

FlyHalifax.com — It's where you want to go.

THE CANADIAN IDENTITY

As one journalist so aptly put it, “With its ten provinces, [three] territories, two official languages, three bordering oceans, eight mountain ranges, 970 610 square kilometres of land and water, six time zones and [33.8 million in 2009] residents, there’s no denying Canada is one very big and unique country. A wonderful *mélange* of cultures, styles, seasons, landscapes, beliefs, backgrounds, and economies, it’s a country built on the very diversities that bring it all together.”¹⁵⁷ In the 2006 census, almost 6 million respondents identified their ethnic origin as “Canadian” and another 4.3 million reported being “Canadian with another origin.”¹⁵⁸

Among Interbrand Corporation’s 2006 survey of almost 29 000 respondents across 35 countries, Canada ranked third for country brand behind the United Kingdom and Switzerland; it scored very high on governance and tourism.¹⁵⁹ In June 2009, the first report on the Canadian Index of Wellbeing was released.¹⁶⁰ ParticipACTION and Sun Life teamed up with their “Inspire a Nation” cross-Canada tour to gather videos on how Canadians stay fit and healthy.¹⁶¹ Also in the social marketing vein, recent research showed that Canada’s anti-drinking and driving advertisements are among the most effective compared to the United States, United Kingdom, Australia, and New Zealand. Within the framework of *protection motivation theory*, Canadian advertisements show the effects of poor choices and offer realistic alternatives: Choose a designated driver, use public transportation or a taxi, or stay overnight.¹⁶²

The last half of the twentieth century saw a major shift in where Canadians live. Largely through the widespread availability of automobiles, consumers have migrated and urban areas have grown dramatically. Recently, people have been

If it says *frozen dessert*..... It's not Ice Cream!
Chapman's, proudly made with 100% Canadian Milk

1-800-265-9110 ♦ PROUDLY CANADIAN ♦ www.chapmans.ca

← In this equation, Chapman's links its ice cream to its Canadian identity.

Courtesy of Chapman's Ice Cream.

pushing out even farther beyond cities to rural areas. However, about 80 percent of Canadians were urban dwellers in 2006. Interestingly, the growth in rural areas since 1971 occurred east of Ontario. About 55 percent of the population of Prince Edward Island lives in rural areas.¹⁶³ In an intriguing examination of the “density divide,” a *Consumerology Report (2008)* identified various differences between communities with less than 100 000 people and those with a million or more. For example, personal values that are characteristically found in communities with less than 100 000 people are “hard work, saving, community involvement, having a family, tradition, order and security, cooperation and charitable giving.”¹⁶⁴

Canadian marketers play on the rural theme and the lure of the wild and the hinterland by offering uniquely Canadian names for their products, such as the following paint colours: Snowbird, Moose, Juno Awards, and Canuk Red (General Paint); Laker Lager (Lakeport Brewing Corporation); Ski-Doos and Sea-Doos (both manufactured by Bombardier); Sawmill Creek wine, Canvasback Ale (named by Calgary’s Big Rock Brewery after the “king of the ducks”); ORCA FM (the world’s first all-whale radio station); and muskox burgers.¹⁶⁵ The United Farmers of Alberta retained their focus on rural values and rural life when they re-branded for the twenty-first century,¹⁶⁶ and the Ottawa Rural Tourism Council launched the successful Ottawa Countryside Adventures.¹⁶⁷ The mini-chain Farm Boy found its niche in farm-fresh, perishable, healthy foods.¹⁶⁸

Many Canadians dedicated the latter part of the twentieth century to protecting Canadian culture—not surprising for a relatively young country among the world’s industrialized nations. Interestingly, a 1995 poll showed that 75 percent of Quebecers and 93 percent of the rest of Canadians feel proud when they see the Canadian flag or hear the national anthem.¹⁶⁹ Following the Quebec referendum of 1995 and the presentation of various political platforms, debating the concept of what Canada is as a country seems to have stirred manifestations of patriotism interspersed with some feelings of unrest. Canada Day celebrations continue to draw participation from communities across the nation, and interest in the Canadian flag and its meaning seem to be increasing. Perhaps this is the reason that we’ve gotten to the point where a tagline such as the one associated with CBC Radio’s *Qwith Jian Ghomeshi*—“We love our beer. We love our hockey. We love our arts.”—resonates well. Interestingly, the Statue of Liberty was removed from East Side Mario’s logo in Canada in 2008.¹⁷⁰

In his book *Ideas of North: A Guide to Canadian Arts and Culture*, Tom Henighan draws attention to a now-critical mass of Canadian cultural activity.¹⁷¹

→ This ad personifies the first line in this section on the Canadian identity.

Nature Conservancy of Canada.





← This limited offer from Club House, peppered with its playful bilingual tagline, “For La Serious Griller,” taps into icons of Canada’s summer season: steak barbecues and the Calgary Stampede.

Courtesy of McCormick Canada.

Absolut Vodka commissioned Canadian artist Justin Broadbent (to add to its cadre of 300 participating artists around the world) to create a (party) installation that appeals to young, smart, and hip consumers and that embodies the tagline, “In an Absolut world, opportunities pop up.”¹⁷²

The uniquely Canadian dimension of our geography is preserved by our national parks (e.g., Kluane, Jasper, Grasslands, Riding Mountain, Georgian Bay, Forillon, Fundy, and Cape Breton Highlands). In fact, marketers find opportunities in the parks located in many cities, towns, and villages throughout Canada. Parks are places connected to many situational purchases—for example, wedding photos, food for picnics, and equipment for photography and wildlife enthusiasts—and are a major point of interest for tourists.

An interesting and potentially useful way to define Canadians is through their value system. In his book *Sex in the Snow*, Michael Adams suggests that there are a dozen social value “tribes” in Canada that are defined partly by age groupings:

- *The Elders*: Rational Traditionalists, Extroverted Traditionalists, or Cosmopolitan Modernists
- *The Boomers*: Disengaged Darwinists, Autonomous Rebels, Anxious Communitarians, or Connected Enthusiasts
- *The GenXers*: Aimless Dependents, Thrill-Seeking Materialists, Autonomous Postmaterialists, Social Hedonists, or New Aquarians (Security-Seeking Ascetics emerged as a new tribe in the late 1990s)

Because Adams describes the motivators, values, icons, and words each group lives by, there is potential to extend the descriptions to include likely purchase behaviour. For example, because the New Aquarians seek experiences, value ecogism, and believe everything is interconnected,¹⁷³ they likely have an interest in ecotourism, vacation packages, travel, and international cuisine.

A study of the influence of **country of origin** on consumer behaviour suggests that Canadians appear to have trouble identifying Canadian-made products. Labelling, such as “Think Canadian” and “Canada—Buy Into It,” might be one way to serve



Canadian Dimensions

Canadian independent music has received national and international attention in recent years. One study examined the influence of social identity on the consumption of Canadian indie music among the Net Generation. Indie consumers were classified as Strong Identifiers (SIs) and Weak Identifiers (WIs) with the music. SIs were more likely to purchase 10 or more recordings over eight months and to spend more than \$50 annually on merchandise, were much more likely to listen and shop for indie music alone and with friends, and were more likely to buy indie music at music stores. Interestingly, the narratives of SIs and WIs when describing their favourite indie artist or group illustrate in an exemplary way the difference in the strength of identification found between the two groups. SIs used descriptions such as “I love their music; it’s a lot of fun to dance around to,” while WIs used descriptions such as “Cuz he’s really good.”

By understanding the strength of identification with indie music, indie musicians and promoters can target SIs and increase their sense of belonging, for example, by increasing exposure and interaction with Canadian indie musicians. To deepen the connection with indie audiences, this interaction can be extended online through support for communication networks, such as blogs, artists’ websites, and other electronic peer-to-peer platforms, which promote tours, merchandise, and music.¹⁷⁴

Marketing Pitfall



Canadians get bombarded by an average of 4000 promotional or advertising messages per day. Léger Marketing, in a pan-Canadian survey of more than 1500 people about TV advertising, found that 80 percent of Canadians think that there is too much TV advertising and that it is increasing. When you add in advertising on billboards, at the doctor's office, inside and outside of taxis, and the bathrooms at restaurants, most Canadians feel it is a bit much. Nevertheless, nearly half of Canadians watch TV commercials some of the time, even though they are skeptical about how truthful the ads are. About 40 percent ignore the ads by reading a newspaper or book, and another 40 percent simply flip channels. Less than 5 percent turn the television off, however, and over half said they had bought something because they saw it on television. (They were likely to be middle-aged and in the upper brackets of education and income.) Ads that resonate well with Canadians are humorous, thematic, and consistent.¹⁷⁶ Canadians believe that the most effective ads are short (less than 30 seconds), show the product at the beginning of the ad, and run once during a TV program.¹⁷⁷

eh? Fast Facts about Us



- Vintage Canadian: Mary Maxim sweaters. The Barenaked Ladies donned them for a recent holiday album (*Globe and Mail*)
- Criteria for loyalty to a company: High-quality products/services, customer service, treatment of employees, value for money, and environmental practices (*Decima Research*)
- On cars: Across all regions, 34 percent of Canadians view their cars as expressions of their personal identity and 62 percent view them as purely utilitarian, compared to 54 percent and 40 percent, respectively, for Americans (*Michael Adams*)
- On eating well: In 2004, Canadians ate 67 kg of cereal products, 14 kg of poultry, 63 L of milk, 38 kg of fresh fruit, and 75 kg of vegetables (*Statistics Canada*)
- A good read: 71 percent of Canadians read community newspapers (*Canadian Community Newspapers*); Canadians spend an average of 46 minutes with their newspapers on weekdays (*NADbank 2008*)
- Canadian youth are more liberal, more pragmatic, and more nationalistic consumers compared to American youth (*Youthography*)
- Canadian brands: Tim Hortons, President's Choice, WestJet, Canadian Tire, Loblaw, BlackBerry, lululemon, McCain, Canadian Club, Bombardier, and Cirque du Soleil
- Social responsibility: TransFair Canada licenses the use of the Fair Trade Certified logo; in 2003 retail sales totalled almost \$20 million (*Marketing Magazine*)
- Made in Canada television series: *Flashpoint*, *Corner Gas*, *Little Mosque on the Prairie*, and *Due South* (the latter two are exports; *Canadian Press*)
- On generosity: 84 percent of Canadians donate (*Statistics Canada*)
- Canada's longest running musical: *Anne of Green Gables*
- On the importance of good eyesight: 17 million Canadians require corrective lenses (*Globe and Mail*)
- On being connected: 69 percent of Canadians were online in 2009, compared to 65 percent of Americans (*eMarketer*)
- On getting food on the table: The average Canadian grocery trip lasts just under an hour and costs about \$140 (*MasterCard*)
- Sweet Canadian inventions: Butter tarts, sugar pie, Nanaimo bars, bannock
- On producing noteworthy advertisements: The Philly "Angel" for Philadelphia Cream Cheese running since 1994 (the concept now runs in 35 countries; *Marketing Magazine*), and more recently, the Shreddies "Diamond" ad

Want more fast facts on Canadians? Take a look at "What Canadians Think 'About Almost Everything,'" which is based on more than 500 polls conducted by Ipsos Reid.

Visit www.canada.gc.ca.

consumers more effectively. Rather than focusing just on patriotic appeals, however, highlighting the already positive perceptions about factors such as reliability, performance, and service would enhance the reputation of Canadian-made products by fostering positive associations through classical conditioning mechanisms.¹⁷⁵ The Canadian EcoLogo is one example of a labelling program that has high recognition.

Consumer purchases in all provinces and territories are influenced by the changing seasons. Home Hardware, a Canadian company, has a private label for driveway sealer, a product that prevents and solves driveway problems associated with the severity of Canadian winters. Winter brings demand for products and services such as winter clothing, snow shovels, toboggans, Ski-Doos, firewood, winter tires, ski wear, windshield scrapers, skates, more electricity, snow removal services, and *Hockey Night in Canada*. Decks, patios (usually in backyards), and porches are Canadian icons of summer that are sometimes overlooked. These are gathering places for friends and families and are tied to some very specialized purchase behaviour (e.g., for barbecues, games, party supplies, maintenance tools, and gardening supplies), as



Canadian Dimensions

The ingenuity of Canadian manufacturers, artists, and retailers helps them to serve customers in competitive markets both at home and abroad.

- > Heritage Brewing in the Ottawa area produces a Maple Bush Lager using sap.¹⁷⁸
- > Rocky Mountain Bicycles (www.bikes.com), which operates independently under the Procycle Group, is Canada's first mountain-bike company. Founder Grayson Bain thinks that being Canadian is an advantage because the products are perceived as rugged and reliable. The company is located in Delta, British Columbia, and has sales in the United States and Europe.¹⁷⁹
- > Tilley Endurables (www.tilley.com) sells travel and adventure clothing to the world.
- > The familiar Canadian maple leaf is used successfully in a variety of contexts: Molson's Joe Canadian sported a maple leaf when he did "The Rant," and Maple Leaf Foods is establishing its company name at the same time it is branding the poultry category with its humorous Prime Naturally chicken ads.¹⁸⁰
- > Stanfield's outdoor advertising combined scenes from nature with quotes by famous Canadians—

and a touch of Canadian humour. One execution showed a canoe with underwear dangling over the side and a quote by Pierre Berton: "A Canadian is somebody who knows how to make love in a canoe."¹⁸¹

- > On the electronic front, www.restaurant.ca allows for dining preferences in terms of location, cuisine, price range, and rating of value and service.
- > Canadian Tire's company name speaks for itself, as does Sears Canada's.
- > Canadian authors include Margaret Atwood, Pierre Berton, Paulette Bourgeois, Ann-Marie MacDonald, Linden MacIntyre, Stuart McLean, W.O. Mitchell, Alice Munro, Robert Munsch, Michael Ondaatje, Mordecai Richler, and Carol Shields.
- > Successful Canadian musicians include Bryan Adams, Susan Aglukark, Matt Anderson, Jann Arden, Jill Barber, Bruce Cockburn, Leonard Cohen, Deborah Cox, Céline Dion, Lennie Gallant, Diana Krall, kd lang, Joni Mitchell, Alanis Morissette, Anne Murray, Joel Plaskett, and Serena Ryder, as well as numerous bands, such as

Arcade Fire, Barenaked Ladies, Billy Talent, Blue Rodeo, Buck 65, Cadence Weapon, Crash Test Dummies, Great Big Sea, Jale, The Moffatts, Nickelback, the Odds, Rascaz, Sloan, Spirit of the West, The Tragically Hip, and Wide Mouth Mason. Successful Canadian musicians for children include Martha Johnson, Judy and David, Eric Nagler, Fred Penner, Raffi, and Sharon, Lois, and Bram. Musical instruments of note are Casavant organs and Sabian percussion instruments.

- > Mail-order services for Canadiana include catalogues for the International Native Arts Festival, *Canadian Geographic*, Jacaranda Tree, Images of Canada, Decoratives and Tools for Canadian Gardeners, *Craft Connoisseur: A Catalogue of Fine Canadian Crafts*, and Mountain Equipment Co-op (www.mec.ca).
- > "For Better or For Worse," by cartoonist Lynn Johnston, depicts the lifestyle of Canadian families and is enjoyed by Canadians and fans in other countries.¹⁸²

well as consumption areas for food, beverages, and clothing. The cottage or bungalow provides a similar setting for Canadian consumers on a larger scale.

Satire, particularly of a political nature, has been called a national sport in Canada.¹⁸³ *This Hour Has 22 Minutes*, Winnipeg and Halifax Comedy Festivals, the *Rick Mercer Report*, and *Royal Canadian Air Farce* (now in reruns) attract audiences of more than a million. Comedy troupes continue to develop and evolve. Toronto's Second City and Yuk Yuk's encourage Canadian comedy, and Montreal's Just for Laughs Festival is also a success. In 2003, Canada's first all-comedy radio station was launched in Saint John, New Brunswick. As well, many Canadian comedians and musicians are now established internationally.¹⁸⁴

Sometimes Canadian symbols are more apparent within the context of another culture. Canadian fur coats, for example, are sold in Russia, China, South Korea, Japan, and the United States.¹⁸⁵ Aurias diamonds added a fifth "C" (Canadian) to the other four "Cs" of the world of diamonds (clarity, cut, colour, and carat). In 1993, Canada's oldest independent brewery, Moosehead, became the first Canadian beer to be mass-distributed through the Scandinavian government-controlled liquor board. The Swedish campaign was successfully based on a road sign with the silhouette of a moose and traditional images of the Canadian Rockies: majestic mountains, crystal-clear lakes, and deep blue skies. Like Canada, Sweden has the wilderness, the moose, and the same core values.¹⁸⁶ (Incidentally, "moose" is the most common word in Canadian place names.)

Although the small size of the Canadian market creates challenges for publishers and other media, various target markets can be reached. In fact, 50 percent of newsstand and subscription sales in Canada come from Canadian magazines.¹⁸⁷ Men's magazines include *Menz* and *Harry*; French-language magazines include *L'express*, *Les affaires*, and *L'actualité*; women's magazines include *Chatelaine* and *LouLou* (both in English and French), *Modern Woman*, *Canadian Living*, *Flare*, and *Fashion*; business magazines include *Maclean's*, *Financial Post Magazine*, *Profit: The Magazine for Canadian Entrepreneurs*, *Canadian Business*, and *Report on*

Business Magazine; children's magazines include *Chickadee* and *Owl* (and its French version, *Hibou*); lifestyle and special interest magazines include *Canadian Geographic*, *MoneySense*, *Harrowsmith Country Life*, *Canadian Home Workshop*, *Outdoor Canada*, *House & Home*, *Peace Magazine*, *Santé*, *Canadian Gardening*, *Canadian Homestead*, *The Walrus*, *Canadian Art*, *Our Canada*, and *Horse Canada* (Magazines Canada has a complete list available at www.cmpa.ca). CBC Radio and Television and Radio-Canada provide national coverage in the adult and family market, while YTV and Treehouse TV are the only national youth channels.

CHAPTER SUMMARY

OUR MEMBERSHIPS IN ETHNIC AND REGIONAL SUBCULTURES OFTEN PLAY A BIG ROLE IN GUIDING OUR CONSUMPTION BEHAVIOURS.

- A large component of a person's identity is often determined by his or her ethnic origins, religious background, regional roots, and national identity.
- The four largest ethnic subcultures in Canada are English, French, South-Asian, and Chinese Canadians, but consumers with many diverse backgrounds are considered by marketers as well.
- The growing number of people who claim multiethnic backgrounds is beginning to blur the traditional distinctions drawn among these subcultures.
- Care must be taken not to rely on inaccurate (and sometimes offensive) ethnic stereotypes.

RELIGION AND SPIRITUALITY ARE INCREASINGLY BEING USED TO MARKET PRODUCTS.

- Although the impact of religious identification on consumer behaviour is not clear, some differences among religious subcultures can be seen. The quest for spirituality is influencing demand in some product categories including books, music, and movies.
- The sensibilities of believers must be considered carefully when marketers use religious symbolism to appeal to members of different denominations.

FRENCH CANADIANS AND CHINESE CANADIANS ARE TWO OF THE LARGEST ETHNIC SUBCULTURES IN CANADA.

- Both French Canadians and Chinese Canadians tend to be extremely family-oriented, and they are receptive to

advertising that understands their heritage and reinforces traditional family values.

- Chinese Canadians are courted actively by marketers. The size of this group is increasing rapidly, and they dominate some major markets.
- Key issues for reaching the Asian-Canadian market are consumers' degree of acculturation into mainstream Canadian society and the recognition of important cultural differences among subgroups.

MARKETING PROGRAMS BASED ON REGIONAL SUBCULTURES AND THE CANADIAN IDENTITY ARE BEGINNING TO EMERGE.

- The four regions of Canada are typically identified as Atlantic Canada, Quebec, Ontario, and the West. Although it gets less attention from Canadian marketers than other types of market segmentation, there is a lot of potential for regional segmentation in Canada. Some of the regional differences across the country include the terminology used for various items (scribblers versus notebooks), music, and cuisine and food preferences, among others.
- Canadian marketers often use a rural theme or the lure of the wild to capture the Canadian identity in advertisements. Other themes that can appear are the changes in the seasons, values, and of course satire particularly of the political nature.

KEY TERMS

Acculturation p. 472

Acculturation agents p. 472

Country of origin p. 483

De-ethnicitization p. 460

Ethnic subculture p. 457

High-context culture p. 459

Host culture p. 475

Low-context culture p. 459

Progressive learning model p. 475

Warming p. 475



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REVIEW QUESTIONS

1. What is the difference between a high-context culture and a low-context culture? What is an example of this difference?
2. Why is it difficult to identify consumers in terms of their ethnic subculture membership?
3. What is de-ethnicitization? Give an example.
4. How does religion affect consumption decisions?
5. Why are French-Canadian consumers attractive to marketers?
6. What is acculturation?
7. Who are acculturation agents? Give two examples.
8. Describe the processes involved when a person assimilates into a new host culture.
9. Why are Chinese Canadians an attractive market segment? Why can they be difficult for marketers to reach?
10. How can we equate consumers' allegiance to some products as a form of religious observance?

CONSUMER BEHAVIOUR CHALLENGE

Discuss

1. Some industry experts believe that it's acceptable to appropriate symbols from another culture even if the buyer does not know their original meaning. They argue that even in the host society there is often disagreement about these meanings. What do you think?
2. Should members of a religious group adapt marketing techniques that manufacturers customarily use to increase market share for their products? Why or why not?
3. Several years ago R.J. Reynolds's controversial plan to test market a cigarette to black consumers raised numerous ethical issues about segmenting subcultures. Does a company have the right to exploit a subculture's special characteristics, especially to increase sales of a harmful product such as cigarettes? What about the argument that virtually every business that follows the marketing concept designs products to meet the needs and tastes of pre-selected markets?
4. Products can function as socialization agents for ethnic groups. What examples can you find that serve this function? What special problems do these create for marketers?
5. Describe the progressive learning model and discuss why this perspective is important when we market to ethnic subcultures.

6. What are the anticipated effects of immigration patterns on marketing activities in Canada in the next decade?
7. How do regional and national identification affect consumer behaviour?

Experiential Exercises

8. Identify current examples of marketing stimuli that depend on an ethnic or religious stereotype to communicate a message. How effective are these appeals?
9. To understand the power of ethnic stereotypes, conduct your own poll. For a set of ethnic groups ask people to anonymously provide, using the technique of free association, attributes (including personality traits and products) most likely to characterize each group. How much agreement did you obtain among people? Compare the associations for an ethnic group held by actual members of that group with those of non-members.
10. Locate one or more consumers (perhaps family members) who have emigrated from their country of origin. Interview them about how they adapted to their host culture. In particular, what changes did they make in their consumption practices over time?

 VIDEO CASE

CONCEPTS AT WORK FOR MIXED MARRIAGES

As an ethnically diverse nation, Canada continues to be referred to metaphorically as a mosaic. However, ethnic boundaries have been blurred by mixed marriages. The popular Hollywood film *My Big Fat Greek Wedding* captured the flavour of creating these unions. However, the reality is more complex and challenging, and most would probably agree they are even more fun than the depiction in the film. How does one deal with the usual stress of planning a wedding as well as celebrating two cultures, two religions, and two families? This question is especially poignant for children of Canadian immigrants who have retained their language, religion, food habits, and ways of forming community—and wish that their children would do the same.

The children, however, have been socialized within the Canadian environment. They grow up, go through the Canadian education system, find employment, make friends, and sometimes fall in love and want to partner with someone who has a different ethnic heritage. One stark reality is that they need to deal with the fact that this is not what their parents had in mind for them. Concerns arise about losing a language, abandoning family traditions, and even severing social ties in the respective communities.

Weddings can set the stage (or not) for acceptance of different cultures and religions. Decisions about the ceremony, guest list, food selection and presentation, music, and clothing revolve around what the couple wants and what the parents think is best for each family.

Questions

1. Describe the ethnic composition of Canada.
2. How does ethnic identity influence consumer behaviour?
3. What do the two families depicted in the video have in common? How are they different? What are the implications of these similarities and differences from the perspective of marketing communication approaches that might be effective for those in the wedding business?
4. What are the marketing opportunities associated with mixed marriages? Will these opportunities increase or decrease in the future? Why?

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