

A MARKETING MODEL OF
THE BLACK CONSUMERS' LIFE STYLE STRATEGY & TACTICS

<u>Status Seeking</u>	<u>Heritage Keeping</u>	<u>Ego Gratification</u>
<p>Racial Status Material Equality Economic Security Bifocal Life: Black/American</p>	<p>Black Identity Black Pride & Beauty Southern & Urban Customs Soul Music & Dialect</p>	<p>Black Masculinity Matriarchal Role Family Stability</p>
<p><u>Introduction</u></p> <ul style="list-style-type: none"> . More control of spending than earnings . Spend more for social visible products <p><u>Status</u></p> <ul style="list-style-type: none"> . Use of prestige brands for status . More status than price prone Black vs. White Upper vs. lower income Black . Awareness of advertising's role in shaping Black Americans' image. model and situation <p><u>Buying Decisions</u></p> <ul style="list-style-type: none"> . More insecurity with buying decisions . More brand criticism . More brand switching among acceptable brands <p><u>Advertising</u></p> <ul style="list-style-type: none"> . Higher brand & advertising awareness . More positive attitudes toward advertising . Reassuring role 	<p><u>Music/Language</u></p> <ul style="list-style-type: none"> . Soul oriented . Two dialect (one Black) . Rhythm & Blues, Soul, Jazz <p><u>Visual Environment</u></p> <ul style="list-style-type: none"> . Colorful . Gracious, upscale . New, modern . Physical attractiveness . Individualistic . Stylish <p><u>Foods</u></p> <ul style="list-style-type: none"> . Control of taste important . Control of texture important . Trade off between nutrition & convenience <p><u>Taste Differences</u></p> <ul style="list-style-type: none"> . More flavor . More menthol . More fruit flavors . More sweetness . Seasoning more salt & pepper . Variety 	<p><u>Male</u></p> <ul style="list-style-type: none"> . Occupational status substitution . Assertiveness. Authority figure. . External control vs. Internal (being cool) . Individuality . Masculinity More peer than male/female . Physical attractiveness Grooming. Fashion. <p><u>Female</u></p> <ul style="list-style-type: none"> . Positive homemaker role/more work . Willingly spend more cooking time . Non-women's lib . More quality assured than value oriented. . Physical attractiveness. Grooming. Fashion <p><u>General</u></p> <ul style="list-style-type: none"> . Distinguish male from female oriented products. . Establish influencer, purchaser user relationship. . Reflect positive but realistic life style. . Understand family members or