

# Introduction Ethnomarketing

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# What is Ethnomarketing (ethnic marketing )



# What is ethnic marketing?

Common definition:

Ethnomarketing is nothing else than segment-marketing applied to ethnic target groups with special cultural attributes

Examples: Turks in Germany, Russians in Germany; Asian Americans, Hispanics, African Americans in the USA, Pakistani in UK, ...

# The idea of “ethnic” marketing



# Presumptions about Ethnicity by the ethnic marketers

Typical  
attributes



fixed  
boundaries

# The market of ethnic marketing



## Conclusion

- keep in mind: marketers have their own interests
- Does ethnic marketing lead to integration or segregation?
- Elder migrants may have developed special needs and behaviors (media use, language, religious specialties, ...)
- Ethnic marketing may cause stereotypes and resentments (be careful, make it simple)