

## **SURPRISING TRENDS IN PURCHASING INCENTIVES FOR NEW CANADIANS, NEW STUDY SHOWS**

### ***Consumerology Report reveals interesting differences in purchasing patterns and consumer behaviour among first, second and third generation Canadians***

**TORONTO, ON – March 16, 2009** – Campaigns highlighting return policies and emphasis on warranties may just capture the attention of new Canadians, revealed Bensimon Byrne's latest Consumerology Report.

Commissioned by Toronto-based advertising agency Bensimon Byrne and conducted by Gandalf Group, the primary purpose of this edition of Consumerology was to explore how consumers differ in behaviour and opinion depending on whether they are a first, second, or third plus generation Canadian. Each quarter, the Consumerology Report tracks consumer opinions about the economy, individual financial expectations, consumer spending intentions, and attitudes toward key national issues.

"This edition of Consumerology uncovered new insights into consumer behavior and the impact of advertising among new Canadians," said Jack Bensimon, President of Bensimon Byrne. "With population growth four times as likely to occur from immigration as births in Canada, it is important to consider these significant differences."

#### **Consumer Behavior and the Impact of Marketing Campaigns**

New Canadians demonstrated a strong desire to 'fit in' to Canadian culture, which manifests into their overwhelming preference for popular brands and trends. On average, 75 percent of new Canadians said they would choose a popular Canadian item when making purchases versus an item common to their home country. Both first and second generations are less attracted to small local merchants and are more likely to prefer a large chain – whether Canadian or not.

Additionally, new Canadians stand out in their search for quality over their search for bargains - 87 per cent cited quality as being very important when purchasing a product whereas only 54 per cent consider finding the lowest price to be very important. In terms of purchasing incentives, both first and second generations place a high priority on being able to return products for a full refund as well as on warranties.

"We were very interested to learn the importance placed on purchasing from large chains, the reassurance of warranties and refunds, and emphasis on quality versus price for new Canadians," said Bensimon. "While emphasizing low prices and "buying local" may resonate with 3rd plus generation Canadians, it is apparent from this round of Consumerology that this may not be the right approach with newer Canadians."

The study revealed that a significant portion of first generation immigrants feel strongly disconnected from marketing efforts. Almost a third of new Canadians feel strongly that most television advertising does not reflect them, not because of visible minorities or language but because of the advertising's lack of relevance to their own life experience.

"New Canadians often have drastically different life experiences and traditions. They are simply not seeing themselves represented in ads and therefore are not connecting with the messaging," said Bensimon. "Because we are talking about differences that are not superficial in nature and really get at the core of individual motivation, marketers trying to reach a multicultural audience would be wise to incorporate diverse life situations into

their ads, rather than focus on ethnic casting and translations to create relevance.”

Also important to note is that new Canadians display little interest in non-English programming. 80 per cent of first generation and 94 per cent of second generation spend less than an hour a week watching television in a language other than English or French.

### **Economic Implications**

The study revealed that 89 per cent of Canadians perceive the economy to be in a state of decline versus only 25 per cent last April. Interesting to note however, is that more than half of consumers believe that in a year from now, the economy will be stronger than it is today. While Canadians overall are expecting a short and relatively painless recession, immigrants, particularly first generation, are faring worse than others and do not expect to fare as well in the coming year.

### **Additional Survey Highlights**

- Despite the common misconception that new Canadians seek to live in homogenous areas, the study found 72 per cent of first generation Canadians would rather live in diverse surroundings.
- New Canadians are almost unanimous in their belief that they have the same rights and opportunities as any other Canadians and are more likely to hold such beliefs than third plus generation Canadians
- 2nd generation Canadians have similar sporting interests to 3rd plus generation, but 1st generation Canadians have strikingly different tastes
  - Soccer is a sport with a limited following overall in Canada, but with a strong following among first and second generation Canadians.
- Newer Canadians are significantly more interested in community theatre and symphonies
  - Almost one in two new Canadians is very interested in classical music, compared with one in five third generation plus Canadians.
- First and second generation Canadians are more likely to spend time reading a newspaper, both in English as well as in their mother tongue.
  - 45 per cent of first generation and 30 per cent of second generation read a newspaper or publication published in their first language (other than French or English).

### **About the Survey**

The Consumerology Report is a quarterly survey commissioned by Toronto based advertising agency Bensimon Byrne and conducted by the Gandalf Group. The survey was conducted along amongst 1637 Canadians in French or English between Jan 20-27th. The Consumerology Report yields a margin of error of  $\pm 2.42\%$  19 times out of 20. To see the full results of the Consumerology Report please visit: [www.consumerology.ca](http://www.consumerology.ca)

### **About Bensimon Byrne**

Bensimon Byrne is a privately owned, full-service, Canadian advertising agency. Established in 1993, the agency has worked with a host of blue-chip companies and brands, producing some of Canada’s most effective and memorable advertising.

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