

## Identify Consumers

# Online Behaviors of the Tech-Savvy and Digitally Connected Asian Consumer



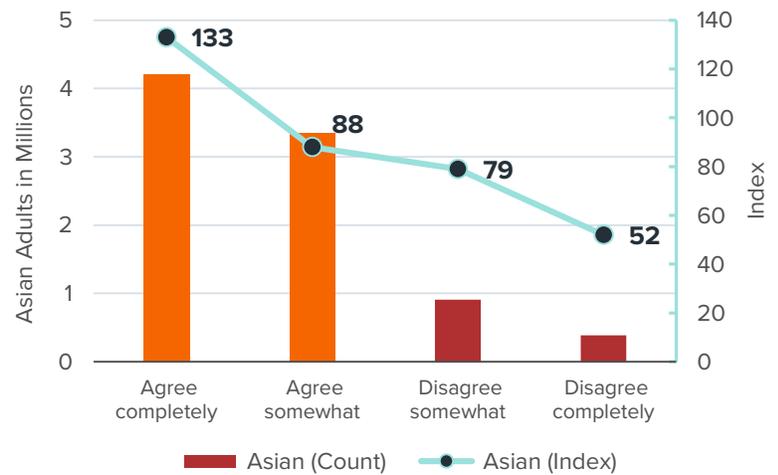
Due to the higher disposable incomes and buying power of the tech-savvy and digitally connected Asian consumer, American marketers would serve their companies well by understanding their online behaviors.

### Asians index 33% above the national average for considering the internet as a great way to buy products.

The average Asian-American household income is \$116,319, which is 36% more than the average U.S. household. In fact, 24% of Asian-American households earn \$150,000 or more per year. Higher disposable incomes mean more spending power for Asian-American households, but Asian-Americans do not spend money haphazardly or without thought. Our research shows that Asian-Americans index 23% above the national average for viewing the internet as a great way to gather information on products and services they're considering to purchase.

*\*Index values are measures indicating whether a characteristic is over/under-represented in a population group. '100' indicates that it is equal to the national average, '50' indicates half the national average, and '200' is twice the national average.*

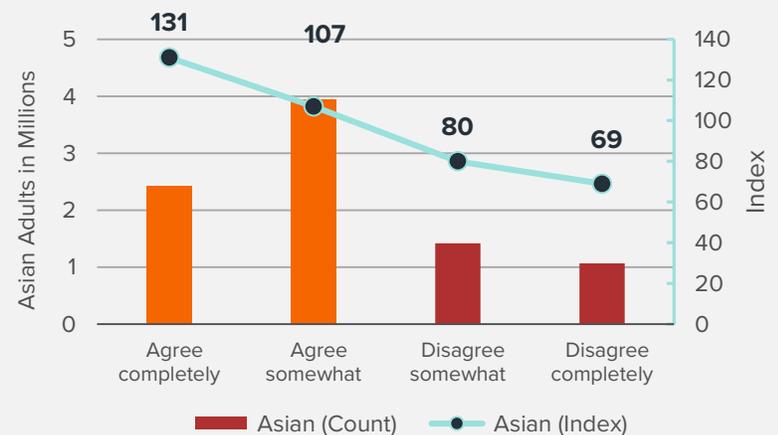
### The Internet is a great way to actually buy products



### If you want to gain the trust of Asian tech buyers, you're going to need good customer reviews and service.

If you want to capture the consideration of the Asian consumer, we recommend utilizing review sites or features in your website. Asian-Americans are 31% more likely than the average American to read reviews before buying technology products. Also, when looking at ASIANICITY™, Claritas' CultureCode consumer segmentation system that measures the level of Asian acculturation, we see that the less acculturated Asian-Americans are most likely to read reviews online before buying technology products. For example, Bi-Cultural (AA3) Asians are 42% more likely to read reviews before buying technology products.

### I read reviews before buying technology products

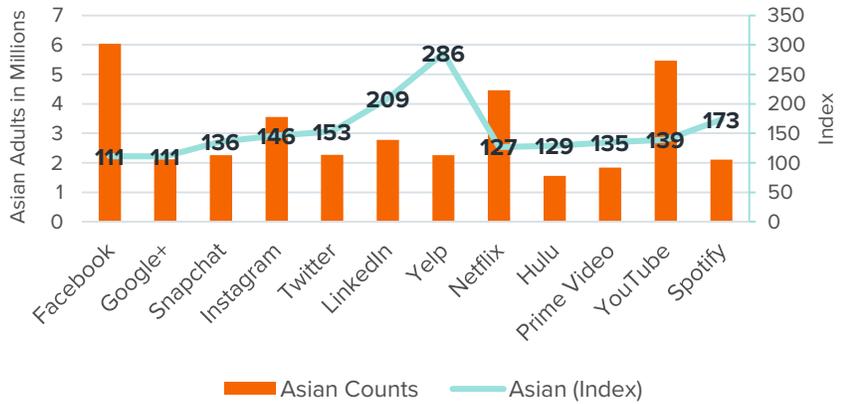




**Entertainment**

68% of Asian-Americans agree that the Internet (and their mobile phone) is a significant source of entertainment for them. Also, when we look at streaming services visited/apps used in the past 30 days, we see that Asians are 73% more likely than the average American to use Spotify, 39% more likely to use YouTube, and 27% more likely to use Netflix. Their love of reviews makes Yelp a favorite site/app to use and their focus on career makes LinkedIn a favorite site/app to use.

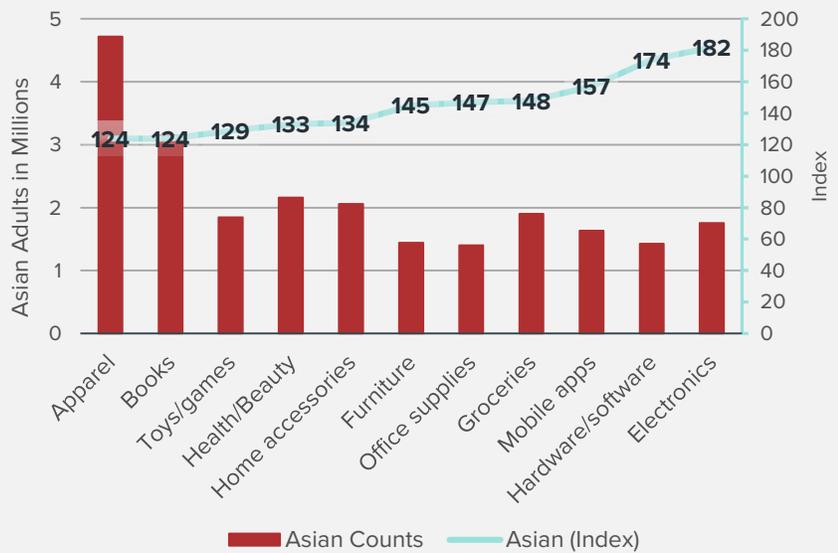
Most frequently visited Internet sites and streaming services



**Apparel and Other Internet Purchases**

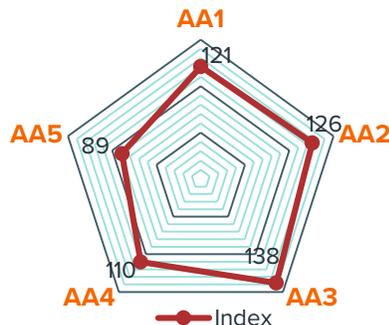
Asian-American households spend approximately \$3,000 annually on apparel – 15% more than average U.S. households. Interestingly, 60% are more willing to use the Internet to shop for apparel. In fact, Asians are 31% more likely than the average American to use the Internet to shop for apparel and 24% more likely to have purchased apparel on the Internet. When looking at age and race, we see that Asian-Americans (ages 18-39) tend to make more purchases online than Whites of the same age. In fact, Asians 18-20 years old are 122% more likely than their White peers to buy apparel on the Internet, yet Asians who are 60-64 years old are 75% less likely than Whites of the same age to have purchased apparel on the Internet.

Top items bought on the Internet

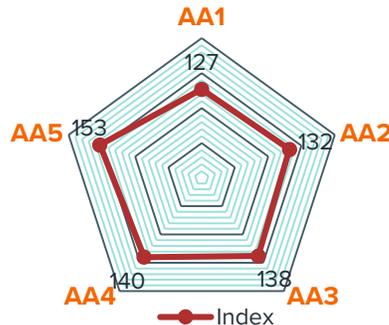


**ASIANICITY™** is a CultureCode® consumer segmentation system for the Asian population that lets you segment by country-of-origin, life stage, socioeconomic strata and a variety of shopping and media behaviors. Each household is assigned to a group defined as AA1-AA5 based on their acculturation to enable more precision in your marketing by media and channel preference (see scale below). Learn more about [Asianicity CultureCodes](#).

I completely disagree that the Internet has little impact on my daily life

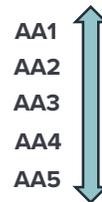


I completely agree that the Internet is a great way to actually buy products



**MORE ACCULTURATED**

Adoption of mainstream society's values and beliefs



**LESS ACCULTURATED**

Retention of values and beliefs from one's own culture

Sources: Nielsen Scarborough 2018, Claritas 2019



To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit [www.claritas.com](http://www.claritas.com)

