

Beyond Demographics: Exploring Cultural Attitudes in New Markets



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The
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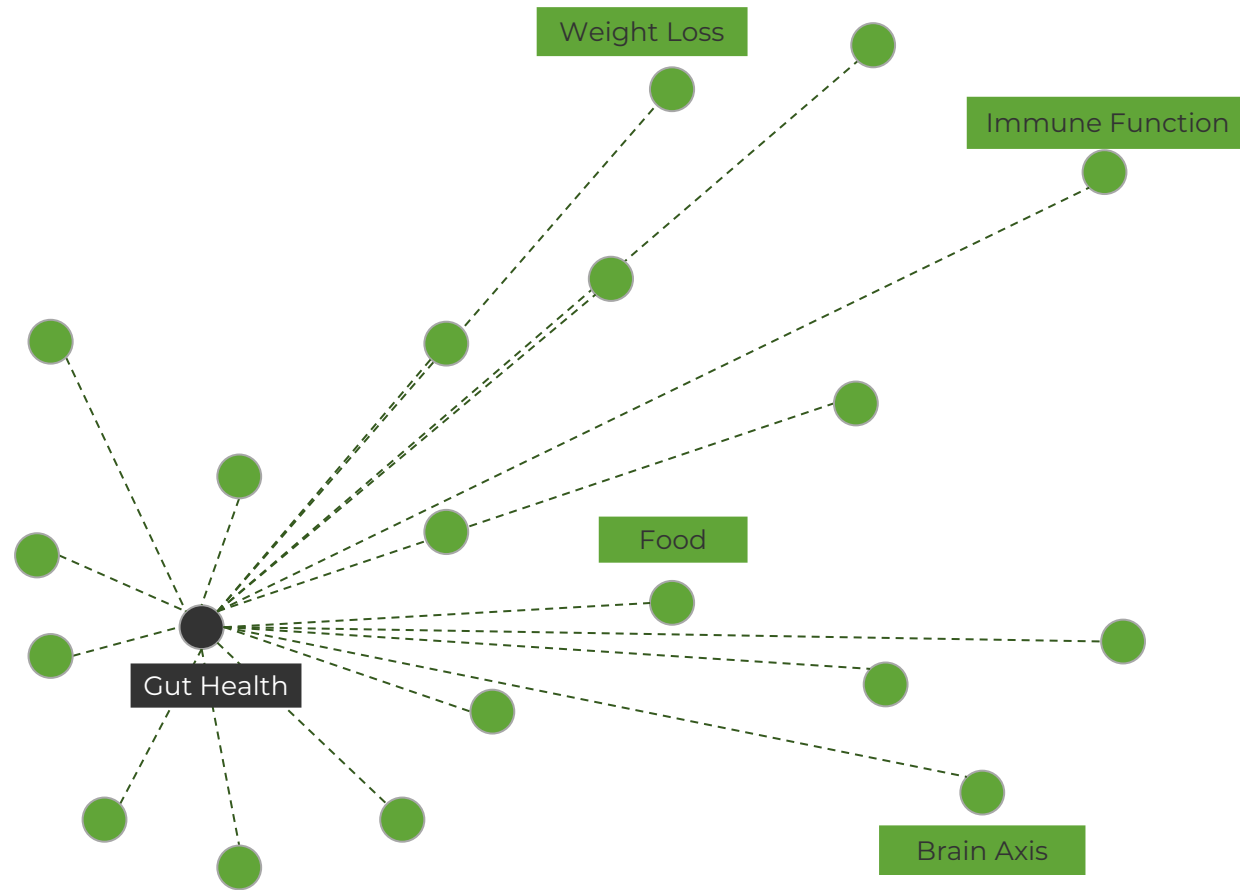


Language is nothing but a pointer — it gives meaning to things.

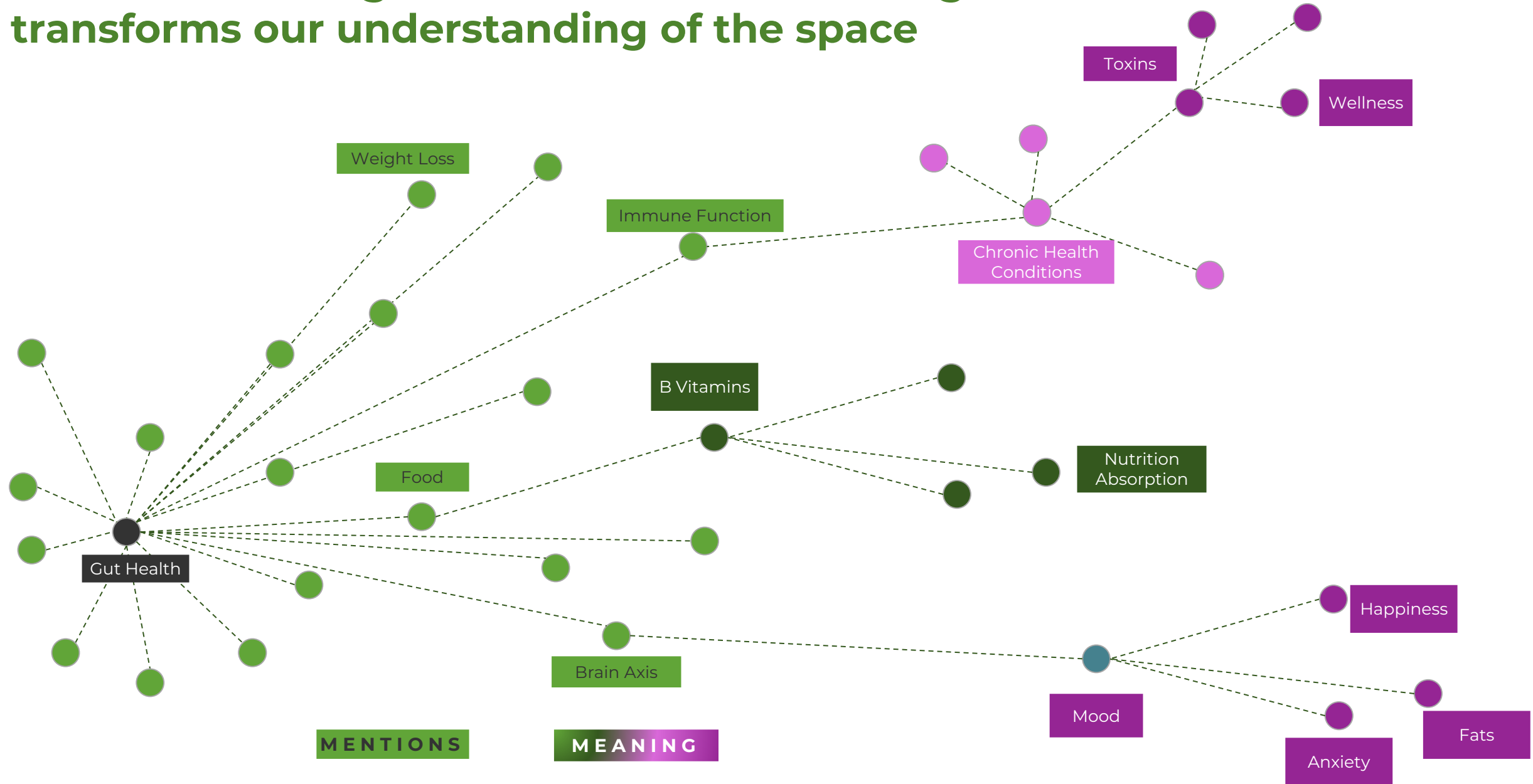
Cultural Anthropology allows us to study the meaning behind things like words, ideas, trends, etc.



Without contextual meaning, we're seeing only a small and inaccurate part of the narrative

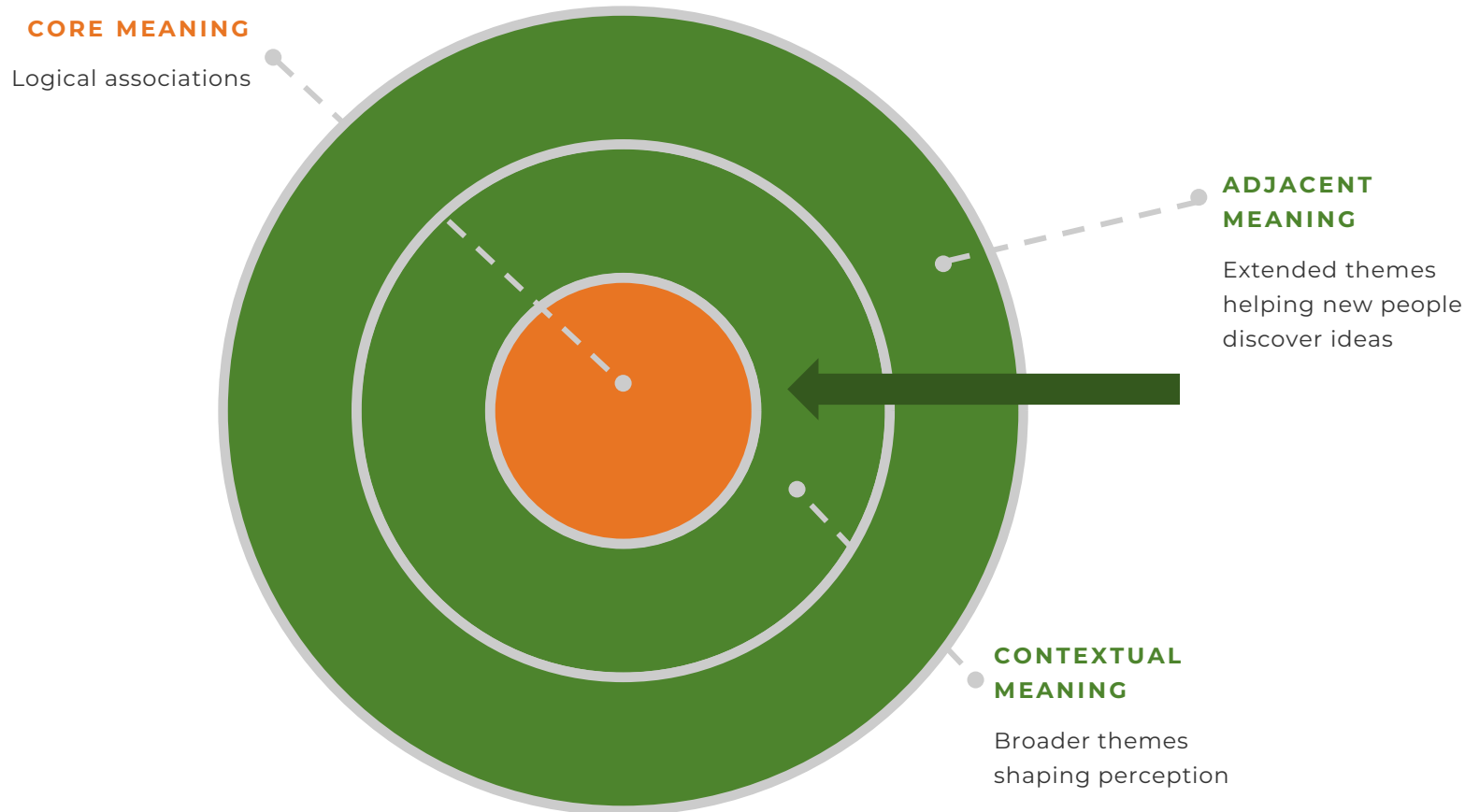


See how meaning in the broader context of gut health transforms our understanding of the space



How do consumers discover new ideas?

The process of discovery happens from the outside in



Human beings don't discover new ideas because of their demographics; they discover new ideas because their beliefs are attracted to new meaning.

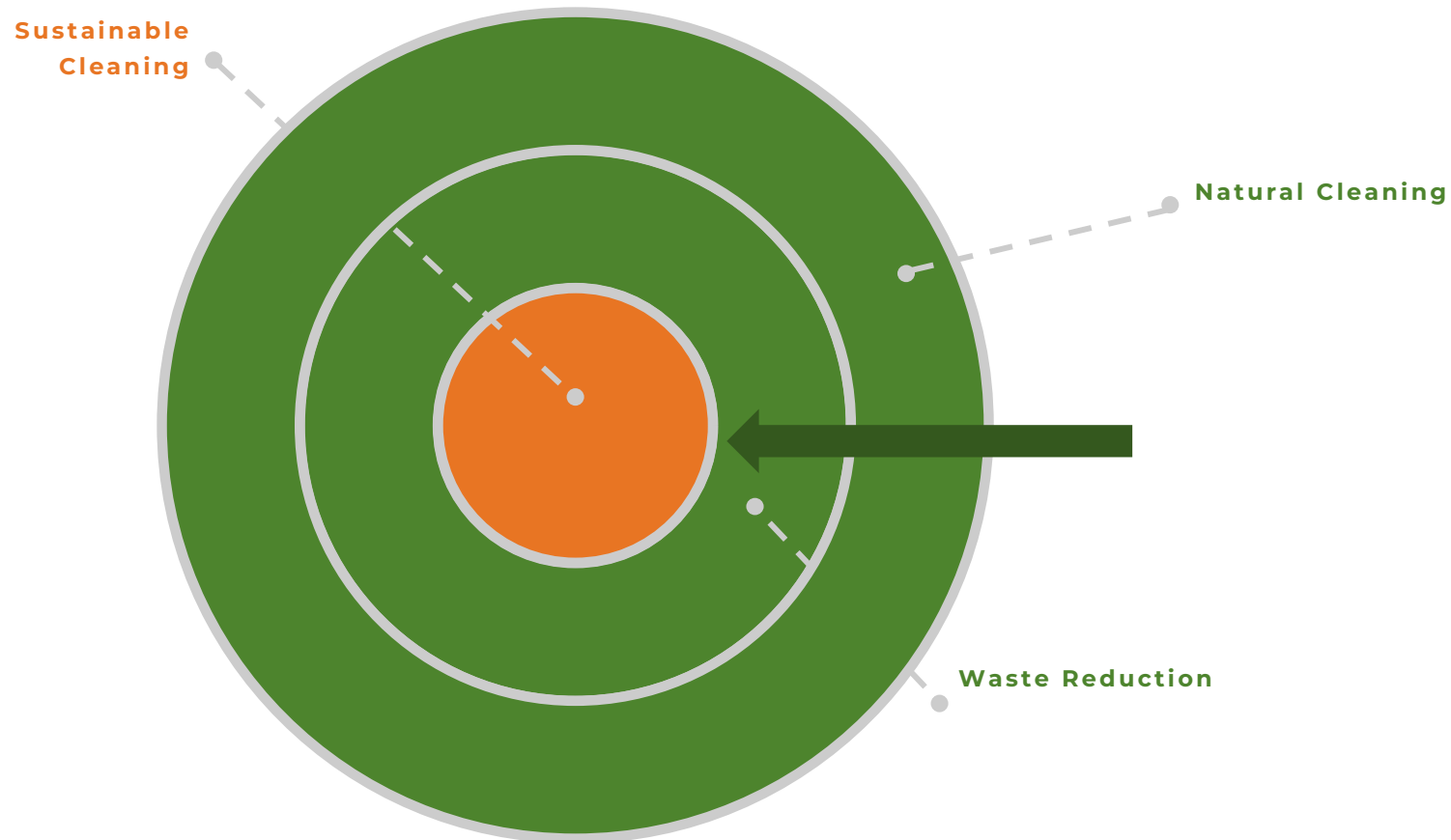


“Culture is the fabric of meaning in terms of which human beings interpret their experience and guide their action.”

Clifford Geertz

Let's put this in context

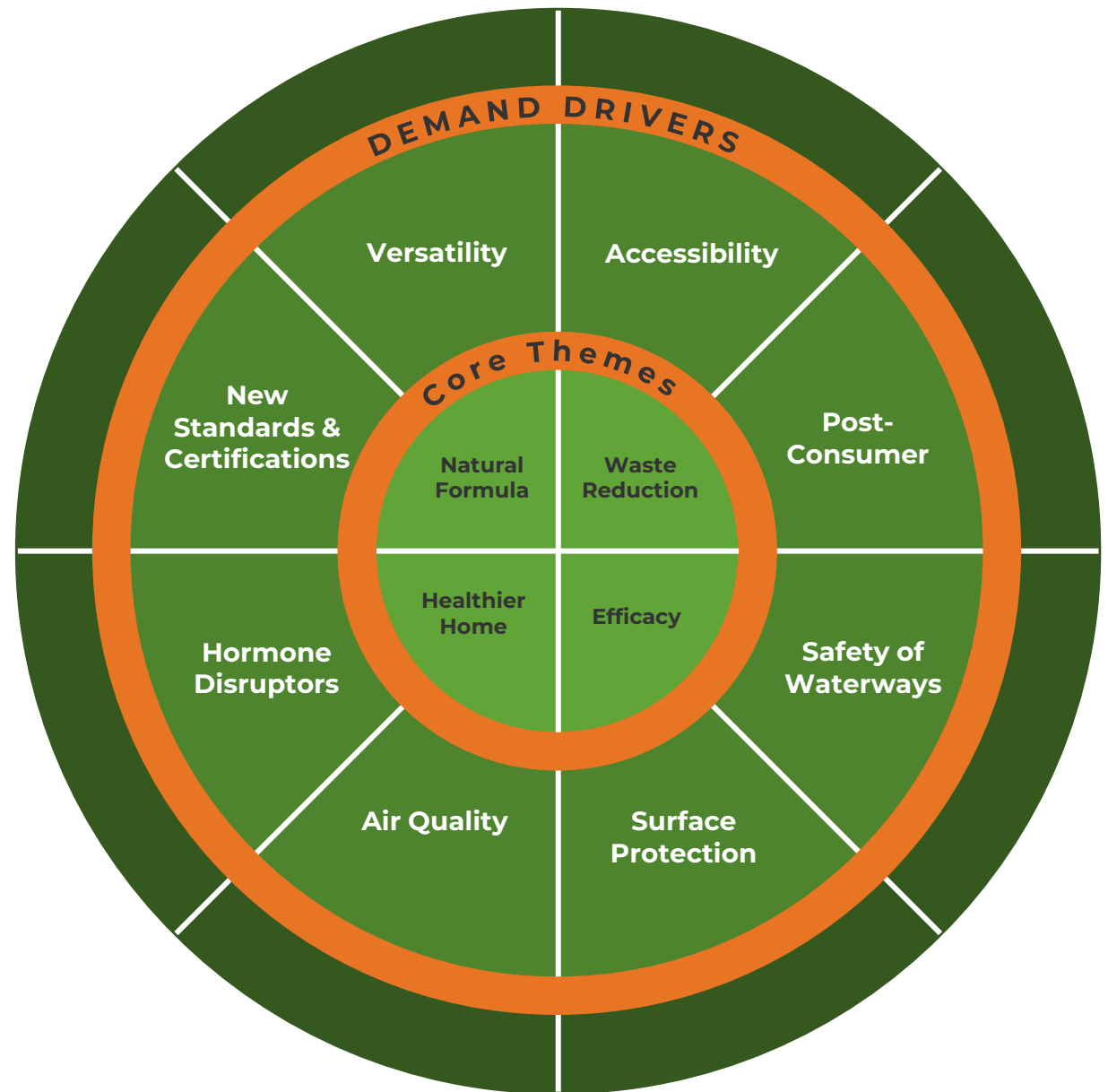
Notice how the makeup of the population evolves as the culture matures



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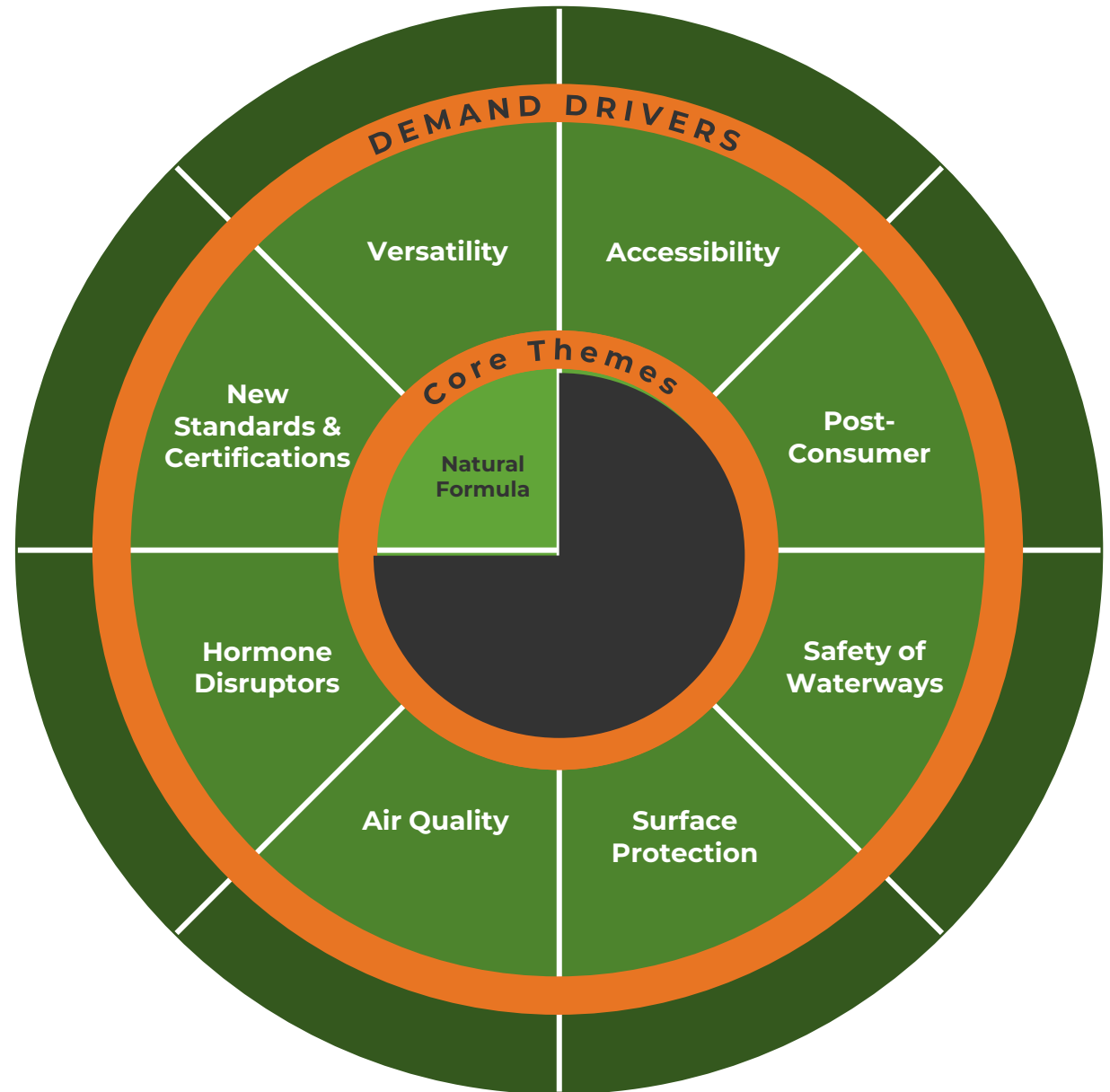
Consumer hierarchy in Sustainable Cleaning

Overall, it skews toward middle-class consumers without children. Mostly university educated.



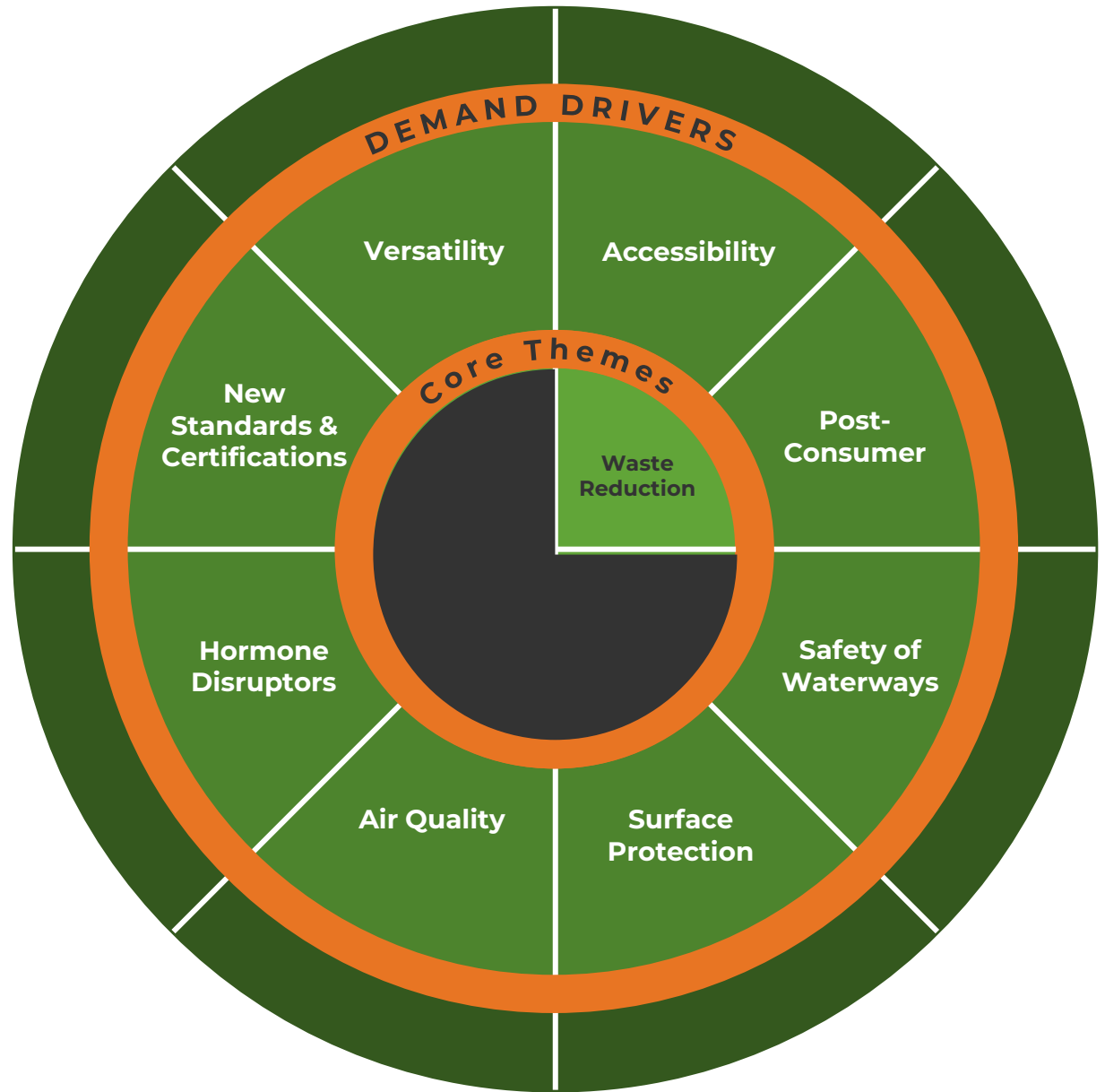
Natural as a component of Sustainable Cleaning

This heavily alienates parents and focuses on households with people under age 55 without children.



Waste Reduction as a component of Sustainable Cleaning

This naturally attracts people who have young children; university educated.



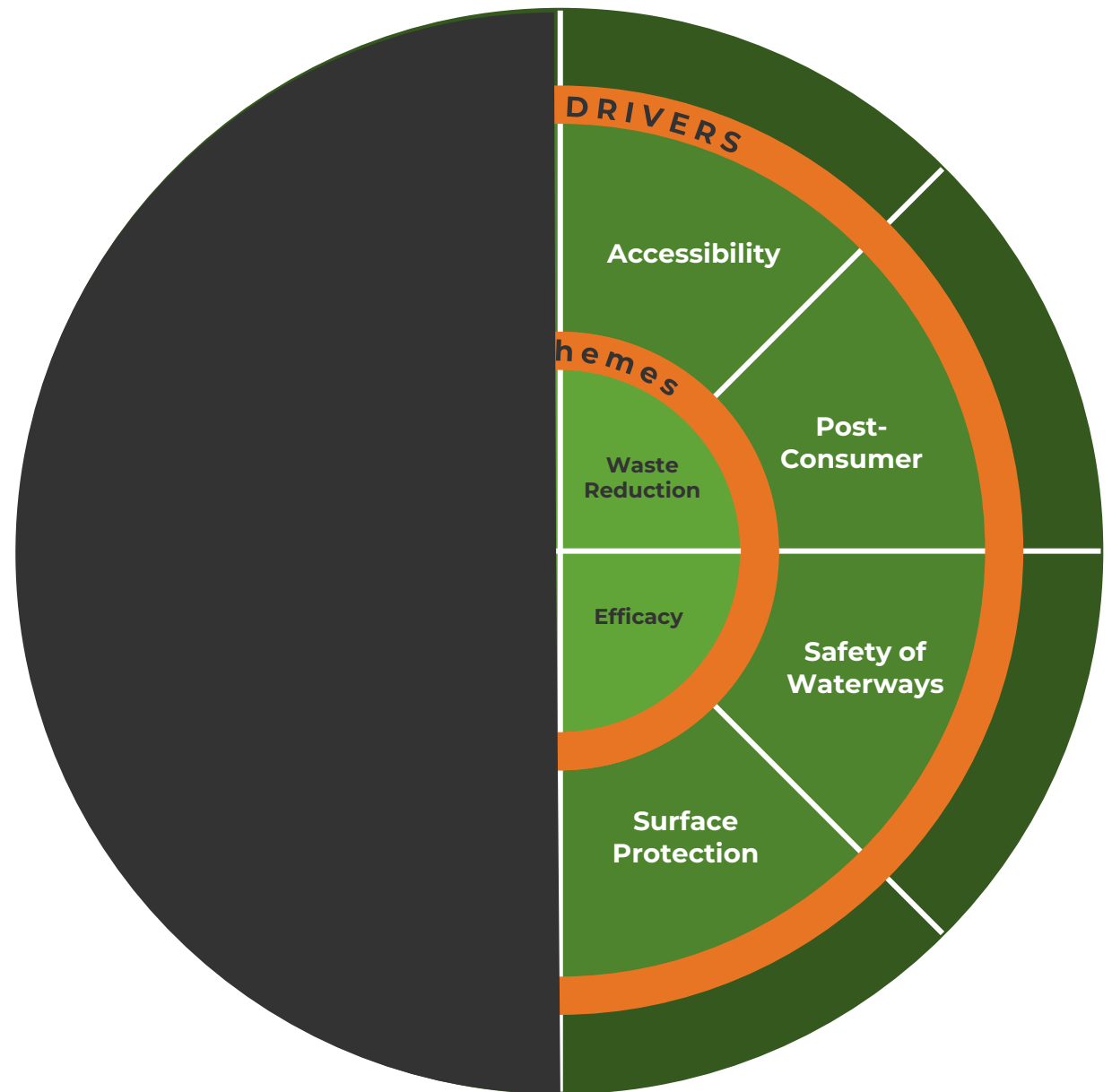


**Demographic patterns
are an outcome of
shared meaning, not
the driver**



Imagine if we examined the problem of Sustainable Cleaning through a demographic lens

You'd alienate parts of the picture.



Now put this on a global scale

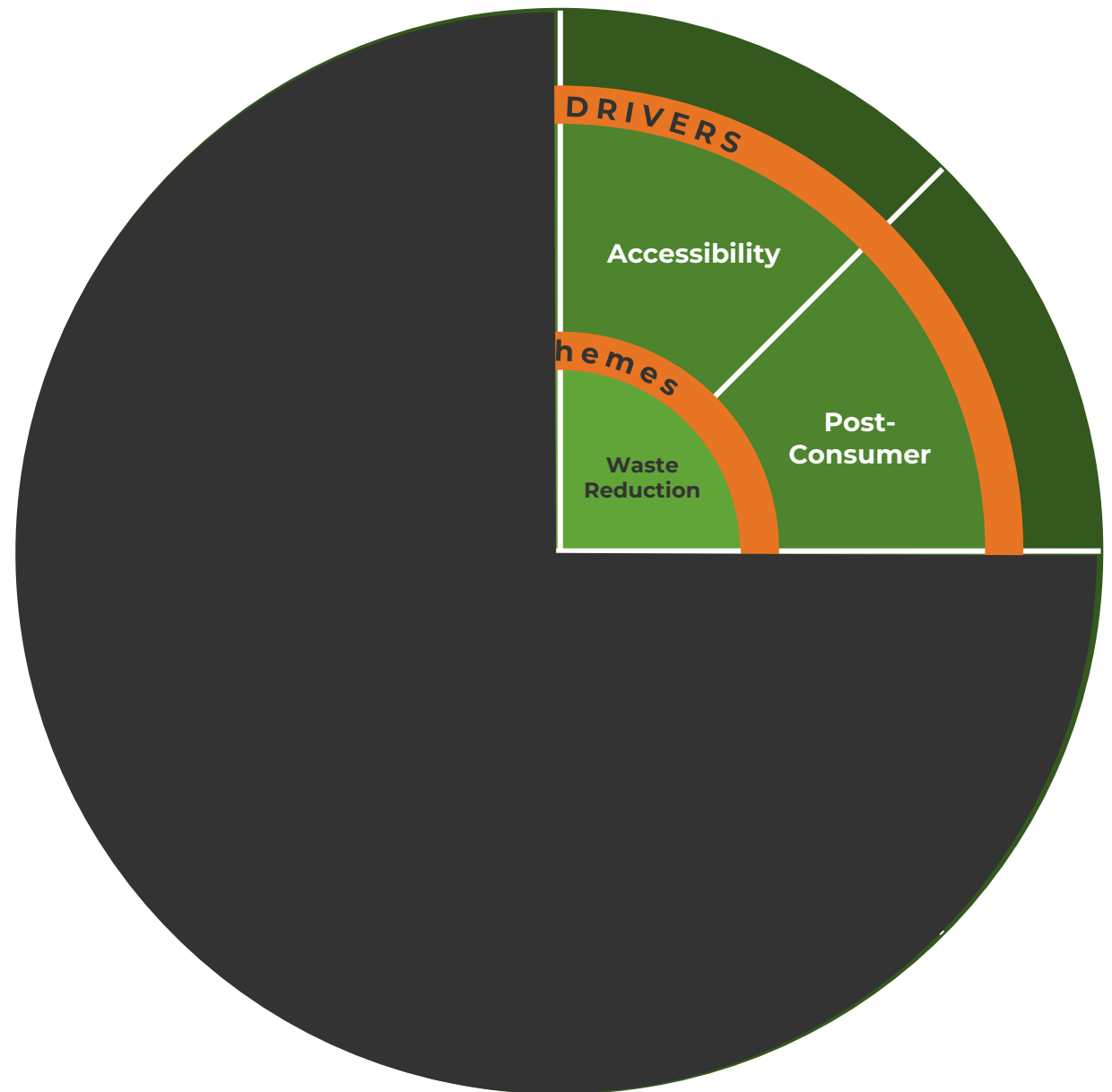


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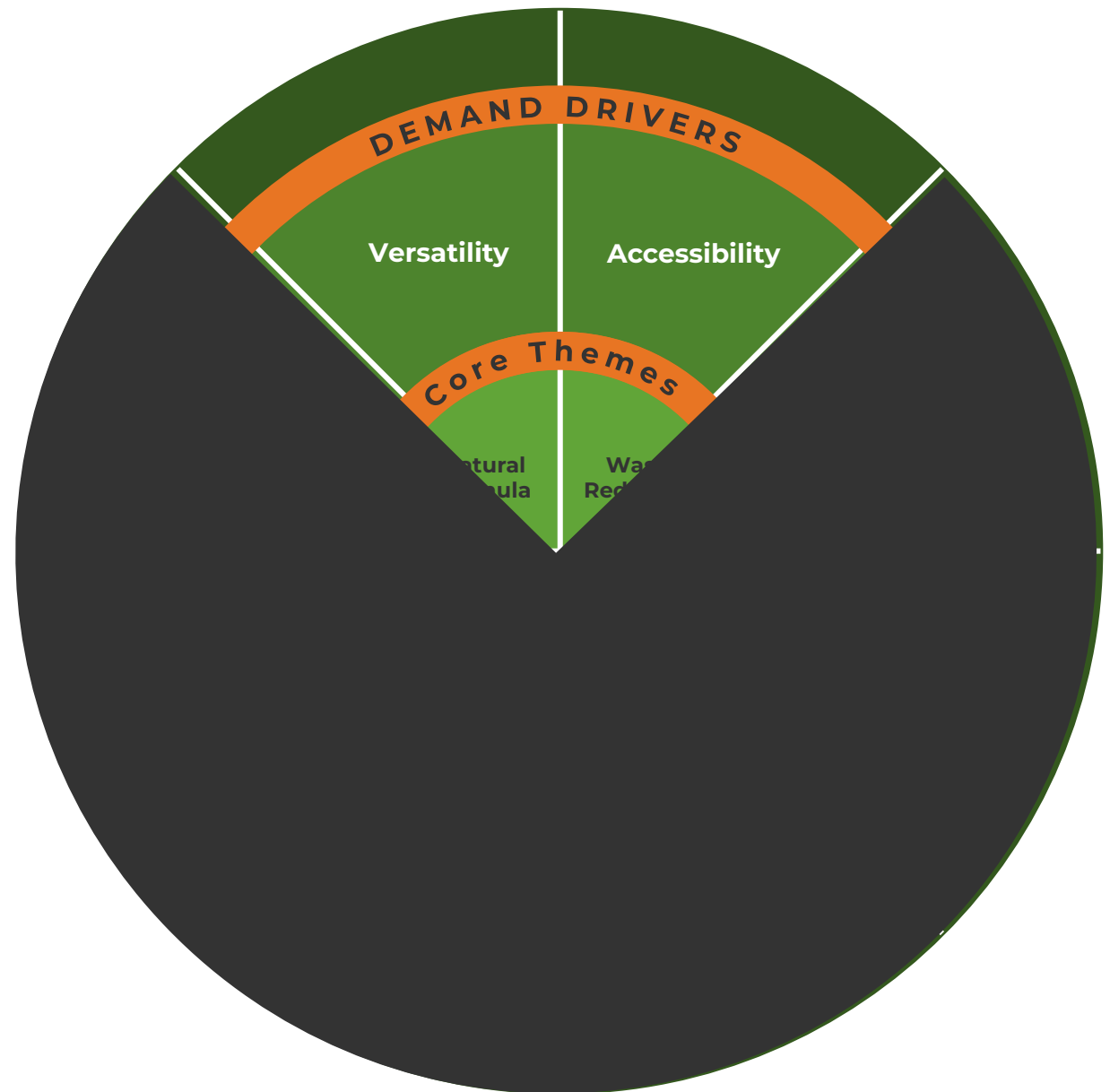
On a global scale, the risk posed by a demographic-first approach is even more significant

In every country, you're likely to encounter just a fragment of the overall story, potentially overlooking key areas of demand that could be crucial for your business's future success.



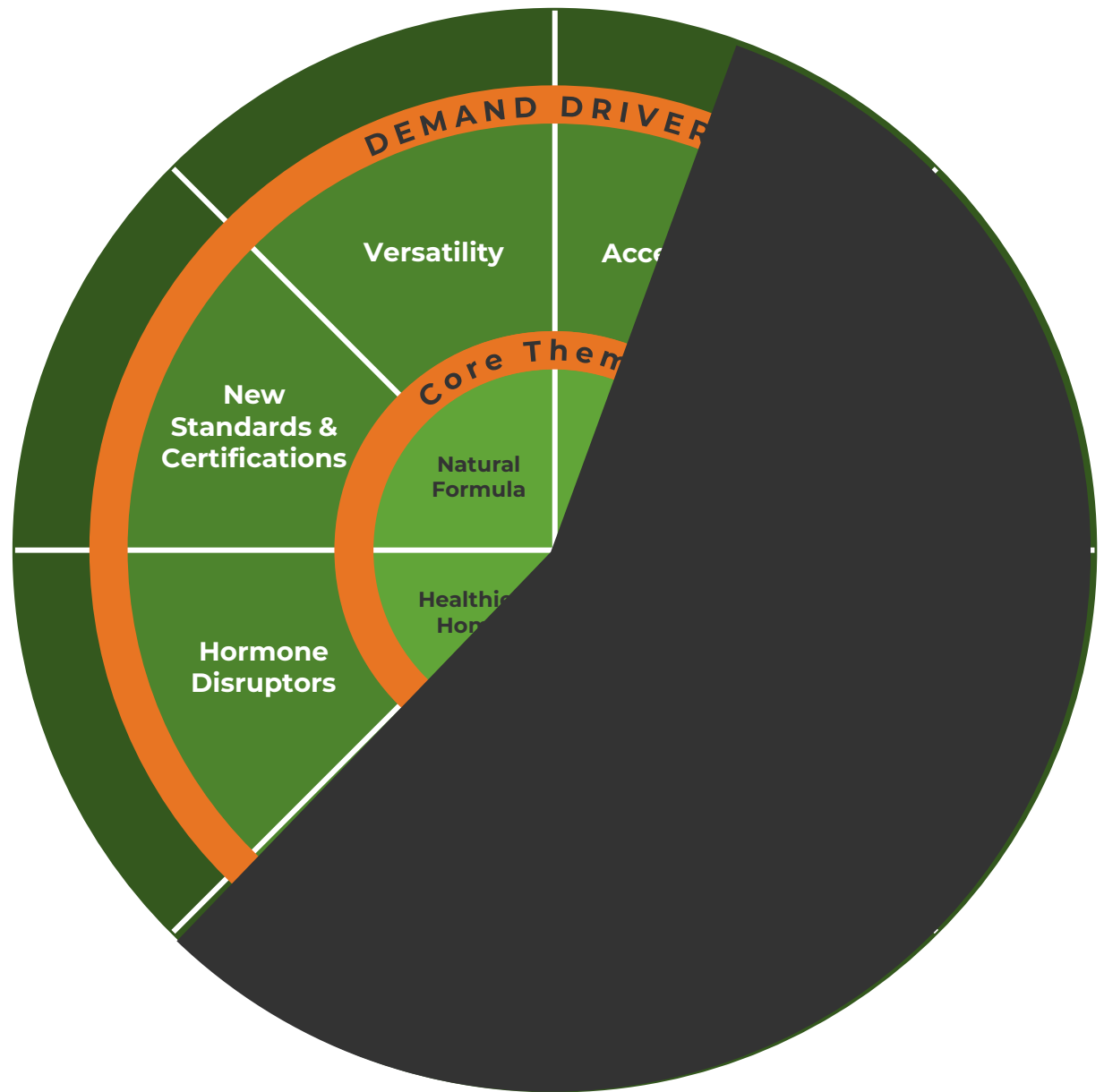
Imagine if we examined the problem of Sustainable Cleaning through a demographic lens

As you delve into diverse global markets and cultures, you'll find that each region presents a different facet of the narrative. This complexity makes it challenging to conduct a straightforward, apples-to-apples comparison.

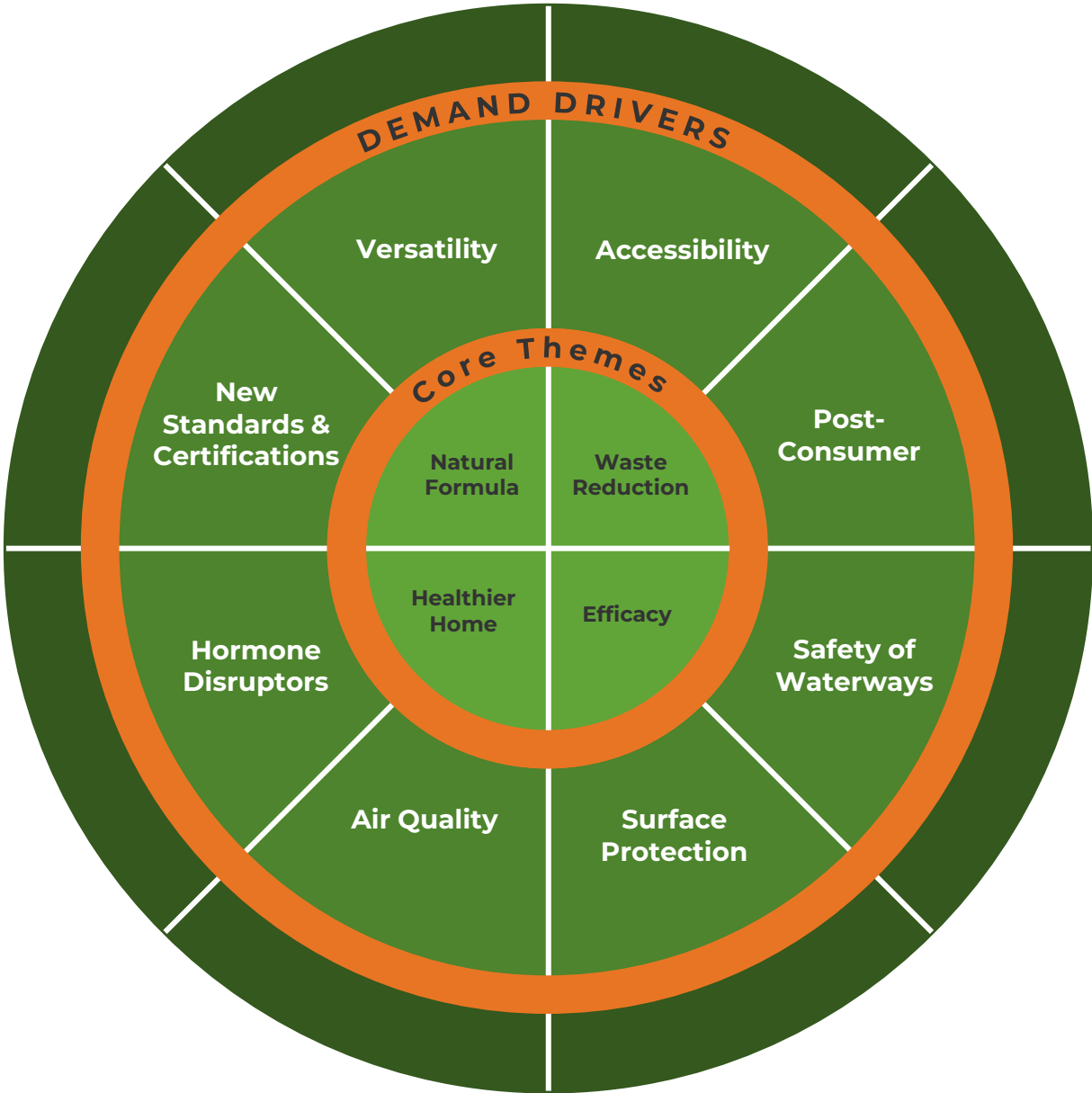


Imagine if we examined the problem of Sustainable Cleaning through a demographic lens

As you broaden your analysis across different regions and time frames, both the risk and the divergence from actual conditions are magnified.



To fully grasp the complexity of culture, it's essential to understand that demographics don't dictate cultural norms and ideas





**The human-centered
approach to
exploring markets
and marketplaces**

BEYOND DEMOGRAPHICS

Start with meaning



Meaning

Ask “What does Topic X mean?” in each market/culture



Associations

Examine the associations, significance, and importance associated with Topic X



Language

Decode how people talk about, understand, and relate to Topic X

BEYOND DEMOGRAPHICS

Move from meaning to needs and behavior



Motivations

See how meaning shapes motivation, values, priorities around X



Localized interpretation

Observe resulting needs and behaviors locally



Prioritization

Notice different maturity and adoption patterns of X

Contrasting beliefs: An example

Let's explore the contrasting beliefs between China and the U.S. surrounding the skin care category to gain a deeper understanding of the cultural nuances that shape consumer behavior in these markets.

| Topic | Core Beliefs in China | Core Beliefs in the U.S. |
|-------------------------------|--|---|
| TCM-Based Skin Care | Holistic balance between internal health and skin appearance is essential. | Taking a holistic approach involves nurturing both mental and physical health. |
| Personalized Skin Care | Customized skin care based on individual skin condition is necessary. | Personalized products based on epigenetic profile are effective. |
| Beauty Tech | High-tech devices for skin care are popular and efficient. | High-tech tools like AI and DNA tests add a new dimension to personalized skin care. |
| Ingredient Quality | Ingredients like <i>Ganoderma</i> and ginseng are trusted for their natural potency. | Cosmeceutical-grade ingredients can combat aging at a genetic level. |
| Scalp Care | Not a primary focus in China. | The scalp should be cared for like facial skin for overall beauty and health. |
| “Clean” Skin Care | There's less focus on “clean” beauty, more on effectiveness and heritage. | Ingredients, not “clean” labels, determine whether a product is better or safer to use. |

Key Takeaways

1 Demographic analysis puts your business at risk.

To drive growth, companies need a deeper understanding of cultural values, meanings, and motivations.

2 Most trends aren't "global."

The same idea or product can be in very different stages of maturity and acceptance in different cultures based on local significance and meaning.

3 Same topic, different needs.

Because the same topic or trend is interpreted differently in each geography, the needs that consumers have also differ, since needs are a function of the meaning people associate with that topic or trend.

Thank you

A link of the webinar recording will be emailed within 24–48 hours.

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