

CASE STUDY

PROJECT

CONSUMER SEGMENT BUYING DURING COVID-19 AMONG BLACKS & HISPANICS

OVERVIEW

Amid a global pandemic, the world's racial and social uprising shifted our daily lives including the demand from BIPOC (Black, Indigenous, People of Color) communities for brands to address our nation's racial injustices. As a result, the combination of COVID-19's impact with the public's expectation for brands to make public stances regarding social issues has forced businesses to shift how they engage customers.

APPROACH

To better understand the impact of the pandemic and social reckoning had on consumer buying habits, our team employed a survey with 600 respondents across the nation from various ages and racial groups. This study evaluated those variations, providing insight into what this means for brands as they continue to navigate this uncharted territory of engaging BIPOC consumers during a pandemic and social reckoning all while traditional shopping continues to change.

RESULTS

Shopping trends have shifted since the onset of the pandemic, but the nuanced variations across generations and racial groups require a specialized approach in authentic audience engagement. These insights will help inform how brands and organizations authentically engage diverse audiences regarding their products and services.

