

**Abstract From Marketing to Pan-Ethnic groups:
Asian Americans, Hispanic/Latinos and Native Americans**

Pan-ethnic identification began as an externally defined descriptive that served to lump members of heterogeneous single racial groups into a general category. This was structure imposed by the dominant culture that did not recognize differences in culture language, religions, or customs. Four major categories of pan-ethnic groups exist in government and social service agency usage: African American, Asian American, Native American and Latino/Hispanic.

- ❑ While African Americans came from unique nations and tribes, the slavery experience and the societal and legal views toward Blacks created the earliest externally defined pan-ethnic group without national/ethnic roots. As such, the conceptual birth of black solidarity began long before the 1960's, as the rights of man in the United States were clearly defined in terms of White or Black.
- ❑ The 1960s saw challenges to existing social constructs of what was considered appropriate social milieu not only by members of the dominant population, but also by African Americans, Asian Americans, Latinos and Native Americans.
- ❑ In the process of transforming their own sense of identity from victims to empowerment, minority groups began to form their own pan-ethnic internal identity. Identity internalization took into account the collective and shared experiences, shared similar historical outcomes, discrimination, institutionalized marginalization, racism, racial violence, and the struggle for civil rights.
- ❑ A large part of this internalization was developing a collective identity that gave each group their own rightful place in US history from a non-dominant culture perspective. This perspective also integrated singular racial histories in that ethnic "supra-consciousness" or group awareness developed. Also integrated into this is clarity about the impacts of racial lumping: what affects any one racial subgroup has an effect on other racial subgroups and the collective group.
- ❑ The 1960's served as the flashpoint and turnabout in civil rights and panethnic identity. Asian Americans, Latinos and Native Americans experienced the reconstruction of their ethnic identity. This reconstruction and ethnic renewal was the transforming process for both the groups themselves, their individual members, and the dominant society.

- ❑ From a marketing perspective, the question then remains as to whether these newly internalized pan-ethnic identities can be used as a basis for developing effective marketing programs. Currently, most marketing campaigns outside of the general market are designated for reaching immigrant populations by marketing to them in the language of their homelands.
- ❑ Most current ethnic marketing campaigns do not capture the subtle nuances of cultural programming experienced by U.S. based minorities. With some of the largest immigration numbers in the recent past, Asian Americans and Latinos will again find their native born to be the largest segments, a demographic event that has only previously occurred during the first cohort's rise in pan-ethnicism launched in the 1960s and 1970s.
- ❑ While the English dominant and English speaking populations of native born ethnics continues to grow, the appropriateness of moving to *in culture* and *in English* marketing needs to be addressed. This also presents issues of microsegmentation, which can dilute the appeal of reaching these groups, but may provide a more effective and consistent way of reaching U.S. Native ethnic markets.

Contact:

Mary L. Olvera

New Business & Client Services

Cultural Marketing Public Relations

A TMJ Global, Inc. Company

<http://www.culturalmarketingpr.com>

<http://www.culturalmarketingpr.com/contact.php>

phone: 312 / 235-2078

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