

**Abstract From**  
**Marketing to Gener-Asians: the new Pan-Asian American market**

This paper identifies and researches the rise of pan-ethnicity in Asian American populations and its impact on marketing to Asian Americans. A model of assimilation reflecting the rapidly growing and changing Asian American population is analyzed. This model takes into account historical, legal, sociological, and popular culture influences that are creating a unique lifestyle subculture and a newly emerging and viable market segment. While current marketing practices seek to reach only two of the three segments identified, this third segment is identified and discussed. This pan-ethnic group is dynamic and continues to grow, and further analysis of this group indicates qualitative information that enhances simple demographics. To this end, these variables are taken into consideration in the choice of key informants, etc.

- ❑ Asian Americans are largely thought of as complex and difficult to reach by U.S. Marketers. Asian American subcultures are highly heterogeneous, being composed of myriad groups including Chinese, Japanese, Koreans, and Philipinos who have immigrated to the United States since the late 1800 and have developed varying levels of acculturation. Prior to 1920, these people built the nation's railroads, worked the goldmines and built plantations in Hawaii and farmlands along the West Coast. Asian Americans also include those of Southeast Asian descent (U.S. Census 2000).
- ❑ Most marketers view the Asian American market as a single entity comprised of people who happen to speak different languages (Fattah, 2002 and Shields, 2004). The prevailing strategy is to reach each group "in-language," whether this is in Korean, Chinese, or another language other than English. This approach appears to be justified when considering that immigration between 1990 to 2000 has accounted for an increase of 7.5 million foreign born Asians: one in four immigrants to the U.S. is from an Asian country (U.S. Department of State, 2002).
- ❑ The other currently perceived market strategy is based upon the assumption that assimilated Asian Americans can be reached through the general market because their consumption patterns parallel those of Americans of European descent (Chan, 2003).
- ❑ The psychographic complexities and subtleties of this group today is best understood by examining their past. The first, second, third and fourth generations (and beyond) of Americans of Asian descent have had different experiences that shaped their identities and defined their sense of who they are in America. Certain groups have had a longer history of American acculturation and assimilation experiences, and these groups tend to have the greatest buying power.

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- The bulk of other Asian American immigrants, including Koreans and Southeast Asians, have arrived after 1975 and have experienced a compressed version of the Asian American experience. Latter groups of immigrants include those with education and money, those who fled their homelands for freedom, as well as refugees of war and genocide.

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