

Understanding the Ethnic Minority Consumer – a meta-analysis of advertising model ethnicity on minority consumer's Aad. An experimental study of Indians in Kampala, Uganda, introducing IMI as a mediating variable.

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Abstract

This paper reviews existing literature on the effect of same/different ethnicity advertising models on the ethnic minority consumer's attitude towards the ad (Aad) and synthesizes the effect sizes in a meta-analysis. Under strict methodological inclusion conditions not a single study passed the minimum eligibility requirements, however, in a lenient analysis with relaxed conditions we find a small positive effect of same-ethnicity model ads on Aad with a high underlying variance.

The second part of the paper introduces our own experimental study of the minority Indian ethnicity population in Kampala, Uganda. We find that ethnic minority consumers react more favorably to a majority spokesperson featured in an advertisement. This results cautions against applying a 'one-size-fits-all' approach to ethnic minority marketing and stimulates the formulation of hypotheses about the impact on historical legacies, existing prevalence of marketing techniques and socially desirable responses. Our study provides unprecedented insights into gender and age-specific differences, reveals the existence of inferred manipulative intent (IMI) as a mediating variable and relies on improved methodological standards.

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