



Nielsen makes video series on Asian American consumer behavior



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CHICAGO, Illinois – A leading global provider of consumer information is releasing a series of video vignettes highlighting the consumer preferences of Asian Pacific Americans throughout May, Asian American and Pacific Islander Heritage Month.

The Nielsen series, titled “The Conversation,” features four Asian American millennials from various ethnicities who reflect on the ways in which their cultural backgrounds have shaped their watch, listen and purchasing behaviors. The series draws key insights from Nielsen’s ongoing research on Asian American consumers.

“Nielsen is proud to recognize Asian Americans and their unique culture, stories and perspectives,” said Betty Lo, vice president, Community Alliances & Consumer Engagement for Nielsen.

“These videos highlight and underscore the growing influence of this burgeoning segment, and we hope it inspires Asian Americans to recognize their positive impact on the economy,” Lo added. “We encourage our corporate clients and media partners to watch the videos, share them and further understand the opportunity that Asian Americans offer to grow their businesses and stay relevant.”

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Asian Americans represent an overall spend of \$718 billion dollars in the United States, and continue to be vital contributors to the U.S. economy. By straddling multiple cultures, Asian Americans not only find balance by adapting to the U.S. lifestyle, but also by embracing their heritage.

In "The Conversation" series, the interviewees speak candidly about their upbringings and consumer preferences as well as touch upon how corporate and media representations affect their household decisions. The four part series dives deeper into the following topics:

- **Consumer Spending:** In this segment, the interviewees discuss how Asian American representation in advertising and media affects their perceptions of brands and programs, as well as what they buy.
- **Culture and Heritage:** The interviewees explain how they embrace their ethnic backgrounds, and share stories about their families and purchasing behaviors.
- **Music:** Asian Americans continue to be at the forefront of digital music consumption, and the on-screen talents talk about their preferences between American and home-country music. They also reflect on what technological tools they use to consume their music.
- **Online Activity:** As an over-indexing segment when it comes to online engagement and social media, Nielsen asked the four interviewees about their favorite digital platforms and how they leverage these technologies to stay in touch with their relationships, news and emerging trends.

To view the series, visit the [Nielsen Knows YouTube page](#), or visit "Nielsen Community" on Facebook. To learn more about Nielsen's insights on Asian American consumers, please visit www.nielsen.com/asians. To learn more about Nielsen, its methodology and insights, read more at Nielsen.com.