

Visitors of cultural institutions in Germany within the population with migration background from a marketing perspective

Vera Allmanritter, M.A., M.A.

Visitor Studies: Embracing change?
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Development of the topic

- Cultural institutions in Germany realized that people within the population with `migration background` might be an important client segment less than a decade ago.
 - The first study in the wider field was about the media consuming behavior of migrants by public service broadcasters ARD/ZDF published in 2007.
- Impulse on reflecting consuming behavior of cultural offerings



Reasons for an engagement in the topic

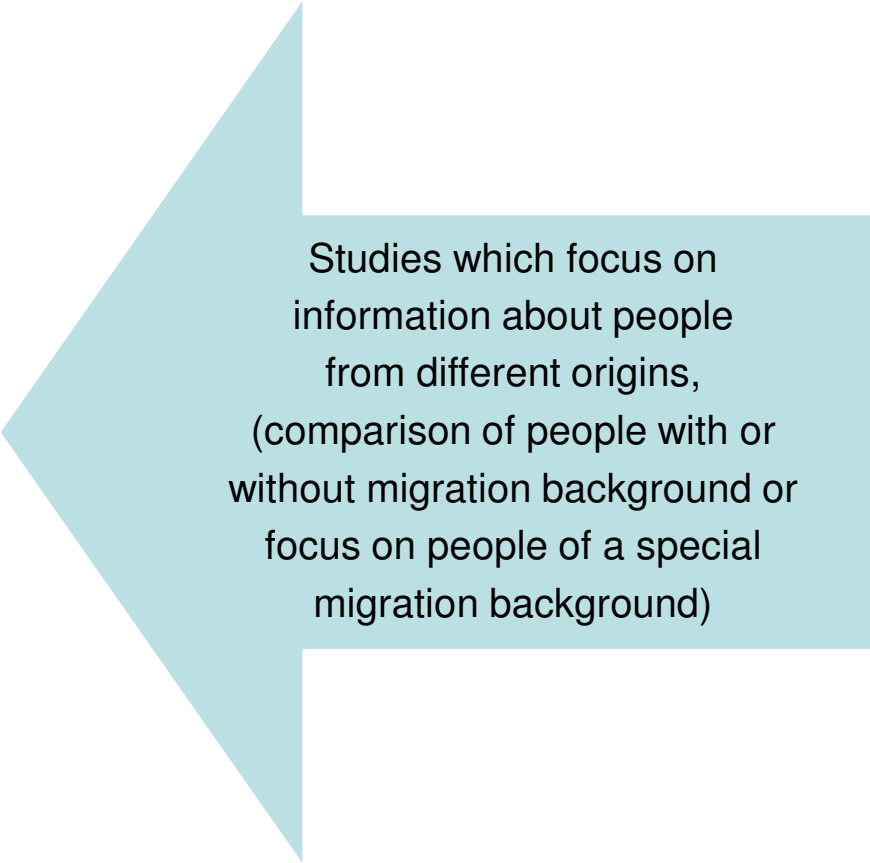
- In the beginning cultural institutions focused on how to gain financial advantages by reaching these “new” target groups (sales success, better claim on state funding),
- in the meantime we find the focus extended to:
 - the question of a fulfilment or non-fulfilment of the governmental cultural and educational mandate (“Kultur- und Bildungsauftrag”),
 - the demand for representation of various groups and ethnicities in society in the cultural sector and
 - the realization that it might be an interesting expanse of cultural offerings if elements from various origins became a natural part of the existing product range.

The complexity of the matter

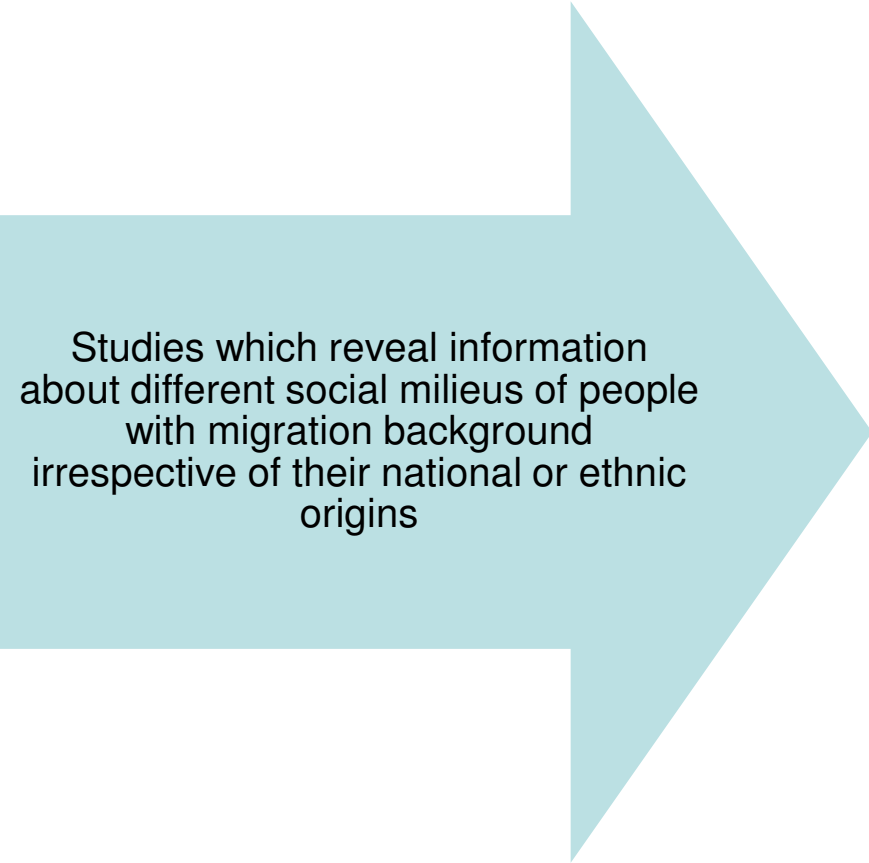
1. THE people with migration background as a “group” do not exist.
2. There are neither THE Germans nor THE people of any other country of origin.
3. People with migration background CANNOT be equated with socially disadvantaged groups who are NOT involved with education and culture.
4. People with migration background in Germany are assumed NOT to consume local cultural offerings but you cannot find any empirical evidence for that.



Findings of current German audience/visitor research: two fundamental approaches



Studies which focus on information about people from different origins, (comparison of people with or without migration background or focus on people of a special migration background)



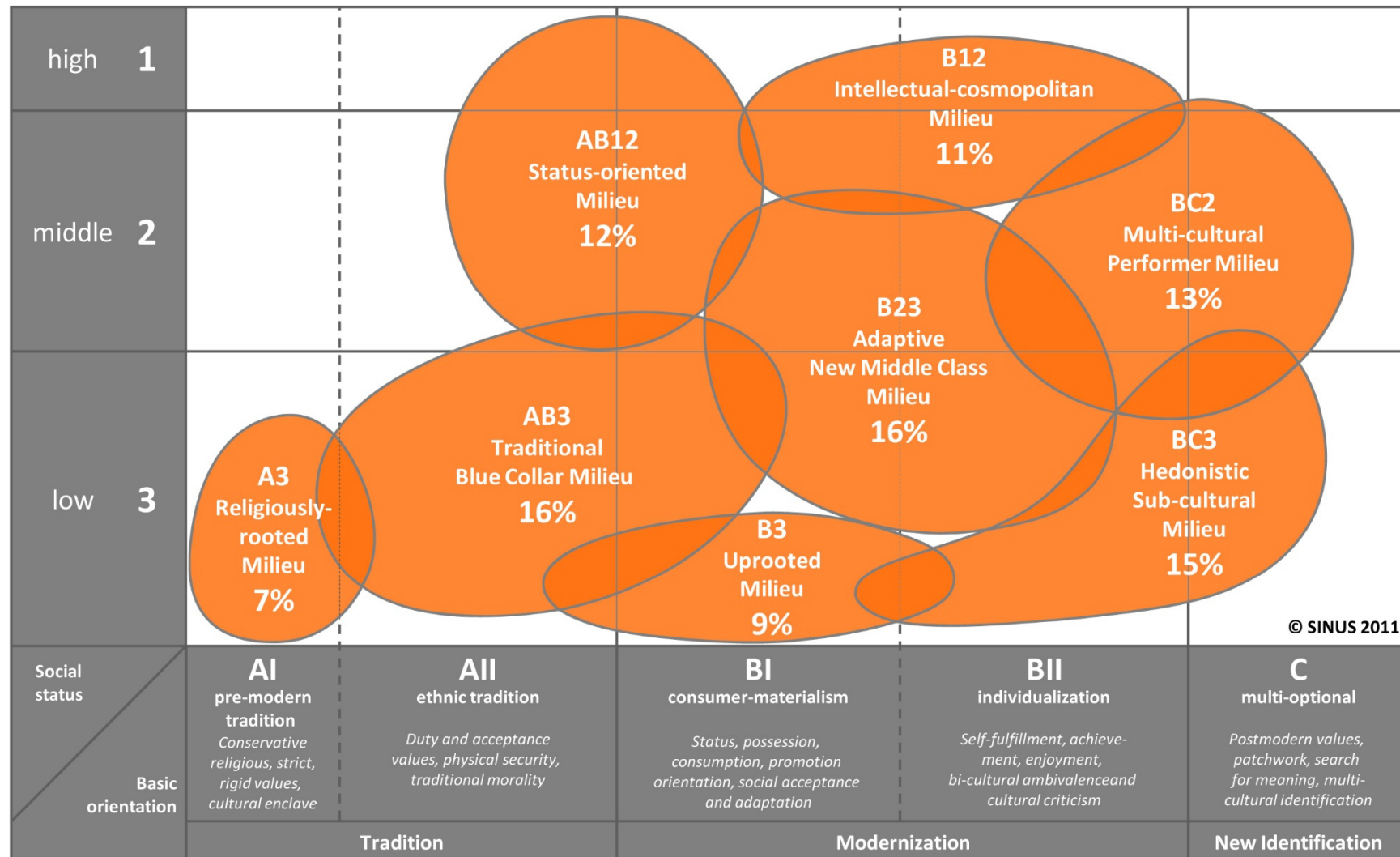
Studies which reveal information about different social milieus of people with migration background irrespective of their national or ethnic origins

Studies which focus on information about people from different origins (e.g. Keuchel)

- Nearly no differences can be found concerning general interest in cultural offerings between people with or without migration background.
- There are indeed differences in specified interests and the actual consuming behavior concerning cultural offerings between ethnic “groups”.
- Migrants seem to have a wider-ranging concept of culture (“way of living”, “cultural diversity”, “family”, “religion” - instead of “art”).
- Migrants are interested in offerings of European origin but are often additionally interested in offerings from other regions.



Sinus Migrant-Milieu-Model® Germany (2008)



Sinus Migrant-Milieu-Model® Germany (2008)

- Place of origin and history of migration have an influence on a person's "daily life" but do not affect milieu affiliation, you cannot conclude someone's milieu affiliation by knowing his or her origin.
- People "within" a social milieu (irrespective of their origin) are more similar than people of the same origin but "within" different social milieus.
- Consuming behavior concerning cultural offerings of people with migration background first of all depends on their milieu affiliation and not on their origin.
- Many people, especially in rather (socioculturally) modern milieus have a bicultural self-awareness and do not consider themselves as people with migration background but as natural parts of a local society and culture.

Perspectives for cultural institutions



Can the so called `ethnic marketing` be of help if it constructs an ethnic target group that might be non-existent in the real world?



Can milieu models help to develop ways of communication (e.g. via special media) or help reducing specific visiting barriers (e.g. language barriers) if the ethnic origin of a target group is unknown?



Is it useful to look at the topic from a marketing perspective only or must reflections concerning the field of Cultural Studies be taken into account?



How can results from this research field be integrated in a comprehensive marketing concept that also includes other `groups` of audiences (e.g. people with German origin, tourist)?

Perspectives on audience/visitor research

- In 2007 appr. 50,0 % of the German cultural institutions performed audience/visitor research at least once during the last 5 years → there are certainly more today.
- In 2009 only 2,3 % can give an approximate estimate of the number of migrants in the total number of their visitors.



Perspectives on audience/visitor research



How can cultural institutions evaluate their own situation / find out if there are people with immigration background within their audience?



Would it be possible to (simply) ask the audience if they have an immigration-background (e.g. via questionnaire)?



Would it lead to a very long questionnaire and therefor mean to too much effort for the audience?



Could it even be considered discriminatory? By whom?

Perspectives on audience/visitor research

German definition of `migration background` (German Office of Statistics, 2014):

`The population group with a migration background consists of all persons who have immigrated into the territory of today's Federal Republic of Germany after 1949, and of all foreigners born in Germany and all people born in Germany who have at least one parent who immigrated into the country or was born as a foreigner in Germany.'

Perspectives on audience/visitor research

Necessary questions to evaluate `migration background` (German definition):

1. What is your nationality/citizenship?

- German nationality/citizenship at birth
- German nationality/citizenship by naturalization
- Other nationality/citizenship: _____
- Dual nationality/citizenship: _____ & _____

2. If you immigrated to Germany, in which year: _____

+ the same questions for the mother and the father of the person!

References

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