

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

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

(Cultural manager, doctoral candidate at Ludwigsburg University of Education)

Introduction

Migrants as a target group for cultural institutions were recognized in Germany approx. 10 years ago¹:

- This 'group' seem to visit cultural offerings only infrequently, if at all.
- Cultural institutions try to develop appropriate marketing strategies and to implement concepts of so called 'intercultural openings.'
- There is still lack of profound (scientific) knowledge at present concerning how to do that.



The current state of scientific research offers two fundamental approaches, studies which:

- focus on information about people from different origins²
- reveal information about different social milieus irrespective of their national or ethnic origins³

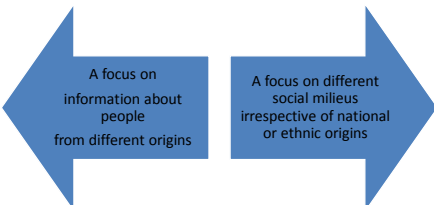


Figure 1. Two fundamental approaches (own illustration)



But which approach is more helpful?

Definition

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 Germany⁴

The SINUS Migrant-Milieu-Model[®]

The only study that reveals information on different life styles/social milieus of migrants in Germany⁵:

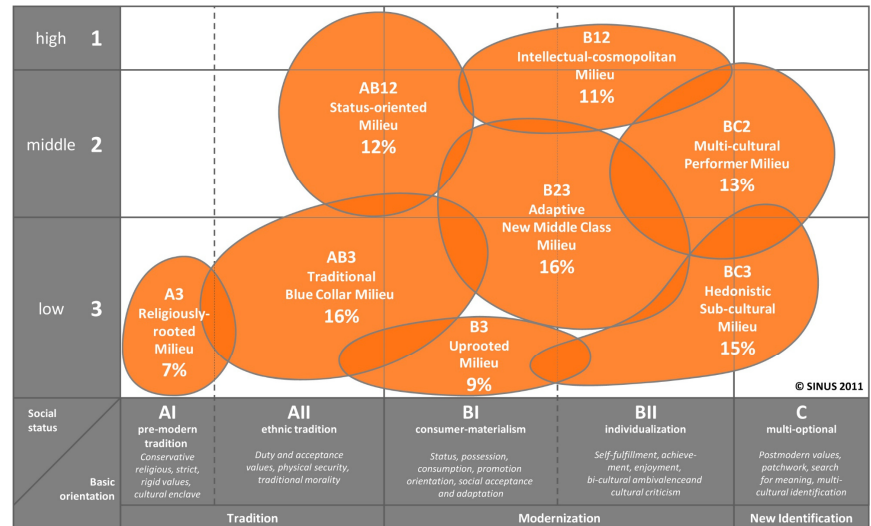


Figure 2. The SINUS-Migrant-Milieu Model[®] Germany

- The population with migration background is divided up into eight social milieus that are constructed within two dimensions: 'social status' and 'basic values'.



Does targeting with milieus work? Do we (also) need information on peoples origin?

Current Research Project

To answer that question a study must deal with the consuming behavior concerning cultural offerings, origin- AND milieu-related combined:

- Identification of people affiliated to the 'Intellectual-Cosmopolitan Milieu' (B12) that has multi-cultural attitude and diverse intellectual interests⁶
- 3 German cities: Berlin, Frankfurt, Stuttgart, people originating from countries of the former Soviet Union and Turkey



- 54 qualitative face-to-face interviews.
- Investigation of individual cultural consuming behavior, indications for specific visiting barriers for other milieus, perception of the thematic field

Discussion

- 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?
- 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?
- 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)?



Contact

Vera Allmanritter
info@allmanritter.de
www.allmanritter.de
+49 (0) 30/44706914

References

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3. SINUS, 2011. *Migration-Milieus in Germany*. Heidelberg
4. German Office of Statistics, 2014. *Persons with a migration background: Methodological notes* [online].
5. SINUS, 2011 (details see above).
6. Der Ministerpräsident des Landes Nordrhein-Westfalen, 2010. *Kult bis Kultur: Von Lebenswelt bis Lebensart. Ergebnisse der Repräsentativuntersuchung „Lebenswelten und Milieus der Menschen mit Migrationshintergrund in Deutschland und NRW“*. Disseldorf.