

A photograph of a man and a woman walking away from the camera on a paved street. The man on the left has a beard and wears sunglasses, a grey beanie, a blue and white checkered shirt under a long, textured grey coat, and light-colored trousers. The woman on the right wears a blue headscarf, sunglasses, a blue denim jacket over a light-colored top, and light-colored trousers. She carries a large, textured brown folder or book bag. They are walking past a white van and some trees.

# HIPSTER UNIQUE

“I was into that before it was cool.”

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## A STUDY OF A SUB-CULTURE'S CONSUMER BEHAVIOR - HIPSTERS

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# INTRODUCTION

When young Black iconoclastic musicians came in to the scene in the 1930's the term 'hip' and 'hep' started floating around in a bid to define them. Musicians with old but stylish clothes, playing at jazz clubs with no regard for rules and popular ideals soon became an attraction and thereafter the label hipster was used to delineate these societal rebels. Their clothes were ragged because they had no money for new clothes as they were focused on one track looking to grow their art and gain exposure.

"Hipness was about more than just a toaster. It was about expressing your uniquely marvellous self."

The hipster was this figure who refused to conform, who did everything his own way. It was more than style it was a way of life but a set of ideals that people emulated.

By the 70s, the term hipster transformed into the word hippie, then more or less disappeared during the 80s. The term came back in the late 1990s. But when it did, the people it referred to were completely different. Unlike their predecessors, the "white bohemians following black jazz musicians and riffing on their lives", the new breed of hipsters "seemed only to be referencing white stereotypes,"

## Mordern Hipsters

While the hipster of the '40s sought refuge from uncertain times among those of a similar class through the shared bond of musical interest and agreement on societal issues, most modern hipsters will rarely claim to be part of the group. The modern hipster is the focus of this paper and specifically the morden hipster in Montreal. They remain elitist and exclusive, shunning those who do not conform to the hipster view of nonconformity. These include common appearances and attitudes, such as listening to a certain type of music or choosing clothes that appear to be purchased from a thrift store. It is noteworthy that members of this modern group, unlike its predecessors, do not necessarily belong to the lower classes. They instead choose to act as though they do, regardless of their socioeconomic level, in order to maintain the grungy and haphazard image that, in reality, is purposeful and specific





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## **DEMOGRAPHICS**

Hipsters are about 25-40 years old

In Montreal they are from all kinds on ethnicities

Neighborhoods include Mile End, Village, Le Plateau and are soon taking over the Mile-Ex neighbourhood

They tend to be non politically biased, however if they should take a stand it would be anti government.

They are open minded and do not have any religion however they explore more eastern and oriental religions

# DEMOCRAPHICS

Hipsters tend to be well educated people unlike their predecessors, they study maths, graphic design, architecture, photography. They would have CEGEP level and even a Bachelors degree. They have careers in the arts, banking among others.

They tend to belong to the middle class and majority of them are still students who depend on their parents and work part time and tend to be in up coming bands and small hand made businesses.



# DEMOGRAPHICS

## Morgan

29 years old

She is an independent indie music artist and spoken word musician. She is a contributing writer for La Presse. She lives in Mile-End with her partner and they have a dog. She enjoys shopping at citizen vintage as well as Lowell. She likes to experiment with fashion and likes to be unique and fashion forward. She creates her own style and likes Pinterest and Instagram. She reads a book every two weeks.



# DEMOGRAPHICS

## Jean Luc

32 years old

He is single and sexually fluid. He lives in le plateau he is an established fiction writer with several best selling novels. He has speaking engagements every month and earns about \$5000 just to speak and makes money from his novels. He spends his time in small tea shops with his laptop writing and on the weekend he goes to listen to folk music at casa del popolo as he enjoys Kraft beer. He shops for his accessories at m0851 and frank and oak.



## **PSYCOGRAPHICS**

Hipsters strive  
for singularity,  
they want to be

# **UNIQUE**

in their choices  
and tend to  
move away from  
main stream  
activities.



A photograph of a man with a beard and mustache, wearing a black top hat and a white t-shirt under a brown apron. He is standing in a workshop filled with various tools, equipment, and materials. In the foreground, there are two red stools and a large metal drum. The background is a wall covered in shelves and hanging tools.

Hipster attitude is  
all about being  
different.

Sarcasm is their main style of humour.

# PSYCOGRAPHICS

They eat, Artisanal, organic, authentic, small-scale – these are all associated with hipster food choices.

## They are “MICRO-CONNOISSEURS”

– not of fine wines or expensive art, but of everyday items.

In foodie culture, for example, someone might know a lot about bread or coffee.

What this means is that people will pay super-normally high prices for things that appear to be super-normally special



# VALS

At their very essence Hipsters are

## EXPERIENCERS

Driven by self expression. are younger, enthusiastic, and impulsive consumers. As Experiencers they are always on the cusp of new things. The modern hipsters are early adapters to music, bands, coffee shops, bistro's, clubs and restaurants.. As consumers will seek variety and excitement, savoring the fresh, the "off-beat", and the risky. They like high end outdoor activities like kraft beer tasting, hot yoga. They are avid consumers and are willing to spend a high proportion of their income on fashion, entertainment, and socializing activities. Their buying behavior reflects an emphasis on looking good and having trendy things.

**However on the other end we have the striver, motivated by achievement and the need to look trendy and en vogue. That being said the striver end of the hipster are willing to save for the one or two hipster luxury item to add to their closet.**



# **Attitudes of Hipsters:**

## **Cognitive:**

They dislike everything that is considered mainstream.  
They like to be unique and on the cutting edge.

## **Affective:**

They dislike whenever their style is copied or commercialized. They like to have hangout spots and clubs that are unique to them and not well known by outsiders.

## **Behavioral:**

They choose to go away from the crowds and go the less well known bars. They choose to dress in a way that reflects their personality they enjoy taking care of themselves. Men invest in beard products and have metro sexual dispositions.

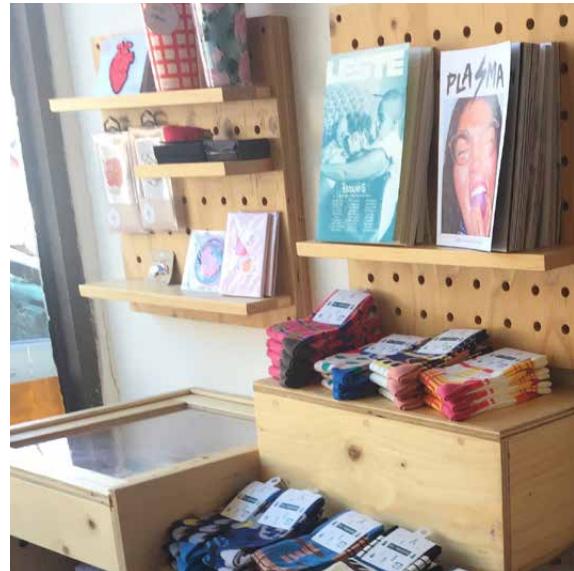


# AIO

## Activities

Hipsters are known to frequent small pubs with home made and kraft beers. In these pubs and bars indie bands can be heard playing or on a weekday there could even be an poet going on in an anti government spoken work piece.

They are also the larger client base for the pithy coffee and tea shops. They shop in vintage and antique shops but nowadays they shop at more mass shops for more "hipster" looking clothes are major retail stores



## Interests

Their interests tend to be away from anything "mainstream." They are early adopters to new trends and tend to create their own trends, which the rest of society follows soon after. As soon as an indie band becomes famous they soon leave it and find another nondescript to listen to.

## Opinions

The average hipster ignores the rules and creates their own rules. There is no standard set of hipster rules some can be vegan and others meat eaters. The general consensus would be, "be your own kind of beautiful." They are free to experiment and be free in all.

When it comes to social norms and morals, they tend to hold liberal views on romantic relationships and family structures (sexual permissiveness, flexible families) They aren't as fixated on marriage but tend have long term partners.

They support small businesses and they would shop at Frank and Oak and perhaps even Lowell. Their catch phrase would be, "I was into that before it was cool."

# SOCIAL CLASS

Hipsters are part of the middle-class and are therefore, strongly affected by any economic changes that present financial difficulty. When the economy declines their purchasing power will be affected and their spending will decrease as expenditure tightens, thus, influencing the total demand for the product concept and brand and moreover, pricing strategies.

According to Solomon Asch conformity experiment, the behaviour and expectations of others shape how we think and act on a daily basis. Because we tend to draw our norms from those around us.



# CONSUMER BEHAVIOUR

Some online shoppers only purchase high end retail brands. These customers will purchase these brands from various sellers, but only buy the very best and premium brand names, and also generally wish to purchase the latest and newest models of items. You will find that these customers are willing to spend a great deal of money in order to get top of the line items that are hot, fresh, and in style

The hipsters tend to be niche market consumers. They do not like shopping at mass markets. They prefer having the hand made soaps and well curated micro beers. They aim to spend their money on something that's as new and fresh as possible because they want to appear new and fresh themselves. They want to be ahead of everyone else and adopt something before it becomes cool among mainstream. They prefer in store shopping because they like one of a kind items that sometimes are antique or thrifted. Meaning it would be best to try it out physically and see if it fits and if the texture and fabric fit their specifications. Because after all they must look the part.



## NICHE MARKET

**Hipsters will try to buy from thrift or vintage stores, small and local businesses.**



**They will go for locally grown produce rather than the big business produce suppliers.**

# BRANDS + SHOPPING HABITS



## Groceries

Epicierie Loco  
L'épicerie mile-end  
Bio Terre  
Segals Market  
PA Nature  
Marche 3 piliers  
Vrac & Bocaux  
Boucherie Lawerence

## Clothes

Value vintage  
Citizen Vintage  
L'annexe  
Frank & Oak  
Lowell  
M0851  
Urban Outfitters

## Food and drink

Lola Rosa  
Aux vivres  
Robin des Bois  
Chuchai  
Cafe Olimpico  
Arts Cafe  
Le Cagibi  
Buvette Chez Simone

## Digital Media

Bumble  
Tinder  
Instagram  
Youtube  
Netflix  
Viceland

# BRANDS + SHOPPING HABITS



## Music

Mattheu Lippe  
Chromeo  
Half moon run  
A trak  
Arcade fire  
The deers

## Leisure

Orange theory fitness  
Yoga Chaud  
Casa del Polpolo  
Micro beers and craft beers  
Wine tasting  
Poetry and spoken words  
Jazz Bars

## Traditional Media

Magazines  
Hard copy books

## Transportation

Fixed Gear Bike  
Bixie in the summer  
Metro  
Few have cars out of choice





# **CONCLUSION**

**In conclusion the hipsters are less than likely to be influenced by others. As shown above they are early adapters thus they serve as the influencers. When they begun wearing fedora hats soon major outlets begun to stock them and the rest of the consumers caught on. And by the time other consumers have caught on it is more than likely that the hipsters are already at another trend/band etc.**