

Multicultural Consumer Attitudes

The Multicultural Marketing Equation Study (2008 Data)

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The 2006-2009 Florida State University/DMS Research Multicultural Marketing Research Program

This is a report in a series summarizing the data of the 2008 Multicultural Marketing Equation Study conducted by the Center for Hispanic Marketing Communication at Florida State University and DMS Research (an AOL LLC company). The Multicultural Marketing Equation Study was first conducted in 2006.

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Executive Summary

In the Spring of 2008, The Center for Hispanic Marketing Communication at Florida State University and DMS Research conducted a third online Multicultural Marketing Equation Study with approximately 2500 respondents, divided almost equally among five cultural groups: Non-Hispanic Whites (NHW), African Americans (AA), Asians (A), Hispanics who completed the questionnaire in English (HE), and Hispanics who completed the questionnaire in Spanish (HS). This 2008 research was similar to the 2007 study in allowing Hispanics who preferred to respond in Spanish to contribute their opinions on Spanish language instrument. The purpose of the study was to shed further light on whether a multicultural marketing approach in common and directed to all groups vs. a culture specific approach directed to each of these groups is most effective. Understanding the behaviors and attitudinal dispositions of these diverse groups can help determine the value of a general or a culture specific approach. The reports in this series are geared to build a body of knowledge that helps marketers, and anyone interested in reaching out to culturally diverse audiences, to better understand the nuances of a complex and culturally diverse society.

The data in this report includes 39 attitudes and multiple demographics to provide a sense of how members of different cultural groups feel about select aspects of life and commerce. The list of specific attitude items is in the section dealing with overall trends below.

The data revealed a six factor structure that resulted in six factor score coefficient weighted indexes:

Network Oriented or an inclination to use social media and being sociable

Gay Favorable or a positive predisposition to GLT issues and people

Sports Oriented or a favorable disposition towards sports

Brand Lifestyle or strong positive feelings about brands

Social Cultural Sensitive or empathy and openness to other cultures

Marriage Oriented or strong feelings about the importance of marriage

The results indicate that Hispanics who answered the online questionnaire in Spanish (HS) are more likely than anyone else to be Network Oriented, and interestingly, that Non Hispanic Whites (NHW) are least likely to be Network Oriented. Hispanics who answered the questionnaire in English (HE) and Asians (A) are most likely to be Gay Favorable, while HS were most negative. Also HE and A are most Sports Oriented, while NHW are least sports involved. Brand Lifestyle is more prevalent among African Americans (AA) and least among HS. The most Socio Culturally Sensitive are HS, while the least are NHW. A are the most Marriage Oriented while HS and AA are the least.

Alternative explanations were explored with the data, by looking at gender and age groups, and conclusions and implications were derived for marketing to these diverse groups. These findings highlight the importance of considering attitudinal orientations when positioning products and services in these diverse cultural communities. The results make it evident that not all members of the different major cultures in the US can be reached with homogeneous messages and ideas.

Overall Trends

Factor Structure

The thirty nine items were submitted to a principal components factor analytic routine and were Varimax rotated with Kaiser normalization. After exploring several solutions and conducting a Scree test, a six factor solution seemed to be the one that had the highest degree of face validity.

Factor Analysis of Attitudes	Network Oriented	Gay Favorable	Sports Oriented	Brand Lifestyle	Social Cultural Sensitive	Marriage Oriented
I mostly enjoy watching shows that feature lifestyles like mine	0.37	-0.11	-0.02	0.45	0.20	0.09
I feel i have a lot in common with people from different cultures	0.20	0.27	0.14	0.16	0.39	0.01
I enjoy seeing ads in other languages on English language tv	0.52	0.15	0.18	0.04	0.28	0.02
Store brands or generic products have the same quality as brand name products	0.03	0.16	0.01	-0.09	0.20	0.60
The brands i buy reflect how i think of myself	0.13	0.03	0.10	0.69	0.05	0.06
If i have to choose, i choose success over family	0.48	0.05	0.07	0.05	-0.13	0.17
I prefer to make my purchases online than at stores	0.08	0.15	0.18	0.37	-0.18	0.11
I admire ads that feature cultural diversity	0.28	0.26	0.06	0.16	0.56	-0.14
I feel that ads that feature people from my culture are more relevant to me	0.38	-0.08	0.07	0.43	0.16	0.11
If the store i am shopping at does not have my favorite brand, I would go to a different store to find it	-0.06	0.02	0.14	0.54	0.20	-0.15
There is nothing more important for young people than getting a good education	-0.13	0.02	0.03	0.05	0.54	0.13
What i buy reflects my aspirations in life	0.28	0.00	0.06	0.59	0.11	0.09
Respecting my elders is one of my most important values in life	0.04	-0.15	0.02	0.08	0.63	0.03
I believe that marriage is forever	0.02	-0.23	0.07	0.05	0.23	0.47
It is important that children be raised in a two-parent heterosexual household	0.17	-0.60	0.07	0.09	0.16	0.34
A person can only be complete by being married	0.33	-0.20	0.13	0.06	-0.10	0.52
The quality of the brand strongly influences my purchase decisions	-0.14	0.09	0.09	0.67	0.16	-0.05
Value and price are most important to me when buying products	-0.09	0.07	-0.07	0.20	0.39	0.30
I realize that ads strongly influence what i buy	0.36	-0.01	0.18	0.49	0.03	0.08
I feel that the media represents gay/lesbian issues accurately	0.10	0.13	0.14	0.27	-0.19	0.41
Companies should make efforts to advertise to gays/lesbians as a distinct group	0.28	0.60	0.06	0.12	-0.04	0.13
I am open to seeing more television ads with homosexuals	0.15	0.85	0.04	0.05	-0.01	0.01
Seeing an ad with homosexuals in it makes me lose interest in the product being advertised	0.06	-0.56	0.14	0.19	-0.13	0.30
It is fine with me if sports media carry ads directed to homosexuals	0.09	0.85	0.06	0.07	0.04	0.06
It is fine with me if fashion media carry ads directed to homosexuals	0.07	0.87	0.04	0.09	0.03	0.07
I use social networking sites to express myself	0.72	0.16	0.10	0.11	-0.01	-0.01

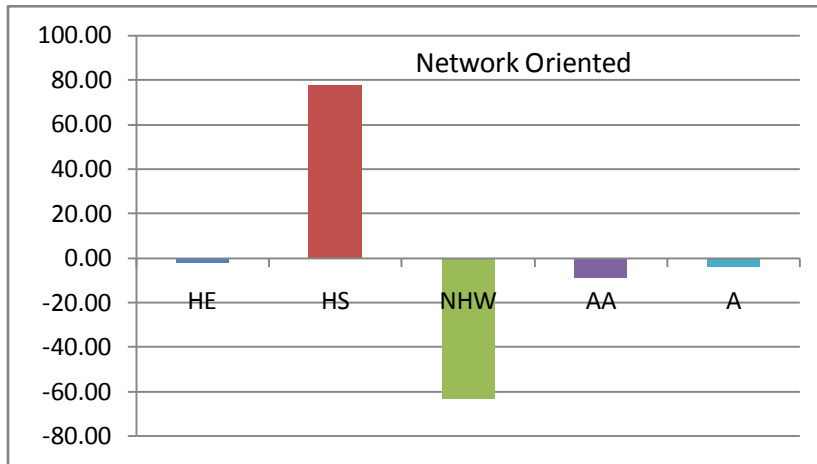
I go to social networking sites to meet people	0.71	0.10	0.12	0.07	-0.04	-0.03
I use social networking sites to market myself	0.64	0.11	0.18	0.16	-0.19	0.12
I use social networking sites to stay connected to my culture	0.78	-0.03	0.12	0.07	0.16	-0.05
I feel very passionately about sports	0.12	-0.03	0.84	0.08	0.08	0.02
I definitely prefer attending live sports events rather than watching them in the media	0.12	0.07	0.60	0.13	0.09	-0.01
I feel my favorites sports teams are a reflection of myself	0.27	0.01	0.64	0.25	-0.02	0.14
I wish sporting events had theme nights celebrating my culture	0.57	0.03	0.35	0.08	0.24	0.06
I enjoy participating in fantasy sports teams online	0.37	0.05	0.56	0.06	-0.15	0.16
My favorite athletes influence the products i buy	0.46	0.01	0.52	0.27	-0.11	0.17
If an athlete of my same culture/ethnicity endorses a product i am more likely to buy it	0.52	-0.01	0.35	0.30	0.00	0.15
The music played in ads strongly influences my interest in the advertised product	0.36	0.06	0.22	0.46	-0.04	0.12
I use the internet to keep up with my sports teams	0.13	0.02	0.82	0.13	0.09	-0.01
I feel it is just fine for professional sports teams to feature an openly gay star	0.03	0.82	0.07	0.04	0.09	0.02

The names provided to each factor attempt to reflect the majority of the items that are highly correlated with each of the factors. Nevertheless, the names are by necessity somewhat arbitrary. Indexes were created by weighting each of the 39 attitudes by their factor score coefficient, thus each of the six indexes more strongly represents those attitudes that had a stronger weight.

To interpret the results the reader should be aware that the indexes created have a mean of zero and a standard deviation of one because they were all standardized in the process of index creation. To facilitate the reading of the results each index was multiplied by 100. Thus, a score of 100 is equivalent to a standard deviation of one (1) from the mean.

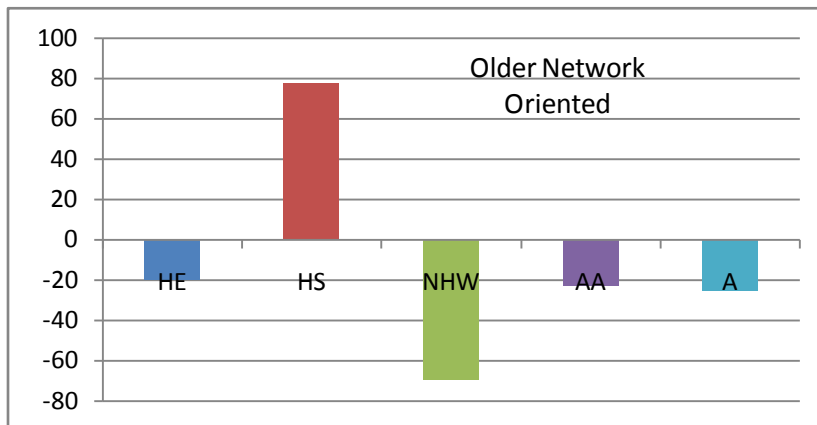
Attitudes by Cultural Group

An analysis of variance was conducted to determine the differences between means across cultural groups. The results are presented as overall trends and broken down by gender and by younger and older individuals, as gender and age are likely to be the variables that can alternatively explain the findings. The split of younger and older was done at the median of 42.5, thus resulting in two age segments of the same size. The tests of statistical significance and post-hoc comparisons of groups are found in the Appendix.

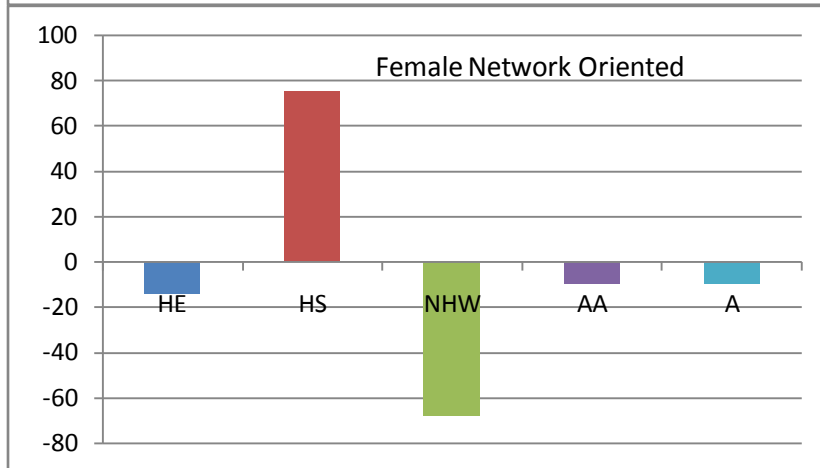
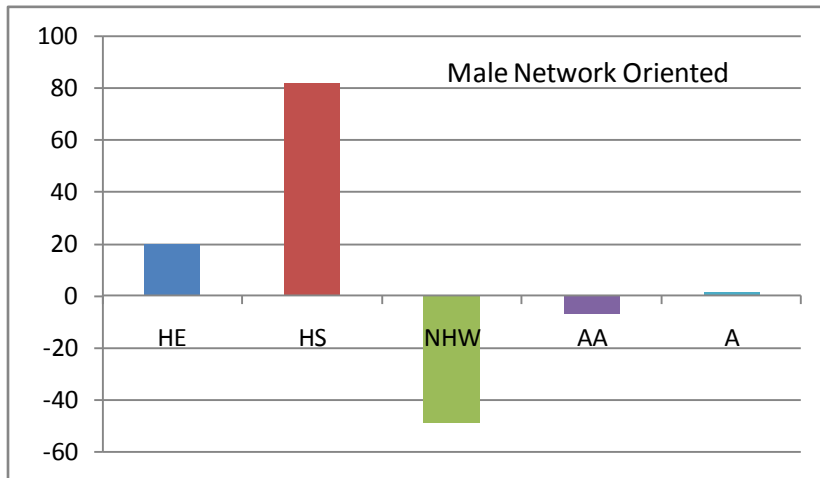
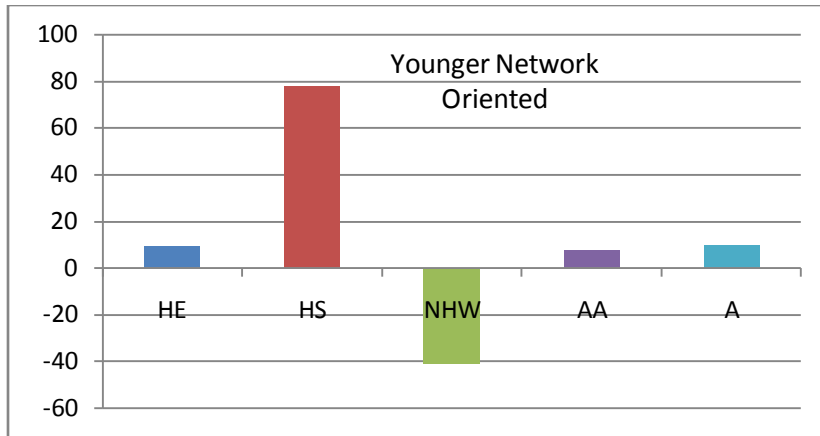


Network Oriented

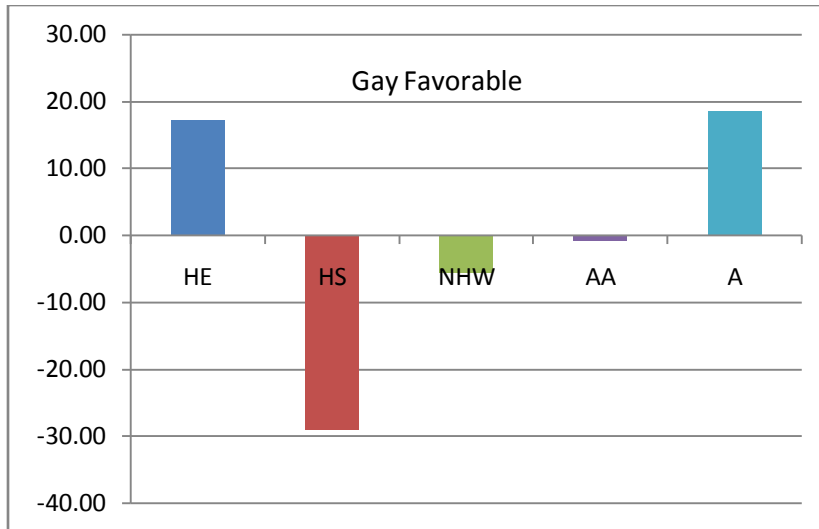
As the reader can see Hispanics who responded in Spanish (HS) are the most likely to be social network oriented. Surprisingly Non-Hispanic Whites are the least social network oriented. This contrast epitomizes the collectivistic archetype of Hispanic traditional culture and the more individualistic orientation of the Anglo Saxon tradition. The rest of the cultural groups did not deviate substantially from the mean.



When separating younger and older individuals (split at the median) the pattern remained relatively unchanged. Older HE, NHW, AA, and A were found to be somewhat less network oriented than their younger counterparts. This slight tendency is understandable. What is surprising is that younger and older HS are so much more into networking than anyone else.

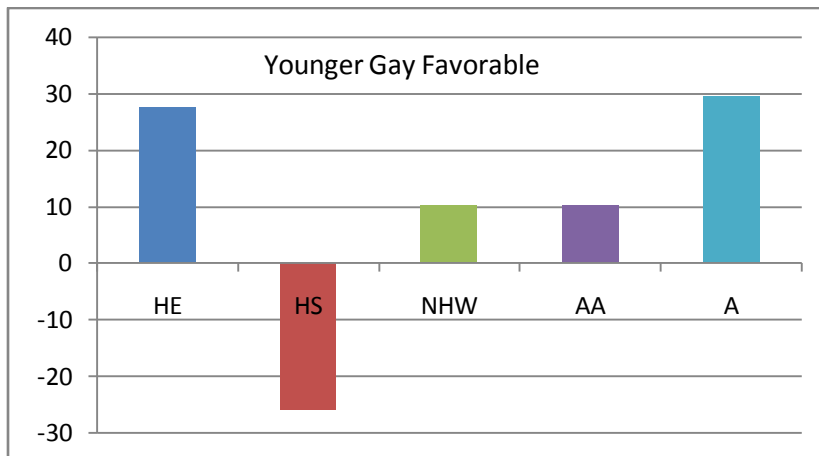


The breakdown of the results by males and females resulted in a parallel set of results. With the only noteworthy, but minor, difference that HE males are somewhat more into networking than HE females.

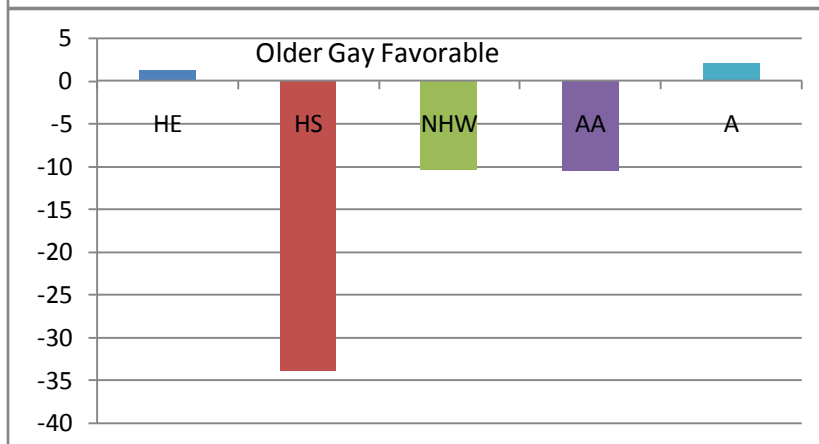


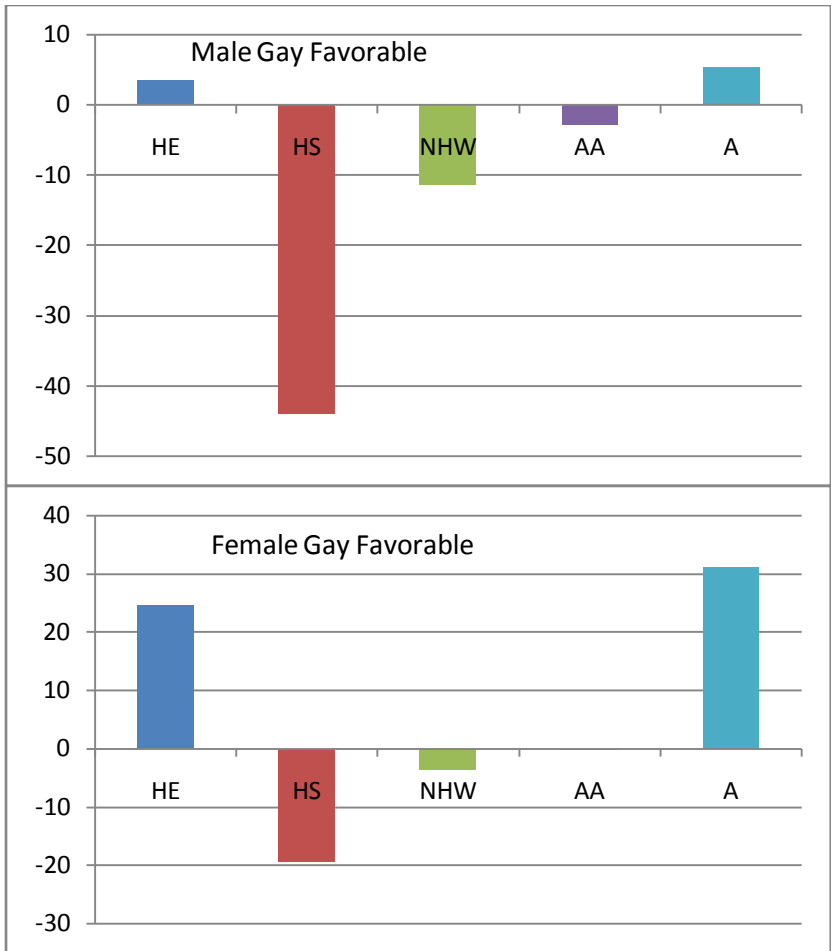
Gay Favorable

The chart below shows that HS tend to be particularly negative towards gay related issues, perhaps because of their more conservative perspective. It is interesting that HE and A are more favorable than others regarding gay issues. The contrasts are hard to explain except that in most of the findings in this line of research it has been found that HE and A are similar in their innovativeness and openness to gays.

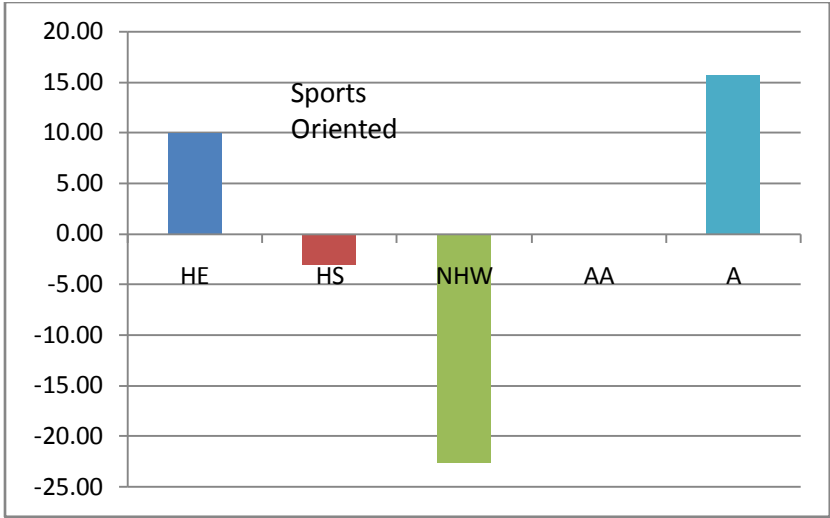


Age does seem to account for some of these attitudinal differences, as the breakdown into younger and older subgroups indicates below. In general negative attitudes towards gay related issues are accentuated with age across the board. This is somewhat self explanatory as age tends to be correlated with conservatism.



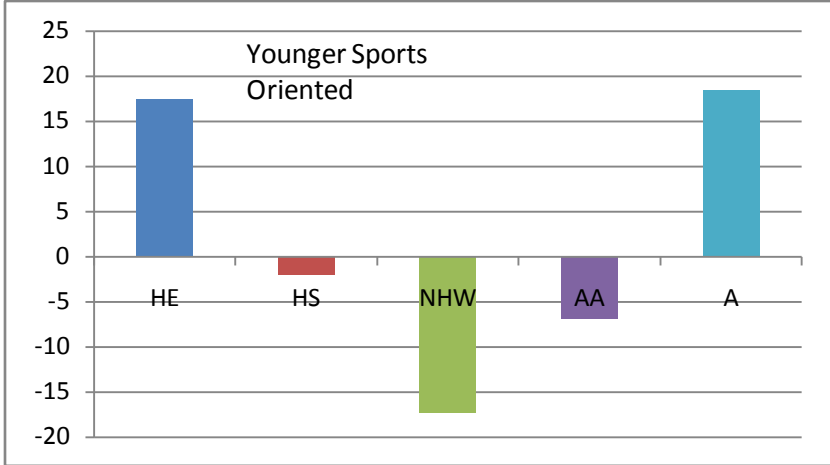


Gender also accounts for some of the observed differences. Generally women are more likely to be accepting of gay issues and messages than males. Overall older males seem to be more uncomfortable with gay related communications and portrayals. Also HS persist in their less positive attitude towards gay issues regardless of breakdown.

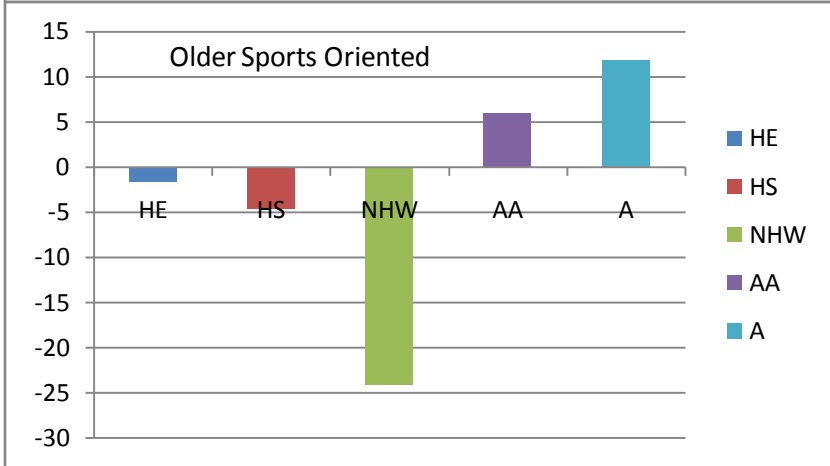


Sports Oriented

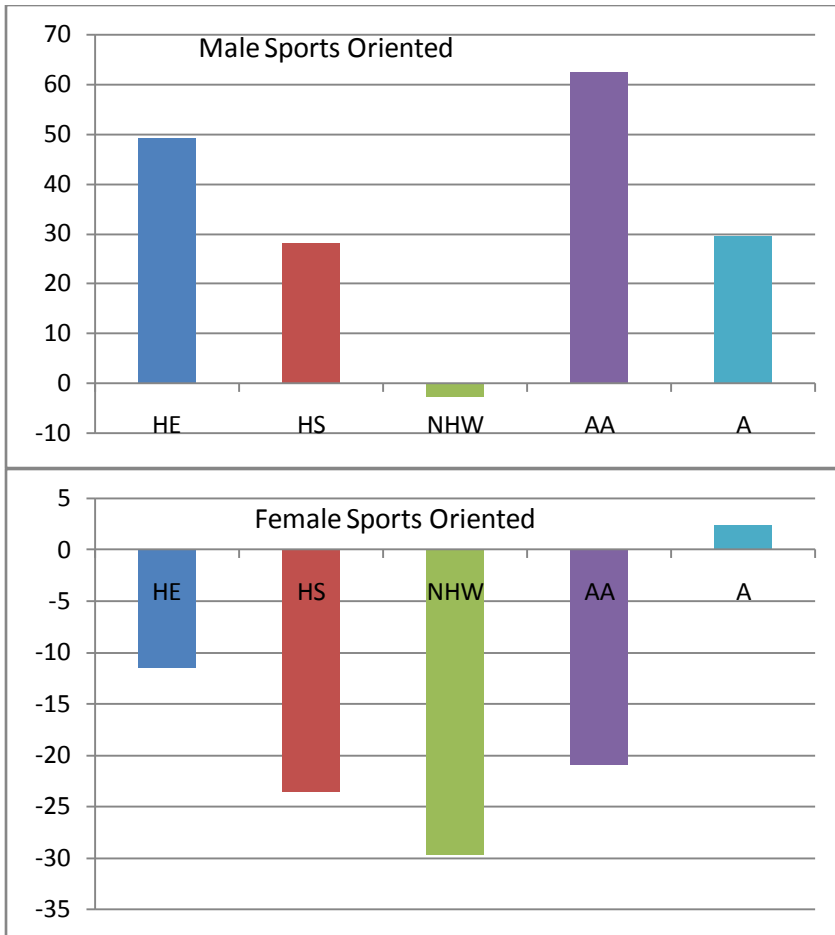
The most notable difference across groups is that NHW are particularly negative towards Sports related issues, and that HE and A are somewhat more positive compared to others.



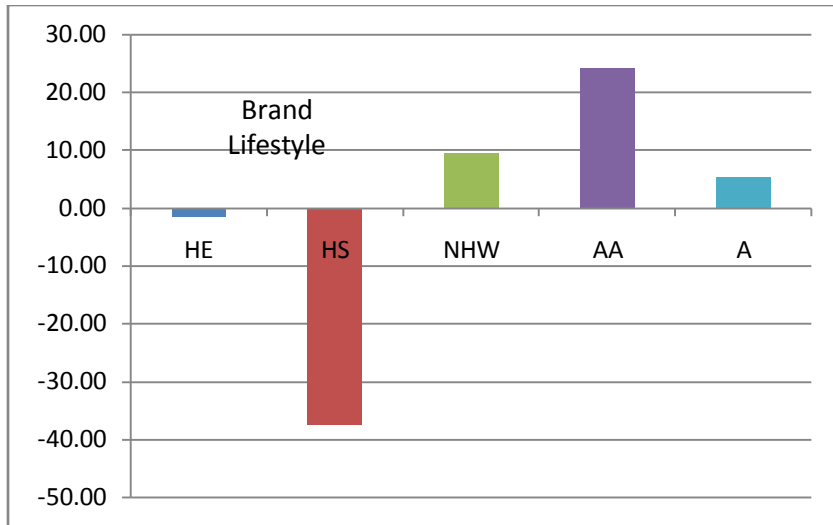
Generally, older individuals are somewhat less positive towards sports than younger individuals. The only exception is for AA with older individuals appearing to be more positive than younger. This is a trend which merits attention for potential health issues among less-sport oriented youth.



- HE
- HS
- NHW
- AA
- A

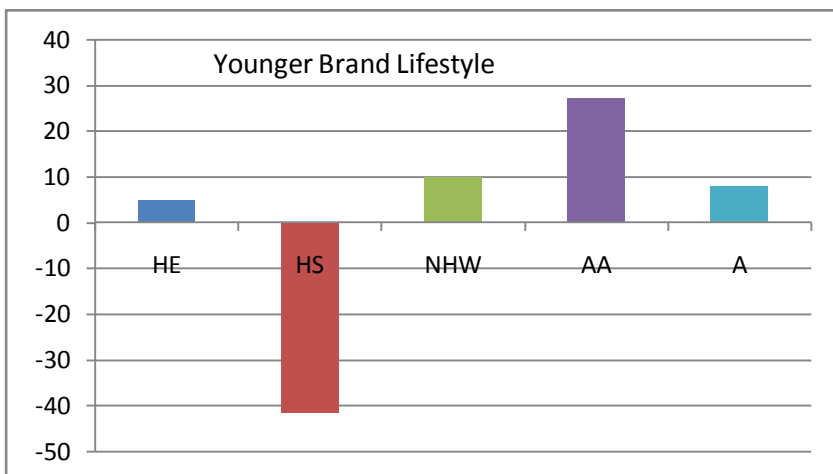


Females are generally less positive towards sports than males. Interestingly NHW females remain the least interested in Sports and AA males stand in sharp contrast to females in this attitude group. The orientation of females to be less sports oriented seems problematic in modern society as both men and women benefit from the physical activity that sports represent. This particular finding is important for marketers, and also for educators and policy makers. Improving women's attitude towards sports should be a priority.

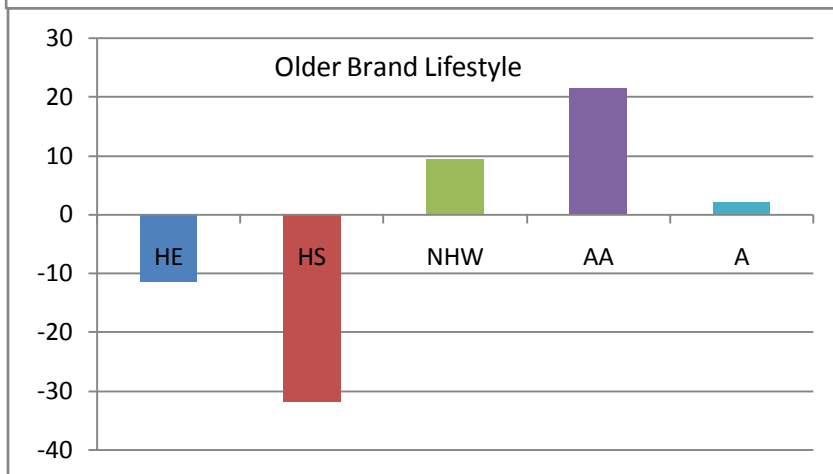


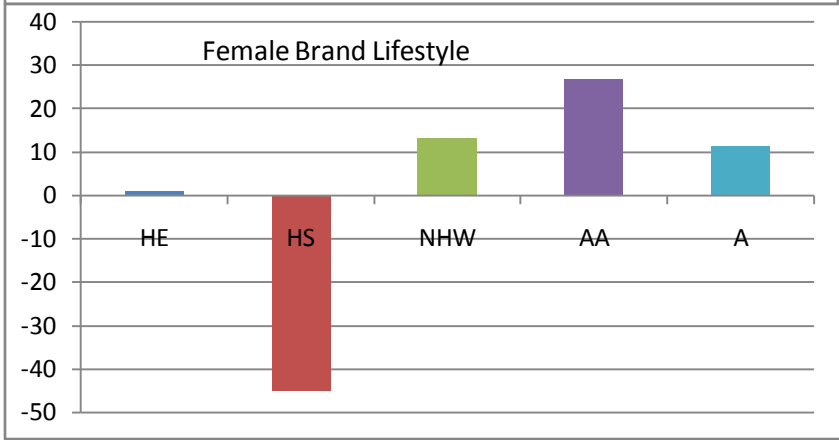
Brand Lifestyle

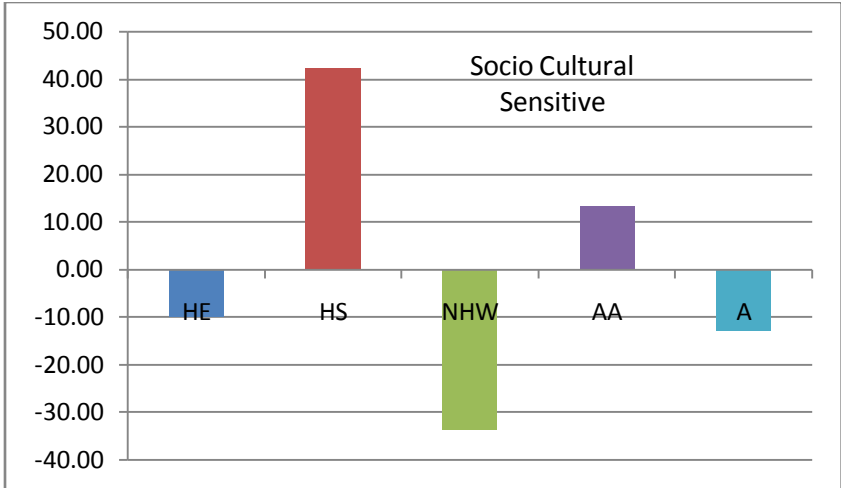
A strong orientation towards the importance of brands is found among AA, and least among HS. This is a counterintuitive finding because generally Hispanics have been believed to have a very strong relationship with brands, in particular HS. Brands are used as a proxy for quality assurance and a sense of reliability. These findings are striking in emphasizing differential perspectives. Clearly, this is not just an attitude towards brands but a stronger sense of engagement with them.



Neither age nor gender seem to alter the pattern of the findings in a substantive way. Except that HE, NHW, AA, and A women do seem to be more brand oriented than their male counterparts in general. HE younger individuals also seem to be somewhat more brand oriented than the older.

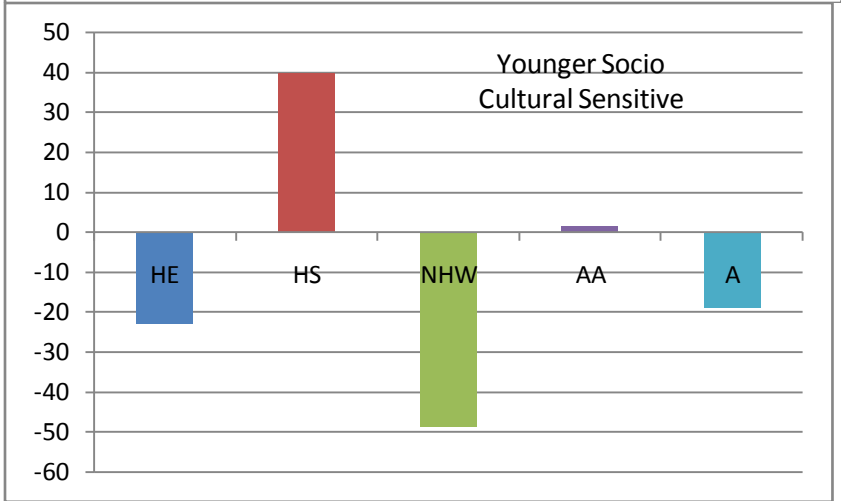




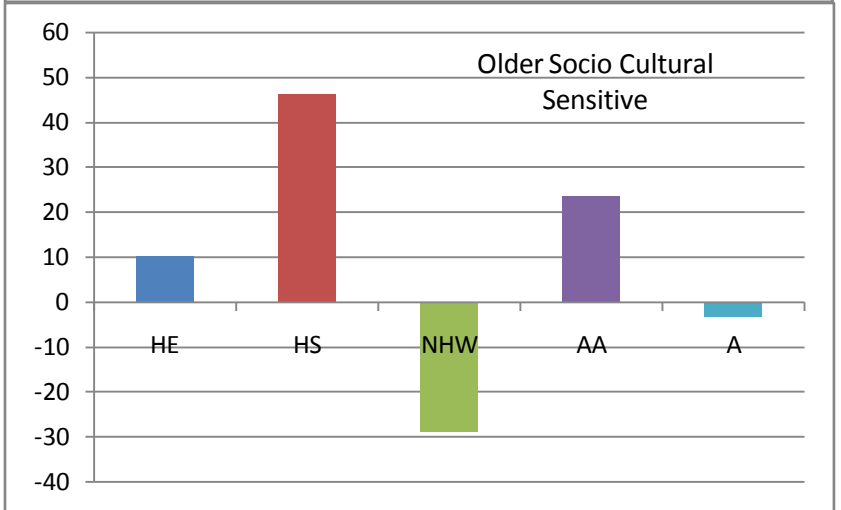


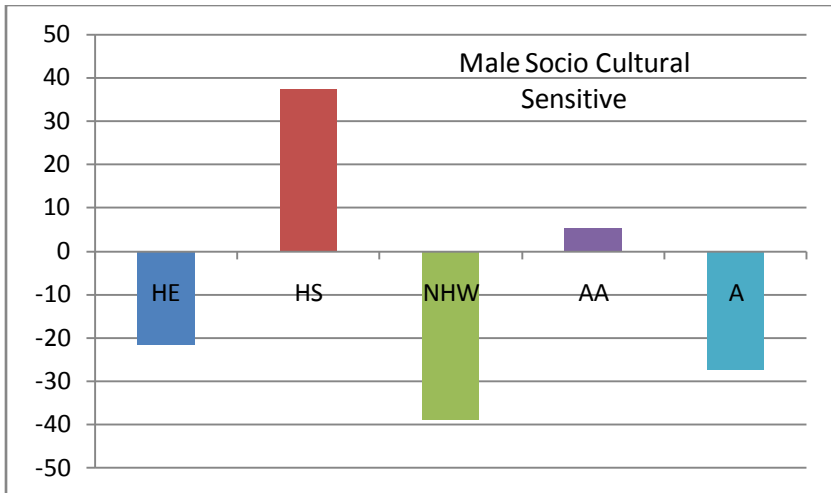
Socio Cultural Sensitive

Hispanics who responded in Spanish are more likely to be have a culturally and socially oriented perspective. This is to a larger degree than all other cultural groups, with the notable contrast with NHW who are quite negative on this attitudinal dimension.

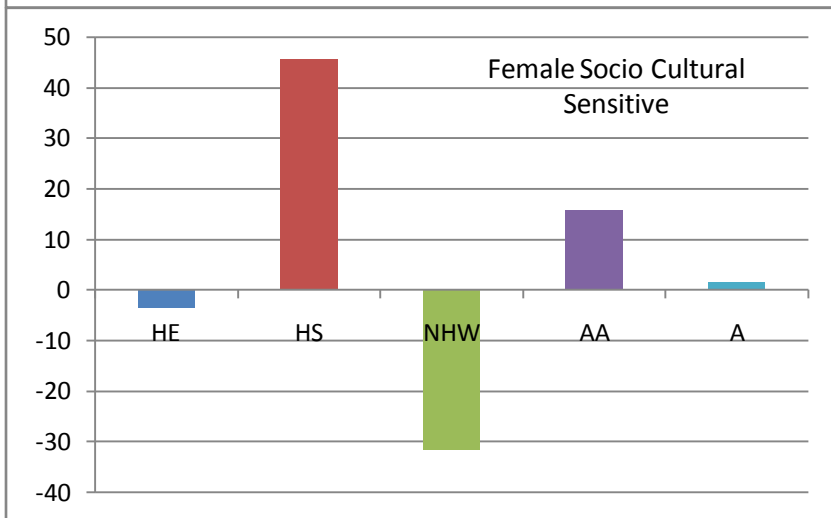


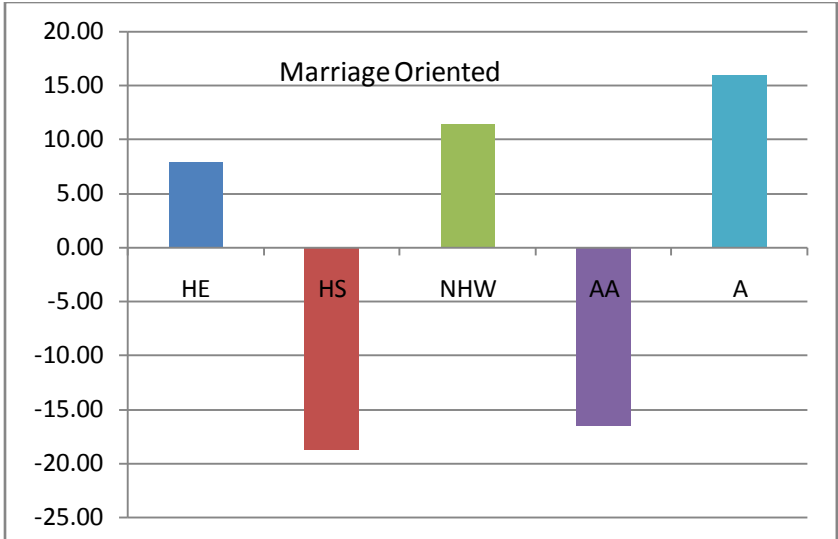
Age does not seem to strongly differentiate these cultural groups to a large extent, but older HE and AA are more culturally sensitive than their younger peers.





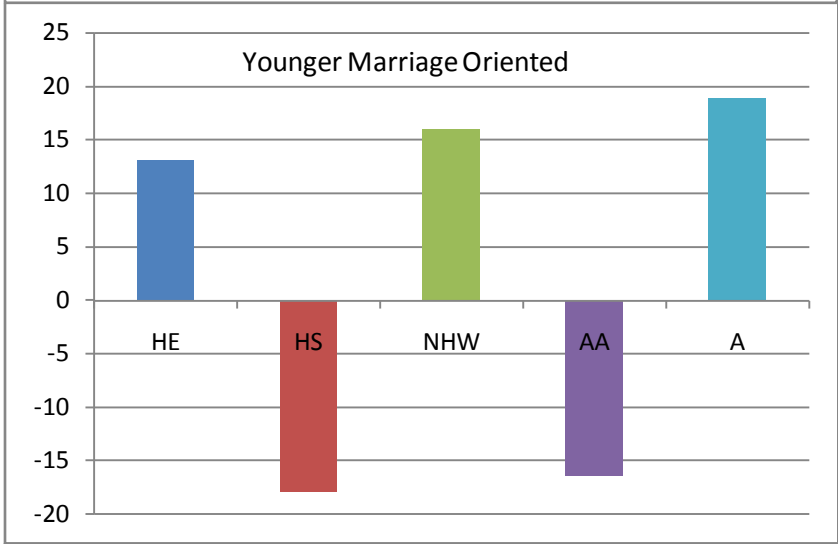
Gender does not seem to affect the pattern of findings to any large extent except that women, as expected appear to be somewhat more sensitive to these issues





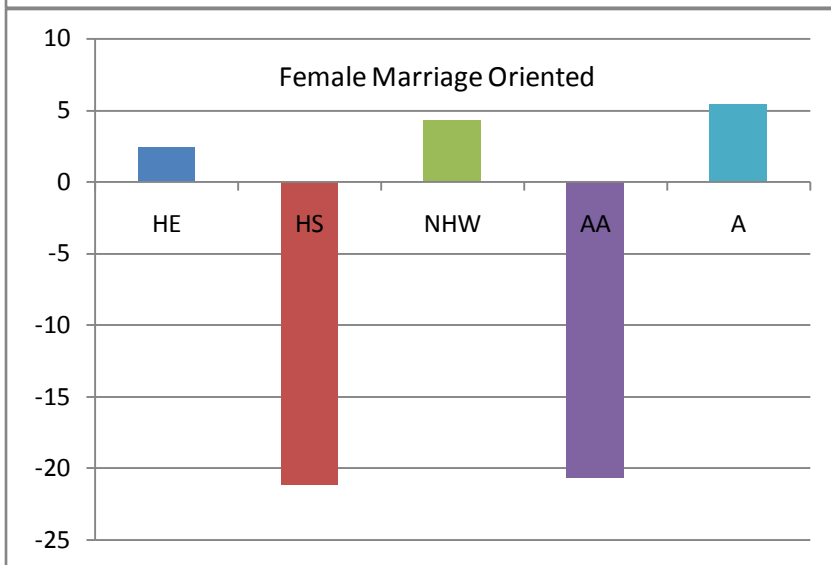
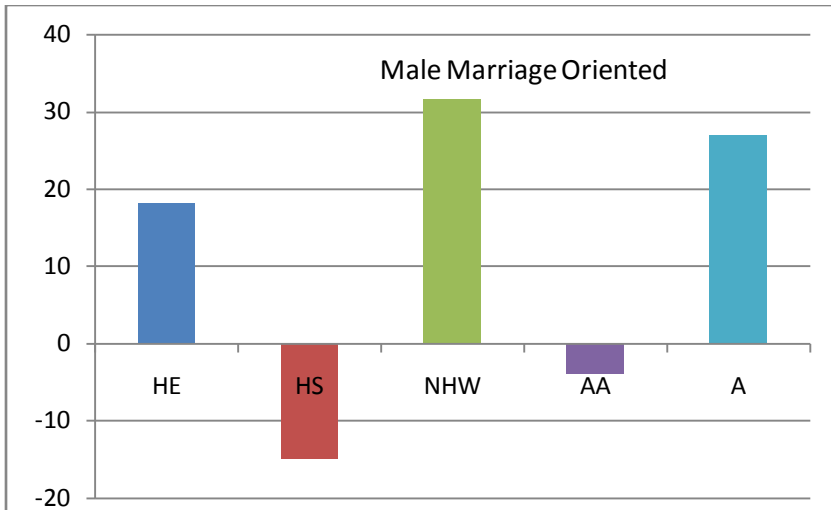
Marriage Oriented

This group of attitudes is heavily weighted by positive and somewhat radical attitudes towards marriage. Here is where the pattern of findings becomes quite different. HS and AA are less likely to endorse these attitudes than the rest of the cultural groups.



While the pattern persists across younger and older respondents. It is interesting to see that HE become somewhat more similar to HS in their older ages.





Gender shows some striking differences. Males appear to be more radically oriented to marriage than females. Perhaps they feel they have to be more vocal about it. Females, however, appear to be more casual about it and seem to indicate that they do not have to be married to be complete. Historically and socially AA have experienced high rates of female lead households. Hispanics have experienced also some of the same phenomenon plus a trend towards living together as opposed to being married. These trends may help explain these cultural patterns.

Conclusions and Recommendations

This report had the goal of highlighting attitudinal similarities and differences among major cultural groups in the United States. This is of high importance to marketers because it has been a typical concern to decide whether one message can reach different cultural audiences or if they should target each cultural audience with unique and distinct messages. The answer suggested here is that different approaches by culture appear to be warranted.

The strong propensity of Hispanics who prefer Spanish (HS) to be network and social media network oriented, in sharp contrast with Non-Hispanic Whites (NHW), suggests that social media marketing is likely to fare best with HS and with other culturally diverse groups. NHW regardless of age and gender are less interested in this social orientation.

While attitudes towards Gays and Gay issues have been improving in our society Hispanics who prefer English (HE) and Asians (A) are more open than others, at least as represented by online individuals. Older age does seem to negatively influence attitudes towards Gays, and females are more accepting. Perhaps because of traditionalism HS are least favorable. Clearly, this set of findings should influence marketers' approaches.

HE and A are most likely to have a strong positive orientation towards sports than anyone else, and in sharp contrast with NHW. That females are particularly less sports oriented is of great importance to marketers, teachers, parents, and policy makers. A strong sports orientation is likely to make for a healthier female population. In addition, younger A individuals tend to have a stronger orientation to sports than older, suggesting potential health issues among A youth.

Identifying with brands and making them part of one's life is strongest among African Americans (AA) and that matches findings of parallel studies, including those of Yankelovich (The Futures Company). It is still surprising that at this level of intimacy with brands HS fall shorter than expected. Typically, Hispanics who prefer Spanish have been found to be strongly brand oriented. These findings may not be contradictory in that the level of brand engagement in the questions asked is stronger than simple brand loyalty. This can be of interest to marketers in general in order to refine strategies and have a better understanding of consumer dedication to brands.

Being positively oriented towards cultural and social issues is strongest among HS and lowest among NHW. This is perhaps not surprising but concerning, and also useful to know. Age and gender does not seem to alter this pattern to a large extent. If NHW are more likely to be bothered by showing cultural manifestations in ads marketers need to be aware of these sensitivities. But also they need to know that there are cultural groups that welcome this type of messaging.

A strong marriage orientation exists among A, NHW, and HE, but not as strong among HS and AA, and this generally holds regardless of age group and gender. It is perhaps the history of these groups that explains this avocation. The key is that strong feelings about marriage are not universally held.

This study is useful in highlighting that differences do exist in the attitudes of Hispanics who prefer English, Hispanics who prefer Spanish, Non-Hispanic Whites, African Americans, and Asians. These

differences persist even when controlling for age and gender. Marketers are encouraged to seek the guidance of empirical research and cultural ad agencies and consultants that can help design better messages targeting these different groups.

Methodological Note

Online Interviewing Method –

In 2008, sample sources were expanded to accommodate new sample requirements which included a segment of respondents that would answer the questionnaire in Spanish in addition to Hispanics that would answer the questionnaire in English.

Therefore, for the sample of those answering in English, respondents were originally sampled via the Opinion Place online "river" methodology. This method has also been referred to as "RDD for the web" as it uses broadcast promotional intercepts to generate a flow of respondents to the Opinion Place site. Respondents are screened and assigned to surveys in real-time, and are not considered registered panelists since most do not return to the site for ongoing survey participation.

For the sample of those answering in Spanish, respondents were invited from Tu Opinión Latina, a bilingual online Hispanic panel.

For the overall study, given the quota requirements, a random sample of respondents was selected based on their demographic characteristics and invited to participate in this special survey opportunity via a custom email invitation using the Opinion Place online "river" methodology. Respondents completed the survey by clicking on a link in the email invitation, which connected them with the online questionnaire.

Additional details:

- Fieldwork was executed from March 11 - 23, 2008.
- Respondents were required to be 18 years old or older.
- The actual number of completes per quota group is as follows:
 - n=504 Non-Hispanic Whites
 - n=508 Hispanic (English version)
 - n=507 Hispanic (Spanish version)
 - n=508 African Americans
 - n=501 Asians
- Each respondent received a small incentive for completing the survey.

	English Speaking Segment	Spanish Speaking Segment
Average survey length	20	28
Response rate	20%	27%
Completion rate	75%	71%

Appendix

Duncan Post Hoc Tests of Statistical Significance for Overall Differences Between Cultural Groups

Network Oriented

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05		
	1	2	3	1
NHW	504	-.6302003		
AA	508		-.0880732	
A	501		-.0418030	
HE	508		-.0221977	
HS	507			.7782680
Sig.		1.000	.272	1.000

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Gay Favorable

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05		
	1	2	3	1
HS	507	-.2909713		
NHW	504		-.0555855	
AA	508		-.0081443	
HE	508			.1717653
A	501			.1844671
Sig.		1.000	.444	.838

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sports Oriented

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05			
	1	2	3	4	1
NHW	504	-.2255050			
HS	507		-.0303749		
AA	508		-.0005929	-.0005929	
HE	508			.0992752	.0992752
A	501				.1575329
Sig.		1.000	.633	.110	.351

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Brand Lifestyle

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05		
	1	2	3	1
HE	507	-.3755031		
HS	508		-.0151846	
A	501		.0548573	
NHW	504		.0952304	
AA	508			.2413666
Sig.		1.000	.090	1.000

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Social Cultural Sensitive

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05			
	1	2	3	4	1
NHW	504	-.3354488			
A	501		-.1263540		
HE	508		-.0978180		
AA	508			.1323200	
HS	507				.4237525
Sig.		1.000	.639	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Marriage Oriented

Duncan

QTYPE. Holds Quota Type	N	Subset for alpha = .05	
	1	2	1
HS	507	-.1867616	
AA	508		-.1647575
HE	508		.0791750
NHW	504		.1148406
A	501		.1602483
Sig.		.724	.222

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 505.585.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.