

# **HISPANIC MARKETING: AN ANNOTATED BIBLIOGRAPHY - (1978-2005)**

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**Key problem/Issue:**

A systemic evaluation of Hispanic Marketing that analyzes management issues raised by the marketers themselves. This article discusses potential motivating factors for engaging in Hispanic target marketing or for desisting from it.

**Methodology:**

The sample for this study was drawn from consumer packaged goods marketers in food, alcoholic and nonalcoholic beverages, personal care, and household products categories in which Hispanic media advertising had been reported by at least one of several sources.

**Results/Findings:**

The most highly rated reasons for engaging in Hispanic marketing were those related to market size, growth, and distinctiveness or segment appeal of the product. Clearly, market and competitive-related benefits were of greatest salience to firms choosing to target Hispanics.

**Observations**

This article undertakes what is, to the author's knowledge, the first attempt ever to systematically analyze management issues raised by the marketers themselves.

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[Appiah, O. \(2001\). Black, White, Hispanic, and Asian American Adolescents' Response to Culturally Embedded Ads. \*The Howard Journal of Communication\*, 12, 29-48.](#)

**Key problem/Issue:**

The researcher digitally manipulated the race of characters in ads and the number of race-specific cultural cues in the ads while maintaining all other visual features of these ads. It was expected that characters' race and cultural embeddedness of ads would affect Black adolescents' psychological response to ads.

**Methodology:**

The experiment employed a 2 (characters' race: Black or White) by 2 (cultural embeddedness: low or high) between-subjects design to test the hypotheses for each racial/ethnic group (Black, White, Hispanic and Asian American). The four dependent variables were: 1) perceived similarity to characters; 2) identification with characters; 3) belief ads intended for them; and 4) overall rating of ads. Three hundred forty nine high school students participated in the experiment.

**Results/Findings:**

Contrary to predictions, the findings suggest that the level of cultural embeddedness has a stronger influence on White adolescents' response to product ads than on Black adolescents' response to ads.

**Observations**

This study contributed to the field of advertising research by demonstrating the usefulness of an innovative technique that used the latest technology to alter the race of the model and the number of race-specific cultural cues in each experimental ad.

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[Ardila, A. \(2005\), "Spanglish: An Anglicized Spanish Dialect", \*Journal of Behavioral Sciences\*, 27, 60-81.](#)

**Key problem/Issue:**

The blend between Spanish and English found in Hispanic or Latino communities in the United States is usually known as "Spanglish". It is suggested that Spanglish represents the most important contemporary linguistic phenomenon in the United States that has barely been approached from a linguistic point of view.

**Theoretical review:**

Two types of phenomena are proposed: superficial, including borrowing and code-switching; and deep, including lexical-semantic, grammatical, and the "equalization to English" phenomenon. An analysis of both superficial and deep Spanglish phenomena is presented.

**Results/Findings:**

It is suggested that the future of Spanglish depends on two factors: (1) the number of Spanish-speaking immigrants to the United States, and (2) U.S. policies concerning bilingualism. Three different scenarios can be conjectured for the future of Spanglish: (1) it will disappear, (2) it will continue growing and eventually receive the status of a language, or (3) it will continue growing as a non-recognized Spanish dialect. Most likely, Spanglish will continue growing as a non-recognized anglicized Spanish dialect.

**Observations**

This theoretical review from Ardila (2005) of the Spanglish concept gives a deep understanding of this current and relevant phenomenon in the Hispanic community. It also contains a variety of interesting examples of the types of code-switching.

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[Black, G. \(2004\). The Impact of the English Language on Cross-Cultural Consumer Research in Asia and Latin America. \*Asian Pacific of Marketing and Logistics\*, 16, 3-35.](#)

**Key problem/Issue:**

This article reports findings from a study conducted using respondents from three different cultures: traditional Americans, Hispanics, and Taiwanese in order to assess the reliability of measures assessing 29 consumer constructs used in various studies reported in major marketing journals. In general, these measurements were designed for use with a traditional American sample and were not reported to have been used with other cultural samples.

**Methodology:**

Data were obtained from 108 student subjects enrolled in upper division and graduate business courses at a major university in the Southwest. Questionnaire development began with a review of recent literature. The major emphasis of the study was to assess the reliability of constructs and their related measures across cultures. In order to simplify this task, only English versions of the questionnaires were administered to all subjects. This was deemed appropriate because all of the respondents whose first language was not English achieved acceptable scores on the TOEFL exam (500), indicating that they could read and comprehend the English language.

**Results/Findings:**

This study clearly indicates that there are no differences between the sub-samples which were included in this study –traditional American students, Taiwanese students, and Hispanic students. A researcher would not have to be concerned about the reliability of measures across these respondents from different cultures.

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**Observations**

This study has some limitations and cautions. Utilizing student samples usually results in poor external validity. Therefore, caution should be exercised when applying these findings to a larger population.

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[Czepiec, H. and Kelly, S. \(1983\). Analyzing Hispanic Roles in Advertising: A Portrait of an Emerging Subculture. \*Journal of Current Issues in Advertising Research\*, 219-240.](#)

**Key problem/Issue:**

This paper use content analysis of Hispanic print media to develop a construct for determining how Hispanics are being portrayed. It then compares this benchmark construct to ads directed at Hispanic in the general media.

**Methodology:**

First, categories were developed to classify role portrayal were based on past content analyses of black and women. Value categories were developed based on the Yankelovich study. Next, the models, and products associated with the models, were classified according to the appropriate role portrayal categories. The elements of the entire ad, including the setting and the themes of the copy, were analyzed as to whether or not they suggested that a particular value was being emphasized.

**Results/Findings:**

In comparing ads in Anglo to those in Hispanic magazines, the researchers found that Hispanic ads were usually smaller, less often in full color, and shorter in body copy. Another findings is that Hispanic magazines are not using Hispanic models as frequently as might be expected.

**Observations:**

The values expressed in the ads were different in the Hispanic an Anglo media. The researchers suspect this might be due to the lack of broad and diverse advertising offerings in the small sample, but it may also indicate a different marketing strategy.

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[Delener N, Katzenstien H. \(1994\). Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers. International Journal of Marketing. 12\(4\): 13-24](#)

**Key words:** credit card, ethnicity, purchase payment situation

**Key problem/issue:**

The study intended to examine the extent of Asian and Hispanic consumers' use of credit and their attitudes towards ownership and use, to explore whether measurable differences exist between Asian and Hispanic consumer users/holders and how their behavior is affected by credit cards and to investigate selected purchase/payment situations that affect Asian and Hispanic consumers' decisions to use credit cards and other payment methods. The variables measured in this study were credit card possession and payment method use.

**Methodology:**

A stratified sampling method was used and data was collected from a sample of Asian and Hispanic households in the north-east region of the United States. A total of 201 questionnaires were completed.

**Results:**

The results of the study indicate that marketers should emphasize the usefulness of credit cards and encourage Asian and Hispanic consumers to use them more often. In addition, these consumers should be motivated to carry multiple cards. Due to the continuing significant influx of Asians and Hispanics into USA, these cultures are ripe for credit cards. The study also suggests that checks usage among Asians and Hispanics is another source of income for banks. Marketers and merchants should start to examine their check acceptance policies more closely and consider guaranteeing checks and check verification programmes. Banks and credit card companies should also consider going after the significant

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proportion of Asians and Hispanics who pay cash for rent/house payments. Card associations could use transaction data to create profitability modules to encourage members to market cash advances more vigorously. The increased acceptance of credit cards in Asian and Hispanic markets is indicative of the potential for future growth of the general payment business and the markets will develop rapidly once the educational and cultural barriers to card usage are broken.

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[Delener, N. and Neelankavil, J. \(1990\). Informational Sources and Media Usage: A Comparison between Asian and Hispanic Subcultures. \*Journal of Advertising Research\*, 45-52.](#)

**Key problem/Issue:**

This article studies the Hispanic and Asian markets in the U.S., comparing and contrasting their unique market behavior. The study specifically focuses on their media preferences and how media is used as an informational source for making purchasing decisions as well as collecting general information.

**Methodology:**

Personal interviews were conducted in New York metropolitan area. New York has a high concentration of both Hispanic and Asian subcultures. The sample data was drawn from a convenience sample of 203 respondents.

**Results/Findings:**

The most important media in reaching Hispanics appear to be television and radio. The higher preferences for the two media could also be supported by the availability of Hispanic TV networks and radio stations.

**Observations**

Both Asians and Hispanic exhibit clear-cut and unique media preferences. The U.S. Asian market is much more complex; there are many more languages and cultures involved within the Asian market.

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[DeSheilds W O, Santos G, Berumen A.O, Torres O.C.C. \(1997\). Salesperson's accent and gender and consumer purchase intentions: implications for Latino salespersons in Mexico and the United States.](#)

**Key words:** spokesperson's credibility, Tajfel's decoding theory

**Key problem/issue:**

The study was a test of the ability of Tajfel's decoding theory to explain the influence of a Latino salesperson's credibility as measured by gender and accent on the purchase intentions of American and Mexican consumers.

**Methodology:**

A hypothetical sales pitch was prepared with an American English accent, Mexican English accent, Mexican Spanish accent and English Spanish accent and eight commercials were produced. A total of 1821 respondents were exposed to the tapes in a university classroom or mall setting.

**Results:**

The results of this study show that there is a significant impact on the purchase intentions of American and Mexican consumers that can be attributed to the relationship between the spokesperson's gender and accent and the gender of the respondent. The study also indicates that when addressing an audience in the United States, a spokesperson having a Standard English accent has an advantage over a spokesperson speaking with a Spanish English accent. The finding is significant since it suggests a compel acculturation for the Hispanic population in the sample along the language pronunciation dimension of the new environment, i.e., identification of credibility is transferred to the language standard of the new host country.

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**Observations:**

Since this study was done in 1997, there might be significant differences if the study was to be conducted again. Due to the influx and 'mainstreaming' of various cultures, accents might not be seen in the same light as before.

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[Deshpande, R. and Stayman, D. \(1994\). A tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness. \*Journal of Marketing Research\*, 31, 57-64.](#)

**Key problem/Issue:**

Applying distinctiveness theory to advertising persuasion, the researchers found that members of minority versus majority groups found an ad spokesperson from their own ethnic group to be more trustworthy and that increased trustworthiness led to more positive attitudes toward the brand being advertised.

**Methodology:**

The study was a 2x2x2 between-subjects factorial. The independent variables were the subjects' ethnic situation (either Anglo or Hispanic majority) the subjects' ethnicity (Anglo or Hispanic), and the ethnicity of the spokesperson in the ad (Anglo or Hispanic). Subjects were asked first to read the script for the proposed radio commercial, then complete the dependent measures, and finally, answer information about themselves.

**Results/Findings:**

Minority group consumers are more likely to spontaneously evoke their ethnic identities when they are in numerical minority rather than a majority in their cities. Hispanic (the traditional "minority" group) consumers were more likely to believe that a Hispanic spokesperson was trustworthy when they lived in Austin than when they lived in San Antonio. Hispanic consumers in Austin were more likely than those in San Antonio to have positive attitudes toward a brand whose ad featured a Hispanic spokesperson.

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**Key problem/Issue:**

The article examines Hispanic consumers and uses recent developments in sociology and anthropology to show that most work on the Hispanic market has overlooked certain major ethnic identification differences between groups of Hispanics. Implications of these differences for future research and theory on consumer subcultures are developed based on an empirical study comparing Hispanics and Anglo Americans.

**Methodology:**

The sample was drawn from two voter registration lists of a central Texas county. One was composed entirely of Spanish surnames and the other of non-Spanish surnames. From each list, 1,000 names were randomly selected and questionnaires were sent to every household. In addition, a follow-up was sent 10 days after the initial mailing. In total 529 questionnaires were returned.

The first step in the development of the survey instrument involved the construction of an English questionnaire containing several sets of questions: ethnicity measures, attitude scales, brand loyalty-related questions, purchase influences and general demographics. A Spanish version of the questionnaire was constructed in three steps using the back-translation method suggested by Green and White (1976). First, the questionnaire was translated into Spanish. Second, two Spanish-speaking research assistants who had not seen the English version back-translated it into English.

**Results/Findings:**

The results appear to largely confirm the importance of using the strength of ethnic identification as a measure of ethnicity. Not only are there the expected

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differences between the dominant Anglo group and the entire Hispanic group, but the latter group itself can be seen to be non-homogeneous. Differences between Hispanics appear to be especially strong in terms of their attitudes toward institutions (business and government), use of Spanish-language media, brand loyalty, and preferences for prestige and ethnically advertised brands. To some extent, there appears to be more similarity between Weak Hispanic identifiers and Anglos (particularly in terms of a lesser preference for prestige and ethnically advertised brands) than between the two Hispanic groups.

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[Dimofte, C., Forehand, M. and Deshpande, R. \(2004\). Ad Schema Incongruity as Elicitor of Ethnic Self-Awareness and Differential Advertising Response. \*Journal of Advertising\*, 32, 7-17.](#)

**Key problem/Issue:**

The present research assesses the influence of advertising execution variables on consumer social identification and advertising response. It is proposed that targeting strategies that are incongruent with existing advertising schemata due to unusual use of identity cues can increase the salience of particular self-identification and influence consumer response to advertising targeting specific audiences.

**Methodology:**

Eighty-two staff members of a major university in California took part in the experiment. Subjects were randomly selected from the university's employee records. Participants were randomly assigned to treatment groups. Upon entering the lab, participants were informed that the researchers were examining attitudes toward television media and that they would be asked to watch an eight-minute segment from a news program and then answer some questions about the program in the questionnaire packet.

**Results/Findings:**

The experiment provides evidence of the power of advertising context to elicit ethnic self-awareness. It was shown that unusual targeting strategies stimulated the processing of ethnic information and increased consumers' awareness of their group memberships, and also influenced consumers' responses to ads.

The main theoretical contribution resides in the proposed role of advertising schema incongruity (or unusualness) in accentuating the distinctiveness-eliciting aptitudes of advertising targeting specific audiences.

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**Observations**

According to Dimofte, Forehand and Deshpande (2004) the results suggest that, on one hand, schema incongruity is an appropriate variable to have in mind when designing target marketing strategies, but, on the other hand, careful attention should be paid to the potential negative reactions of the non-target audience membership.

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[Dolinsky, C. and Feinberg, R. \(1986\). Linguistic Barriers to Consumer Information Processing: Information Overload in the Hispanic Population. \*Psychology and Marketing\*, 3, 261-271.](#)

**Key problem/Issue:**

This study examined the relationship between information overload and linguistic decision making. Americans and Hispanics were presented with varying amounts of consumer information in their native and non-native language.

**Methodology:**

One hundred and sixty bilingual students at Purdue University, West Lafayette, IN, were randomly assigned to conditions in a 2 (native language ability—English or Spanish) X 2 (consumer information presented in either English or Spanish) X 4 (levels of consumer information—16, 64, 144, or 256 items of information) factorial design. This design was modeled upon previous successful investigations of the overload phenomenon in which subjects were exposed to hypothetical profiles of potential houses (e.g., Malhotra, 1982).

In this study subjects made a house purchase decision. Each house description had either 4, 8, 12, or 16 attributes. There were either 4, 8, 12, or 16 houses described. Therefore, each subject was exposed to either 4 houses with 4 attributes, 8 houses with 8 attributes, 12 houses with 12 attributes or 16 houses with 16 attributes. Subjects were exposed to either 16, 64, 144, or 256 pieces of information before having to decide about which house they would choose.

The two groups, Native English and Native Spanish speakers were as equally proficient in each other's second language as was possible with the limited subject population.

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The materials developed were equivalent in every way except the language they were printed in. All written material was put through double-blind translation procedures until the English version was translated to a nearly equivalent Spanish version and vice versa.

### **Results/Findings:**

Individuals' possibility of making an optimal decision decreased as the level of information increased. However, the controversy about the existence of information overload is more clearly defined by the inability to get an information overload effect using the "deviation" method (amount of information overload) of operationally defining overload.

Information can act as a stressor, affecting decision making in a non-native language prior to affecting decision making in a dominant language. Information overload occurred sooner in Hispanics and Americans when consumer information was presented in their non-dominant language, so marketers need to be sensitive to the fact that, even if proficient, Hispanics and other linguistic minorities may have difficulty processing consumer information and making effective consumer decisions when that information is presented in their non-dominant language. At some point, information levels overload the processing system making consumers less able to make effective consumer decisions.

### **Observations**

The methodologies used don't allow for very conclusive results, as the sample was only taken from students. In addition, because of the limited sample, all participants may not have been fully bilingual.

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[Donthu, N. and Cherian, J. \(1994\). Impact of Strength of Ethnic Identification on Hispanic Shopping Behavior. \*Journal of Retailing\*, 70, 383-393.](#)

**Key problem/Issue:**

In this study, retail shopping behavior differences between strongly and weakly identified Hispanics is examined. The authors argue that one key variable tying ethnicity of a consumer to retail shopping behavior is the strength of ethnic identification. Consequently, all hypotheses that relate ethnicity to retail shopping behavior must be moderated by how strongly the consumer feels affiliated to the ethnic group.

**Methodology:**

One thousand random addresses with Hispanic surnames were obtained from a leading Marketing Research firm. Only those respondents who self-identified themselves as Hispanic were included in the study. Questionnaires were first translated from English to Spanish and back from Spanish to English until the versions in both languages were judged to be the same by bilingual students. Both versions were also pre-tested using a convenience sample to check for possible errors in and during administration.

Questionnaires in both languages were mailed to the national sample and the “adult of the household” was requested to complete the questionnaire using the version (English or Spanish) that they felt most comfortable with. No remuneration was provided for participation. A total of 281 questionnaires were returned. Of these, only 240 were used because the remaining 41 did not identify themselves as Hispanic. While the response rate was 28.1%, only 24% were used in the analyses.

**Results/Findings:**

The results show that for services, Strongly Identified Hispanics are more likely than Weakly Identified Hispanics to seek Hispanic vendors, especially for

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low involvement services; and for products, Strongly Identified Hispanics are more likely than Weakly Identified Hispanics to be loyal to brands used by family and friends, to be influenced by targeted media and to be less concerned about economic value.

The Strong/Weak ethnic identification scheme allows the retailer a segmentation basis that is: 1) measurable, as indicated by the survey technique used; 2) substantial, as indicated by Hispanic demographics; 3) accessible, as indicated by the identifiable behaviors with respect to use of formal and informal communication; and 4) actionable, as indicated by identifiable differences in behavior vis-à-vis the elements of the marketing mix.

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[Donthu, N. and Cherian, J. \(1992\). Hispanic Coupon Usage: The Impact of Strong and Weak Ethnic Identification. \*Psychology and Marketing\*, 9, 501-510.](#)

**Key problem/Issue:**

This article argues that the strength of ethnic identification, which measures the strength to which a person feels tied to the culture of origin, is a key variable in understanding the impact of ethnicity on response to marketing mixes. This study analyzes Hispanic consumers and demonstrates that weak Hispanic identifiers are quite different from strong Hispanic identifiers in their coupon usage, and that weak Hispanic identifiers are more like the dominant culture.

**Methodology:**

One thousand nationwide addresses with Hispanic surnames were obtained from a leading marketing research firm. The intended questionnaires were first translated from English to Spanish, and back from Spanish to English, until the versions in both languages were judged to be the same by bilingual students. After pre-testing, questionnaires in both languages were mailed to the national sample; of these, 281 were returned. From the responses, 41 had to be eliminated because they did not identify themselves as Hispanic. The final response rate of 24% is acceptable for surveys on national samples.

**Results/Findings:**

The strong Hispanic identifier uses fewer coupons because (a) they are more brand loyal and have ethnic pride: (b) they use Spanish magazines and newspapers more and hence may not be exposed to the actual coupons, or information about coupons as much as weak Hispanics; and (c) they are less responsive to in-store marketing tactics. Strong Hispanic identifiers use fewer coupons because of cultural factors and not because of economic factors.

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**Observations**

For the practitioner, there are two major implications: first, when targeting the Hispanics, use the appropriate media for strong and weak Hispanic identifiers, and use this media appropriately. Second, the use of coupon-based promotions should be tied to culturally driven behaviors or events.

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[Dunn, E. \(1975\). Mexican-American Media Behavior: A Factor Analysis. \*Journal of Broadcasting\*, 19, 3-10.](#)

**Key problem/Issue:**

In 1972, a significant media-oriented study was conducted among Mexican-Americans in several cities across the Southwest. The aim was to collect data which would be useful in producing television programs for Mexican American audiences. The research discussed here expanded upon the concomitant variation found in the survey data collected in San Antonio.

**Methodology:**

A telephone survey was conducted in San Antonio early in 1972; approximately 1500 attempted calls yielded 739 completed interviews. Data were collected only from respondents who were at least 18 years old and who had Spanish surnames or could otherwise be identified as Mexican-American. The telephone numbers were selected randomly from the San Antonio telephone directory.

**Results/Findings:**

The San Antonio Mexican-American community was found to be comprised of at least five identifiable subgroups of individuals- the subgroups being defined by clusters of social and personal characteristics on the one hand, and media habits and preferences on the other.

**Observations**

At the most general level, the present study was one in audience definition, based on the notion that a more precise definition of an audience of mass communication will yield a greater understanding of the process of mass communication. It is believed that the identification of the several clusters of similar subgroups within a minority population adds something to the precision with which an audience can be defined.

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[Eastlick A.M, Lotz L.S. \(2000\). Objective and multidimensional acculturation measures: implications for retailing to Hispanic consumers. Journal of Retailing and Consumer Services. 7: 149-160.](#)

**Key problems/issues:**

The study examines acculturation measures as predictors of differences among Hispanic consumers with respect to shopping orientations, attitudes towards retailer attributes and information source preferences.

**Methodology:**

Data for the study were collected using mall intercepts which were conducted by interviewers. A total of 1445 intercepts were made during the two week period. Of those intercepts 388 surveys were completed of which 378 were usable.

**Results:**

The study's evidence suggests that acculturation does differentially affect Hispanic consumers' attitudes on some factors. Those shopping attitudes which were not influenced by acculturation levels in the US culture encompassed shopping orientations, including those orientations focusing on brands and low pricing/value. The researchers suggest that more research is needed that focus on varied socioeconomic groups of Hispanics for a deeper understanding underlying these results. The results also suggest culturally relation attitudes for upscale Hispanic consumers may be differentiated by levels of acculturation. The study reveals evidence that less acculturated Hispanic consumers are more incline to have positive attitudes towards retailers that cater to their cultural needs through provisions of culturally oriented merchandise and Spanish speaking sales personnel. The study also indicates that both types of acculturation measures, objective and multidimensional. Are similar predictors of shopping attitudes among Hispanics consumers and that, independent of the type of acculturation measure, the strongest prediction by both measures was for culturally related phenomenon

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**Observations:**

The intercept method of the study does not generate a random sample of the shopping population.

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[Faber, R., O'Guinn, T. and McCarty, J. \(1987\). Ethnicity, Acculturation, and the Importance of Product Attributes. \*Psychology and Marketing\*, 4, 121-134.](#)

**Key problem/Issue:**

This investigation examined the relationship between sub-cultural group membership and the importance of various products attributes in purchase decisions. Sub-cultural group membership was defined on the basis of Hispanic ethnicity and level of assessed acculturation.

**Methodology:**

Data for this investigation were collected during the fall of 1983 and early spring of 1984. Chicago was selected because it represents the sixth largest concentration of Hispanics in the United States. A telephone interview of approximately 25 minutes gathered an extensive set of data regarding many aspects of buyer behavior, demography, media exposure, and attitudes toward advertising and advertisers. A total of 205 Hispanics and 105 Anglo interviews were conducted. There were two separate instruments for respondents to choose from, one in English, the other in Spanish.

**Results/Findings:**

The results of the present study indicate that there are cultural differences involved in the evaluation of the importance of some product attributes. The highly acculturated Hispanics had importance ratings of attributes that fell between the low acculturated Hispanics and the host Anglo culture.

**Observations**

The authors recommend seeing acculturation as an ongoing process. The use of longitudinal research designs is necessary to focus on how and why changes occur during this process.

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[Fennell G, Saegert J, Piron F, Jimenex R. \(1992\). Do Hispanics constitute a market segment? \*Advances in consumer research\*. 19: 28-33](#)

**Key problems/issues:**

The study answers questions relating to targeting a broad Hispanic segment; how to go about selection of attributes and implication of such special targeting for the firms' overall marketing efforts.

**Methodology:**

The study is an analysis of existing literature in the field.

**Results:**

The authors argue against a homogeneous Hispanic marketing segment. While Fenell et. al acknowledge that it is necessary to think of markets as segmented since choosing brand attributes requires reducing heterogeneity, they suggest that Hispanics, or any other ethnic group are not homogeneous with their wants and desires. Identifying an ethnic group as a market segment fails to deal both with the heterogeneity of conditions within and similarity of conditions across ethnic groups. In line with the marketing concept ie., brands are formulated to respond to a subset of prospects' wants, the notion of a Hispanic, or any other ethnic, "market segment" is an oxymoron. The researchers suggest following a marketing strategy as outlined in Fenell (1982) which outlines categories of motivation that lay the groundwork for differentiating brand offerings and developing marketing strategy. A further unexamined reason for recommending ethnicity as a basis for marketing strategy is the characteristic preference for the Spanish language by many Hispanics. Thus the cause of Hispanic marketing is not well served by such studies reported in the "marketing to Hispanics" literature. A research design that is chosen to show differences between Hispanics and non Hispanics is irrelevant to how a producer should proceed in trying to find favor with Hispanics and it establishes nothing to show a producer that his/her scarce resources are going to be well spent by being diverted to a

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special Hispanic effort. Issues under a number of headings should be disentangled including concepts of social justice, marketing science and marketing practice.

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[Fullerton, J. and Kendrick, A. \(2000\). Portrayal of Men and Women in U.S. Spanish-Language Television Commercials. \*Journalism and Mass Communication Quarterly\*, 77, 128-142.](#)

**Key problem/Issue:**

While numerous studies have analyzed the portrayal of women in U.S. general market television as well as the depiction of both sexes in several foreign countries, no data have been published regarding gender depictions targeted to the growing U.S. Hispanic market via Spanish-language television. The purpose of this study is to describe in detail the manner in which Hispanic women and men are portrayed in U.S. network Spanish-Language television, and to the extent possible, compare the findings herein with existing studies of the portrayal of men and women in major U.S. media and media in other countries.

**Methodology:**

A quantitative analysis content of 162 prime-time commercials from Spanish-language television affiliate in a major U.S. market was conducted. Eighteen hours of prime-time programming (7 p.m.-10p.m.) from Univision Network affiliate in Dallas, Texas were collected between 29 December 1997 and 7 January 1998.

**Results/Findings:**

The study revealed that the depiction of women is most likely to be in traditional sex-stereotypical roles. In only a few cases was a male character cast as a parent or performer of household chores, and never as a homemaker. This study revealed that there is limited sexual imagery in Hispanic television commercials. Major U.S. consumer products companies appear to be advertising to the lucrative Hispanic market in many of the same ways that they advertise to the general market.

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**Observations**

This study, the first of its kind, found that sex role stereotypes exist in Spanish-language television commercials, but to no greater extent and in some cases to a lesser extent than they do in U.S. general market television advertising.

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[Hacker, K.&Steiner, R. \(2002\). The Digital Divide for Hispanic Americans. \*The Howard Journal of Communications\*, 13, 267-283.](#)

**Key problems/issues:**

The research objective guiding the study concerns discovering differences there may be in Internet usage between Anglo and Hispanic Americans.

**Methodology:**

Respondents of this study were sampled through a random sample telephone survey from the municipal area in the southwest.

**Results/Findings:**

The study found that Internet usage frequency is correlated significantly for all users with skills, opportunities, and comfort. The researchers also found that there is a digital divide- gaps between Hispanic and Anglo Americans in Internet skills and opportunities for using the internet with Anglo Americans having the advantage. The researchers found that Anglos are higher on skills even when controlling for education and income. Therefore, the study indicates that income and or education does not subsume ethnic differences in Internet usage frequency or benefits, however, there is little data available that indicates why these gaps exist. Hacker and Steiner suggest that there is an ethnic lag in network society and digital democracy. The researchers suggest that because Hispanic Americans have suffered discrimination and marginalization, they have formed tighter ethnic community ties that make internet communication a less pressing need as a source of information.

Previous findings:

- Parent concern about pornography
- Internet taking away time from family communication

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**Observations**

By identifying what hurdles and benefits are most important for ethnic differences, policy makers can make more informed decision about what to do about the digital divide. It is important to realize that Internet adoption differs from other modes of mass communication (i.e., TV, radio etc) due to the active skill that is required that are non existent in the passive process of watching TV and radio. Furthermore, internet usage adoption is cumulative i.e., one technology release builds on the previous one beginning with computer adoption and skills continuing through to networking, software, programming etc.

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[Herbig, P. and Yelkur, R. \(1998\). Marketing to Hispanics. \*Journal of Professional Services\*, 16, 171-180.](#)

**Key problem/Issue:**

This paper examines the problems and dilemmas in marketing to Hispanics, provides conclusions and makes recommendations on how one can better market to Hispanics.

**Methodology:**

Theoretical approach.

**Results/Findings:**

Hispanics today are targeted regularly in Spanish as well as English-language ads. Hispanics have traditionally (and to this day) tended to be fiercely brand loyal. They are willing to pay extra to purchase quality products for their family. Hispanic immigrants generally gravitate to brands they knew in their native country. Hispanics spend more than non-Hispanic whites and African-Americans on food. They tend to eat at home more; therefore, in-home food preparation costs tend to be higher. They tend to be greater users of telephone services as well.

**Observations**

No set of guidelines can capture the full flavor, vitality, and special needs of the Hispanic market. The Hispanics have model demographic qualities of high family values, work ethics and stability. They have a distinct identity, set of values, mode of expression and language. They hold fast to their language, customs, and culture, and are willing participants in the American Dream. Hispanics are here to stay and should not be taken lightly.

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[Hernandez, S. and Newman, L. \(1992\). Choice of English vs. Spanish Language in Advertising to Hispanics. \*Journal of Current Issues and Research in Advertising\*, 14, 35-45.](#)

**Key problem/Issue:**

This paper reviews the marketing literature published on the use of English vs. Spanish language in advertising to Hispanics.

**Methodology:**

Literature review

**Results/Findings:**

Although most advertisers believe that it is best to advertise to Hispanics in Spanish, empirical evidence seems to suggest that is more effective to advertise to Hispanics in their dominant language, whether Spanish or English.

**Observations**

The authors advance a series of propositions about the choice of language in advertising to Hispanics:

- a. It is more effective to advertise to Hispanics in their dominant language, whether this is Spanish or English.
- b. Highly acculturated Hispanics are more likely to use English-language media than those who are more unacculturated.
- c. The use of English Language ads with an ethnicized message is more effective than English or Spanish copy in reaching highly acculturated/English dominant Hispanics.
- d. The use of Spanish-language ads is more effective than English copy or English copy with an ethnicized message in reaching unacculturated/Spanish dominant Hispanics.
- e. The country of origin of U.S. Hispanics does not have a significant impact on the choice of language copy for advertising

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effectiveness when the level of acculturation of the audience is controlled for.

- f. The impact of language may vary with the type of product/brand being advertised.

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[Hirschman, E. \(1983\). Cognitive Structure across Consumer Ethnic Subcultures: A Comparative Analysis. \*Advances in Consumer Research\*, 197-202.](#)

**Key problem/Issue:**

This research examines variation in cognitive structure across six consumer ethnic subcultures: Chinese, English, Greek, Irish, Italian and Jewish. Patterns of cognition typifying each group are compared for four consumption-salient constructs: novelty seeking, information transfer, divergent processing ability, and consumption motives.

**Methodology:**

A mailing list for New York City S.M.S.A. households having annual income greater than \$25,000 and professional managerial occupational status for the household head was purchased from a national marketing research firm. A total of 700 5-page questionnaires was mailed to list households. The primary analytical technique employed for comparing the cognitive structures of the nationality subcultures was factor analysis.

**Results/Findings:**

It was found that a wide range of inter-group congruence is present: in some cases consumers in different ethnic subcultures have very dissimilar cognitive structures; while in other instances strong similarity is present.

**Observations**

Studies which link cognitions to their social origins may play a valuable role in increasing our knowledge of the development and longitudinal transmission for consumption processes.

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[Hoover, R., Green, T. and Saegert, J. \(1978\). A Cross-National Study of Perceived Risk. \*Journal of Marketing\*, 42, 102-108.](#)

**Key problem/Issue:**

To test the international applicability of the concept of perceived risk, and the relationship between perceived risk and brand loyalty, in order to provide some indication of the extent to which this relationship can be assumed to exist by international marketers.

**Methodology:**

In this study, samples of upper-middle and upper class females were selected from Houston, Texas, and Monterrey, Mexico. The two cities are generally comparable in terms of size and economic base, both being large industrial centers. Chi-square analysis was used to test for differences in perceived risk levels between the two samples. A 2 x 7 analysis of variance was used to test for national differences in brand loyalty, the existence of an overall relationship between brand loyalty and perceived risk, and most importantly, national differences in the relationship between brand loyalty and perceived risk.

**Results/Findings:**

It appears that risk is a less important determinant of purchase behavior in Mexico than in the United States. A possible explanation of these lower risk levels involves the fatalism that is reported to characterize Mexican society.

**Observations**

On a more general level, the findings raise the question of the applicability of employing other concepts of consumer behavior in overseas markets. Considerable international research is necessary to answer this question.

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[Hudson, J.C, Watts, E \(1996\). Hispanics preferences for health care providers and health care information. Health Marketing Quarterly. 14\(1\): 67-83](#)

**Key problems/issues:**

The study explored (1) Hispanics sources of information for health care services and physicians (2) preferences for physicians and (3) differences among the responses based on the participants' demographic variables. The researchers further tried to (1) identify health care habits of Hispanics (2) identify members of family who make healthcare decisions within the Hispanic household (3) identify Hispanic preferences for physicians based on physician's race and sex.

**Method:**

A random sample of 1500 telephone numbers purchased from a commercial direct mail company using an updated version of the 1990 US Census data for Lubbock County, Texas. The sample included only Hispanic residents with telephones. The data reported in this study regarding health care decisions among Hispanics was part of a larger study conducted by the researchers that also included Hispanic media use and preferences.

**Results:**

The responses provided by the sample by the sample of Hispanics in this study suggested that only 35% of the respondents or someone in their household had been hospitalized during the previous six months; however, about 61% had visited a physician during the same period of time. Only 40% sought a second opinion. Additionally, 85% had hospitalization insurance and 72% had some form of life insurance. About 64% of the respondents indicated that most of the health care decisions for the family were made by the mother. Male respondents were less likely than female respondents to identify the mother as the health care decision maker in the family.

The study did not find that racial and ethnic minorities were disproportionately insured as previous literature indicated. Media were not major

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sources of information among Hispanics for health care services and physicians as was also noted in previous literature. Hispanics seem to value opinions and information provided by family and friends. However, media may have been a source of information that was used to assimilate and integrate with opinions of family and friends.

The study supported previous research regarding self efficacy. Hispanics in this study seemed to rely more on self efficacy and internal communication than media. The Hispanic mother was the health care decision maker in the family and she was not likely to have a reference for physicians based on the physician's sex or race. The researchers suggest that messages must be targeted to the likely consumers of the message and health care decision makers in the Hispanic family.

**Observations:**

The study did not address gender differences in illnesses and incidences. It also did not look specifically at which family members go to the hospital or what the frequencies of illnesses are.

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[Kara, Ali; Kara, Natasha R. \(1996\). Ethnicity and consumer choice: a study of Hispanic decision processes across different acculturation levels. Journal of Applied Business Research. 12\(2\): 22-34](#)

**Key problems/issues:**

The study investigated the differences between choice behaviour of high-low acculturated Hispanic and Anglo consumers. It explored the importance of product attributes and attribute levels for three groups: Hispanics with a low level of acculturation, Hispanics with a high level of acculturation and Anglos in order to predict their choices for different products/services.

**Methodology:**

A questionnaire was developed for the data collection. Each conjoint calibration questionnaire contained (1) attribute level rating, (2) relative importance of attributes, (3) profile evaluation information and (4) a detailed demographic profile section. A convenience sample of 298 undergraduate and some graduate students were approached on a large state university campus in South Florida. The resultant sample consisted of 53% male and 47% female respondents. Their ages ranged from 18 to 45, with the average age being 24 years old. The SBM (Single-Beta-Main Effect) hybrid conjoint model was used for analysis. The product/service contexts used were job selection and toothpaste choice and were selected so they would be meaningful to subjects and could be characterized by multi-attributes.

**Results:**

The result of the study indicated that Hispanics with a high level of acculturation and Anglos were very similar to each other but different from Hispanics with a low level of acculturation in terms of the utilities placed on the product attributes of jobs and toothpaste. There were distinct differences between job selection choice especially on attributes like location, prestige, recognition and personal development. In case of toothpaste choice, the differences were mainly on

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attributes such as brand, ADA certification and purpose of use. The results indicated enough evidence to conclude that the degree of acculturation is a critically important segmentation variable for both high and low involvement products. To target Hispanics with a low level of acculturation marketers can emphasize the attributes that were placed on high utility by this group using communication media. To target Hispanics with a high level of acculturation, marketing strategies similar to those for Anglos may be used.

**Observations**

The extent of the study was not capable in drawing general conclusions about Hispanics in US since the sample was limited to college going Hispanics in South Florida.

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[Kaufman, C. \(1991\). Coupon Use in Ethnic Markets: Implications from a retail Perspective. \*Journal of Consumer Marketing\*, 8, 41-51.](#)

**Key problem/Issue:**

This paper reviews how marketing strategies that are successful in mass markets, such as coupons, are likely to operate differently in ethnic subcultures, such as Hispanic and Chinese markets.

**Methodology:**

The author conducted an exploratory survey of food-related retailers who serve ethnic markets. Interviewers were required to select a neighborhood grocery/food store, then identify its primary target market as one or more ethnic groups. For this exploratory work, a convenience sample of eligible retailers was employed.

**Results/Findings:**

This exploratory study had three primary findings:

- a. Ethnic brands are overwhelmingly preferred by consumers in ethnic markets.
- b. Over half of the retailers surveyed (66 percent) reported little or no use of coupons by their costumers.
- c. Major barriers exist because coupons are not available for the brands carried and are also not available to customers.

**Observations**

Some ethnic consumers, especially recent immigrants, demonstrate strong brand preferences for imported products or those manufactured domestically for ethnic markets.

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[Korgaonkar, P., Karson, E. and Lund, D. \(2000\). Hispanics and Direct Marketing Advertising. \*Journal of Consumer Marketing\*, 17, 137-157.](#)

**Key problem/Issue:**

This study was undertaken to fill the gap in the literature of Hispanics' view of Direct Marketing Advertising (DMA). The aims of the study were twofold: first, to study Hispanic consumers' beliefs, attitudes, and past purchase behaviors in response to direct marketing advertising, and second, to compare differences among subgroups of the Hispanic market.

**Methodology:**

Data for the study were collected via personal interview of 425 consumers in the southeastern part of the USA by interviewers fluent in both English and Spanish.

**Results/Findings:**

The degree of assimilation into mainstream American culture is a critical factor in segmenting the Hispanic market. Such language-based segmentation will assist direct marketers in understanding the values, beliefs, usage, and norms relating to product/service offerings as viewed by the two different groups (assimilated and less assimilated Hispanics).

**Observations**

It is apparent from other areas of business and from politics that the Hispanic American population is becoming more like the rest of the USA in its demographics and especially in its income and education profile.

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[Korgaonkar, P., Silverblatt, R. and O'Leary, B.. \(2001\). Web Advertising and Hispanics. \*Journal of Consumer Marketing\*, 18, 134-152.](#)

**Key problem/Issue:**

According to one estimate, about 13 million US Hispanics are Internet users (Greenberg, 1999). However, little is known regarding how Hispanics view and use Web advertising.

**Methodology:**

The survey instrument included several statements designed to measure the participants' beliefs and attitude toward Web advertising. The study sample consisted of 350 consumers from a large southeastern metropolitan area. The data for the study was collected via personal interviews. The respondents were given the choice of responding to an English or Spanish questionnaire.

**Results/Findings:**

Hispanic Web users' level of interest in Web advertisement correlates significantly with their perceptions about providing useful product information, enhancing social roles, hedonism/ enhancing pleasure, being good for the economy, promoting materialism, and not being false, along with their attitude toward Web advertising and their education level.

**Observations**

Hispanic consumers in the USA are more responsive to advertising compared to the average U.S. consumer. However, little Web advertising is targeted directly at Hispanics or intended to respond to Hispanic culture.

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[Koslow, S., Shamdasani, P. and Touchstone, E. \(1994\). Exploring Language Effects in Ethnic Advertising: A Sociolinguistic Perspective. \*Journal of Consumer Research\*, 20, 575-585.](#)

**Key problem/Issue:**

The authors apply sociolinguistic theories of accommodation to investigate how consumers in a minority subculture respond to the use of their ethnic language in advertising. Specifically, Hispanic consumers' responses to the varying degrees of Spanish-language usage in print advertising were examined.

**Methodology:**

Field interviewing with a between-subjects design was employed. Each subject was shown only one of four advertisements during the interview. Using a convenience sampling approach, here bilingual interviewers conducted 413 field interviews. The stimulus materials and questionnaires were administered to Spanish-speaking Hispanics at three Southern California supermarkets in Hispanic neighborhoods.

**Results/Findings:**

It was found that the effects of Spanish usage in advertising can be usefully explained by accommodation theory. Spanish language advertising increased Hispanic consumers' perception of advertisers' sensitivity to Hispanic culture and people, and this perception in turn enhanced affect toward the advertisements. However, the results also suggest that advertisers should use some mixture of Spanish and English.

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**Observations**

Hispanics value the use of Spanish less for what the advertisement communicates about products than for what Spanish usage signals about the importance of Hispanics consumers. Importantly, the mixed-language advertisements have the most positive things to say about Hispanics, and this may have much to do with how Hispanics are viewed by mainstream Anglo-American culture.

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[LaChausse, R.G. \(2001\). Attitudes toward tobacco advertising among Hispanic migrant farm workers. Journal of Immigrant Health. Vol. 3, No. 2, p. 107.](#)

**Key problems/Issue:**

The current study examines the attitudes and media literacy skills of Hispanics migrant farm workers regarding tobacco advertising to provide an evidence-based approach for program planning efforts for health education specialists.

**Methodology:**

The participants were 414 Hispanic migrant farm workers in Imperial County, California. The participants were recruited by contacting field supervisors at five area agricultural fields and making announcements during lunch breaks. Surveys were collected during one visit at the five agricultural fields. A 12-item questionnaire was developed to assess effects of tobacco ads on attitudes, exposure to tobacco ads and beliefs regarding tobacco use. Media literacy was also assessed. The questionnaire was also available in Spanish and English.

**Results/findings:**

Hispanic migrant farm workers are particularly susceptible to U.S. tobacco advertising along the U.S./Mexico border. Among the same group, low media literacy exists, especially among males. Hispanics perception of the number of tobacco users in the U.S. may be influenced by tobacco advertisements. While children of these farmers might receive school based education on anti-tobacco they are less likely to receive the same messages at home. Hispanic migrant farm workers are not likely to believe tobacco ads are directed at them.

**Observations:**

Primary prevention and education strategies should focus on increasing media literacy skills.

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[Landeck, M. and Garza, C. \(2001\). Utilization of Physician Health Care Services in Mexico By Border Residents in Laredo, Texas. Western Hemispheric Trade Digest. Vol. 1, No. 3.](#)

**Key problems/Issue:**

This study addresses the issue of accessibility to physician health care by Mexican Americans' located at the U.S.-Mexico border. Historically, the literature has identifies a combination of social structural factors and institutional impediments.

**Methodology:**

The primary data used for this research is from a study requested by the City of Laredo Health Department to identify and measure the health risks factors of its population and to conduct a need assessment survey of existing health care services. In Laredo live approximately 200,000 residents, 94 percent of whom are Hispanics. The data were obtained through personal interviews conducted with 1,100 households in Laredo. Individuals interviewed identified themselves as the main decision maker in terms of health related purposes. The variables included for the physician service related study are based upon Andersen's (1975) Behavioral Model of Health Services Utilization.

**Results/findings:**

The main Laredo users of Mexican physicians come from low income group (48.8%) followed by the somewhat more affluent group (46.3%) and less by the upper income group (21.5%). The utilization of these services declines with education level. The difference in utilizing these services does not differ significantly with gender. In conclusion, 41.2 percent of U.S. border city's population is utilizing physician health care services in Mexico.

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**Observations:**

This study contributes for the first time, according to its authors, evidence that quantitatively represents the magnitude of this problem along the U.S.-Mexican border.

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[Larson, M. \(2002\). Race and Interracial Relationships in Children's Television Commercials. \*The Howard Journal of Communications\*, 13, 223-235.](#)

**Key problem/Issue:**

The study attempts to describe not only the proportions of racial portrayals, but also the settings, activities, interactions, and products advertised in commercials in which White children and AHANA (African American, Hispanic, Asian Native American) children were portrayed together compared to when White children were alone.

**Methodology:**

Quantitative content analysis was used as the methodology for this study. Children's programming on the broadcast network of ABC, CBS, and FOX, plus Nickelodeon was taped. The unit of analysis was the physical appearance for a real or animated child.

**Results/Findings:**

A total of 892 commercials were aired, 595 of which featured at least one real or animated child. 42% of the commercials featured only White children, 57% featured White and AHANA children together, and 1% featured only AHANA children. The proportion of racial representation, the presence of diversity within commercials, and the fact that White and AHANA children are portrayed interacting and communicating in cooperative ways are positive. However, the very low frequency of commercials with only AHANA children suggests that there is much progress yet to be made in representations of race in television commercials.

**Observations**

This study is one of a few, if not the only one, to empirically examine the portrayal of race and interracial relationships available in television commercials in children's television programming.

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[Luna, D. & Peracchio, L. \(2005\), "Advertising to Bilingual consumers: The Impact of Code-Switching on Persuasion", \*Journal of Consumer Research\*, 31, 760-765.](#)

**Key problem/Issue:**

This research focuses on English-Spanish code-switching among U.S. Hispanics. Code-switching refers to insertion of a foreign word or expression into a sentence, resulting in a mixed language.

**Methodology:**

A between-subjects experiment was conducted in which two factors were manipulated: 1) direction of code-switching (majority to minority or minority to majority) and 2) attitude toward language (positive toward the majority language or positive toward the minority language). A total of 70 fluent Spanish-English bilinguals participated in the study. All respondents were either foreign-born Hispanics or first-generation Hispanic Americans.

**Results/Findings:**

The study found a code-switching direction effect such that minority-language slogans switching to the majority language resulted in greater persuasion than majority-language slogans switching to the minority language. The effect was attributed to the salience of the code-switched word in the slogan.

**Observations**

Luna and Peracchio (2005) published two papers from their code-switching research, one of them in the *Journal of Consumer Research* and the other one in the *Journal of Advertising*. These papers are pioneers in the study of code-switching strategy in advertising messages to Hispanics.

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[Luna, D. & Peracchio, L. \(2005\), "Sociolinguistics Effects on Code-Switched Ads Targeting Bilingual Consumers," \*Journal of Advertising\*, 34 \(2\), 43-57.](#)

**Key problem/Issue:**

The research deals with the consequences of code-switching in ad persuasiveness. In advertising, code-switching generally consists of inserting a foreign word or expression into an ad slogan, resulting in a mixed-language message.

**Methodology:**

A between-subjects experiment was conducted in which two factors were manipulated: direction of code-switching (majority to minority or minority to majority) and attitude toward code-switching (positive, negative, neutral). A total of 105 fluent Spanish-English bilinguals participated in the study.

**Results/Findings:**

Majority-language slogans that switch to the minority language were found to be generally less persuasive than minority-language slogans that switch to the majority. Code-switching results in the activation of associations relevant to the language which the slogan switches to. If a slogan switches to possesses positive (negative) associations, consumers engage in positive (negative) elaboration, resulting in higher (lower) evaluations.

**Observations**

Luna and Peracchio (2005) published two papers from their codes-switching research, one of them in the *Journal of Consumer Research* and the other one in the *Journal of Advertising*. These papers are pioneers in the study of code-switching strategy in advertising messages to Hispanics.

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[Luna, D. and Gupta, S.F. \(2001\). An integrative framework fro cross cultural consumer behavior. International Marketing Review. Vol. 18, No. 1, pp. 45-69.](#)

**Key problems/ Issue:**

This article presents a framework that integrates and reinterprets current research in cross cultural consumer behavior. The study also identifies areas that need further research and can be used as a template for marketers seeking to understand their foreign consumers. The study also attempts to include an anthropological approach and cross cultural psychology tradition in the study of culture and consumer behavior.

**Methodology:**

The method used in this study represents a review of the literature with regards to various aspects of culture and consumer behavior.

**Results/fidings:**

The study describes the difference between emic (understanding issues from the perspective of the subject being studied) and etic (collective programming of the mind that distinguishes the individuals from a group with other individuals from another group) approaches to culture. In addition, culture influences consumer behavior through its manifestations that include values, heroes, rituals and symbols. More specifically, consumer behavior is affected by each of these manifestations at three different levels: cognition, affect and behavior. Very important, the relationship between cultural manifestations and dimensions of consumer behavior is bidirectional. This bidirectional relationship can be moderated by acculturation and marketing communication.

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**Observations:**

Some recommendation for managers and marketers that want to enter a foreign market include evaluating which markets possess similar cultural characteristics and then developing an appropriate marketing mix. In addition, marketing communication should be used to shift or reinforce cultural manifestations.

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[Marin, G. and Gamba, R. J. \(1996\). A new measurement of acculturation for Hispanics: The bidimensional acculturation scale for Hispanics \(BAS\). Hispanic Journal of Behavioral Science. Vol. 18, No. 3, pp. 297-316.](#)

**Key problems/Issue:**

The article reports the development of a bidimensional acculturation scale of a short 12-item for Hispanics. The scale provides an acculturation score for two major cultural dimensions (Hispanic and non-Hispanic) by including 12 items per cultural domain that measure three language related areas.

**Methodology:**

Subjects were sampled using the Mitofski-Waksberg method for random digit dialing. A household was considered eligible if those answering the phone self-identified as Hispanics or Latino or identified the majority of the residents in the household as Hispanics. The items in the survey covered topics such as frequency of use of English or Spanish in different contexts, language-based media preferences and participation or preference for culture specific occasions.

**Results:**

The scores obtained with the BAS show high internal consistency and high validity coefficients. The scale works well with Mexican Americans and with Central Americans. BAS continues to be dependent on language-related items and dimensions. The only social scale able to develop showed moderately good reliability but extremely weak validity coefficients.

**Observations:**

The researchers have failed to develop a scale that could measure acculturation on another dimension than language based items. This scale has shown to be reliable with Mexican American and Central American but has not yet to been tested with other Hispanic groups.

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[Marin, G., Sabogal, F., Marin, B., Sabogal, R., Perez-Stable, E. \(1987\).  
Development of a short acculturation scale for Hispanics. Hispanic Journal of  
Behavioral Science. Vol. 9, No. 2, pp. 183-205.](#)

**Key problems/Issue:**

The article reports the development of a short 12-item acculturation scale for Hispanics.

**Methodology:**

Respondents were 363 Hispanics and 228 non-Hispanics whites who agreed to be interviewed or to answer the questionnaire. Subjects were presented with a 16-page questionnaire that included items measuring behavioral acculturation, demographic questions and cultural values. The questionnaire was self-administered in San Francisco, California.

**Results:**

The responses produced three factors: language use, media and ethnic social relations. The new shorter scale correlated highly with the following validation criteria: generation, length of residence in the U.S., age at arrival, ethnic self-identification, and with an acculturation index. The validity and reliability coefficients for this new scale are comparable to those obtained for other published scales.

**Observations:**

It is important to develop a shorted and reliable scale that can fully asses the acculturation level of Hispanics residing in the U.S. This article represents one of the first steps taken in this direction.

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[Mastro, D.E. and Atkin, C. \(2002\). Exposure to alcohol billboards and beliefs and attitudes toward drinking among Mexican American High School Students. The Howard Journal of Communications. Vol. 13, pp. 129-151.](#)

**Key problem/Issue:**

This study will look at the issue of exposure to alcohol billboard advertising and drinking behaviors Mexican American youth. The study will evaluate the images depicted on alcohol billboards and examine the resultant relationship between exposure and beliefs. The theoretical framework of the study is based on Badura's social cognitive theory.

**Methodology:**

Both content analysis and surveys were conducted. The content analysis was conducted to establish the themes and images of alcohol around schools within a five mile radius. Then students were surveyed within 9-11 days from photographing the billboard advertisements. The dependent variables included drinking intention, approval of underage drinking and social perception. The independent variables included attention (retention, production and motivation) and exposure frequency. Control variables included parental approval and acculturation. Lastly, demographics characteristics were also taken into consideration.

**Results/findings:**

The primary characteristic of the models depicted in these billboards would be sex appeal. It was also found that the billboards depict one of the Mexican national colors (mainly red). The results also found that romance was the most commonly occurring motif. Models and romance were significantly more likely to appear in ads with hard alcohol than beer. Only measures of retention and motivation were found to have predictive ability. As retention and motivation increased so did the approval of underage drinking. Increase motivation was associated with increasing levels of intent to drink.

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**Observations:**

In this study the majority of the hypotheses failed to be supported. However, researchers could draw important conclusion specifically from this instance. These limited findings could have been that the images depicted in this community were not especially salient to these Mexican American students.

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[Maxwell, S. \(1999\). Biased Attributions of a Price Increase: Effects of Culture and Gender. \*Journal of Consumer Marketing\*, 16, 9-23.](#)

**Key problem/Issue:**

This research explores the effects of attribution on the evaluation of a price, especially a price increase. Attribution theory addresses how humans act as naïve psychologists to explain causal relations.

**Methodology:**

The study of the influence of culture and gender on biased attributions of a price increase was conducted with a 2 x 2 x 2 between subjects design. The factors were culture (Hispanic and Anglo), gender (female and male) and price (same and increased). Two randomly assigned groups were used to compare the attributions of blame: the interfered actions of the seller when the price remained the same and when it was increased.

**Results/Findings:**

The assumption that Hispanics are more collectivist than Anglos was supported. Hispanic heritage was significantly associated with a collectivist orientation. The results of this research suggest that biased attributions should be of concern to managers when they are making pricing strategy decisions. As a result of biased attributions, consumers tend to explain the adverse outcomes of a price increase by placing blame on the seller.

**Observations**

The more positive attitude of Hispanics towards sellers has a theoretical base in Hofstede's (1980) finding that Hispanics have greater "power distance." Hofstede (1997, p.28) defines power distance as "the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally."

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[McGorry, S.Y. \(1999\). An investigation of expectations and perceptions of health care services with a Latino population. The International Journal of Health Care Quality Assurance. Vol. 12, No. 5, pp. 190-198.](#)

**Key problem/Issue:**

This study focuses on the Puerto Rican population and the issues of quality in the delivery of health care services. The study reviews certain aspects that might influence the relationship between Latinos and health care services which include socioeconomic status, language, assimilation issues, familialism, spiritism, simpatia, respeto and cultural illnesses.

**Methodology:**

The sample was drawn from an obstetrics/gynecology clinic with large Puerto Rican patients in urban area of the north-eastern U.S. 105 patients completed the survey that was adapted from Parasuraman et al. (1988). The instrument was designed to measure both expectation and perceptions of service quality.

**Results/findings:**

Ten of the 22 expectation scores are lower than the perception scores. This conflicts with previous studies that show that the relationship should be inversed. The study yielded five dimensions of expectation (physical office, responsiveness, assurance, security and reliability) and four dimensions of perception (responsiveness, assurance, appearance of office staff and reliability). Patients are more concerned with the physical aspects of the office therefore, providers should focus on this aspect more. Other improvements should take into consideration characteristics such as simpatia and respeto. Some of the confounding variables include income (63% of respondents have only one family member contributing to family income), cultural characteristics. The most participants in this study were between 21 and 25, mainly mainland residents and had mainland education.

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**Observations:**

This study offers new insights on how providers can better assist their Latino patients by taking into consideration cultural aspects such as attitudes towards illness and characteristics such as familialism, spiritism, simpatia and respeto.

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[Minor, M. \(1992\). Comparing the Hispanic and Non-Hispanic Markets: How Different are They? \*Journal of Service Marketing\*, 6, 29-32.](#)

**Key problem/Issue:**

Drawing on studies of Hispanic consumers for tangible products and services, this commentary suggests that the differences between Hispanic and non-Hispanic consumers are actually quite small.

**Methodology:**

A comparison of two research studies. The first study, the brand loyalty study conducted in early 1980s, hypothesized that Hispanics were more brand loyal. The results, however, were not conclusive. The second study, the legal expectations study, focused on preferences toward legal services to determine differences between the non-Hispanic and Hispanic attitude toward lawyers. And again the results were not conclusive.

**Results/Findings:**

Crafting appeals directed toward the Hispanic market requires an understanding of Hispanic expectations toward products and/or services and of how these expectations differ from those of non-Hispanics. The two studies discussed here indicate that this understanding is not easy to reach.

**Observations**

Each study shows that the expectations of Hispanics and non-Hispanics are not markedly different.

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[Mulhern, F.J. and Williams, J.D. \(1994\). A comparative analysis of shopping behavior in Hispanic and non-Hispanic market areas. Journal of Retailing, Vol. 70, No. 3, pp. 231 – 251.](#)

**Key problems/Issue:**

The study attempts to determine the shopping behavior of Hispanics that live in Hispanic market areas. Since previous research has looked at the shopping behavior based on participants self-reports, the current study looks at the shopping behavior using scanning data to estimate econometric models of market response in three product categories: tuna fish, cake mix and gelatin. Market response for store located in Hispanic market areas are compared to responses for stores located in non-Hispanic market areas.

**Methodology:**

The authors looked at three aspects of shopping behavior: direct price responsiveness, brand substitution and store brand purchasing. Data were gathered using retail scanner representing brand sales and prices on a weekly basis for a two year period in the late 1980's. The data were obtained for six stores belonging to the same grocery chain and featuring the same price promotions. Researchers first located retail stores in market areas that had either high or low concentrations of Hispanic residents and then compared estimates for stores in the Hispanic market versus non-Hispanic market.

**Results/findings:**

Very few significant differences exist among stores in both the Hispanic and non-Hispanic market areas. The direct price responsiveness does not differ significantly for national brands but does so for store brands for tuna and gelatin for the Hispanic market versus the non-Hispanic market. For cake mix, significant differences occur for price responsiveness. Shoppers in the Hispanic market areas are no less prone to substitute brands than shoppers in the non-Hispanic market areas. Also, Hispanics do not have a national brand orientation than non-

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Hispanics. Most often, there are not differences across market areas with regards to brand substitution between national and store brands.

**Observations:**

The price sensitivity and propensity to substitute brands in response to price change among Hispanics suggest that retailers can influence the shopping behavior of Hispanics consumers with carefully planned promotions. Also, retailers might want to consider carrying store brands specifically designed to satisfy the wants of Hispanic shoppers.

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[Nicholls, J. \(1997\). Time and Companionship: Key Factors in Hispanic Shopping Behavior. \*Journal of Consumer Marketing\*, 14, 194-205.](#)

**Key problem/Issue:**

This paper examines situational dimensions affecting purchase behavior of Hispanic customers in a mall at some distance from their neighborhoods.

**Methodology:**

In the mall where this study was conducted, there were four department stores and approximately 200 boutiques and specialty shops. Patrons who came to this mall were presented with a wide range of opportunities to consummate purchase of goods and services. This study examines the influence of four situational dimensions on four purchase behaviors of Hispanic mall shoppers. Using a randomized technique, respondents were approached after they had concluded their mall visit.

**Results/Findings:**

The Hispanics who spent more time in the mall purchased food or beverages, bought other products, spent \$10 or more, and entered five or more stores. Since 80 to 100 shoppers spent an hour or more in the mall, Hispanics appeared to come with a distinct shopping purpose. The presence of a companion appears to have been helpful in the purchase decision. Hispanics with companions entered more stores and purchased food or beverage compared with those who came alone.

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**Observations**

The major finding in this study relates to time: time spent in the mall is a central factor in the Hispanic shopping experience. In order to visit stores, consume food or beverages, select goods for purchase, and exchange money for products, time is a necessary correlate. It is evident that spending more time in the mall goes hand-in-hand with purchasing. Since Americans live in a “time poor” society, the extra amount of time that Hispanics devote to shopping is a distinguishing feature of this segment of the population.

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[Nicholls, J.A.F. and Roslow, P. \(1996\). How Important Is Language When Advertising to Hispanics? Marketing Research Vol. 8, No. 1.](#)

**Key Problems/issues:**

The study measured the effectiveness of Spanish-language TV commercials vs, English-language TV commercials in communicating to viewers and viewers comprehension of the advertiser's main message.

**Methodology:**

The sample for this study was chosen randomly from a telephone directory with bilingual interviewers conducting the interviews. Individuals who did not consider themselves Hispanics and Hispanics who only spoke English at home were not included in the survey. Hispanic respondents ages 18-49 were invited to evaluate television programs and commercials. Participants were classified into 2 categories (Spanish-dominant and Spanish-bilingual). There were 16 popular brands in 12 product categories being evaluated. Target commercials (30 seconds) were included in the programs viewed along with other non-test commercials.

**Results/findings:**

Among all respondents who watches Spanish language commercials 59.8% were able to play back the main message correctly. Among those seeing in English language 38.4% were able to play back the main message. For both bilingual and Spanish speaking respondents communication in Spanish was still superior. There is a greater recall for Hispanics viewing in Spanish than those viewing in English.

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**Observations:**

With the idea of building brand loyalty, the authors of this study explore the degree of recall when the advertisement is presented in Spanish versus English. They do this by integrating ads into the programs making the experiment closer to real life situation.

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[Nixon, J. and Dawson, G. \(2002\). Reason for Cross-cultural Communication Training. \*Corporate Communications: An International Journal\*, 7, 184-191.](#)

**Key problem/Issue:**

This article examines the demographic changes in the American population and looks at communication and culture in order to make cross-cultural communications more effective by resolving problems that occur when communicating between co-cultures. They look at the three major co-cultures, African American, Asian American and Hispanic American, and how they relate to European Americans.

**Methodology:**

Theory review.

**Results/Findings:**

Hispanics tend to want paternalistic employers. The business atmosphere is friendly, gracious, and easy-going. The pace will tend to be slower than that of the USA. In communicating with Hispanic Americans, first, it is important to remember that the Hispanic culture is very eloquent and family centered and the communication is a reflection of this.

**Observations**

In looking at the majority of issues within each of the co-cultures, training should entail, of course, information about gender issues and taboos relating to religion, culture, and sexual harassment.

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[Noonan D M, Salolaine R. \(2001\). A neighborhood of nations. Marketing Health Services. 21\(4\): 40-41](#)

**Key Problems/issues:**

The paper examines the opening of a birthing center in a community where the community members speak 40 different languages.

**Results/findings:**

The hospital's goal was to increase the market share for the hospital and to develop marketing strategies to raise awareness of the new family birthing center in the ethnic communities by adopting the following objectives:

- (1) graphic images and color coding for directions within the facility
- (2) multilingual and multicultural physicians, nursing staff, cultural liaison, and interpreters
- (3) Culturally diverse artwork through out the facility
- (4) Ethnic menus
- (5) Spanish, Korean, Arabic and Hindi language childbirth preparation classes taught by Hispanic, Korean, and Indian nurses.

The Family Birthing Center has experienced 25% growth per year for the last three years following the opening of the center. Patient satisfaction has improved consistently and quality measures have remained above national averages, which is evidence that serving ethnic markets appropriately is an excellent business development strategy.

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[Ogden, D. \(2005\). Hispanic versus Anglo Male Dominance in Purchase Decisions. \*Journal of Product & Brand Management\*, 14, 98-105.](#)

**Key problem/Issue:**

To determine whether the level of acculturation experienced by Hispanics influences purchases decisions.

**Methodology:**

A telephone survey was conducted to determine the extent to which husbands influenced the purchase of household paint. Hispanic and Anglo responses were compared. Additional data were collected to determine the level of acculturation of the consumer.

**Results/Findings:**

The findings indicate no difference between Hispanic and Anglo patterns. There was also no difference between Hispanics high in acculturation and Hispanics low in acculturation in male dominance of purchase decision. In determining influence for paint related products, gender may be a better segmentation factor than level of acculturation.

**Observations**

A strong contribution that this study makes to the current consumer acculturation research is that one should not make general statements about Hispanics and the acculturation process.

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[Ogden, D., Ogden, J. and Schau, H. \(2004\). Exploring the Impact of Culture and Acculturation on Consumer Purchase Decisions: Toward a Micro-cultural Perspective. \*Academy of Marketing Science Review\*, 3, 1-22.](#)

**Key problem/Issue:**

This paper presents a review of the relationship between culture, specifically what has been termed ethnicity, and its impact on consumer purchase decisions. The role acculturative processes play in the adaptation of immigrants and other non-mainstream citizens to the dominant U.S. consumer environment is also presented.

**Methodology:**

A literature review. The paper provides: 1) a historical perspective on the origins of research on ethnicity and consumer acculturation, 2) a discussion of research trends and gaps in these areas, 3) a suggested model for the study of micro-cultures and consumer acculturation and 4) propositions and suggestions for future research.

**Results/Findings:**

Based upon the current body of knowledge and gaps in the research, a model is presented that advances the study of consumer acculturation behavior. The model suggests that the purchase outcome of micro-cultures is moderated by two variables: the degree of consumer acculturation and the type of product under consideration. Suggested steps for the study of micro-cultures are proposed and include the following: 1) identify micro-culture(s), 2) determine measurement of the degree of acculturation, 3) determine product type, and 4) determine whether differences exist in purchase outcomes.

**Observations**

This paper is a recent literature review of how culture and acculturation impacts the purchase decision of an ethnic group.

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[O'guinn, T. and Faber, R. \(1985\). New Perspectives on Acculturation: The Relationship of General and Role Specific Acculturation with Hispanics Consumer Attitudes. \*Advances in Consumer Research\*, 113-117.](#)

**Key problem/Issue:**

Two acculturation scales were derived and then compared in terms of their association with Hispanic consumers' attitudes as well as their exposure to and perceptions of Spanish language television commercials. The study attempts to uncover the underlying dimension of general acculturation and determine if role-specific acculturation can more accurately explain role-specific values and behaviors than a general measure of acculturation.

**Methodology:**

The data used were collected in Chicago, Illinois during the months of October through December, 1983. These data were collected via a mixed method procedure which used both random digit dialing and systematic selection of Spanish surnames from the Chicago telephone directory. Approximately 85% of the 208 Hispanic respondents were selected via the RDD method. This mixed method procedure has been suggested as being a preferred method for the collection of ethnic survey data (Himmelfarb, et.al. 1983). Data collection was bilingual and conducted by the Survey Research Laboratory of the University of Illinois. Chicago was selected because it has the sixth largest concentration of Hispanics among U.S. cities, and is the most heterogeneous of any major Hispanic community with respect to the composition of the Hispanic population by national origin.

Respondents were asked which language they preferred (Spanish, English, or both) when at home, when at work, when speaking, when reading, when watching television, listening to the radio, or when reading the newspaper.

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The final set of items included in this study was consumer related measures which were considered to be potentially related to acculturation level. These measures included the use of attitudes towards Spanish language commercials versus English language ones, and product attribute ratings for beer. Beer was chosen as the product of study since Hispanics' brand preferences differ sharply from Anglos (Guernica 1982) and because prior research indicated that different cultural groups each have unique attitudes and behaviors regarding the use of alcoholic beverages (Greely, McCready and Theisen, 1980).

**Results/Findings:**

The results here assessing the underlying dimensions of general acculturation are highly consistent with the current trends in explicating this concept. They indicate that acculturation is not composed of just a single underlying dimension, but, rather, is comprised of several separate lower-order constructs. This underscores the need for future research to avoid utilizing simplistic, single-item measures as surrogates for acculturation. One item alone is incapable of tapping all the complexities of this multidimensional concept.

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[O'Guinn, T. and Meyer, T. \(1983\). Segmenting the Hispanic Market: The Use of Spanish Language Radio. \*Journal of Advertising Research\*, 23, 9-16.](#)

**Key problem/Issue:**

The primary aim of the investigation was to test radio language preference as a segmentation criterion for the Hispanic market. To this end we sought to demonstrate several differences between the SLR audience and those Hispanics who prefer English-language radio. Existing research suggests one very critical underlying dimension: sub-cultural orientation. For this reason, it was hypothesized that those variables most related to sub-cultural orientation would contribute significantly to the statistical separation of these two groups. Specifically age, income, national origin, years lived in local area, occupation, educational level and general language use and preference were all clearly suggested.

**Methodology:**

In this study, the audience of primary interest was the Mexican-American community of San Antonio, Texas. San Antonio represents an interesting environment for the mass media, especially broadcasting, in that six out of ten of its citizens are Mexican-American. No other city of major size has as large a concentration of Hispanics in comparison to the Anglo population (Strategy Research Corporation, 1980.)

In-person interviews of approximately 35 minutes in length were conducted on three consecutive Saturdays by bilingual interviewers, all of whom had experience and training in such procedures. Respondents were contacted and interviewed at various shopping centers in San Antonio where the concentration of Mexican-Americans is 85% or higher. Refusals were less than 3%.

The research instrument had three major sections. The first dealt with personal demographics: age, sex, annual household income, occupation,

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educational level, family size, years lived in San Antonio, and country of birth. The second section measured media use and exposure. The final section was composed of over 30 consumption measures.

**Results/Findings:**

This investigation tested radio language preference as a means by which to segment the U.S. Hispanic market. The results were positive. SLR appears to be not only a reliable segmentation criterion, but its own means of implementation as well. Such a match of market and media is rare and should not be ignored by those advertisers wishing to more efficiently reach the rapidly expanding U.S. Hispanic market.

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[O'Guinn, T, Faber,R. and Meyer, T. \(1985\). Ethnic segmentation and Spanish-language television. \*Journal of Advertising\*, 14, 63.](#)

**Key problem/Issue:**

The study dealt with the use of Spanish-language broadcasting. Discriminant analysis was used to produce a profile of Mexican-Americans who prefer Spanish-language television over English-language television. A comparison of this profile with one previously derived for Spanish-language radio listeners indicates that while there is some overlap between these audiences, they are far from identical.

**Methodology:**

In-person interviews were conducted with 993 Mexican-Americans living in San Antonio, Texas. Respondents were contacted and interviewed at various shopping centers in areas with a high concentration of Mexican-Americans. The interviews were conducted in the respondent's preferred language by trained and experienced bilingual interviewers. Interviews lasted approximately 35 minutes. The refusal rate was less than three percent.

The research instrument was composed of three major sections. The first assessed demographic information including age, sex, income, education, family size and national origin. The second section measured media use and language preference. The final part contained a number of consumption-related measures for a variety of products. Items were selected to represent a wide range of products which differed along dimensions of essentiality, importance, price and status value.

**Results/Findings:**

As with radio, Mexican-Americans who preferred Spanish-language television can be differentiated from those preferring English-language broadcasts. There is, as in the case of Spanish-language radio, some indirect evidence of a less

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acculturated Spanish audience. Both the fact that Spanish is preferred in other situations and for other uses and that those who prefer Spanish-language television were more likely born outside the U.S are supportive of the contention.

In order to benefit from ethnic segmentation, advertisers must determine which factors lead Hispanics to prefer specific Spanish-language media and how these ethnic media differ in meeting specific consumer needs.

**Observations**

While the study provides relevant information, more current studies regarding Hispanics and media usage have been done and may be more useful.

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[Oliver, R.L. \(1999\). Whence Consumer Loyalty? Journal of Marketing. Vol. 63, 33- 44.](#)

**Key problems/Issue:**

This study attempts to analyze the relationship between satisfaction and loyalty as well as the different phases that lead to loyalty by looking at definitions of loyalty, loyalty phases, obstacles to loyalty and loyalty as a interaction between individual and social support.

**Methodology:**

The method chosen for this article included a review of previous studies that looked at topics related to the ones described in the previous section (key issue).

**Results/findings:**

The main conclusion is that consumers become loyal in a cognitive sense first, than later in an affective sense, still later in a conative manner (behavioral intention, brand-specific commitment to repurchase) and action loyalty (the idea of overcoming obstacles to buy the brand as opposed to just having an intention to purchase that can be stopped by certain obstacles). Another trend is the idea of the interaction between individual commitment to repurchase a brand and community efforts to maintain or promoted brand loyalty.

**Observations:**

This study brings in an important idea that of the interaction between individuals' commitment and social effort or obstacles to maintain or promote loyalty for a specific brand (Table 2). It also provides support and drawbacks of various perspective of the relationship between satisfaction and loyalty.

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[Wilkes, R. and Valencia, H. \(1986\). Shopping Related Characteristics of Mexican-Americans and Blacks. \*Psychology and Marketing\*, 3, 247-259.](#)

**Key problem/Issue:**

The shopping-related characteristics of Mexican-Americans and Blacks. More specifically, the purpose of the study was to examine for applicability eight shopping lifestyle dimensions of Blacks and the largest Hispanic sub-group, Mexican-Americans. Additionally, department stores purchasing and generic purchasing were examined.

**Methodology:**

Based upon an extensive review of relevant articles in academic and trade literature, 10 dimensions of aspects of shopping were identified for examination in this research. The principal analytical method was multivariate analysis of covariance (MANCOVA).

**Results/Findings:**

The findings challenge some of the more commonly held perceptions about these two minority groups. Contrary to expectations from prior research and the popular business press, neither Blacks nor Mexican-Americans were found to differ from Anglo with respect to brand loyalty, use of coupons, impulse purchasing, shopping for specials, buying generic grocery items or using discount coupons. Consistent with expectations from available information was the finding that both Blacks and Mexican-Americans are more likely to engage in bargaining during their shopping experiences and to shop more in discount stores.

**Observations**

The study doesn't suggest that Hispanic or Black consumers have been so acculturated or absorbed in the general U.S. community as to nullify distinctiveness from marketing perspective. What the study suggests is that

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differences between Anglo, Black, and Hispanic consumers may not be as great as is frequently assumed and that overlap exists.