

INCREASE HISPANIC MARKETING EFFECTIVENESS

As the Hispanic population in the U.S. continues to grow at unprecedented rates, there's an on-going marketing need to understand Hispanic consumers cross-culturally and generationally. Traditional approaches – like measuring language of preference and birthplace – don't fully measure the depth of cultural understanding among Hispanics. In-depth cultural orientation provides marketers with specific, concrete measures on what Hispanics are adopting. And they can use these insights to develop effective category and product level marketing plans.

THE CHALLENGE

Our client, who is a champion for corporate investment in Hispanic marketing was rightly concerned about the one-size-fits-all approach that many U.S. marketers take when advertising and marketing to Hispanics. They knew it undervalued the economic impact of this fast-growing segment. They wanted a truly in-depth look at specific product category behaviors and attitudes that could differentiate Hispanic consumers across generations and cultures.

APPLYING OUR INSIGHTS

We began to shape our analysis with some of Scarborough's 35,000+ Hispanic respondents and their syndicated shopping/purchasing behaviors, as well as MRI™ attitudinal data. And that revealed analytic insights on category level purchasing behaviors of Hispanics versus the general population across three generations: Millennials (age 18-29), Gen X (age 30 – 49) and Boomers (age 50-69). We also looked at the purchasing differences within each Hispanic generation.

An additional customized proprietary survey played a large role in this solution, as well. We interviewed more than 1,200 of Scarborough's Hispanic and non-Hispanic respondents about their cultural orientation and its effect on category usage. Cultural measures included affinity towards Anglo or Hispanic food, music, media, language and celebrations. Category usage was measured through Scarborough's syndicated service.

CUSTOM RESEARCH

THE RESULTS

We demonstrated that lifestage – as opposed to attitudes – had stronger effects on category behaviors within the Hispanic community. The study also found significant differences in cultural orientation across Hispanic generations, which have important implications for Hispanic marketers who are trying to find the best audience for their product category. We concluded that the combination of understanding the cultural orientation (Anglo, Hispanic, bi-cultural) of Hispanic consumers and practicing generational target marketing to those consumers can enhance the marketing efforts of companies serving the Hispanic community.

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