



December 2015

Hispanics and Brand Loyalty - US

"The foundation for brand loyalty is very clear among Hispanics; it is based mainly on functional aspects of the brand such as quality as well as affordability, dependability, and trust. When targeting Hispanics, brands also need to be aware that brand loyalty can be fragile."

Black Consumers and Brand Loyalty - US

"Black consumers are very brand conscious and typically use some of the same trusted brands that their parents used. While cost plays a role in the brands they buy, they aren't willing to give up quality and brand name for the lowest price. As a result, they tend to be ...

November 2015

Hispanics and Shopping for Groceries - US

The majority of Hispanics are involved in grocery shopping for their households. Good prices, products they like, and convenient location are factors that influence where they shop. In this regard, there isn't a single retailer type that meets all of Hispanics' grocery shopping needs and therefore they visit multiple stores ...

Black Consumers and Shopping for Groceries - US

"Currently estimated at about \$61 billion, Black expenditures on groceries (including food and drink, general merchandise, and health and beauty items) have been increasing since coming off the 2007-09 recession, though growth from 2012-15 has been moderate."

October 2015

Hispanic Cooking Enthusiasts - US

Food plays an important role in the life of Hispanics. It is around the table that Hispanics tend to have a good time with friends and family; it is through food that they express their love and keep their culture alive; it is through food that they explore and enjoy ...

September 2015

Marketing to Asian Moms - US

"Asian moms are a diverse group, originating from many countries, speaking many languages, and encompassing a wide range of economic and cultural backgrounds. On average though, they are highly educated, with high-household incomes and high expectations for their children's futures. This combination of traits makes Asian moms a desirable market ...

Marketing to Black Moms - US

"Black moms control the purse strings of the more than \$1 trillion buying power in the Black community. While moms may make the ultimate call on purchases, her children influence what she buys because she wants them to provide them with the things she may not have had while growing ...

Marketing to Hispanic Moms - US



"Hispanic moms are devoted to their families and their homes. Their children are at the center of their worlds and they want to please them, having their preferences in mind when deciding what to buy. They want to support their children however they can and have high expectations about their ...

August 2015

Hispanics and Healthcare - US

"Living a healthy life is top of mind for Hispanics; however, they feel that they are healthy, which reduces their motivation to proactively make significant changes in the way they live. While they see value in health insurance, financial constraints also limit the access that less-affluent Hispanics have to health ...

Black Consumers and Haircare - US

"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image – it shapes their identity and sends a signal to the world of who they are as a person. With the variety of ways that Black consumers ...

July 2015

Digital Trends - Black Consumers - US

Despite having lower household incomes on average, Black consumers' strong desire to keep up with the latest in technology suggest they are willing to sacrifice in other areas so that they can have the same products that higher income earners have. This consumer group loves being among the first to ...

Digital Trends - Asians - US

"Despite their relatively small share of the US population, Asians play an important and growing role in the markets for consumer electronics (CE) products and digital services. Young, affluent, and educated, Asians are leaders in adoption of new technologies, participation in online activities, and engagement with the mobile web, and ...

Digital Trends - Hispanics - US

"Hispanics embrace the internet as it allows them to consume the content they want when they want, and stay connected with friends and family. As a result, they are equipping their households with consumer electronics (CE) staples such as laptops, tablets, and smartphones. However, as they become bicultural, Hispanics are ...

June 2015

Black Consumers' Attitudes toward Car Buying - US

"Currently at more than \$1 trillion, Black spending power is expected to climb to \$1.4 trillion by 2019 – and

Hispanics' Attitudes toward Car Buying - US

"As Hispanics become more acculturated, they tend to become more sophisticated car buyers. As they use more



growth continues to outpace that of Whites, despite lower incomes. Black consumers' love for cars, the role they play in shaping their image, attraction to technology, and high receptivity ...

sources of information, they become more open to considering a wider variety of car types. As this change in their approach toward car buying takes place, car brands will benefit from partnering with ...

May 2015

Family Dynamics of Black Consumers - US

“Black families are very different from other families, due in part to household dynamics. Although there has been some improvement over the years in how Black families are depicted in advertising, many ads today are still viewed as stereotypical or not inclusive of the lifestyle of Black families. It’s important ...

Family Dynamics of Hispanics - US

“Family unity is important to Hispanics. Tensions caused by different levels of acculturation and levels of English proficiency under the same roof are minimized by the level of attachment that Hispanics have to their families. Even when younger Hispanics look for their own identity, they do it from home as ...

April 2015

Black Consumers' Lifestyles and Entertainment - US

“Black consumers participate in a wide range of activities. Community, cultural and faith-based activities are front and center. There’s been a rise in entertainment expenditures over the last five years, and it’s expected to increase. There’s an opportunity for marketers to tap into this segment, particularly among single Millennials and ...

Hispanic Lifestyles and Entertainment - US

“While Hispanics spend their ‘me’ time, if any, at home, mostly consuming content, out-of-home activities typically involve friends and family. In this context, Hispanics look for events or activities with them in mind. If friends and family are not on board with the idea, Hispanics may simply move on to ...

March 2015

Hispanic Consumers' Snacking Preferences - US

“The importance that Hispanics give to the requests of family members – including children – is significant. If they are not on board, snack types and brands gradually surrender their space in the household to others. This is why the brands consumed in Hispanic households tend to change as they ...

February 2015

Black Millennials - US

Hispanic Millennials - US



Multicultural America - USA



“While there are some similarities among Millennials, Black Millennials are different. They enjoy experiencing other cultures, and many have integrated it as part of their day-to-day life, but they have a strong connection to Black culture. Their outgoing, outspoken, and strong social media presence – coupled with their sensitivity to ...

“Hispanic Millennials are a significant and coveted market. In any typical day, they are bombarded with ads and many other things that fight for their attention. To improve the odds of getting noticed, it is important for marketers to learn as much as they can about Hispanic Millennials to be ...

January 2015

Black Consumers and Dining Out - US

“Black consumers spend a hefty amount of money on dining out. Although they are more likely to patronize chain restaurants, there is tremendous support for local mom-and-pop restaurants in their community, particularly those that serve ethnic dishes. Black consumers are expanding their palate to include a wider range of ethnic ...

Hispanic Consumers and Dining Out - US

“As Hispanics’ expenditures on dining out continue to grow, restaurants that work toward making Hispanics feel welcomed may not only entice them to return, but may benefit from them sharing their good experiences at the restaurant with others; when Hispanics think about where to dine out, they give a lot ...