



December 2014

Hispanic Consumers and Alcoholic Beverages - US

“Hispanics have so many options to choose from when deciding which alcoholic beverages to purchase. They decide based on the occasion and the people that they will be with. However, it is seldom that they purchase something they are not familiar with. Bars and restaurants are ideal settings to promote ...

Black Consumers and Alcoholic Beverages - US

“Black consumers like alcoholic beverages that are indulgent in some way, whether it’s in the smooth taste, flavors, or in the packaging design. Blacks like to drink at home as much, if not more so than they do outside of the home. There are distinct subsegments, and marketers should keep ...

November 2014

Hispanic Consumers and Non-Alcoholic Beverages - US

“While Hispanics tend to stick to the beverages that they know and like, smaller brands trying to reach them may be able to create a potentially profitable and long-term relationship by investing time and effort to get to know them, establish a presence where they are, and invite them to ...

Snacking Preferences of Black Consumers - US

“Despite the fact that Blacks are heavy snackers, there is very little advertising aimed at reaching this consumer. While the motivation for snacking may be consistent with other consumers, the types of snacks vary considerably when compared to other consumer groups. Given the health disparities among Blacks, very few companies ...

October 2014

Hispanic Consumers and Property and Casualty Insurance - US

“Hispanic consumers value personal relationships making the role that insurance agents play in building a relationship and offering support very important; as they reach Hispanics with a consulting attitude rather than a sales approach, they may be able to gain their trust and anticipate the questions that Hispanics may have ...

September 2014

Black Consumers' Beauty and Grooming Products - US

“How Blacks define beauty may be similar to Whites in some ways, but what they see as attractive may be entirely different. Beauty is truly in the eye of the beholder, and it is very individual. Blacks have unique

Hispanic Consumers' Haircare, Beauty and Grooming Products - US

“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very



beauty and grooming needs. Although there are many products on the ...

fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to ...

Asian American Lifestyles and Entertainment - US

Black Consumers and Haircare - US

“Asians are an important and growing market for entertainment and leisure categories. These high-income, highly educated consumers represent a potentially lucrative market, especially for entertainment that provides multiple values, but marketers need to reach them where they live, which for most young Asians is online and on their mobile device ...

“Blacks’ haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and ...

August 2014

The Shopping Experience of Asian Americans - US

“Though Asians represent an enticing market, with substantial and growing buying power and many high-income and highly educated shoppers, marketers need to remember that Asians are an extremely diverse and multifaceted population.”

July 2014

Black Consumers Attitudes toward Advertising - US

Hispanics and American Culture and Identity - US

“Many marketers are shifting their dollars away from the Black consumer segment, while others are moving their initiatives away from traditional to digital. Since Blacks are receptive to advertising and want to see more targeted to them, they are paying attention to which companies demonstrate a sincere commitment and understand ...

“While the majority of Hispanics are speaking English and the influence of the American culture in their lives is strong, there are cultural differences beyond language that need to be considered when determining the most efficient way of communicating with them. In order to successfully communicate with Hispanics, it is ...

June 2014

Hispanic Consumers and Social Media - US

Black Consumers and the Car Purchasing Process - US

“The latest advances in technology and the fact that Hispanics are quickly closing the gap in online access are creating an environment that is quite fertile for

“Encouraging Black consumers to visit a car dealership is the step that can advance the car-buying process toward purchase. Marketers need to form their message



promoting biculturalism. Social media or networking sites give Hispanics the ability to remain in touch with their country of origin and connected to ...

to give Black consumers a clear call to action to experience new vehicles in-person. General incentives may work, but specific messaging will also be effective ...

May 2014

Black Consumers and Social Media - US

“Social media has become a forum for Black consumers. It is one space where consumers feel as though they can remove their mask and totally be themselves and express themselves, oftentimes without fear of judgment. But, this notion doesn’t extend to brands. Companies are still companies on social networks, and ...

Hispanic Consumers and Online Shopping - US

“Hispanics shop online on sites that they trust, so the challenge to online retailers is to build that trust by offering honest product descriptions, a straightforward shipping process, and a fair and competitive price. As long as online retailers can deliver what they promise on their sites and there aren’t ...

Hispanic Consumers and Auto Service: Maintenance and Repair - US

“Hispanic auto repair and maintenance consumers as a whole are a value-oriented and community-focused group. With many Hispanics seeking out mechanics, managers, and sales representatives of Hispanic origin and auto repair facilities that are a part of their community, major automotive brands must commit to greater diversity in terms of ...

April 2014

The Shopping Experience of Black Consumers - US

“Black consumers shop a wide variety of stores – from Walmart to Barney’s New York. This is not a one-size-fits-all consumer. Marketers need to better understand the different consumer segments within the Black community and how each segment is unique and has different expectations when it comes to the shopping ...

The Shopping Experience of Hispanic Consumers - US

“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly may be able to count on Hispanic consumers as valuable allies to ...

March 2014

Hispanic Consumers and Household Products - US

Black Consumers and Household Products - US



“While Hispanic consumers are not a homogeneous group, one value that practically all share is their belief that personal appearance says a lot about a person. It is for this reason that they strive to take good care of their clothing and household. Brands that can partner with them to ...

“Maintaining a clean home is important to Black consumers. A clean home is direct reflection of what others think about them, and a clean home means a healthy family. Black consumers are all about prevention, and rely on products that have ingredients to help remove germs and odors. Blacks teach ...

February 2014

Hispanic Consumers and the Perimeter of the Grocery Store - US

“Hispanics are far from being a homogeneous group; in addition to differences by country of origin, country of birth, age, and gender to name a few, the role that the American or Hispanic culture plays in the life of any Hispanic adds complexity to this market. However, something that Hispanics ...

Black Consumers and the Perimeter in the Grocery Store - US

“Black consumers are underserved in advertising and marketing as it relates to the perimeter of the grocery store. This consumer is prone to certain dietary issues that may be alleviated by incorporating more fresh produce, meat, and healthier dairy options in their diet. Their receptivity to advertising coupled with their ...

January 2014

Black and Hispanic Moms - US

“While there are a lot of similarities between these moms, they are different in many ways. Their culture and heritage is an important part of who they are and they are looking to maintain it, especially younger moms (18-34 years old). It’s likely that they have a heightened sensitivity toward ...