

# Introduction to the Importance of Discovering Multicultural Preferences

- \* A number of factors have differentiated the preferences of cultures worldwide.
- \* There are different tastes in foods and spices, in colors and clothing design.
- \* Today, taste and trends must be considered globally in order to effectively market a product, and understanding regional preferences is a prerequisite.

# Study of Cultural Groups and Their Music Genre Preferences



# Study of Cultural Groups and Their Music Genre Preferences

## Research Question 1:

*What are the musical genre preferences to the major U.S. cultural groups?*

- Are their music genres more popular to certain ethnicities?
- What media is most used when these cultural groups listen to music?

## Research Question 2:

*What is the importance of music to the major U.S. cultural groups?*

## Hypothesis 1:

*Ethnic groups will be different in their preferences and attitudes of music.*

## Hypothesis 2:

*Music is more important to Hispanics and African Americans than to other cultural groups.*

# Background Research

- \* A Cross-National/Cross-Cultural Study of Radio Listening Preferences between American and Canadian Consumers was conducted in 1987.
- \* It identified the socioeconomic, demographic, and behavioral characteristics and listening preferences of radio audiences.
- \* Results showed that, if radio managers break down their audiences according to various traits, they may be able to reach larger audiences in their specific regions.
- \* ***This research is outdated and doesn't focus on U.S. multicultural groups.***

# Background Research

- \* Other research has been conducted on young teens ages 12 to 19 on which types of radio stations are listened to most often.
- \* Where teens live and their ethnicity has been found to have an enormous impact on the type of music they prefer.  
(Ex. White and Hispanic teens are 1.5 times more likely than black teens to regularly tune in to current hits on the radio. Likewise, black teens are 1.5 times more likely than Hispanic teens, and twice as likely as white teens, to listen to hip-hop or rap music.)
- \* ***This research only focuses on young teens ages 12 to 19.***

# Why this topic?

"One of the things we know about consumers is that, *as an immigrant, you lose a lot of things from home, but **the last things you lose are a love for food and music.***"

-Goya's Director of Marketing, Esperanza Carrion

- \* There is evidence that more and more individuals today are holding on to their ethnic tastes and traditions instead of melding them into one American style.
- \* Hispanics might become more acculturated the longer they are in the United States, but they are holding true to their preferences and the rest of us can join in as we please.

# Importance of Research Topic

- \* *Multicultural groups are key segments of our population.*
- \* *Their music genre preferences should be discovered and taken into consideration by marketers.*
- \* *Brands, artists, and consumers can all benefit!*
- \* *The importance of music in multicultural consumers' lives and what types of media outlets are most used to play their songs should be evaluated.*

# Sources for Music Literature Review

- ❖ A Cross-National/Cross-Cultural Study of Radio Listening Preferences: American and Canadian Consumers Contrasted (1987)
- ❖ The Great Melting Pot? (Oct. 2003)
- ❖ Young Listeners (Dec. 2002/Jan. 2003)
- ❖ Latin Music Industry Retunes:  
A Special Report on the Latin Music Industry (Nov. 2008)



# Study of Multicultural Color Preferences



# Study of Multicultural Color Preferences

## Research Question:

*What are some of the color preferences of the major U.S. cultural groups?*

## Hypothesis 1:

*Ethnic groups will be different in terms of their preferences of colors.*

## Hypothesis 2:

*Color is more important for Hispanics and African Americans compared to other cultural groups.*

# Background Research

- \* Cooper Marketing Group polled prospective purchasers of cars and other goods on the colors they are likely to buy.
- \* For each of 75 consumer products, where color is an important part of the purchase decision, respondents are asked to identify their most and least favorite colors, colors of products they currently own, and the colors of products they anticipate buying in the future.
- \* ***This data shows reasons behind color trends and can be useful in advertising and product positioning.***

# Background Research

- \* Cooper Marketing developed a “color lifestyle” segmentation, which places consumers in three groups according to the importance of color in their buying decisions:
  - \* **Color-Forward**
  - \* **Color-Prudent**
  - \* **Color-Loyal**
- \* Based on the demographic information on each respondent, the color preference data can be segmented by age, gender, ethnicity, marital status, education, occupation, income, type of housing, and geography.
- \* ***This research is outdated (from 1995) and it doesn't concentrate on the variations between multicultural groups.***

# Background Research

- \* While color preference is very personal, and often changeable, it is possible for color experts to make general observations about the color likes – and dislikes – of major demographic groups by age.
- \* ***Other research (from 2000) found color preferences for groups based on age:***
  - \* ***The Mature Market*** (individuals over the age of 65)
  - \* ***The Baby Boomers*** (born between 1945 and 1964)
  - \* ***Generation X*** (born between 1964 and 1980)
  - \* ***Generation Next*** (teenagers)

# Color Preferences by Gender

- \* Traditionally, men and women have had different tastes in color, with women drawn to brighter tones and more sensitive to subtle shadings and patterns.
- \* The differences are attributed to biology, since females see color better than males do (color blindness is 16 times more prevalent in men), and in part to socialization.
- \* ***Now, gender seems to have less impact on choices.***

# Color Preferences by Age

- \* ***Age affects color preferences.***

- \* Color looks less bright to older people, so they gravitate to white and other bright tones.

- \* ***Color preferences of younger consumers is also influenced by the cultural context in which they come of age.***

- \* *"Each generation has its own history. They grew up with different values and ideals, were exposed to different cultural trends and ethnic influences. Today, people are surrounded by many more cultures, making younger generations more open to cultural influences, and this comes out in color preferences a great deal."*

-Kathy LaManchusa, a color trend strategist for companies such as Kmart, Motorola and Philip Morris.

# Multicultural Influences on Color

- \* **The trend toward brighter and more complex colors also reflects the increasingly multicultural makeup of the country.**
- \* **Ethnic differences arising from cultural, religious and historical experiences** are also a major influence on color preferences.
- \* *"As we become a nation of minorities, more people are going to want to try out new colors. That may mean the country will keep getting more colorful."*  
-Mimi Cooper, vice president of Cooper Marketing Group



# Multicultural Influences on Color

- \* ***Some such tastes are also based on environmental factors.***
- \* A preference among Hispanics for bright colors is a reflection of the intense lighting conditions in Latin America, since strong colors keep their character in strong sunlight.
- \* Hispanics veer toward warm colors, but variations do exist.
  - \* *"We're seeing a strong influence from the Hispanic market in terms of reds, yellows and oranges, being reflected in consumer products. And with globalization, we're seeing more colors from Asia, also in the red and yellow family"*  
-Jay de Sibour, president of the Color Marketing Group

# Importance of Color Preferences

- \* **Color can take on cultural ramifications within a branding context.**  
(Ex. It's no accident that Tiffany's "little blue box" is trademarked.)
- \* A related issue is the **elasticity of meaning associated with certain chunks of the color spectrum.**  
(Ex. **Green** is almost universally regarded a color of youth, vitality and nature.)

# Importance of Color Preferences

- \* Marketers may underestimate color because they fail to understand how critical it is to first impressions.
- \* Color sets the tone before you can even begin to load the mental software required to read a product's label, marketing messages, promotional materials, etc.
- \* In the catalog of a brand's sensory equities, color is one of the most overlooked, underleveraged assets.
- \* *Which means that some brands are missing out!*

# Importance of Color Preferences

- \* Colors being linked to emotion has already been proven.
- \* Marketers know that colors have the power to create brand imagery and convey moods.
- \* It's essential to take demographic differences into account when selecting a brand's plumage, because colors are accepted by different ages, genders and ethnic groups in different ways.

# Why this topic?

- \* *The information from studies of multicultural color preferences can be used to create decorating schemes (in product designs, marketing messages, websites, etc.) that enhance the pleasurable effects of colors for these groups.*
- \* *This data can show reasons behind color trends and can also be useful in advertising and product positioning.*

# Sources for Color Literature Review

- ❖ Research Probes on How Consumers Rely on Colors for their Purchases (Aug. 1995)
- ❖ Generations of Color (Aug. 2000)
- ❖ Color By Numbers (Feb. 2002)
- ❖ A Spectrum of Missed Opportunity (Aug. 2008)
- ❖ Do Cultural Preferences Influence Fragrance Development? (2008)