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RESEARCH QUESTION:
WHICH MULTICULTURAL SEGMENT IS
MORE PRONE TO BECOMING
A **GREEN** CONSUMER?



**It's not easy
being green.**

HYPOTHESIS:

Cultural background moderate the effect that age, education, and income (or other demographics) play on shaping environmental concern.

DID I MENTION THAT
THIS SHIRT IS MADE FROM
RECYCLED SODA BOTTLES?

THAT REMINDS ME,
I NEED A CASE OF DIET
COKE

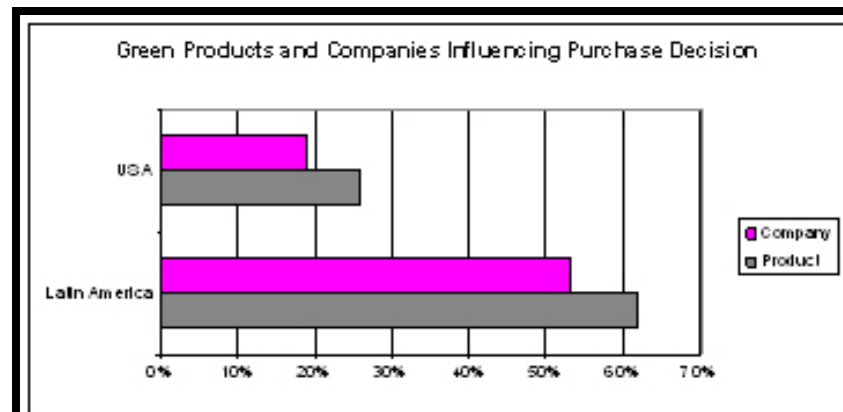


GREEN FACTS

- “IT IS BELIEVED THAT GREEN CONSUMERS WILL HAVE AN ESTIMATES BUYING POWER UP TO 500 BILLION DOLLARS IN 2008”

CHRIS WILSON, EXPERIENCE RESEARCH SERVICES

- TNS Global Study “The Green Life” Finds Hispanics Lead the World In Green
- Most research on green consumers consider only demographics and psychographics to profile the consumer.



LITERATURE REVIEW

- *NIELSEN INSIGHT CONSUMER: GREEN CONSUMERS SPEND MORE IN WAREHOUSE CLUBS, AND BUY MORE PRODUCE, PASTA AND CEREAL THAN NON-GREEN CONSUMERS (2008)*
- *TNS GLOBAL STUDY “THE GREEN LIFE” (2008)*
- *CAN SOCIAL-DEMOGRAPHICS STILL PLAY A ROLE IN PROFILING GREEN CONSUMERS? A REVIEW OF EVIDENCE AND AN EMPIRICAL INVESTIGATION. (2003)*
- *ENVIRONMENTAL SEGMENTATION ALTERNATIVES: A LOOK AT GREEN CONSUMER BEHAVIOR IN THE NEW MILLENNIUM (1999)*
- *GREEN CONSUMERS IN THE 1990S: PROFILE AND IMPLICATIONS FOR ADVERTISING (1996)*
- *BUYER CHARACTERISTICS OF THE GREEN CONSUMER AND THEIR IMPLICATIONS FOR ADVERTISING STRATEGY (1995)*
- *SIMMONS RESEARCH*

RESEARCH QUESTION:
HOW DOES A MULTICULTURAL CAST
AFFECT TV RATINGS?



HYPOTHESIS:

THE MORE DIVERSE A CAST IS IN A US TV SHOW, THE MORE IT WILL APPEAL TO MORE AUDIENCES, AND THE MORE RATINGS IT WILL ACHIEVE.

Broadcast TV - United States

Week of January 5, 2009

RANK	PROGRAM	NETWORK	RATING	VIEWERS (000)
1	FEDEX BCS NATL CHAMP(S)	FOX	15.8	26767
2	FOX NFC PLAYOFF-SAT(S)	FOX	13.8	23776
3	AFC DIV-PLF- POST-GAME-SU(S)	CBS	12.6	21348
4	MENTALIST, THE	CBS	12.2	19617
5	NCIS	CBS	11.6	19103
6	TOSTITOS FIESTA BOWL(S)	FOX	10.4	17056
7	GOLDEN GLOBE AWARDS(S)	NBC	9.3	14860
8	60 MINUTES	CBS	9.2	15032
9	GREY'S ANATOMY-THU 9PM	ABC	8.9	13866
10	DESPERATE HOUSEWIVES	ABC	8.5	13787
10	WITHOUT A TRACE	CBS	8.5	13133

Source: Nielsen Media Research. Viewing estimates on this page include Live viewing and DVR playback on the Same Day, defined as 3am-3am. Ratings are the percentage of TV homes in the U.S. tuned into television.

WHAT ARE THEY SAYING?

- “Sci-fi is a genre where diverse casting is seen more often than not. Futuristic ideas that seem improbable when filmed can later become part of our everyday lives.”

Dinah Eng, L.A.-based freelance writer

- “These days African American leading men tend to be cast opposite Latinas instead of black actresses”... “is meant to reflect a society that increasingly sees itself at multicultural.”

Allison Samuels, Newsweek

- On filmmakers’ decisions: “They avoided casting a black women as the movie’s female lead because they feared the film would be labeled a “black movie,” which would make the movie less profitable,”

Graham & Morago, On Casting

LITERATURE REVIEW

- *THERE'S JUST ONE HITCH, WILL SMITH: EXAMINING TITLE VII, RACE, AND CASTING DISCRIMINATION ON THE FORTIETH ANNIVERSARY OF LOVING VS. VIRGINIA (2007)*
- *RACE, ADVERTISING, AND PRIME-TIME TELEVISION (2003)*
- *RECOGNITION AND RESPECT: A CONTENT ANALYSIS OF PRIME-TIME TELEVISION CHARACTERS ACROSS THREE DECADES (1999)*
- *THE CHANGING FACES ON TV: A DEMOGRAPHIC ANALYSIS OF NETWORK TELEVISION'S NEW SEASONS, 1966-1992 (1997)*

RESEARCH QUESTION:

WHAT ELEMENTS MUST MULTICULTURAL ADVERTISING CAMPAIGNS HAVE IN ORDER TO INFLUENCE ETHNIC GROUPS?

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

HYPOTHESIS:

SOME ETHNIC GROUPS ARE MORE INFLUENCED BY MULTICULTURAL ADVERTISING CAMPAIGNS THAN OTHERS.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

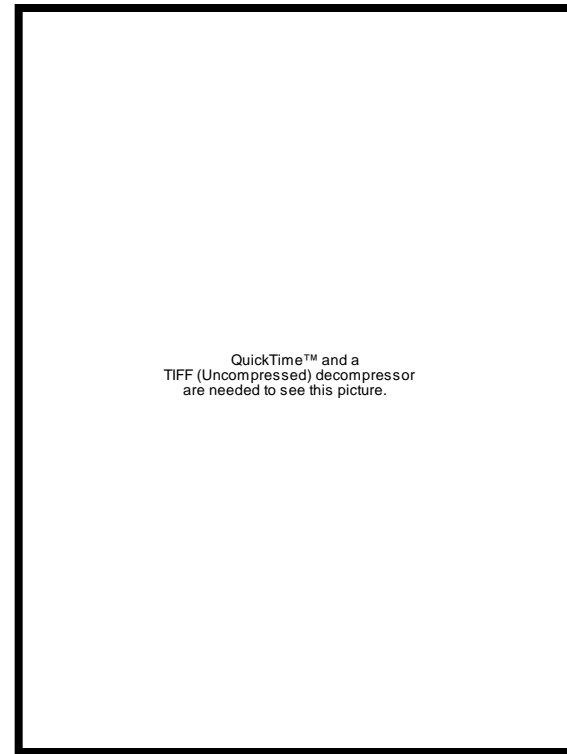
and a
decompressor
is picture.

MULTICULTURAL ADVERTISING PERIODS

PRIOR TO 1960 (NOTHING)



MID-1960 UNTIL
1980



1980 UNTIL
TODAY

WHY MULTICULTURAL ADVERTISING?

MARKETERS ARE INCREASINGLY RECOGNIZING THE GROWING POWER OF ETHNIC GROUPS AND ARE RESPONDING WITH TARGETED MARKETING EFFORTS. SOME STILL CONSIDER MULTICULTURAL ADVERTISING BECAUSE:

1. IT HAS PUBLIC RELATIONS VALUE
2. IT'S THE "RIGHT THING TO DO"
3. TO AVOID POLITICAL OR ECONOMICAL REPERCUSSIONS

WHAT DO PEOPLE THINK?

“THEY COULDN’T CARE LESS ABOUT HISPANIC CONSUMERS.”

“IT SEEMS LIKE THEY WILL SAY WHATEVER THEY CAN TO APPEASE THE BLACK COMMUNITY IN ORDER TO SELL THEIR PRODUCT.”

“IT’S LIKE THEIR KISSING UP TO HISPANICS TO GET YOUR BUSINESS.”

“THIS AD SHOWS CARING CONCERN REGARDING ALL AMERICANS.”

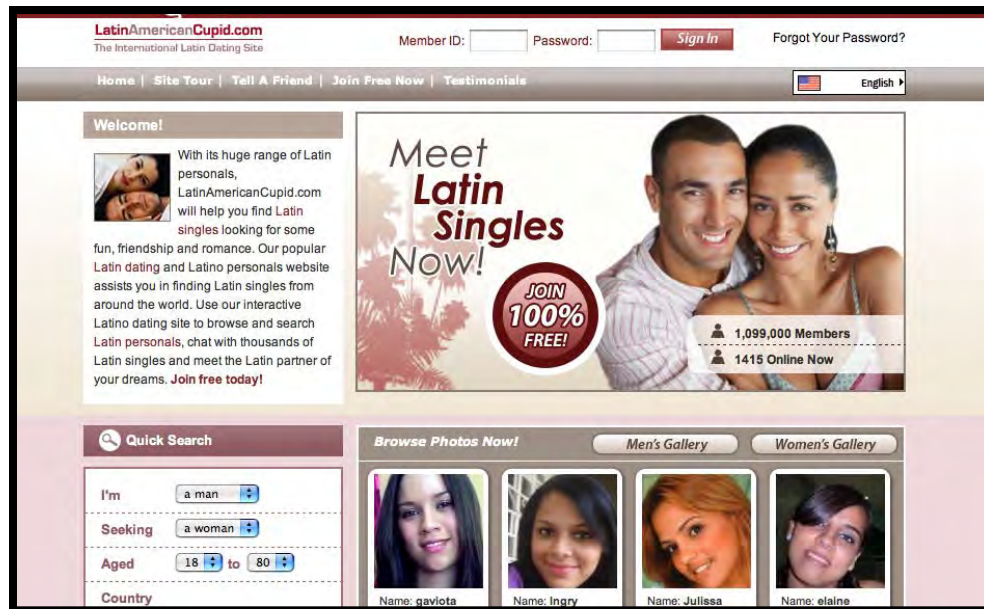
LITERATURE REVIEW

- *TARGETED AND TESTED: ETHNIC ADVERTISING RESEARCH. QUIRK'S MARKETING RESEARCH REVIEW (2004)*
- *ETHNIC CONSUMER REACTION TO TARGETED MARKETING: A THEORY OF INTERCULTURAL ACCOMODATION (1999)*
- *KNOW YOUR MULTICULTURAL SHOPPER (2004)*
- *MINORITY MODELS IN ADVERTISEMENTS IN MAGAZINES POPULAR WITH MINORITIES (2000)*
- *ETHNIC MINORITIES' MEDIA USE AND REPRESENTATION PERCEPTIONS (2005)*
- *STEREOTYPES AND HALF-ASSED MARKETING GIMMICKS, ADVERTISING AGE (2008)*

RESEARCH QUESTION:
**WHAT ELEMENTS MUST DATING WEBSITES
INCORPORATE TO ATTRACT
MULTICULTURAL GROUPS?**

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

HYPOTHESIS: SOME MULTICULTURAL GROUPS ARE MORE DRAWN TO DATING WEBSITES THAN OTHERS.



NICHE VS. GENERAL DATING WEBSITES



EHARMONY.COM



SOULSINGLES.COM

ONLINE DATING IS LUCRATIVE BUSINESS

- THE ONLINE DATING AND PERSONALS MARKET WILL INCREASE FROM \$900 MILLION IN 2007 TO \$1.9 BILLION IN 2012.

JUPITER RESEARCH

- THE DATING SERVICES INDUSTRY HAS SHOWN TREMENDOUS GROWTH IN TERMS OF AD SPENDING ACROSS ALL MEDIA, ESPECIALLY CABLE TV, LOCAL TV AND RADIO. ONLINE AD SPENDING WAS ESTIMATED IN 127.3 MILLION FROM JANUARY-NOVEMBER, 2006.

NIELSEN MONITOR PLUS

- IN ONE MONTH, MORE THAN 25.8 MILLION PEOPLE VISITED ONLINE DATING SITES IN THE US.

ONLINE PERSONAL WATCH

PEW INTERNET AND AMERICAN LIFE PROJect



13% HISPANICS AND AFRICAN-AMERICANS

10% WHITES

GENERAL ATTITUDES OF ONLINE DATING

- Online dating-related activities include flirting, ask someone on a date, participate in a online group, maintain an long-distance relationship and break up with someone.
- Most Internet users believe that online dating is dangerous because it reveals personal information online.
- One in ten Internet users have gone to dating websites.
- A majority of online daters report good experiences with the sites and that they help people to find a better match because they can get to know a lot more people.

LITERATURE REVIEW

- *TARGETED AND TESTED: ETHNIC ADVERTISING RESEARCH. QUIRK'S MARKETING RESEARCH REVIEW (2004)*
- *ETHNIC CONSUMER REACTION TO TARGETED MARKETING: A THEORY OF INTERCULTURAL ACCOMODATION (1999)*
- [*ONLINE DATING IN 2007: US MARKET SEARCHES FOR NEW USERS AS EUROPEAN MARKET CHALLENGES US DOMINANCE \(2008\)*](#)
- *HISPANICS ARE THE FASTEST GROWING ETHNIC GROUP ONLINE, ACCORDING TO NIELSEN/NETRATINGS (2002)*
- *ONLINE DATING. PEW INTERNET & AMERICAN LIFE PROJECT (2006)*
- *HOOKING UP WHILE HISPANIC (2007) CONSUMER WEBWATCH (2002).*
- *A MATTER OF TRUST: WHAT USERS WANT FROM WEB SITES (2006).*

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



RESEARCH QUESTION 1:

WHAT ARE THE MUSICAL GENRE PREFERENCES OF 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 THESE 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.
- *This research is outdated and doesn't focus on U.S. multicultural groups.*
- 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.
- *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.

MUSIC RESEARCH TOPIC IMPORTANCE

- *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.*

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



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.
- Based on the demographic information on each respondent, the color preference data can be segmented.
- *This research is outdated (from 1995) and doesn't show variations between multicultural groups.*
- *Other research (from 2000) found color preferences for groups based on age.*

COLOR PREFERENCE BY AGE & GENDER

- *Age affects color preferences.*
- Color looks less bright to older people, so they gravitate to white and other bright tones.
- Traditionally, men and women have had different tastes in color, with women drawn to brighter tones and more sensitive to subtle shadings and patterns.
- Gender preferences are attributed to biology and in part to socialization.
- *Now, gender seems to have less impact on choices.*

MULTICULTURAL COLOR INFLUENCES

- *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

- *Ethnic differences arising from cultural, religious and historical experiences are a major influence on color preferences.*

MULTICULTURAL COLOR INFLUENCES

- *The trend toward brighter and more complex colors reflects the increasingly multicultural makeup of the country.*
- *"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

- *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."*

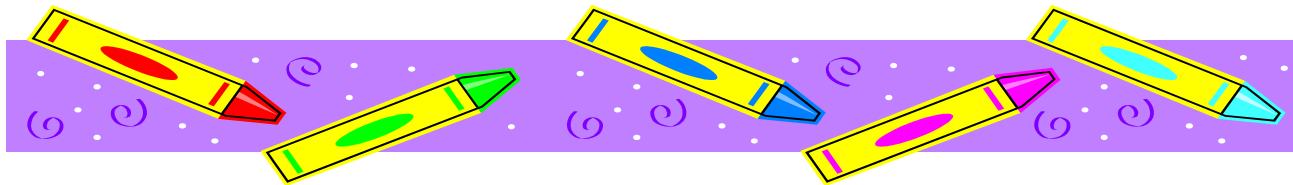
Jay de Sibour, President of the Color Marketing Group

IMPORTANCE OF COLOR PREFERENCES

- Marketers may underestimate color because they fail to understand how critical it is to first impressions.
- 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!*
- Colors being linked to emotion has already been proven.
- Colors can 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.



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)