Differences between Hispanic and Anglo consumer expectations

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Introduction
The Hispanic market, has become one of the most visible and growing segments for marketers to target. The rapid growth of the Hispanic market is one of its most evident characteristics. Although there are large clusters of Hispanics in major urban areas, the southwest and western part of the USA holds the largest concentration of Hispanics. In general, the ethnic background of a given population affects the consumption habits of many population clusters. For instance, one author noted that Hispanics spend more on food than other American groups, and are also more likely to spend money on home remedies (Weiss, 1988, p. 128-9). The Hispanic market has significant buying power, and the intent of change in attitudes, cultural modifiers, beliefs, and behaviours has substantial impact on the way advertisers have changed their strategies in order to grasp the wide range of possibilities more effectively in a unique and strong market.

The purpose of the paper itself is to show that contemporary US corporations have become increasingly aware of the fact that the Hispanic market is growing and changing, and provides a vital and necessary marketplace for a wide variety of products. This research will contain an analysis on the subject of the Hispanic market, concentrating on advertising to this market. It will consist of a five-part study which will identify the Hispanic market through demographic analysis, review the manner in which advertisers have portrayed Hispanics, and look into the tactics which advertisers use in order to market to that inherent market.

Who are the Hispanics?
The 1994 census estimated the US Hispanic population at 25.5 million. This amount comprises 9.8 per cent of the total population of the USA (Fisher, 1994, p. 51). One of the most apparent attributes regarding the growth of the Hispanic population is its high rate of fertility. Mexican-Americans women had the highest fertility rate of all ethnic groups, 111.3 per 1,000. In fact, Mexican-American females average about three births each, compared with 2.4 births for blacks and 1.7 for whites. As result, Hispanic families tend to be larger than non-Hispanic families, 3.8 people per family compared with a national median of 3.1. US Hispanics are a relatively young population, with (in 1980) a median age of 23 compared with 31 for non-Hispanics. This clearly suggests that the Hispanic segment will be the fastest-growing population group throughout the next several decades (Ford Foundation, 1984 p. 17).

The US Census Bureau projects that by the year 2000, there will be at least twice as many Hispanics in the USA as were estimated in the late 1980s. The Bureau projects that by the year 2010 Hispanics will surpass African-Americans as the largest US minority group (Fisher, 1994, p. 51). By the year 2030, the estimated rise to four times the present size, and by 2080, at least nine times greater (Exter, 1987, p. 38). According to Exter (1987):

- The number of Hispanics should grow to between 27 and 42 million by 2010, a 25-year increase of 57 to 133 per cent, according to the Census Bureau. The total US population is expected to grow from 239 million in 1985 to 263 million in 2010, only an 18 per cent increase in 25 years. If the Hispanic population grows at the slowest rate that the bureau projects, Hispanics will account for 20 percent of US population growth. But if Hispanics grow at the highest rate that the bureau projects, they will account for 54 percent of the nation’s growth. Hispanics could rise from 7 per cent of the US population today to fully 14 percent by 2010, when they would become a larger minority than blacks (p. 39).

Moreover, Hispanic births are rising considerably, with 405,000 births in 1982. The 1990 projections range from the low 400,000s to a high of almost 600,000, and by the year 2010, it will increase to as high as almost one million. Even as the number of Hispanic births increases, however, the number of deaths will also rise. Exter (1987, p. 39) includes evidence by stating:

- The high-growth projections assume fewer deaths than the low growth projections, because rapidly growing populations are younger than those that are slow-growing. In the high series, Hispanics have a median age in 2010 of 26.7; in the low series, it is 31.3. But death rates will not make a large
difference in the number of Hispanics in the US by 2010. The difference between the low and high mortality assumptions is less than 2 percent.

Additionally, one of the ironic factors regarding the portrayal of Hispanics is that many are perceived as impoverished immigrants. The truth is that there has been a significant share of the Hispanic community which has risen from medium incomes to affluence since the 1970s. The median family income for Hispanics in 1991 was estimated at nearly $29,000 compared with $38,000 for the general population, although income levels of Cuban Americans ($36,000) are nearly comparable to the rest of the population. The number of affluent Hispanic households with an income of $50,000 or more (in 1988 dollars) grew from 191,000 in 1972 to 638,000 in 1988, a 234 per cent increase (O’Hare, 1990, p. 40). Further, most of this change occurred within the 1980s as the number of affluent Hispanic households grew by only 129,000 between 1972 and 1980 then gained 318,000 between 1980 and 1988. More than 2.6 million Hispanics live in these 638,000 affluent households (O’Hare, 1990, p. 42). This increase in wealth among Hispanics is important for advertising for corporate perceptions because their purchasing behaviour guides and emphasizes much national marketing regarding product and pricing strategy. Livingston (1992) estimates the overall Hispanic market to be a $171 billion market.

Hispanic households are quite similar to other affluent groups, but have several major differences. For instance, Hispanics often achieve greater wealth because they have more than one wage within a family structure. Hispanic households, though, tend to be much larger than white households, and this holds true for the affluent as well as the less wealthy. Over 78 per cent of affluent households include three or more people, compared with only 61 per cent of white households. One-third of white households contain just two people, and 6 per cent are people who live alone, compared with only 19 per cent and 3 per cent of affluent Hispanic households (O’Hare, 1990, p. 40).

Location is another major difference between Hispanics who are affluent and the wealthy members of other ethnic groups. Russell (1983, p. 20) notes that:

Even more than the population in general, Hispanic Americans are concentrated in metropolitan areas, where 88 per cent live, compared to 75 per cent of the total population (81 per cent of blacks live in metropolitan areas). In the country’s 50 largest metropolitan areas live 61 per cent of the nation’s Hispanics. Many of these metropolitan areas are the centers of the nation’s media, which helps to account for the growing attention given Hispanics.

There are 46 metropolitan areas in the USA which are more than 10 per cent Hispanic, 17 are located in Texas and another 17 in California. Colorado has three (Denver-Boulder, Greeley and Pueblo); New Mexico has two (Albuquerque and Las Cruces); New Jersey has two (Jersey City and Paterson-Clifton-Passaic); Arizona has two (Phoenix and Tucson); and Florida, New York, and Washington each have one (Miami, New York, and Yakima). In five metropolitan areas, Hispanics are the majority population. Four are in Texas: Brownsville-Harlingen-San Benito (77 per cent), El Paso (62 per cent), Laredo (92 per cent), and McAllen-Pharr-Edinburg (81 per cent). Las Cruces in New Mexico is 52 per cent Hispanic. In addition, the metropolitan central cities of San Antonio and Miami now have a Hispanic majority (Russell, 1983, p. 24).

Affluent Hispanics, the subgroup that marketers are paying increasing attention to, are at least 50 per cent more likely than whites to live in a large metropolitan area. A full 33 per cent of affluent Hispanics live in urban areas which have a total population of one million or greater, partially because so many live in the Los Angeles area. “While 15 per cent of affluent whites live in non-metropolitan areas, only 4 per cent of affluent Hispanics live outside of metros” (O’Hare, 1987, pp. 42-3). Besides having such a vital population, Hispanics own nearly 250,000 US businesses, with the trend continuing to rise along with the population. Although concentrated in major metropolitan areas (Los Angeles, Miami, New York and San Antonio), Hispanic businesses own around 31 per cent of the total number of US businesses.

Market trends and demographic changes, clearly point to a continuing change in the perception of the Hispanic market. As of 1994, the Hispanic market is estimated to have at least $206 billion in consumer spending power, and the growth rate of the population, family orientation, language and geographic concentration tend to make the market somewhat unique. Hispanics are not like non-Hispanic consumers, nor are they like each other. With the potential to grow 40 per cent in a decade, with rising education, job status and income, Hispanics will hold the attention of US businesses for years to come (Russell, 1983, p. 25). That this is so can be inferred from the fact that US companies’ spending on advertising on Hispanic TV rose 22 per cent from 1994 to 1995, even more predicted for 1996 (over $1 billion).
Promotional differences

Print media and television appear to be two ways that advertisers tend to reach the Hispanic market. Within these areas of concentration print media has less of an impact, whether the media be in English or Spanish, but television appears to be one of the best ways to reach the Hispanic consumer, particularly in the areas mentioned above. The principal reason for this is that Hispanics watch more TV than the general population: an average of 3.6 hours on weekdays versus 3.2 hours for non-Hispanics. According to Nielsen, 36 per cent of the 26 million Hispanics are primarily English speaking, 15 per cent bilingual, the remainder primarily Spanish. The over four million Latinos in southern California account for 37 per cent of the region’s population and 73 per cent of them read only Spanish or read Spanish better than English. Spanish speakers equipped with an ad in their native language are more confident consumers, able to locate the US product or service they seek. TV and radio advertising are popular with Latinos because media often are not available to them in their home countries. Telemundo reaches about 86 per cent of Hispanic TV households in 53 US markets and syndicates its programming abroad; 35 per cent of programming is produced in the US. Its only competitor, Univision, reaches 92 per cent of US-Hispanic households. The cast and host of Fox-produced House of Buggin, the first product of its Hispanic programming division, are largely Latino.

Marketers tend to commit three major mistakes with regard to the Hispanic marketplace. The most common is the tendency to treat the Hispanic market as an extension of the Anglo market, and adapt marketing strategies which were successful with non-Hispanics to Hispanics. A recent commercial for Prego spaghetti sauce featured a father and son, alone in the kitchen, preparing dinner. To be successful with the Hispanic market, the Hispanic version had the entire family pictured in the kitchen.

The second mistake is not understanding the Spanish language or improperly translating into Spanish the intended message. Spanish is the major unifying force for Hispanics: the majority of Spanish-speaking consumers continue to speak in native tongue. Only 11.4 per cent of Hispanics are comfortable speaking English, most Hispanics are not just unassimilated, but have actively resisted assimilation into the Anglo-American market. For example, when the advertisements for Chevrolet Nova were made for the Spanish media, it meant no-va or “doesn’t go” in Spanish and a US toothpaste promised its customers (in Spanish) that they would be more “interesting” if they used the firm’s toothpaste, unfortunately “interesting” is a euphemism for being pregnant in some dialects of Spanish (Ricks, 1992; Valencia, 1984). Braniff tried to position itself as the luxurious airline by declaring that their passengers would “fly in leather”. The phrase was literally translated into Spanish as vuelo en cuero. Unfortunately, the word cuero is a colloquial expression for “in the raw,” or naked. Hence, it is usually not a good idea to simply translate English advertisements into Spanish.

The third mistake is to believe that the same campaigns will work with all Hispanics. Creating generic advertisements which appeal to all segments of the Hispanic market can be difficult. It is important for marketers to take note of the different Spanish dialects when advertising to the generic Hispanic market as a whole. Over 20 Spanish-speaking nationalities make up the US Hispanic population and each has its own national holidays, cultural characteristics, foods, traditions, and values (Livingston, 1992). Hispanics of Mexican, Puerto Rican and Cuban descent rarely identify with each others’ nationalities and like being spoken to in their own dialects. The marketer is well advised to distinguish between the subcultural differences among the major Hispanic groups (such as Mexican, Cuban or Puerto-Rican) (Valencia 1984).

Although Hispanics love sports, the particular sport differs according to the particular group. Cuban-Americans and other Caribbean-Americans adore baseball; Mexican-Americans and other Central and South Americans are avid soccer fans. A Hispanic promotion for Surf detergent used baseball themes, activities at Little League parks and demonstrations at discount stores nationwide. This was exceedingly successful in the east (where the Cubans and Caribbeans congregate) but was extremely limited in the southwest, where the Mexicans and Central Americans dominate. ATT contracted with the Major League Soccer ($8 million) circuit to use it as a Hispanic marketing vehicle with television advertising.

For example, Tang, the instant breakfast drink, billed itself as jugo de china, which is the Puerto Rican idiom for orange juice. But to all other Hispanics, the phrase was meaningless; jugo denaranja – the juice of oranges would have been a better generic choice. Butterfinger subtly changed its ad according to the market since the word for peanut butter is mantequilla in Spanish. Saturn learned the hard way that there are differences in dialect
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Regional companies have the advantage in that they usually target one specific group. Florida's Publix supermarket chain's highly successful media campaign targeted at Cuban Americans: the ad, accompanied by Hispanic rhythms, featured shoppers loading their grocery carts with tropical fruits and interspersed shots of expansive blue skies, palm trees, and pastel motifs associated with the Caribbean. By way of contrast, Tianguis, a highly successful Los Angeles grocery chain, had fiesta-like atmospheres which appeal to its core market of Mexican-Americans. US businesses are gradually turning towards a policy which directs products and advertising messages to segments of the market.

Nonetheless, fundamental similarities which exist among all Hispanics can provide an avenue to a national campaign. One Pepsi ad for the Pepsi generation took place at quincenera, the sweet 15 party, coming of age for Hispanic girls, common to all Hispanics. See's Candies took a family-oriented approach, an entire family sharing a box of their candies. Frito Lay treats Hispanic-Americans as a single market because the company tries to project a consistent national image. It advertises on Spanish language television and local advertisements occasionally address local populations, but in general it aims at the broadest possible target.

Since the majority of Hispanics buy products which are considered to be in the mainstream, it seems to be a good business decision to place a limited element of Hispanic culture into nationally aired English language advertisements, or to air duplicate advertisements in Spanish on the stations. Additionally, the geographic concentrations of Hispanics tend to contribute to the advertiser's belief that it is attractive to segment the market: over half of the Hispanic population lives in California and Texas, but nearly 75 per cent of all Mexican-origin Hispanics live in those two states. Fifteen per cent of all Hispanics live in New Jersey and New York, but over 60 per cent of US-resident Puerto Ricans live in those states. Just 6 per cent of the nation's Hispanics live in Florida, but 60 per cent of Cuban-origin Hispanics live there. A study by the Texas Technical University found that Mexican-American shoppers were often "economically motivated", as opposed to other forms of motivation apparent with other groups. Instead of being influenced by fads, advertisements or packaging, they were more careful about price, value, quality of merchandise and perceived usefulness of the product. This study suggests that marketing to Mexican-Americans as a single group, rather than further segmenting them by region, should be done with caution (Valencia, 1983, p. 19).

Problems and perceptions

The problems associated with marketing to Hispanics seem rooted in more traditional Anglo-cultural patterns. Historically, US views of Hispanics have been influenced by traditions that go as far back as English-Spanish conflicts in the sixteenth century. Moore and Pachon (1985, p. 5) said that other stereotypes were developed during the Mexican-American war, in which there were three types of Hispanic males:...the "pureblood" but effete Spanish aristocrats who "melted and crumbled like sugar" before the virile Anglo-Saxons. Then there were the cowardly "half-breed greasers" who flee before any sign of danger. Third, from the guerrilla warfare of this period and later years, the dangerous and cruel "mestizo bandito"...whose combination of Spanish intelligence and "Indian" savagery makes tough and more courageous than the decadent hidalgos...They have not moral scruples...or sense of fair play.

Unfortunately, some of these same perceptions seem to creep into some advertising using Hispanic themes. In fact, for more than 50 years, a long series of public opinion polls have reflected somewhat "distasteful" images of persons of Hispanic descent. This is contrasted with the changing way Hispanics see themselves. One approach to this problem sees Hispanics taking charge of their own brand of self-actualization by changing the way they prefer to be called. Instead of preferring to be viewed under the more generic heading of Hispanic, most prefer Mexican-American, Latin American, or Chicano. "In short, they see themselves as a distinctive people rather than as fully merged into an all-encompassing American identity" (Moore and Pachon, 1985, p. 5).

Hispanic portrayal in advertisements

It was not until the past few decades that US businesses began actively taking the lead in ensuring that Hispanics, Blacks and other minorities were portrayed positively within advertising and other forms of media. Historically, the Hispanics had the same types of problems with the advertising as they tended to have with motion picture images. For example, in the 1920s and 1930s, Hispanics were often portrayed as both vicious and funny banditos but were gradually replaced by more complex characterizations such as...
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In recent years, increased attention has been devoted to the acculturation and assimilations of the Hispanic population in the USA, due primarily to the rapid growth and size of this group. Through the media, several studies resulted in somewhat unflattering results regarding Hispanic portrayals in advertising.

One study of three seasons of network television from 1975–1978, found that Hispanic characters accounted for less than two percent of all speaking roles. This percentage greatly under-represents the actual Hispanic proportion of the total population. Additionally, Hispanic characters were typically shown in minor or inconsequential roles. They were either cast in comic roles or as criminals or law enforcers. Portrayals in newspapers were not much better, and it seems that the one Hispanic character which tends to stick in people's minds is the Frito Bandito, a highly pejorative stereotype (Farber et al., 1987, p. 165).

The later 1970s and early 1980s, however, brought significant changes to the portrayals of Hispanics within advertising. Hispanics were given some central roles, and were moved from group scenes to scenes of everyday life and social affairs. In fact, one group of scholars commented that, based on common sense, it seems that it would be in an advertiser's own interest to have a fair portrayal of Hispanic characters. Given the increasing size of the Hispanic market and their purchasing power, it would be foolish for an advertiser to purposely portray a Hispanic character in a negative light. In programming, however, negative portrayals of characters for dramatic/entertainment reasons are probably more often intentional. Therefore, it seems reasonable to expect that people will perceive commercials to have fairer portrayals of Hispanics than television programmes (Farber et al., 1987, p. 165).

Besides the considerations about the way Hispanics are portrayed in advertisements, it must be noted that Hispanics tend to look at things differently than White groups. For example, both Blacks and Hispanics have historically been portrayed as using newspapers for advertisements and entertainment rather than for information and education as Whites do. Race is not a very meaningful predictor of what print media is appropriate for each group. Hispanics notice the portrayal of their own ethnic groups, whether those portrayals be in the print media or television.

Even though Hispanics have been thought of as primarily an "oral" culture, relying on interpersonal communication rather than media for information, the demographics support the notion that advertising as an informational source does not go unnoticed.
Appeals and tactics of advertisers

It has become clear that there is a great deal of ethnic diversity within the Hispanic culture. This diversity had been previously ignored by advertisers, but has become an important attribute in their strategies towards Hispanic consumption. One way that advertisers tend to appeal to cultural values in terms of the Hispanic audience is to use the Spanish language as the mode of communication in certain types of advertisements. The language provides a common bond of communication between the various subgroups of Hispanic citizens. However, it should be noted that the more affluent the Hispanic consumers, the less likely they are to significantly identify with non-English advertising medium. Thus, advertisers are selective in the types of advertising for a very specific set of products (Deshpande et al., 1986, p. 215).

Hispanics tend to place a great deal of reliance on particular types of commercial information such as advertising, and those members of the culture who strongly identify themselves as Hispanics seem more likely to have a positive attitude towards any advertising with a Hispanic theme. Several research projects have noted that Hispanics tend to use nationally advertised brands. There is a strong indication that those who are strongly identified as Hispanic are more likely to be loyal to specific brands, buy prestige products and buy products advertised directly towards their ethnic group. Hispanics are generally willing to pay extra to purchase quality products for their family. Hispanic immigrants generallygravitate to brands they knew in their native country: Colgate toothpaste holds a 70 per cent market share owing to its dominance in Latin America. However, Crest, although holding only 15 per cent of new immigrants, has nearly twice as many of the acculturated Hispanics. The Hispanic family spends more of its disposable income on well-known advertised brands than the non-Hispanic family, demonstrating considerable brand loyalty as a consumer group. Given the importance of the family in the Hispanic culture, it should not be surprising to find that the Hispanic places product reputation and quality ahead of price (Guernica, 1982, p. 101).

An important component in any advertising strategy either aimed towards or proposed to be accepted in the Hispanic market in general, needs to take ethnicity into consideration when marketing the product. Advertisers seem to be able to ensure greater success with a variety of products by developing programmes that focus on traditional Hispanic values, and can be expected to win over a significant segment of the Hispanic population because of brand loyalty, identification with certain advertising schemes and the desire to purchase certain types of products that many Hispanics help to establish a barometer of success (Deshpande et al., 1986, pp. 217-9). Hispanics spend more than white non-Hispanics and Afro-Americans on food. They tend to eat at home more - with home food, preparation tends to be higher - and are greater users of telephone services as well ($661 average in 1990, $61 more than white non-Hispanics).

As US culture becomes more diverse, however, it is also important for advertisers to understand the way Hispanics use information and media sources. Hispanics are now able to buy more quality products owing to the increase in their level of income, and their integration into US culture. Combined with more Spanish language media availability, advertisers must form critical strategies in order to place their products in an advantageous light (Delener and Neelankavil, 1990, p. 46).

Hispanics use multimedia for both their informational and purchasing needs. They prefer television which is generally in line with the rest of the US population. They also tend to have a higher usage of radio, and about 70 per cent use it for entertainment purposes. Hispanics also rank high in groups which use five or more magazines per week for information (29.2 per cent) and 60 per cent use the newspaper. A total of 40.3 per cent listen to an average of 13 hours of radio per day, and 37.8 per cent view more than 50 total
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hours of television per week. Magazines are preferred most by Blacks, followed by Whites and Hispanics. On the other hand, newspapers are preferred by Whites, followed by Blacks and Hispanics. Furthermore, radio and television are preferred most by Blacks, followed by Hispanics, for radio, and White, for television. Hispanics tend to follow Black consumers’ media usage patterns (Delener and Neelankavil, 1990, p. 46).

Other research shows that the majority of Hispanics, and a significant number of consumers, prefer advertising on Spanish-language publications. Hispanics who watch only Spanish-language television are much more likely to have been born outside the USA, be over 30, and have lower annual incomes. This would seem to indicate something of a separation into two contrasting groups for the advertisers. The majority of the Hispanic population is still medium income and below, and those Hispanics tend to use Spanish-language media as an important part of their daily lives. For this group, it is important to use advertising in Spanish, or advertising which portrays Hispanics in their daily activities and situations. For the more affluent Hispanic, however, Spanish-language media is not as important, and may in some cases even be resented. This group tends to identify more with general advertising, and although there may be limited ethnic consciousness present within the groups of affluent Hispanics, they are more likely to accept advertising that is not necessarily ethnically specific.

When tested, both income and educational variables stand out as being paramount in importance for Hispanics viewed in context with Spanish-language media. Approximately 53 per cent of those surveyed consider themselves considerable radio listeners, and listen to the radio more than three hours per day. Overall, 32.7 per cent prefer Spanish-language radio as their station of choice, and 22 per cent prefer Spanish-language media. Approximately 53 per cent of those surveyed consider themselves considerable radio listeners, and listen to the radio more than three hours per day. Overall, 32.7 per cent prefer Spanish-language radio as their station of choice, and 22 per cent prefer Spanish-language television (Faber, 1986, p. 352).

However, despite some ethnic differences in the specific attributes of overall income and educational level, another pattern emerges. This pattern shows that many who use Spanish-language media do not seem to have any clear language preference in other situations. People who prefer Spanish-language television, however, also prefer to read and conduct business in Spanish. Although language preference at home seemed unrelated to using Spanish language television, this one-third grouping of Hispanics tend to have strong traditional orientation, and may be less likely to establish outside cultural ties than other Hispanics (Faber, 1986, pp. 355-6).

For advertisers, this research provides the basis for them to develop strategies which follow the demographic changes in the Hispanic market. As previously mentioned, since the groups which tend to be more closely identified as Hispanic tend to focus more on Spanish-language media, the advertising strategy seems to place more emphasis on targeting specific groups of products for specific types of media. For those who prefer Spanish-language media, advertisers tend to concentrate on food, personal care and appliance items, hoping to establish brand loyalty and product identification. In marketing to Hispanics in more affluent areas or in more affluent publications, the strategy seems to be more subtle. For instance, some advertisers simply include Blacks, Orientals and Hispanics as part of the regular advertisement, sometimes in central roles, sometimes in background roles. Nevertheless, advertisers have been severely criticized for focusing on ethnic differences in the marketing of certain products (food for Hispanics, etc.), and for helping, at times, to perpetuate certain stereotypes which could be perceived as negative (Wilkes and Valencia, 1989, p. 19).

Conclusion

There appear to be two major determinants in developing a sound Hispanic advertising strategy. Initially, however, it must be remembered that the decision to target any subgroup is based on demographic and economic factors. The population of US Hispanics is growing rapidly, and as it grows, Hispanics have more and more disposable income to spend on products.

Market size and growth are fundamental in determining the types and quantity of resources necessary to target the Hispanic market. As the competition intensifies, however, greater sophistication and creativity are needed to capture portions of the Hispanic market. Costs are a second factor influencing decisions, and the decision to market to Hispanics adds significant complexities to advertising and marketing tasks. These may include language barriers, as well as ethnic and social class differences between groups with different sets of values (Wilkes and Valencia, 1989, pp. 19-22).

Strategically, there appears to be no clear advertiser view on what is totally successful in the Hispanic market. Hispanics are viewed as brand loyal, and there is certainly a need
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Finally, it is important to emphasize that there has been a drastic, and from an economic viewpoint, successful, change which has taken place in recent years regarding the image and accessibility of advertising in the Hispanic market. A large portion of the advertising and demographic information points to the fact that the Hispanic market is one of the most rapidly growing markets, and advertisers who intend to remain successful in that market have been forced to vary their strategies to incorporate more positive images and to also include a wider cross-section of ethnic minorities within their general advertising strategies. Clearly, the Hispanic market is important and vital, and as the year 2000 approaches, will become even more important, particularly in the west, southwest and other major urban markets within the USA.

References and further reading

Application questions
1. Is racial group segmentation still valid in today's more homogeneous society? Will it always remain so?

2. Is what the authors describe about the Hispanic market similarly relevant for industrial marketing as well as consumer marketing?