



W5 on Hispanic Cultural Pluralism

## WHO IS HISPANIC?

While some view Hispanics as a single group, this misconception can reduce the effectiveness of research insights. Different segments of Hispanic consumers exhibit separate and distinct behaviors, including how they engage with brands. Addressing these various subgroups appropriately is instrumental in ensuring authentic understanding of Hispanic consumers.

While Hispanics self-identify as an ethnolinguistic group, they vary in country of origin, race, religion, culture, and degree of acculturation – each with their own habits, practices, and preferences.

Hispanic markets are therefore pluralistic, varying in behavior, values, and attitudes. It is essential that market researchers understand this pluralism.

## QUALITATIVE CONSIDERATIONS

There are several nuanced approaches to address Hispanic pluralism in qualitative research:



### IDENTIFYING MARKET SUBGROUPS

When selecting Hispanic markets or analyzing research findings, discerning nuance in country-of-origin is crucial to understanding the context in which insights are gathered.



### SPANISH MODERATION

Often it is assumed a Spanish-speaking moderator is required for Hispanic markets. This may be true when speaking with older audiences or those with lower acculturation levels, but with younger Spanish-speaking audiences it might not be necessary, or even prudent, with those who identify as bicultural, or otherwise.



### DEFINING LANGUAGE DOMINANCE

Preference for media language serves to identify acculturation. A second- or third-generation bilingual consumer may say they speak Spanish at home, but prefer English elsewhere.



### SENSITIVITY TRAINING

Some sensitivity training is recommended when working with new resident audiences. A moderator should never assume immigration status or acculturation levels.

# HISPANIC CULTURAL PLURALISM



## QUANTITATIVE CONSIDERATIONS

Pluralism can be optimized through online surveys by taking into account a few key considerations:



### SPECIALIZED DATABASE

Spanish-dominant Hispanics can require a bit more effort to successfully access through online surveys. Focusing on relevant databases that are inclusive, if not solely focused on less acculturated Hispanics, is recommended.



### DEFINE SUBGROUPS

Defining subgroups in the questionnaire screener helps contextualize insights. Researchers can clarify and monitor sample composition by including a bidimensional acculturation scale when screening Hispanic consumers.



### MOBILE OPTIMIZATION

Hispanics adopt technology at a rate similar to non-Hispanics. With high mobile adoption rates, researchers should always consider mobile-optimized surveys where various platform compatibilities and question-and-answer set design can be optimized for consumer useability.



### BRAND LOYALTY RATIONALE

In assessing brand engagement, it's a good idea to ask brand loyalty questions in detail and from multiple perspectives, such as preference, intended purchase, and usage. Asking additional media consumption and demographics questions further classifies and contextualizes sub-groups of Hispanic respondents.

## IMPLICATIONS

As Hispanics continue to emigrate to the U.S., each generation becomes more acculturated as current Hispanic residents age. Every year, one million U.S.-born Hispanics enter adulthood, adults who are second- and third-generation Americans, intermarrying and further diffusing into the American experience.

Brands, therefore, need to go above and beyond conducting research with consumers who simply self-identify as "Hispanic." If not, brands miss out on the cultural nuances of a pluralistic market and become increasingly susceptible to ineffective marketing strategies.

