



December 2015

Hispanics and Brand Loyalty - US

"The foundation for brand loyalty is very clear among Hispanics; it is based mainly on functional aspects of the brand such as quality as well as affordability, dependability, and trust. When targeting Hispanics, brands also need to be aware that brand loyalty can be fragile."

Black Consumers and Brand Loyalty - US

"Black consumers are very brand conscious and typically use some of the same trusted brands that their parents used. While cost plays a role in the brands they buy, they aren't willing to give up quality and brand name for the lowest price. As a result, they tend to be ...

November 2015

Hispanics and Shopping for Groceries - US

The majority of Hispanics are involved in grocery shopping for their households. Good prices, products they like, and convenient location are factors that influence where they shop. In this regard, there isn't a single retailer type that meets all of Hispanics' grocery shopping needs and therefore they visit multiple stores ...

Black Consumers and Shopping for Groceries - US

"Currently estimated at about \$61 billion, Black expenditures on groceries (including food and drink, general merchandise, and health and beauty items) have been increasing since coming off the 2007-09 recession, though growth from 2012-15 has been moderate."

October 2015

Hispanic Cooking Enthusiasts - US

Food plays an important role in the life of Hispanics. It is around the table that Hispanics tend to have a good time with friends and family; it is through food that they express their love and keep their culture alive; it is through food that they explore and enjoy ...