



## June 2014

### Hispanic Consumers and Social Media - US

“The latest advances in technology and the fact that Hispanics are quickly closing the gap in online access are creating an environment that is quite fertile for promoting biculturalism. Social media or networking sites give Hispanics the ability to remain in touch with their country of origin and connected to ...

### Black Consumers and the Car Purchasing Process - US

“Encouraging Black consumers to visit a car dealership is the step that can advance the car-buying process toward purchase. Marketers need to form their message to give Black consumers a clear call to action to experience new vehicles in-person. General incentives may work, but specific messaging will also be effective ...

## May 2014

### Black Consumers and Social Media - US

“Social media has become a forum for Black consumers. It is one space where consumers feel as though they can remove their mask and totally be themselves and express themselves, oftentimes without fear of judgment. But, this notion doesn’t extend to brands. Companies are still companies on social networks, and ...

### Hispanic Consumers and Online Shopping - US

“Hispanics shop online on sites that they trust, so the challenge to online retailers is to build that trust by offering honest product descriptions, a straightforward shipping process, and a fair and competitive price. As long as online retailers can deliver what they promise on their sites and there aren’t ...

### Hispanic Consumers and Auto Service: Maintenance and Repair - US

“Hispanic auto repair and maintenance consumers as a whole are a value-oriented and community-focused group. With many Hispanics seeking out mechanics, managers, and sales representatives of Hispanic origin and auto repair facilities that are a part of their community, major automotive brands must commit to greater diversity in terms of ...

## April 2014

### The Shopping Experience of Black Consumers - US

“Black consumers shop a wide variety of stores – from Walmart to Barney’s New York. This is not a one-size-fits-all consumer. Marketers need to better understand the different consumer segments within the Black community and how each segment is unique and has different expectations when it comes to the shopping ...

### The Shopping Experience of Hispanic Consumers - US

“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly may be able to count on Hispanic consumers as valuable allies to ...