

Hispanics and Brand Loyalty - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"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."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

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- Hispanics value functional aspects in brands
- Meeting expectations is key
- Brand loyalty breakers

When targeting Hispanics, brands also need to be aware that brand loyalty can be fragile. Economic constraints as well as unmet expectations can prompt Hispanics to look elsewhere. Mintel identified five Hispanic segments based on their attitudes toward brand loyalty; 53% of Hispanics fall into segments that are more prone to brand loyalty, while the remaining segments are less likely to engage with brands due to different reasons.

This Report provides a picture of perceptions and attitudes of Hispanics toward brand loyalty to understand the role brands play in their purchase decisions. This is the first Report Mintel has prepared on the topic of Hispanics and brand loyalty. However, readers may be interested in other titles in Mintel's Hispanic series library, including *The Shopping Experience of Hispanic Consumers – US, April 2014*, *Hispanics and Online Shopping – US, May 2014*, *Hispanic Millennials – US, February 2015*, *Marketing to Hispanic Moms – US, September 2015*, and *Hispanics and Shopping for Groceries – US, November 2015*.

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Half of Hispanics fall in brand loyal segments

Figure 1: Hispanic brand loyalty segments, October 2015

The issues

Hispanics value functional aspects in brands

Figure 2: Brand loyalty association, October 2015

Meeting expectations is key

Figure 3: Brand loyalty drivers, October 2015

Brand loyalty breakers

Figure 4: Switching triggers, October 2015

The opportunities

If life gives you lemons, make lemonade

Knowing me, knowing you

Figure 5: Hispanics' perception of brand names – Well-known vs less-known, October 2015

Finding partners in Hispanic consumers

Figure 6: Hispanics' brand advocacy – Telling others, October 2015

What it means

The Market – What You Need to Know

Hispanics approach brand loyalty in five ways

Brand loyalty may not be affordable to all

Larger households impact family dynamics

Hispanics compare prices online

The Hispanic Market and Brand Loyalty

Brand loyalty segmentation

Figure 7: Hispanic brand loyalty segments, October 2015

Gained Loyalists (33%)

Characteristics

Opportunities

Figure 8: Profile of Hispanic Gained Loyalists, October 2015

Traditional Loyalists (20%)

Characteristics

Opportunities

Figure 9: Profile of Hispanic Traditional Loyalists, October 2015

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Value Consumers (15%)

Characteristics

Opportunities

Figure 10: Profile of Hispanic Value Consumers, October 2015

Occasional Consumers (16%)

Characteristics

Opportunities

Figure 11: Profile of Hispanic Occasional Consumers, October 2015

Distrustful Consumers (16%)

Characteristics

Opportunities

Figure 12: Profile of Hispanic Distrustful Consumers, October 2015

Market Factors

Improving labor market gives Hispanics the confidence to afford loyalty

Figure 13: Hispanic unemployment, January 2007-June 2015

Money issues can affect brand loyalty

Figure 14: Median household income for households headed by Hispanics, by age of householder, 2014

Hispanics live in larger households

Figure 15: Average household size and average number of adults and children in households, by race and Hispanic origin, 2014

Hispanic market becoming more bicultural

The internet is making Hispanics price savvy

Key Themes – What You Need to Know

Putting brand loyalty in the context of your category

Different challenges depending on where brand is

The market is poised to become more fragmented

Category Studies in What's Working

Imported beer through the brand loyalty lens

Cars through the brand loyalty lens

Ready-to-eat cookies through the brand loyalty lens

Shampoo through the brand loyalty lens

What's Challenging?

Current positioning defines some of the challenges brands face

What's Next?

An increasingly fragmented market

The Consumer – What You Need to Know

Affordable + Dependable + Trustworthy = Quality

Loyalty is built on the basis of customer satisfaction

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- Unmet expectations erode brand loyalty
- Brand availability may guide where Hispanics shop
- Brand names don't mean much without personal experience
- Financial constraints can put pressure on brand loyalty

What Brand Loyalty Means to Hispanics

- Affordability, dependability, and trustworthiness feed quality perception
Figure 16: Brand loyalty association, October 2015
- Household income influences the definition of quality
Figure 17: Brand loyalty association, by level of acculturation, October 2015
- Looking beyond core factors
Figure 18: Brand loyalty association, by level of acculturation, October 2015

Brand Loyalty Drivers

- Loyalty driven by satisfied expectations
Figure 19: Brand loyalty drivers, October 2015
- Hispanic women are more pragmatic about loyalty
Figure 20: Brand loyalty drivers, by age and gender, October 2015
- Unacculturated and bicultural Hispanics more open to look beyond the actual product
Figure 21: Brand loyalty drivers, by age and gender, October 2015

Switching Triggers

- It's all about expectations
Figure 22: Switching triggers, October 2015
- Older Hispanics less forgiving about changes in quality
Figure 23: Switching triggers, by gender and age, October 2015
- Not every misstep is a mortal sin
Figure 24: Switching triggers, by Hispanic brand loyalty segments, October 2015

How Brand Loyal are Hispanics?

- Hispanics tend to know the brands they want
Figure 25: Share of brand loyalty – summary of means, October 2015
- The importance of brand varies among Hispanic brand loyalty segments
Figure 26: Share of brand loyalty – Summary of means, by Hispanic brand loyalty segments, October 2015

Hispanics' Perception of Brand Names

- Well-known brands don't always mean better quality
Figure 27: Hispanics' perception of brand names – Well-known vs less-known, October 2015
- Unacculturated Hispanics more open to see less-known brand names positively
Figure 28: Hispanics' perception of brand names – Well-known vs less-known, by level of acculturation, October 2015
- Hispanic Gained Loyalists more impressed with well-known brand names
Figure 29: Hispanics' perception of brand names – Well-known vs less-known, by Hispanic brand loyalty segments, October 2015
- Value is a function of price and quality

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Figure 30: Hispanics' perception of brand names – Brand name vs price, October 2015

Financial constraints can trump brand loyalty

Figure 31: Hispanics' perception of brand names – Brand name vs price, by household income, October 2015

Brand name is important for Hispanic Gained Loyalists

Figure 32: Hispanics' perception of brand names – Brand name vs price, by Hispanic brand loyalty segments, October 2015

Trust is built over time

Figure 33: Hispanics' brand trust – Older brands vs new brands, October 2015

New brands more trusted by less acculturated Hispanics

Figure 34: Hispanics' brand trust – Older brands vs new brands, by level of acculturation, October 2015

Finding Brands that Hispanics Like

Brand availability prompts Hispanics to shop at multiple stores

Figure 35: Hispanics' attitudes toward brands – Brands and stores, October 2015

Higher household incomes allow Hispanics to shop for the brands they want

Figure 36: Hispanics' attitudes toward brands – Brands and stores, by household income, October 2015

Hispanics know where to find the brands they want

Figure 37: Hispanics' attitudes toward brands – Ease of finding brands, October 2015

Factors Influencing Brand Selection

Hispanics underestimate the influence of their families on their purchases

Figure 38: Factors influencing brand selection – Family influence, October 2015

Larger families are more democratic

Figure 39: Factors influencing brand selection – Family influence, October 2015

Not all sales are created equal

Figure 40: Factors influencing brand selection – Sales, October 2015

Attitudes toward sales do not differ by household income

Figure 41: Factors influencing brand selection – Sales, by household income, October 2015

Coupons and promotions can move Hispanics to action

Figure 42: Factors influencing brand selection – Coupons and promotions, October 2015

Coupons and promotions more appealing to women

Figure 43: Factors influencing brand selection – Coupons and promotions, by gender and age, October 2015

Brand Advocacy

Hispanics vocal about brands they like

Figure 44: Hispanics' brand advocacy – Telling others, October 2015

More affluent Hispanics talk more

Figure 45: Hispanics' brand advocacy – Telling others, by household income, October 2015

Hispanics as brand advocates

Figure 46: Hispanics' brand advocacy – Buying brands for others, October 2015

Hispanics promote brands they like as an appreciation to others

Figure 47: Hispanics' brand advocacy – Buying brands for other, by level of acculturation, October 2015

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Appendix: Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

A note on acculturation

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