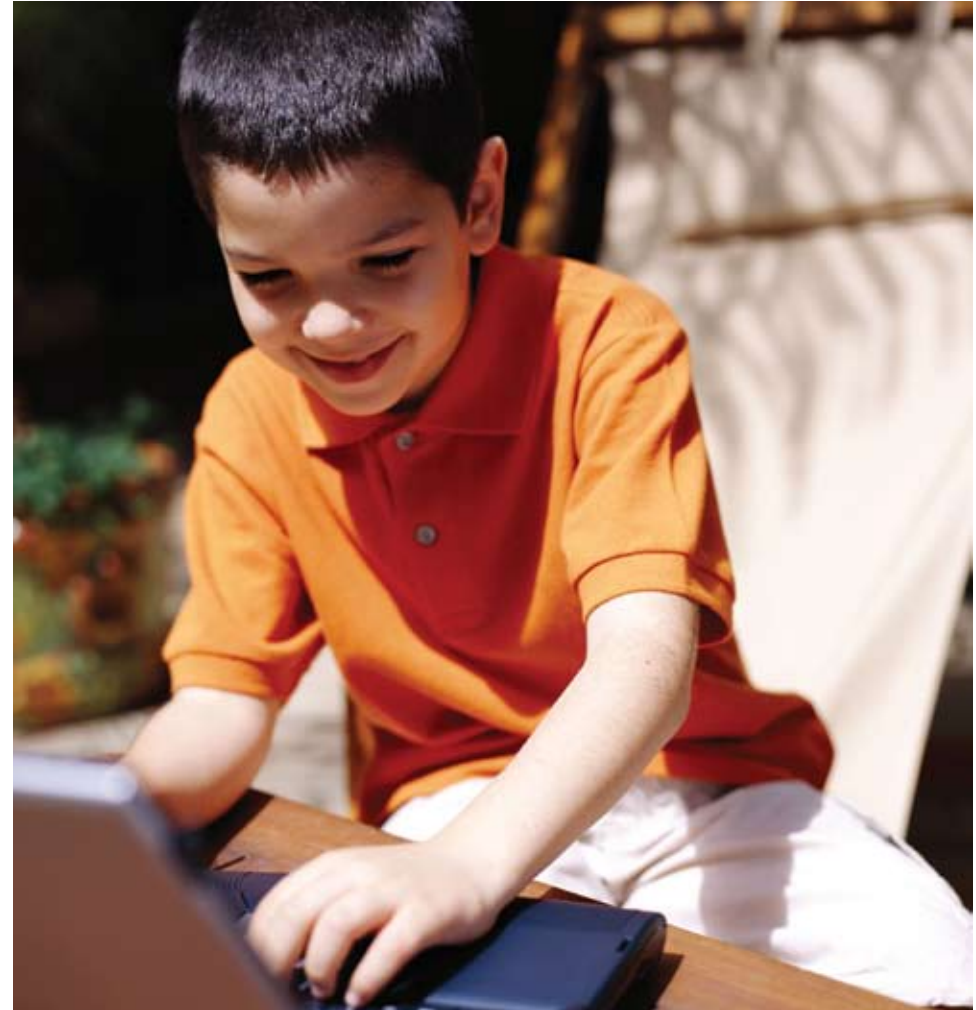


CONSUMER RESEARCH



- > CONDUCTING EFFECTIVE HISPANIC CONSUMER RESEARCH
- > Is There a Difference?

STRATEGIC PLANNING AND MARKET RESEARCH

ADVERTISING AND MARKETING

MEDIA PLANNING AND PLACEMENT

TRANSLATION/TRANSCREATION

PUBLIC RELATIONS

EVENT MARKETING

hispanidad

Heinrich Hispanidad
1350 Independence St
Denver, CO 80215
heinrichhispanidad.com

hispanidad

putting the accent on response

CONSUMER RESEARCH

Overview

Employing focus group research can be a powerful aid in development of impactful creative and persuasive sales messaging. Likewise, reliable strategic market and consumer data are essential for effective marketing and advertising campaigns.

As with the general market, the appropriate research methodology to measure Hispanic consumer behavior depends on the research objectives, the research budget and the types of decisions to be made from analysis of the data.

It is extremely important to know and understand the Hispanic consumer in the context of your organization's product or service.

Primary versus Secondary Research

Marketing success depends on a variety of things, but when you have relevant information about U.S. Hispanic consumers and their preferences, you will be at an advantage when making marketing and advertising decisions.

Many companies use market research as a guide and as a means of providing valuable insight to help them shape their businesses and prevent costly missteps. Effective Hispanic consumer research is key to developing results-oriented creative and ensuring an efficient, effective media buy.

Primary Research

- This refers to research that is tailored to your company's needs. It may be comprised of focus groups, surveys, intercepts, interviews or observations. These forms of research deliver more specific results than secondary research, which can be critical when launching a new product or service.
- Moreover, primary research is usually based on statistical methodologies that involve sampling as little as one percent of a target market; however, when properly assembled, even a small sample can provide you with an accurate representation of a particular segment.

Secondary Research

- This type of research is based on information, data and details culled from studies previously conducted by government agencies, chambers of commerce, trade associations and third party Hispanic research companies.
- Secondary research is practical for consideration of the trends of today and tomorrow within a particular category, as it relates to the Hispanic population. It is typically less expensive than primary research; however, it is not as accurate as specific, customized research.

Cultural and Linguistic Considerations

Depending on the acculturation level(s) of the targeted consumers, it is important to consider various elements that contribute to maximum participant cooperation. For instance, identification of accessible, reliable focus group facility locations in geographic areas that are in reasonable proximity to populations to be recruited can have a positive effect on the screening process.

In addition, several different types of recruiting may be used effectively, depending on your needs and the nature of the project. In attempting to recruit participants from specific demographic groups, particularly the least acculturated, we recommend

recruiting through targeted media as the most cost-effective and appropriate means of communication.

Moderation

Choosing a culturally competent, bilingual moderator is essential to the successful outcome of your focus group research. Good moderators are essential for good focus groups; great moderators are essential for great focus groups!

The moderator facilitates the group discussion, and establishes a trusting relationship with focus group participants. Heinrich Hispanidad works with several nationally recognized Hispanic moderators who are trained to prompt and probe by quickly establishing a rapport with the group, thereby ensuring a superior outcome. Typically, these individuals reflect the makeup of the group in terms of ethnicity, age and status.

Details:

Contact Laura Sonderup, Director
Heinrich Hispanidad
303.239.5235
lsonderup@heinrich.com

hispanidad

putting the accent on response