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# Shop, Compra, 购买: Targeting the Multicultural Consumer

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**“Shop, Compra, 购买: Targeting the Multicultural Consumer”**

**By:**

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**An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of  
Science in Business Administration in Marketing**

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Fayetteville, Arkansas**

**May 11, 2018**

## **Introduction:**

Multicultural is defined as relating to or representing several different cultures. In marketing, it is the representation of several cultures in marketing strategies. According to the “*The Roadmap to the New America*”, the multicultural millennial makes up over 40% of the millennial population. Multicultural consumers hold a \$3 trillion buying power. Once brands understand these consumers, they become lifelong consumers. Those brands that fail to understand this consumer risk losing a lifelong consumer. Multicultural consumers are shaping the American culture, taste, and style holding influence over the marketplace. Understanding and creating tactful approaches to reach this market has become key to growth and success as our population becomes majority minorities, meaning minorities will become the majority. Notably, Coca-Cola’s effectively utilized multicultural marketing. I will be providing context about the background of multicultural marketing, Consumer Trends involving African-American, Asian-American, and mainly Hispanic consumers, Coca-Cola’s company and marketing campaign history, primary research analysis, and a Coca-Cola Instagram Audit.

## **Literature Review:**

### ***Multicultural Marketing***

The year 2043 is projected as the “tipping point,” where the country will become majority-minority creating increased importance in understanding the multicultural consumer. Texas, California, New Mexico, Hawaii, and District of Columbia have already fulfilled this projection, what does this mean for brands? It means brands must be willing to invest their efforts to better understand the American consumers of today. Cheerios, Chevy and Coca-Cola have carried “bold campaigns” that highlight multiracial, gay and multicultural depiction of the present American Family. Even though these brands are empathizing with these consumers through their multicultural marketing efforts, there exists a need for a tactful approach since what has been implemented to date has been narrow, segmented strategies. Brands acknowledge the need to better target these multicultural consumers, however, the current approaches feel “inauthentic” and “tone deaf”. The multicultural marketing teams employing these approaches have felt disconnected from their general marketing departments, leaving them with limited resources not allowing them to innovate and create original content. There has been a push towards a total market approach defined as reaching all consumers in one marketing program. Which means, the need for the perception of the ethnic consumer at the marketing table becomes a must (“*The Roadmap to the New America*” 2014).

Reports from Canfield (2016) state that marketing segments have always been categorized as General Market (GM) or Multicultural Market (MCM). The general market defined as the mainstream or the non-Hispanic white consumers, and Multicultural market representing everyone else typically categorized as African-American, Asian, and Hispanic consumer groups. The development of marketing programs would typically start with a GM approach. If the product or promotion are important enough for a diverse audience, then the GM strategy is revised to fit the audience, and target individual multicultural markets becoming a MCM strategy too. For some it makes sense to shape the approach towards the “mainstream” or the GM since they lead the change. However, now the general market has changed and is being influenced by multicultural groups. The approach of shaping marketing programs around the General Market and later modifying them if seen important enough to reach the MCM audience, is no longer best practice.

Multicultural groups accounted for 92% of the U.S. population growth between 2000 and 2014. Today, 15% of all U.S. marriages are interracial marriages. And by 2030, the non-white

population will decline annually and all US growth will be multicultural. The buying power of the three major minorities, Asian-American, \*African-American, and Hispanic, equal a little over \$3 trillion. The General Market has become the Multicultural Market. Gilbert Davila encourages brands to follow a total market approach while also targeting individual demographics. Brands need to lead with a Total Market mindset throughout the process. They need to have cultural insights and to do so they need to have the internal employees that reflect the mindset. The need for a new model does not mean brands need to get rid of the MCM marketing programs that reach specific multicultural segments. A segmented approach is still required, but a GM absent of these cultures is not the way to go. Walmart, Coca-Cola and McDonald's have adopted the Total Market approach.

\*I focus mainly Hispanic Minorities due to their population size with minimal literature research on Asian-American and African American Minorities

Boykiv (2015) reports that multicultural marketing has become a powerful tool to capture the attention of these consumers and when done right creates brand loyal consumers. Boykiv's article lists three multicultural marketing mistakes along with their key takeaways. First, Houston's soccer team, after multiple attempts, finally joined the Major League Soccer club. The team decided to name themselves after their founding year of 1836. The team name was disliked by the \*Latino community. The year indicated Texas winning independence from Mexico. Had the team understood the value of market research, they could have avoided the negative PR. Mountain Dew's marketing team released commercials featuring a talking goat named Felicia. The final ad displayed a white woman identifying a criminal from a group of black men, the goat warned the woman that "Snitches get stitches, fool." The campaign was seen as racist, offensive, and tasteless leaving PepsiCo's marketing team without a voice of reason. Then there was Visa with its "La Vida Toma Visa" campaign. The slogan translates to Life Drinks Visa; the campaign left the brand looking culturally clueless. Visa should have conducted creative testing, understanding the slogan not only in its literal translation but adapted to the context of the Spanish language. All of these mistakes come from ignorance, lack of perspective, and lack of research. Multicultural marketing takes time, patience, and research to get it right.

\*Latino and Hispanic may be used interchangeably throughout the paper

From a different perspective, Wright, (2015) states the Four Rules for Multicultural Marketing created by Mashable: make brand marketing bilingual, leverage digital marketing to match values and behavior of the consumer, utilize entertainment and music as a tool, and develop cohesive content and programming.

Six in ten Hispanic adults living in the U.S. speak English or are bilingual according to Pew Research reports. Broken down deeper, 36% are bilingual, 25% mainly use English, and 36% mainly use Spanish. The creation of campaigns with both could help connect the Hispanic community to the brands, but Nely Galan warns that brands must use an authentic voice and authentic values. Latinos outpace non-Hispanics in their adoption to social media usage finding 23.6% use their tablets and 48.5% use a mobile device for local shopping. 73% use Facebook, 34% use Instagram, 25% use Twitter, 21% use Pinterest and 18% use LinkedIn. Marketers must be able to implement values that match those of the target audience in video and mobile platforms and develop a search engine marketing strategy to leverage the Hispanic market. An example of this success has been Wells Fargo developing a YouTube series on Hispanic journalists. Another critical tool is using entertainment and music as a marketing tool. For Latinos, there are several genres that marketers may focus on but hip hop is number one. Galan explains that Latino millennials are looking for inspiration and stories because they empathize with that culture. Then comes developing cohesive content and programming. The Hispanic

community is 25% more likely to follow a brand and 21% more likely to share content of a brand they trust.

The goal for brands now is mastering how to have a stronger presence than Brand X, how to tap into Facebook fans to promote a brand's new product, and how to use social media to tell their story. Brands are tirelessly sharing their message across all platforms but users are still questioning why they should follow a brand.

African-American, Hispanic, and Asian consumers are engaging in more niche social networks than are grounded in offline interaction. They are more likely to store and share photos, contacts, and calendar information on their phones than others. Hispanics are more likely to befriend a brand on a social-networking site than non-Hispanics. African Americans and Hispanics are more likely to use these spaces to share their opinions with friends about products, services and brands than the "general market". Leveraging different content and mediums for multicultural audiences is a necessity. They typically hold a higher adoption rate of using social medias as a way to access and share content, entertainment and opinions about brands. A brand must understand audience diversity, while keeping the conversation relevant and authentic. Huang highlights the importance of questioning the type of content the audience is consuming and sharing: Why, where and how. Then using this to guide the content the brand will offer. And then identifying the relevant pathways to entry: what mediums and networks does the brand's loyal consumer use and trust?

### ***Consumer Trends***

The U.S. Hispanic market possesses approximately a 57 million dollar buying power making them an opportunity for manufacturers and retailers. Over the past year, they have outspent the non-Hispanic consumers in 12 of 16 primary fast-moving consumer goods (FMCG). For a comparison of Hispanic versus Non-Hispanic spending over the course of 2016-2017, refer to **Figure 1** in the appendix. According to Nielsen (2018), Hispanics most often purchase paper products in bulk to share, following fresh fruit and vegetables to share among those Hispanics that prefer English over Spanish whereas those that prefer Spanish over English buy more coffee to share than fresh produce. There has been a growing number of Americans purchasing store brands over nationally known brands, and Hispanics are doing the same. Noting 72% of all Hispanics believe store branded products are a good alternative to name brands. This percentage drops to 66% among Hispanics who prefer Spanish over English. When taking a look at store formats, 70% of all Hispanics stated having shopped at a grocery store in the past three months while 33% of Hispanics who prefer Spanish over English have shopped at grocery stores in the same period. Where are the rest shopping? Hispanics who prefer Spanish over English are shopping more at discount grocers, dollar stores, ethnic stores, and drug stores. For a comparison among store formats refer to **Figure 2** in the appendix. Online purchasing activity varies among the Hispanic population. While 44% of all Hispanics who shop online for groceries and household items say they have shopped less frequently over the past three months, among Hispanics who prefer Spanish, that percentage rises to 69%. The percentage falls to 30% among those who prefer English and 54% of this group state having shopped online more in the past three months.

As marketers, assuming consumer preference are homogeneous even among similar demographics is a bad idea. Manufacturers and retailers cannot afford to assume. Overall Hispanics are willing to purchase private label brand, make purchases to share with others, but more specific trends and preferences exist within the broader group. For example, Hispanics who

prefer Spanish favor smaller-format stores and buy less online, and this differs from the overall Hispanic consumer group.

Currently there are 75 million Millennials residing in the U.S. and of those, 42% are multicultural: African-American, Asian-American, and Hispanic. The multicultural millennial is ambicultural and bridging the gaps between their birth culture and other cultures. These consumer's expression of culture is integrated into all aspects of their lives. They intentionally preserve their connection to their culture. There are many ways of connecting with this group such as sports, photography, fashion, and food industries. Multiculturalism has shifted to the mainstream, and will only continue to grow in the upcoming years Nielsen (2018).

Schouten, (2018) emphasizes consumer interest in authentic ethnic foods, snacking and transparency has placed regional Hispanic snacks for growth. Consumers want to understand the influences behind the food they are enjoying and are wanting more varied Latin foods and flavors. Forty-eight percent of consumers want to see more ethnic snacks on the menus with sixty-three percent of millennials and fifty-one percent of Westerners showing interest in Hispanic snacks. From a survey on specific snacks, 60% indicated chilaquiles, tamales, and regional tacos appealing.

According to Nielsen, Asian-Americans are the nation's fastest-growing population. They account for 6% of the U.S. population at about 20.5 million. Between 2009-2014, they grew in population by 25%. According to the U.S. Census, they are projected to reach 25.7 million in population by 2019 and could potentially outnumber Hispanics by 2055. Typically, Asian-Americans dominated the Northeast and West, however according to Nielsen, they are expanding their footprint to the Midwest and South (see **Figure 3** in the appendix for a breakdown of the Asian-American Population). Asian-Americans represent more than 40 countries of origin; Chinese being the largest group followed by South-Asian Indians, Filipinos, Vietnamese, Koreans, and Japanese. Multiracial groups are also one of the fastest growing segments. New York and Los Angeles metropolitan areas hold the largest population of this diverse group of consumers (see **Figure 4** in the appendix for Top Destination Metro Areas for Asian-Americans).

Asian-Americans hold the third largest spending prowess among all multicultural groups at 825 million dollars. Their buying power in the U.S. makes up more than the economies of all but 17 countries worldwide, which is greater than the GDP of Turkey. This current buying power is expected to increase 32% by 2020. Asian-Americans are the wealthiest in per-household basis. Median income of \$74,829 which is greater than the national median income of \$53, 657 (see **Figure 5** in the appendix for Median Income breakdown by Region).

Other key findings from the Nielsen report on Asian-Americans indicate 79% of them prefer cooking with fresh food. They purchase 69% more fresh seafood, 72% more fresh vegetables, and 29% more fresh fruits than the general population. These consumers are also more likely to buy and pay for recyclable and eco-friendly products than the general population. Asian-Americans outpace other ethnic groups in the ownership of three major internet personal devices: smartphones, household computers, and tablets. Lastly, of the 87% of U.S. startup companies valued at over \$1 billion with the possibility of becoming publicly traded, 19 were founded by Asian-American immigrants.

### ***About Coca-Cola***

Coca-Cola, founded in 1886 in Atlanta Georgia, was originally marketed as a syrup, only to later be added to carbonated water to create what we see Coke as today. Founder Dr. John Stith Pemberton sold the business to Asa G Candler in 1891 for \$2,300. By 1894, Coca-Cola

went outside Atlanta starting a syrup production facility in Dallas, Texas. A year later, the product was being consumed in all the states. By the late 1890s, Coke started selling its bottling rights to third parties; this led to the development of franchisee-based bottling resulting in over 1,000 Coke bottling plants by the 1920s. In the early 1900s, Coke syrup was being shipped to England, Panama, Puerto Rico, Canada, Cuba, Guam, and the Philippines. Coke made its first major move into the European market by starting a bottling unit in France in the 1920s. They focused on creating a standard process for each step of its bottling process. As a part of their international approach, they created a Foreign Department in 1926. In 1930, Coke became the Olympic Games' beverage partner. And by 1982, Coke had acquired Minute Maid Corporation, introduced Fanta, Sprite, TAB and diet Coke. In 1985, Coke decided to change the taste of their Coke product but received opposition only to keep the original Coca-Cola taste. In 1986, Coke decided to consolidate their US bottling operations into a single company called Coca-Cola Enterprises. Coke acquired Barq's, a root beer producer in 1995, and four years later Coke also acquired Schweppes Brands in select markets including US and France. In 2005, Coke renewed their partnership with FIFA for another 16 years beginning in 2007 ("*Coca-Cola: 2006*,"2006).

### ***Exploring Coca-Cola Campaigns***

Coca-Cola and its 2015 Tattoo can campaign displayed Latino last names on the cans, the names were in reverse, and the name displayed became a temporary tattoo that could be placed on the person using hopefully the cold moisture from the coke can. This campaign was kicked off during the National Hispanic Heritage Month specifically targeting Hispanic and Latino Americans. The campaign launched a video spotlighting the reflections from Latinos about the meaning and importance of their family name. Coke's campaign reflects the sincerity in reaching and connecting with the Latino community. Along with their efforts came the hashtag "OrgullosodeSer" translated to "proud to be". The result of the campaign led to Coke receiving an Association of National Advertisers' Multicultural Excellence Awards. Tito Colon, ANA awards' judge and Aetna's senior director, head of multicultural marketing, community relations and urban marketing, stated that "coke was able to...connect with a source of pride for Latinos like family names" Wentz (2016).

With the shift in health conscious consumers, Diet Coke sales has struggled to grow sales. Coca-Cola is on a path to convince millennials to drink more Diet Coke. In January, they debuted new Diet Coke flavors, packing, and advertising to attempt attracting new customers. James Quincey, CEO of Coca-Cola, stated this process as being experimentation revolving around attracting those who do not regularly drink Diet Coke with greater focus on attracting millennials. The new can and flavors are aiming at the trendier drinker. Coca-Cola utilized an Instagram meme account, Girl With No job, to post Diet Coke sponsored content to her 2.8 million followers. In recent years, Diet Coke has been the weakest link in the company's product line. Total Diet Coke sales have dropped by the dollar 1.9% in 2016. Americans are cutting sugar out of their diets, and that in turn means drinking less sodas. Shoppers still question Diet Coke ingredients. Since 2005, diet soda sales have dropped 34%. The launch of this rebrand consisted of more than two year of research with over 30 different flavors on over 10,000 consumers Taylor (2018). This is yet another example of the Coca-Cola's extensive research and aim at the millennial consumer.

Coca-Cola's 'It's Beautiful' Advertisement (ad) emphasizes Coca-Cola's core values of optimism, inclusion and celebration of humanity. The ad features American families enjoying the brand and how it brings them together every day. It was re-aired for the Super Bowl 51 following the President's ban on immigrants from seven Muslim-majority countries from

entering the United States. Coca-Cola’s CEO stated the company’s stance against the travel ban. It invoked mixed feelings, some were angry that the song “America the Beautiful” was sung in different languages and captured snapshots of gay parents. The song was performed in English, Spanish, Keres, Tagalog, Hindi, Senegalese, French, and Hebrew.

Coca-Cola’s global share a coke campaign intended to capture the attention of the millennial consumers. The Coca-Cola cans featured a printed name on the can with the hashtag #ShareaCoke. The campaign’s goal was to invoke the consumer to purchase the Coke if it featured their name or a friends’ name. The campaign began in Australia in 2011 then moved throughout the world, making it to the U.S. in 2014. Initially, the bottles had generic terms and 150 Australian names. Following the launch in Australia, were New Zealand, Asia, and then Europe in April 2013. Each country marketed the campaign differently, but overall the personalization ability became the key influencer of sales.

**Primary Research**

Through my exploration of multicultural marketing, I designed a survey to gain an understanding about what others thought about the topic and the influence it has on their brand loyalty. The survey questions ranged from short answer, multiple choice, to ranking answers in a predetermined order. In the following paragraphs, the findings will be discussed in greater detail. For the entire survey refer to the appendix **Figure 6**. All gender breakdowns were done by taking into consideration the total number of respondents and almost every percentage was rounded to the nearest whole number.

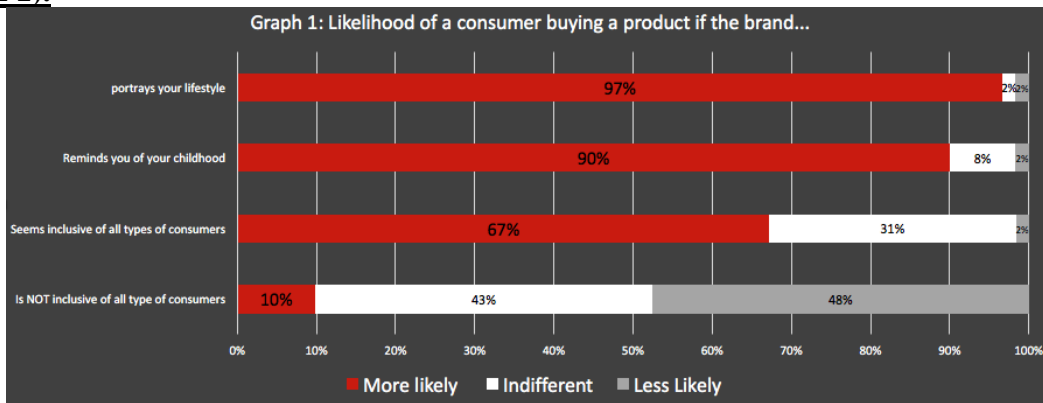
**Demographics**

The survey respondents were predominantly 65% female and 87% Caucasian; 92% of respondents have traveled outside of the US, with 45% of them more than 3 times. 98% of respondents are college students, with 93% being of senior classification and 46% of respondents age 22.

**Critical to purchasing decisions**

Respondents were asked: “How likely [they were] to buy a product if the brand...”

**(Graph 1).**



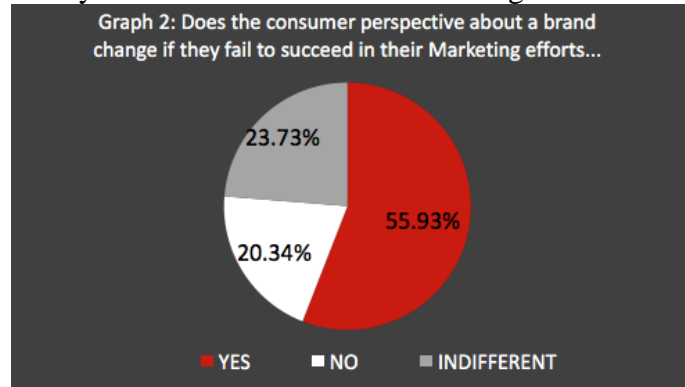
Broken down by gender: 22% males and 46% females respondents indicated they were more likely to buy a product if the brand seems inclusive of all types of consumers, and of these respondents only about 5% have not traveled outside of the U.S. 30% males and 60% females respondents also indicated they were more likely to buy a product if it reminds them of their childhood, and of these respondents only about 6% have not traveled outside of the U.S. 32% males and 65% females respondents also indicated they were more likely to buy a product if it portrays their lifestyle, and of these respondents only about 6% have not traveled outside of the



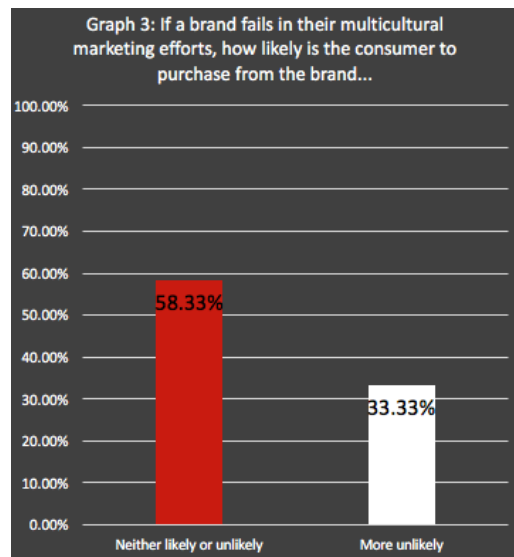
U.S. A surprising 10% indicated being more likely to buy a product if the brand was not inclusive of all type of consumers of those 3% being males and 5% females and all had traveled outside of the U.S. minimum 3 times or more.

Another important question asked critical to purchasing decisions of consumers: “When a brand decides to market to different ethnic groups, the approach is different for each group. Does a consumer’s perspective about a brand change if they fail to succeed in their marketing efforts.”

**(Graph 2)** Over 50% of respondents indicated their perspective about a brand changes if they fail to succeed in their marketing efforts of these about 21% being males and 34% being females. An approximate 23% were indifferent about a brand’s failed marketing efforts to different ethnic groups, and of the 23% surprisingly the majority were females (about 19%). Once again, a brand’s market research and understanding can affect consumer relationships, brand loyalty, and goodwill.

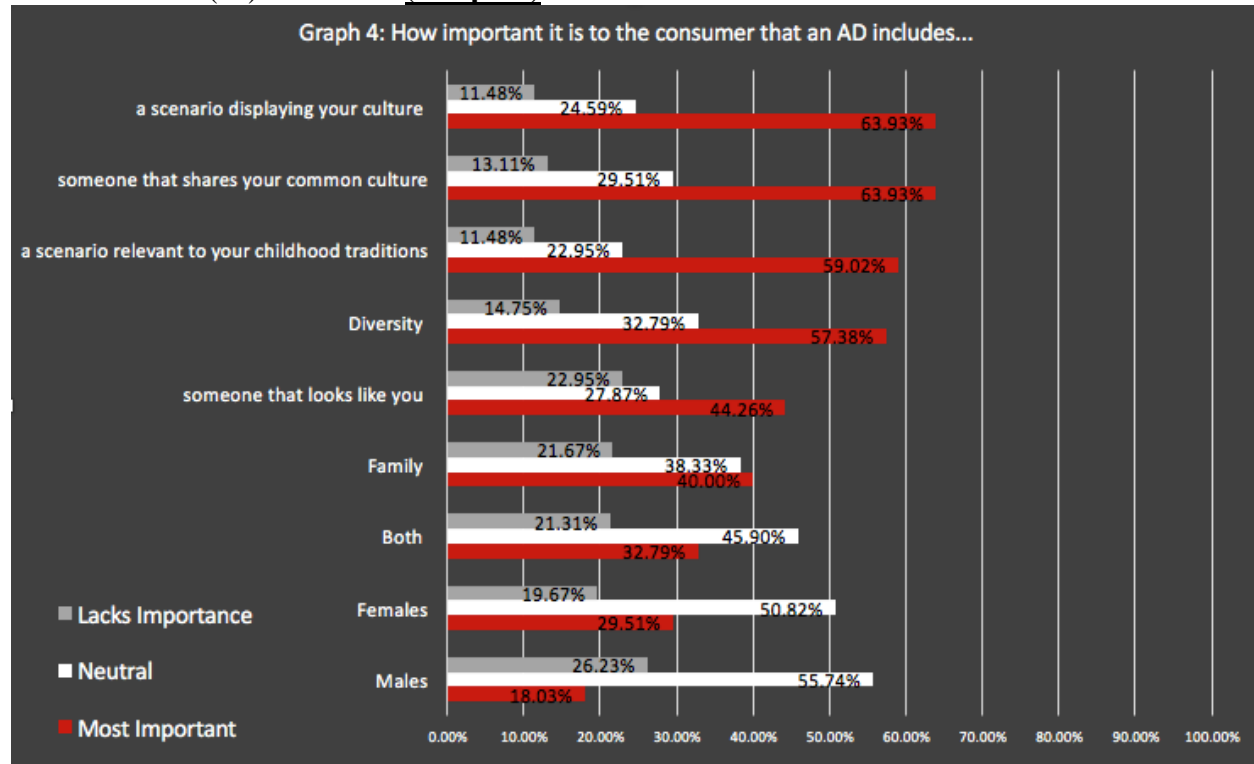


Acknowledging if a brand fails in their multicultural marketing efforts, how likely consumers are to purchase from the brand is important **(Graph 3)**. Here are the findings: about 58% are indifferent, and more than half of these 58% have traveled outside of the U.S. at least once. What if a brand succeeds in their multicultural marketing efforts, how likely are consumers to purchase from the brand? Then consumers are about 32% neither likely or unlikely to purchase from the brand, however about 63% are more likely to purchase from the brand of these consumers 58% have traveled outside of the U.S. at least once.



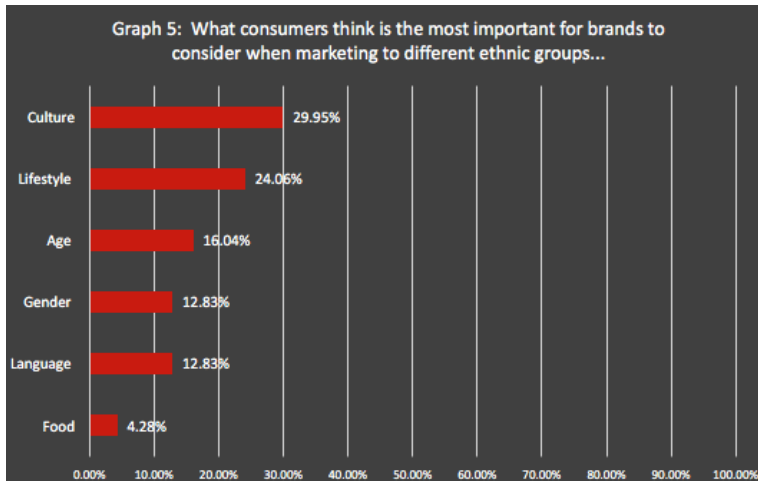
*Critical for advertising purposes*

Another set of questions were asked to understand the critical components of multicultural marketing. Beginning with: “How important is it to the consumer that an Advertisement (ad) includes:” (Graph 4)



The most important to consumers were the display of their own culture, a scenario relevant to their childhood traditions, someone of their common culture, and diversity. In answering this questions both genders were predominately neutral in rating the importance of several of these ad components. It’s no surprise a scenario displaying culture or someone sharing a common culture were the top two most important to respondents. Multicultural millennial’s specifically bridge their birth culture and other cultures. It’s important consideration because these consumers incorporate culture in every aspect of their lives. Although the majority of the respondents to this survey were Caucasian, it’s a notable response. Therefore, the importance in a brand understanding culture does carry significant importance to the average respondent. However, there was more importance among both genders in an ad including diversity, someone that shares a common culture to the consumer’s, scenario relevant to their childhood traditions, and the inclusion of family.

Respondents were also asked to indicate the types of products they believed would most benefit from multicultural advertising. The highest ranked were Food and Beverage (19.19%), Clothing and Apparel (20.71%), and Health and Beauty Products (20.71%). Among these the lowest percentages were the video games, toiletries, household and cleaning products, office supplies, and technological and electronic products.



Respondents were also asked to check all they felt was important to consider when marketing to multicultural groups: holding the highest importance to these consumers was Culture and Language (Graph 5). I am surprised at how low these two percentages are overall; especially considering how mistakenly brands have grouped ethnicities when trends differ even within the same ethnicities. The high identification with culture based on the respondents supports the text from Nielsen that multicultural

millennial's specifically bridge their birth culture and other cultures. Although the majority of the respondents to this survey were Caucasian, it's important consideration.

### ***The Role Multiculturalism plays with brands***

Respondents were also asked which local and national brands they felt did an effective job with multicultural marketing. Among the local brands, one of the most mentioned was Fayettechill, mentioned about 21% by respondents. Among national or international brands 29% of respondents mentioned Coca-Cola. This question was purposely asked first to eliminate biased answers due to the nature of seeing direct Coca-Cola ad questions later in the survey. To dive deeper into specific preferences in ads, I asked about the preference among 3 different sets of images. One set comparison included a Caucasian family and the second image an African-American couple. 57% preferred the African-American couple ad while 30% had no preference between the images. The second set of comparison included the same African-American couple ad and a second image of an Asian female ad. Strong preference for the African-American couple held presence (66% favoring that image) and the percentage that held no preference between the images dropped to about 19%. The third set of images were the African-American couple and a second image of a glass "share a coke" bottle with the last name Chavez and the background that seems to be a road with papel picado decoration (a popular Mexican tradition). The African-American couple continued to be preferred among respondents with a favoring of 67% and yet another drop to about 13% of those without a preference. For the images, reference the appendix figure 6 question 11, 13, and 15.

Why might there be continued support among the African-American couple? Could it be the woman's energy portrayed by her laughter? Or the enjoyment of the product by the male? I personally believe, it might have been the tone of enjoyment the couple portrayed.

Overall, about 76% of respondents indicated Coca-Cola accomplished successful multicultural marketing as compared to Dr. Pepper with only a 4%. Such brands have to develop intensive market research and if at all possible have people of diverse backgrounds in their marketing department. There are trends data might not be able to capture. Brands cannot afford to assume all ethnicities are homogeneous in preferences, lifestyles, or shopping behaviors.

### **Social Media Audit**

I took researching Coca-Cola's history with multicultural marketing to its social media accounts on Instagram. Coca-Cola specifically has an account for Australia, Argentina, Puerto

Rico, Mexico, France, Venezuela, Deutschland, Egypt, Belgium, Philippines, Canada, Colombia, Greece, just to name a few. I took special focus on Coca-Cola's Argentina, Mexico, and the United States accounts for the month of March. From my observations, the United States account has a following exceeding Argentina and Mexico by over 1 million. All three accounts understand their focal audience in these markets. Their approach indicates a niche market approach. Argentina and Mexico's March posts emphasized the 2018 FIFA World Cup and the United States' posts emphasized March Madness. A brand's goal behind their social media presences should not simply be to check it off the list; a brand's social media success comes from understanding their diverse audience, and keeping the conversation relevant and authentic (Huang, 2009). All three accounts elected to leverage current events, and utilize the language of the market. Coca-Cola Argentina and Mexico reused two posts. The first post was a video with a small glass Coca-Cola no sugar bottle in focus and a soccer player in the background practicing. The caption on both accounts was the same; the only change was the emoji flags that represented either Argentina or Mexico; both posted on the same date too. The second post was a photo of what appears to be Maluma, a Spanish music artist, holding a Coca-Cola no sugar bottle with the same caption making a reference to the announcement of the FIFA anthem. Interestingly, Argentina's account has the best views to following ratio at 28.76% as compared to the United States' 8.44% (calculated by taking the total views on videos divided by the number of followers). The perfect example that follower count does not indicate content engagement. The U.S. account predominantly utilized fictional videos with the product visible in every instance. The Argentina account utilized the brand and the product 60% of the time and the brand alone 40% of the time. And the Mexico account predominantly used both the brand and the product. From these findings, Coca-Cola's strategy varied among its markets. While Argentina utilized a mix of videos and photos, the United States account solely utilized videos. Each of accounts strongly emphasized the current events within the country of the account. Coca-Cola does an effective job understanding their audience regardless of geographic location. For the entire social media audit details, reference **Figure 7** in the appendix.

### **Conclusion:**

My initial goal was to understand whether consumers value a brand's understanding of cultures and whether this influences brand loyalty or whether a brand's efforts go unnoticed. I also wanted to understand the short and long term effects of brand's success/failure with multicultural marketing campaigns. However, after a thorough analysis of my literature, survey, and social media audit there are several variables I would have addressed and done differently to accomplish my goal. For starters, when I created my survey, I initially intended to ask why the images presented were preferred over the other and this would only be prompted if there was a preference. This question would allow me to gauge the reasoning behind why certain ads speak to specific audiences. From a lack of Qualtrics expertise, I misunderstood the conditioning to prompt the question to those respondents that actually had a preference between the images. This limitation in quality data is apparent in the survey questions 11-16. Due to limitation in ad availability, all three images varied in scenarios and tones too. I also would have expanded my survey population to those outside of the business college and aimed at reaching multicultural respondents too. I would have potentially noticed meaningful trends among them and done a comparison to tell a better story with my data. My survey demographics limited me to mainly Caucasian respondents. If I had expanded my population, I could have possibly been able to see whether there was a gap in answers between those other than my Caucasian respondents. I was

afraid I would not be able to quantify the survey questions nor use them to provide me the quality data I needed to support my initial goal.

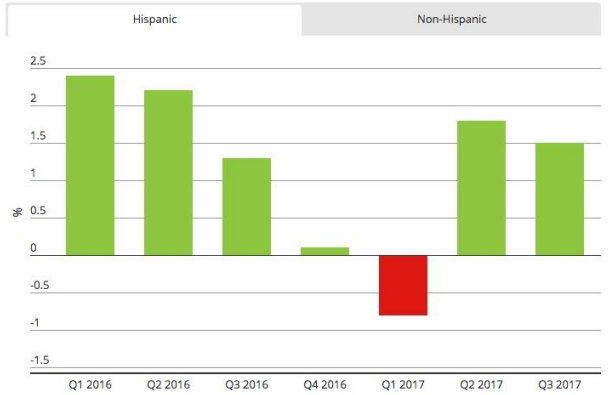
In respect to my social media audit, I would have expanded my audit to different beverage brands, and even other brands outside of the beverage industry to compare strategies. The comparison of strategies could have given me a clearer insight of those brands that take are taking multicultural marketing through social media to full affect.

The U.S. population has shifted from predominantly white and close to becoming majority minority. Understanding this shift becomes critical for the success and revenue growth of brands. Brands must be careful in their marketing geared towards the multicultural consumer to ensure a wide perspective, no ignorance, and a lot of research to get it right. Multicultural marketing takes time, patience, and research. Utilizing the data available to identify trends in purchase behavior are important too, but the actual understanding of what's behind the trends is of greater importance. The multicultural consumer has a history of being brand loyalty, especially when they trust and feel the brand understands them. Once a brand develops effective multicultural marketing, they have live long consumers. Coca-Cola displays a wide perspective, little to no ignorance, and notable research to understand their target audiences.

## Appendix

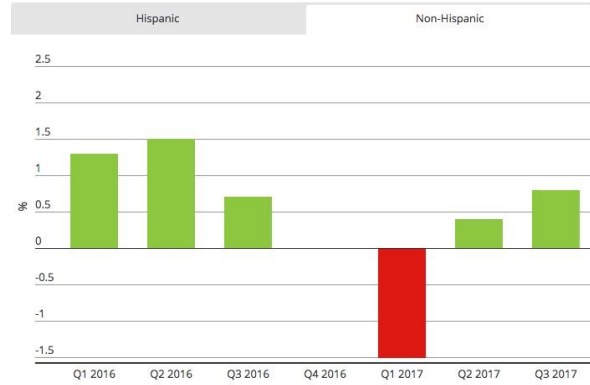
**Figure 1:** Hispanic FMCG Spend is Outpacing Non-Hispanic Spending

% change in dollar sales



Source: Target Track Total U.S. UPC'ed consumer products  
Copyright © 2017 The Nielsen Company

% change in dollar sales



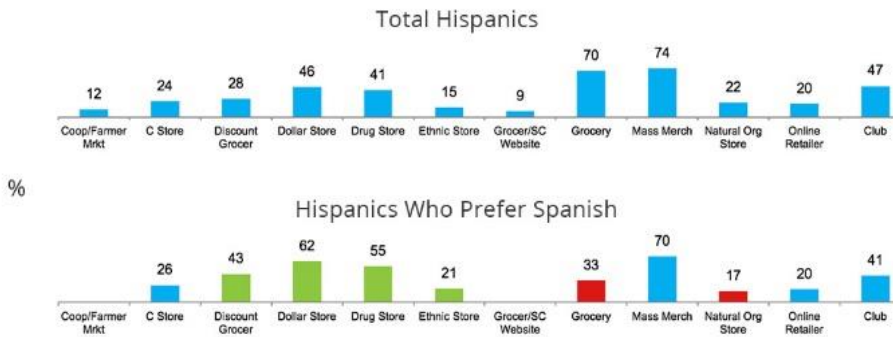
Source: Target Track Total U.S. UPC'ed consumer products  
Copyright © 2017 The Nielsen Company

**Figure 2:** Hispanic Consumers Who Prefer Spanish Favor Small-Format Stores

### HISPANIC CONSUMERS WHO PREFER SPANISH FAVOR SMALL-FORMAT STORES



Store types shopped for food/household items in past 3 months

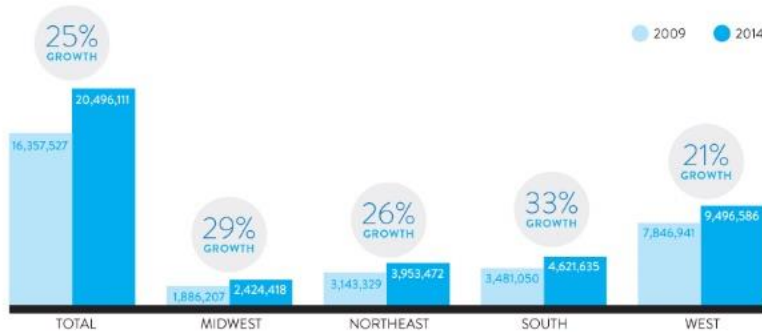


Source: Nielsen Hispanic Fall Survey

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**Figure 3: Asian-American Population by Region**

ASIAN-AMERICAN POPULATION



Source: U.S. Census Bureau, American Community Survey, 2014 and 2009 American Community Survey PUMS File, one-year estimate.

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**Figure 4: Top Destination Metro Areas for Asian-Americans**

TOP DESTINATION METRO AREAS FOR RECENT ASIAN IMMIGRANTS

(NUMBER OF ASIAN IMMIGRANTS IN THOUSANDS)



Source: U.S. Census Bureau, American Community Survey, 2014 and 2009 American Community Survey PUMS File, one-year estimate.

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**Figure 5:** Median Income breakdown by Region

## MEDIAN ASIAN-AMERICAN HOUSEHOLD INCOME



Source: U.S. Census Bureau, Current Population Survey, 2014 and 2015 Annual Social and Economic Supplements.

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**Figure 6:** Full Survey Questions Question 1

When you think of this type of advertising, what brand comes to mind in terms of doing an effective job with multicultural advertising?

- LOCAL brand that uses multicultural advertising effectively (2)

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- NATIONAL or INTERNATIONAL brand that uses multicultural advertising effectively (3) \_\_\_\_\_

Question 2 How likely you are to buy a product if the brand:

	Extremely Likely (1)	Slightly Likely (2)	Indifferent (3)	Slightly Unlikely (4)	Extremely Unlikely (5)
seems inclusive of all type of consumers (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is NOT inclusive of all type of consumers (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reminds you of your childhood (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
portrays your lifestyle (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3 How important is it to you that an ad includes:

	Not at all important (1)	Somewhat unimportant (2)	Neutral (3)	Somewhat important (4)	Very important (5)
Males (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Females (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Both Males and Females (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone that looks like you (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone that shares your common culture (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A scenario relevant to your childhood traditions (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A scenario displaying your culture (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 4 When you think of the advertising that you personally encounter in a typical day. Please rank the following in terms of the ethnicity that seems to be most reflected in the advertising... Rank answers in order from most incorporated ethnicity (1) to the least incorporated (7)

- \_\_\_\_\_ Caucasian (1)
- \_\_\_\_\_ African American (2)
- \_\_\_\_\_ Hispanic or Latino (3)
- \_\_\_\_\_ Asian (4)
- \_\_\_\_\_ Native Hawaiian (6)
- \_\_\_\_\_ Native American (7)
- \_\_\_\_\_ Other Pacific Islander (8)

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Question 4B

If you think of any other ethnic group(s) that you have noticed reflected in advertising which wasn't listed in the previous question, please list below:

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Page Break

Question 5 Which of the following types of products do you believe **would most benefit from** multicultural advertising? (Check all that apply)

- Food and Beverage Products (1)
  - Household Cleaning Products (2)
  - Toiletries (tissues, toilet paper, etc) (3)
  - Technological/Electronic Products (4)
  - Clothing & Apparel (5)
  - Video Games (6)
  - Health & Beauty Products (7)
  - Office Supplies (8)
  - None of the listed (9)
  - All of the listed (10)
  - I don't think brands would benefit from multicultural advertising (11)
-

Question 6 When a brand decides to market to different ethnic groups, the approach is different for each group. What do you think is the most important thing (s) for brands to consider (Check all that apply)

- Culture (1)
  - Language (2)
  - Lifestyle (3)
  - Age (4)
  - Gender (5)
  - Food (6)
- 

Question 7 When a brand decides to market to different ethnic groups, the approach is different for each group. Does your perspective about a brand change if they fail to succeed in their marketing efforts?

- Yes (1)
  - No (2)
  - Indifferent (3)
- 



Question 8 If a brand **fails** in their multicultural marketing efforts, how likely are you to purchase from the brand?

- Extremely Likely (3)
  - Slightly Likely (2)
  - Neither likely nor unlikely (4)
  - Slightly Unlikely (5)
  - Extremely Unlikely (6)
- 

Question 9 If a brand **succeeds** in their multicultural marketing efforts, how likely are you to purchase from the brand?

- Extremely Likely (3)
  - Slightly Likely (2)
  - Neither likely nor unlikely (4)
  - Slightly Unlikely (5)
  - Extremely Unlikely (6)
-

Question 10 Which brand has accomplished successful multicultural marketing?

-  (1)
  -  (2)
  - Neither Brand (3)
  - Both Brands (5)
- 

Question 11 Which Coca-Cola AD do you **prefer**?

-  (1)
  -  (2)
  - I have no preference (3)
- 

*Display This Question:*


*If Which Coca Cola AD do you prefer? = Image:Coca cola Graphic*

*And Which Coca Cola AD do you prefer? = Image:Coca cola graphic black couple*

Question 12 Why do you prefer the AD?

- People reflect my lifestyle (2)
  - People reflect my culture (3)
  - People reflect me (4)
  - Brand reflects inclusion (5)
-

Question 13 Which Coca-Cola AD do you like **prefer**?

-  (1)
-  (2)
- I have no preference (3)

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*Display This Question:*



*If Which Coca Cola AD do you like prefer? = Image:Coca cola graphic black couple  
And Which Coca Cola AD do you like prefer? = Image:Asian family*

Question 14 Why do you prefer the AD?

- People reflect my lifestyle (2)
- People reflect my culture (3)
- People reflect me (4)
- Brand reflects inclusion (5)

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Question 15 Which Coca-Cola AD do you like **prefer**?

-  (1)
-  (2)
- I have no preference (3)

*Display This Question:*

*If Which Coca Cola AD do you like prefer? = Image:Coca cola graphic black couple*

*And Which Coca Cola AD do you like prefer? = Image:Coca cola chavez*

Question 16 Why do you prefer the AD?

- People reflect my lifestyle (2)
  - People reflect my culture (3)
  - People reflect me (4)
  - Brand reflects inclusion (5)
- 

Question 17 You're almost done! Now I just have to know a little bit about you, and you can go on your way. You identify as:

- Male (1)
  - Female (2)
- 

Question 18 Are you a college student?

- Yes (1)
  - No (2)
- 

*Display This Question:*

*If Are you a college student? = Yes*

Question 19 What classification/year are you in college?

- Freshman (1)
  - Sophomore (2)
  - Junior (3)
  - Senior (4)
  - Graduate Student (5)
  - Other (6)
-

Question 20 Which of the following ranges most accurately reflects your age?

- Under 18
- 18
- 19
- 20
- 21
- 22
- 23
- 23-29
- 30-35
- 36-40
- 41-46
- 47-50
- 50+

Question 21 What ethnicity do you identify as:

- Caucasian (1)
- African American (2)
- Hispanic or Latino (3)
- Asian (4)
- Native Hawaiian (5)
- Other Pacific Islander (6)
- Native American (7)
- Other not listed (8)

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*Display This Question:*

*If What ethnicity do you identify as: = Other not listed*

Question 21A What ethnicity do you identify as:

---

Question 22 How many times have you traveled outside of the United States?

▼ 1 (2) ... I have never traveled outside of the USA (6)



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*Display This Question:*

*If How many times have you traveled outside of the United States? = 1*

*And How many times have you traveled outside of the United States? = 2*

*And How many times have you traveled outside of the United States? = 3*

*And How many times have you traveled outside of the United States? = More than 3 times*

Question 23 Where have you traveled outside of the United States?

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Question 24 Last, if you are answering this survey as part of an activity in a class, please select the professor here.

- Molly Rapert (1)

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*Display This Question:*

*If Last, if you are answering this survey as part of an activity in a class, please select the profe... = Molly Rapert*

Question 25 So that we can track who responded, would you please enter your name here? Your name will be separated from your survey responses after awarding your class credit, making your survey answers anonymous. Thank you!

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**End of Block: Multicultural Marketing**

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**Figure 7: Instagram Social Media Audit Details**

SOCIAL MEDIA AUDIT: INSTAGRAM								
Month of March								
DATE	FREQUENCY	THEME OF POSTS	% WITH PHOTOS	% WITH VIDEOS	# OF LIKES	VEWS	OTHER	BRAND OR PRODUCT
<b>Argentina</b> Handle: <a href="#">Cocacolaar</a> Followers: 180,000								
1-3	1	*FIFA Trophy Tour Announcement	0%	100%	380	*3,851		Brand
4-10	3	*Countdown to FIFA Cup 2018 *Maluma with soccer jersey *FIFA WC: Coke Bottle in focus with a soccer player in background practicing	33%	67%	4,146	*10,823 *9,957	*---- *---- *Reused	Both Brand Both
11-17	2	*Maluma promoting announcement of anthem	0%	100%	1,889	*7,018		Both
18-24	3	*Maluma actually creating a beat of the FIFA anthem with Coke Bottles *Simple display of three different type of Coca-Cola Classics *Maluma displaying a coke with caption reading the arrival of the FIFA anthem	67%	33%	5,050	*10,593 *5,194	*---- *---- *	Both Both Both
25-31	2	*Soccer ball being moved with a player rolling the ball back and forth *Trophy Tour	50%	50%	1,639	*4,336	*---- *----	Brand Brand
	11	64% video 36% photos; Views to following 28.76%; likes to followings: 7.28%			13,104	51,772		
<b>Mexico</b> Handle: <a href="#">Cocacolaamx</a> Followers: 108,000								
1-3	0	----	----	----	----	---		
4-10	1	*FIFA World Cup: Coke Bottle in focus with a soccer player in background practicing	0%	100%	912	9,473	*Reused	Both
11-17	0	----	----	----	----	---		
18-24	1	*FIFA WC national anthem anticipation	100%	0%	2,344	----	*Reused	Both
25-31	1	*Coke magic trick centered around coke without sugar	0%	100%	264	1,836		Brand
	3	67% videos 33% photos; Views to following 10.47%; Likes to followings: 3.26%			3,520	11,309		
<b>US</b> Handle: <a href="#">Cocacola</a> Followers: 2,400,000								
1-3	0	----	----	----	----	---		
4-10	2	*International Women's Day *Spring Break "so close, you can taste it"	0%	100%	17,245	*26,880 *56,720		Brand Both
11-17	1	*March Madness, humorous/creative animation of a robot drinking a coke and becoming a basketball	0%	100%	8,551	*43,245		Both
18-24	1	*March Madness animation of an astronaut drinking a coke	0%	100%	7,914	*41,972		Both
25-31	1	*March Madness animation the final four competition between four robots	0%	100%	7,510	*33,908		Both
	5	100% videos; Views to following 8.44%; Likes to followings 1.72%			41,220	202,725		

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