

Attitudes Toward Marketing Practices: The Effects of Ethnic Identification

Dr. Cynthia Webster, Marketing, Mississippi State University

Abstract

Attitudes toward a wide variety of marketing practices were examined for Anglo-Americans and Spanish-speaking, and English-speaking Hispanic families from a major metropolitan area. Significant attitudinal differences were found regarding a variety of marketing issues: product quality, pricing, advertising, retailing or selling, satisfaction, complaint behavior, etc. Many of these differences remained even after social class and income effects were removed. The findings of this study should aid in sensitizing marketers to the consumer behavior differences between Anglos and Hispanics and among the Hispanic subpopulations. Consequently, marketers can better develop and implement strategies when targeting the rapidly-growing Hispanic market.

Introduction

Many researchers regard research on Hispanic marketplace behavior as important due to its size and distinctiveness (i.e., Bellenger and Valencia, and Hoyer and Deshpande 1982, Sturdivant 1969), and its tremendous growth in income and purchasing power (Tobin 1987). While some generalizations can be made regarding attitudes toward marketing practices between Anglo-Americans and Hispanics and between the different Hispanic groups, additional research is needed to update, clarify, and expand our knowledge. A review of the literature reveals three principal research issues that remain unresolved: Are there significant differences in attitudes toward marketing practices between Anglo-Americans and Hispanics and between Hispanic groups? Are the attitudinal differences due to socioeconomic factors or to subculture? Do subculture members who assimilate dominant (English-speaking) culture values also assimilate dominant culture marketing-related attitudes? Similar research issues have also characterized the U.S. black subculture (Sexton 1972). This study, which is tailored after the Schaninger et al. (1985) article concerning French-English Canadian subcultural differences, attempts to help resolve these issues and to update and expand the empirical knowledge of Hispanic (1) subcultural marketplace behavior. The findings should aid in sensitizing marketers to the marketplace differences between Anglos and Hispanics, and to the differences between Hispanic subpopulations. Consequently, marketers can better develop and implement strategies when targeting Hispanics. We will first look at attitudes since they exert a directive and dynamic influence on behavior (Allport 1935).

Attitudes Towards Marketing

For many years, the measurement of consumer attitudes or sentiment has been a topic of interest to both academic and business researchers. There have been several efforts to develop global measures of consumer satisfaction with business. Receiving the attention of the general public, the "index of consumer sentiment" and the "consumer confidence index" are both reflections of current attitudes (Barksdale and Darden 1972, Hustad and Pessemier 1973, Lundstrom and Lamont 1976).

The measurement of consumer attitudes toward marketing is important for several reasons. First, such measurement would permit continual monitoring of the perception of and the satisfaction with marketing practices. Second, considering the long-standing public hostility toward marketing practices and marketing institutions (Barksdale and Perreault 1980, Miller 1974, Packard 1957), the provision of information regarding consumers' attitudes would be desirable for several reasons; (1) It would sensitize marketers to consumers' attitudes and perceptions; (2) It would aid in identifying the nature of the public relations task (and perhaps more basic tasks) facing marketing; (3) It should assist in gauging whatever progress is or is not being made (when conducted from time to time); (4) It may make a positive contribution toward marketing's public image by demonstrating that marketers care about consumers enough to ask for their opinion (Gaski and Etzel 1986).

The literature reveals that such an important area of

study has not been conducted with the rapidly increasing Hispanic market. In fact, very few studies have focused on Hispanic consumer behavior patterns. Of the small number of empirical studies in this area, the majority can be characterized as examining a very limited number of variables. Examination of these studies and commentaries reveals a pattern of underlying forces and actual behavior patterns that parallel the black subculture literature.

Forces Underlying Subcultural Differences

Since the early work of Max Weber (1961), the explication of the term "ethnicity" has implied several dimensions. These include a sense of common customs, language, religion, values, morality, and etiquette. To measure the intensity of ethnic affiliation, this study relied on the common single indicator of degree to which Spanish is spoken at home (see Massey and Mullan 1984). Measuring ethnic identification by the extent to which the foreign language is spoken in the home has been validated (Gonzalez and Webster 1990).

Hispanic individuals differ from Anglo-Americans (henceforth referred to as simply "Anglos"); and the Spanish-speaking, or high Hispanic identifiers, appear to differ from English-speaking, or low Hispanic identifiers. The ethnic groups and Hispanic subpopulation groups differ mainly in terms of demographics, religious aspects, and subcultural separation. In general, Spanish-speaking Hispanic individuals are lower in social class, income, education, and occupation status. They are younger (Watanabe 1981), and they have more children, greater family stability, stronger father roles, and more extended kinship systems (Sturdivant 1969). They also have relatively strong Latin-European, Roman Catholic roots, which have been found to relate to lower achievement motivation (McClelland 1961) and to a tendency toward more immediate need gratification compared to most Anglos (Gelfand 1975, Hoyer and Deshpande 1982). Additionally, language, surnames, and neighborhood location are likely to make those Hispanics who identify strongly with their ethnic group as much a target for discrimination as black Americans. These forces may result in attitudinal differences regarding the many aspects of marketing practices between Anglos and Hispanics and between the Spanish-speaking and English-speaking Hispanic subcultures.

Table 1 presents a summary of characteristics of the Hispanic market stemming from previous research, and Table 2 summarizes the significant subcultural identification differences between high identifiers (those Hispanics who speak mostly Spanish at home) and low

identifiers (those Hispanics who speak mostly English at home).

Attitudes Toward Business in General

Although successes in the political arena have led Hispanics to realize that their ethnic identity provides a means for gathering and using power within governmental contexts (Portes 1984), they have not experienced success in entering the business world. As previously indicated, the income of Hispanics is much lower than that of Anglos; there is strong evidence that this income disparity is due to labor-market discrimination (Garcia 1982, Williams et al. 1973). Consequently, Hispanics are likely to perceive that they are not treated fairly in the business world (Yankelovich et al. 1984). Thus, we should expect differences in attitudes toward business and/or marketing practices between high-Hispanic identifiers and low-Hispanic identifiers and between Hispanic and Anglos.

Hispanics appear to place a great deal of reliance on commercial sources of information such as advertising (Yankelovich et al. 1984). Thus one would expect that there would be differences among Hispanics and between Hispanics and Anglos regarding attitudes toward promotion.

Due to the characteristics of the hispanic consumer and all of the previously summarized research findings, it is hypothesized that there will be a significant difference between Anglos and Hispanics and between the Hispanic subpopulations regarding:

- H QUAL:** attitudes toward product quality.
- H PRICE:** attitudes toward the pricing of products.
- H ADVER:** attitudes toward the advertising of products.
- H RET/SEL:** attitudes toward retailing or selling practices.
- H MKTG:** attitudes toward marketing in general.
- H SATISF:** the level of satisfaction with various marketing practices.
- H PRB FRE:** problem frequency with marketing practices.
- H IMPMKTG:** the level of importance placed on various marketing practices.

Purpose and Research Approach

The principal purpose of this study is to fill in some of the gaps in the existing Hispanic subculture research by conducting a methodologically sound empirical study

Table 1
General Characteristics of Hispanic Consumers and Hypotheses*

- .highly brand loyal and trusting of well-known brands^{a, l}
- .not likely to buy new/different products^d
- .tend to buy products that parents bought^d
- .attracted to large department stores^h
- .often buy goods in large quantities^j
- .very price-oriented and careful in shoppingⁱ
- .prefer large supermarkets over closer, smaller food stores^k
- .high propensity to purchase prestige products^{a, b, c}
- .favorable attitudes regarding advertising^b
- .light readership of print media^g
- .fashion conscious^e
- .value advertised brands^f

*Most of these studies focused on the Mexican-American segment of the Hispanic population.

(Loudon and Della Bitta 1979^f, Watanabe 1981^c, Bellenger and Valencia 1982^d, Pones 1981^g, Guernica 1982^b, Marketing and Media Decisions 1981^h, Sturdivant 1969^l, Kizilbash and Garman 1975/76^k, Gillet and Scott 1974^e, Hoyer and Deshpande 1982ⁱ, Longman and Pruden 1972^j, Gadsden 1985^a)

which:

H1.tests hypotheses concerning whether or not there are significant differences in attitudes toward marketing practices between Hispanics and Anglos and between Hispanics with varying degrees of subcultural identification;

H2.determines whether the attitudinal differences are due to social class or income, or exist beyond the effects of these two variables; and

H3.examines the assimilationist issue by determining whether or not bilingual individuals (who speak both Spanish and English in their own homes) are less different from English-speaking individuals than those who speak only Spanish at home.

Comparable subsamples of Anglo and Spanish- and English-speaking respondents are drawn from the same market area to facilitate direct comparison. Attitudes toward a wide range of marketing practices are examined. Income and social class are measured and controlled for by utilizing two factor hierarchical MANOVA and ANOVAs to test the effects of subculture after removing the effects of social class and income.

Method

The sample consisted of households in the greater San Antonio metropolitan area. San Antonio is considered

to be one of the most representative cities (in demographic terms) of the U.S. (Burgoyne Information Services 1986). This bilingual city is the nation's tenth largest and was composed of 53.7% Hispanic and 38.1% Anglo ethnic origin in 1987. This area has two major English and two major Spanish daily newspapers, as well as three English and one Spanish language television station.

To select the sample points, a two-stage sampling technique was used. First, eight ZIP code zones were randomly selected from the SMA. A grid was then imposed upon the map of each geographical area. From randomly selected coordinates, nearest street intersections were chosen as starting points. The direction, side of street, and starting house were randomly selected. Beginning with the starting house, respondents were solicited until either 28 or 31 were obtained from each area. An attempt was made to cover most of each geographical zone. The sampling process was completed in one week, including afternoons, evenings, and weekend days.

The trained interviewers carried both Spanish and English versions of the questionnaire. Most interviewers were bilingual, and those most fluent in Spanish were assigned to predominantly Spanish zones. After verbally explaining the purpose of the study, agreement of one of the primary purchase decision-making adults to participate was secured. The response rate, 74%, did not significantly vary between groups or by city area.

Table 2
Consumer Behavior Differences Between High- and Low-Hispanic Identifiers*

Spanish-speaking, compared to English-speaking, Hispanics:

- | | |
|--|---------------------------------------|
| .consume less instant/frozen food products | .compare prices more often |
| .consume more brand name soft drinks | .buy in large quantities |
| .consume more beer | .use more coupons |
| .consume less liqueurs | .buy more prestigious-name products |
| .exhibit more brand loyalty | .read fewer newspapers and magazines. |

Spanish-speaking (or high-Hispanic identifiers) compared to English-speaking individuals (or low-Hispanic identifiers) have a significantly lower involvement level with the purchase of:

- .major appliances
- .furniture (Anglos, English-speaking Hispanics and bilinguals exhibit similar levels of involvement)
- .automobiles (Anglos and English-speaking Hispanics are quite similar in this category)
- .professional services (again, Anglos and English-speaking Hispanics were found to be very similar in purchasing involvement with professional services)
- .purchasing/renting a home.

On the other hand, Spanish-speaking, compared to English-speaking, Hispanic individuals were found to have a significantly higher level of involvement with the purchase of:

- .food products (interestingly, Spanish-speaking Hispanics appear to be very similar to Anglos in this category)
- .cosmetics/toiletries (in this case, English-speaking Hispanics are very similar to Anglos).

Significant differences between Spanish- and English-speaking Hispanics were found for many attitudes toward marketing practices.

Spanish-speaking, compared to English-speaking, Hispanics:

- .are more satisfied with selling conditions
- .find most retail salespeople helpful
- .place more importance on advertising; and think that
- .most prices are reasonable
- .competition between companies keeps prices reasonable
- .most advertising provides essential information
- .most middlemen make excessive profits
- .most retailers provide adequate service
- .most businesses operate on the philosophy that the consumer is always right
- .most businesses seldom shirk their responsibility to the consumer.

Thus far, only one published study has focused on differences in husband/wife influence among Spanish, bilingual, and English-speaking Hispanic families. Males in Spanish-speaking or high-Hispanic couples, compared to males in English-speaking couples, have more influence in the decisions of:

- | | |
|---------------------------------------|---|
| .where to buy an automobile | .amount of money to spend on appliances |
| .model and make of auto to buy | .size, price, and location of home |
| .amount of money to spend on the auto | .where to open a savings and checking account |
| | .when to add to a savings account |

On the other hand, English-speaking, compared to Spanish-speaking, Hispanics think that:

- | | |
|---|--|
| .products are not made as well as they used to be | .most products are overpriced |
| .too many products are defective | .most advertising should be eliminated |
| | .retail sales assistance needs to be improved. |

*This summary is based on empirical research by Webster 1990a, 1990b, 1989, 1988, 1987.

The final sample was composed of 233 usable questionnaires.

Respondents' attitudes toward marketing issues were measured by using Gaski and Etzel's (1986) validated and aggregated index of consumer sentiment toward a variety of marketing issues: product quality, pricing, advertising, retailing or selling, marketing in general, satisfaction, complaint behavior, etc. Demographic information such as age, education, and occupation was collected for husband and wife, as well as combined family income and number of children of various ages. The occupation and education information was collected in a manner that facilitated calculation of the popular Hollingshead's Two Factor Index of Social Position (Hollingshead and Redlich 1958, Reynolds and Wells 1977). To assure idiomatic equivalence of the Spanish and English questionnaires, they were translated from English to Spanish and from Spanish back to English.

Demographic profiles were examined to establish how well the sample represented the metropolitan area. The percentage of Spanish and English-speaking respondents in the sample were approximately equal to those for the total census area. All income, education, age, and occupation categories were represented. The data in Table 3 show the percentages of respondents in each of the demographic categories.

The Hispanic respondents were also asked, "What language(s) is/are spoken in the home?," with responses being English or Spanish. The part of the sample that was classified as English or low Hispanic identifiers by checking English only was 32.8%. Similarly, 28.7% were classified as Spanish or high Hispanic identifiers by checking Spanish only, and 38.5% were classified as bilingual when they checked both Spanish and English. (See Deshpande et al. 1986 for an analysis of high-low Hispanic identification.)

Hierarchical two-factor MANOVAs and ANOVAs were used to test the hypotheses. This hierarchical

MANOVA approach is appropriate when two factors (e.g., subculture and social class) are correlated and where unequal cell sizes exist. It does not assume linear relationships between consumption and social class or income, as would ANOVA. This approach allows for the testing of the effect of subculture (language) alone before removing the effects of social class or income, as well as hierarchically (after removing social class or income).

Results

The data in Table 4 reveal the group means and F tests for 8 components of marketing practice, including 44 individual attitudinal items. The first column of F values (F_L) presents the F values for a single factor design testing for the effects of language alone. The second column, $F_{L/C}$, presents conditional F values on the effect of language after removing or adjusting for social class effects. The third column, $F_{L/I}$, presents the F test for language after removing income effects. Highly significant multivariate influences were discovered for the single factor design as well as for the conditional tests after removing or adjusting for both social class and income.

Timm (1975) recommends the combination of a significant multivariate and univariate F tests for interpreting between group differences within variables. In all cases where statements regarding between group differences are made, they are supported by significant univariate F-test values.

Significant differences between Spanish-speaking, bilingual, and English-speaking Hispanic households were found for 23 of the 44 marketing practice attitudinal items for the single factor design. Attitudes were measured using 5-point scales (1 = agree strongly, 2 = agree somewhat, 3 = neither agree nor disagree, 4 = disagree somewhat, 5 = disagree strongly.) Significant differences were found between the groups for 19 of the 44 after removing social class effects and for 20 of the

Table 3
Characteristic of the Total Sample (Percentages)

<u>Annual Household Income</u>	<u>Age</u>
Less than \$10,000, 26.9	18-34, 19.8
\$10,000-19,999, 37.2	35-64, 33.2
\$20,000-29,999, 16.8	Over 64, 27.1
\$30,000-39,999, 15.3	
\$40,000 and over, 3.8	
<u>Education</u>	<u>Occupation</u>
Elementary/Junior High School, 38.3	White Collar, 23.4
High School, 42.9	Blue Collar, 50
College, 14.4	Other, 19.7
No schooling, 4.4	Unemployed, 6.9

44 after removing income effects. Coupled with the significant multivariate results, these findings imply that strong subcultural marketing practice attitude differences exist which are not particularly attributable to either social class or income.

To carry the analysis one step further, all Hispanics were grouped into one category and then compared to Anglos. Data in Table 5 show the group means and T tests for the eight elements of marketing practice. Many significant differences were found between Anglos and Hispanics regarding the individual items; overall, 24 of the 44 comparisons resulted in a significant difference.

Henceforth, the findings will be discussed as they relate to each element of marketing practice.

Product Quality

Table 4 reveals that there are significant differences

between Hispanic groups regarding the following statements: (1) Products are not made as well as they used to be; and (2) Too many of the products I buy are defective in some way. In both cases, English-speaking, or low Hispanic identifiers, indicated stronger agreement with the statements. Data in Table 3 show that there are significant differences between Anglos and Hispanics for 5 of the 7 product quality items. This finding, coupled with the significant multivariate findings reported in Table 2, lead to the acceptance of H QUAL. Hispanics, when compared to Anglos, appear to be more satisfied with purchased products and think that product quality has significantly improved over time. On the other hand, Anglos indicated stronger agreement with the following statements: (1) Products are not made as well as they used to be; (2) Too many purchased products are defective, and (3) Companies are sufficiently concerned about product performance.

Price of Products

Table 4
MANOVA on Attitudes Toward Marketing Practices

	Spanish (n=35)	Bilingual (n=47)	English (n=40)	F _L	F _{L/C}	F _{L/I}		Spanish (n=35)	Bilingual (n=47)	English (n=40)	F _L	F _{L/C}	F _{L/I}	
PRODUCT QUALITY								MARKETING IN GENERAL						
The quality of most products I buy today is as good as can be expected.	2.17	2.25	2.35	0.48	0.10	0.11		Most businesses operate on the philosophy that the consumer is always right.	2.08	1.94	2.50	4.68 ^c	5.08 ^c	4.29 ^b
I am satisfied with most of the products I buy.	1.83	1.94	2.00	0.46	0.13	0.17		Despite what is frequently said, "let the buyer beware" is the guiding philosophy of most businesses.	2.33	2.75	2.75	1.46	1.70	1.89
Most products I buy wear out too quickly.	2.75	2.94	2.70	0.52	0.89	0.93		Most businesses seldom shirk their responsibility to the consumer.	2.83	2.63	3.20	3.93 ^b	5.12 ^c	4.35 ^b
Products are not made as well as they used to be.	3.17	2.38	2.70	5.61 ^c	5.23 ^c	4.81 ^c		Most businesses are more interested in making profits than in serving consumers.	2.67	2.13	3.60	4.65 ^c	5.09 ^c	4.26 ^b
Too many of the products I buy are defective in some way.	3.58	3.00	3.30	4.68 ^c	4.80 ^c	4.26 ^b	Wilks' Lambda				.370 ^c	.409 ^c	.271 ^b	
The companies that make products I buy don't care enough about how well they perform.	3.50	3.50	3.20	1.18	0.90	0.87		SATISFACTION WITH MARKETING AREAS						
The quality of products I buy has consistently improved over the years.	2.33	2.13	2.50	1.69	1.14	1.16		The quality of most of the products available to buy.	2.33	2.19	2.25	0.61	0.80	0.92
Wilks' Lambda				.244 ^b	.260 ^b	.201 ^b		The prices of most products.	2.67	2.50	2.80	1.00	1.02	1.02
PRICE OF PRODUCTS								Most of the advertising you read, see, and hear.	2.77	2.81	3.15	2.88 ^c	2.90 ^c	2.91 ^c
Most products I buy are overpriced.	2.25	2.50	1.95	4.68 ^c	1.29	1.26 ^b		The selling conditions at most of the stores at which you buy products.	1.92	2.13	2.50	5.88 ^c	3.16 ^b	4.40 ^b
Businesses could charge lower prices and still be profitable.	2.37	2.22	2.20	0.46	0.09	0.12	Wilks' Lambda				.370 ^b	.361 ^b	.263 ^b	
Most prices are reasonable considering the high cost of doing business.	2.45	2.77	3.30	5.69 ^c	1.01 ^c	1.22 ^b		PROBLEM FREQUENCY						
Competition between companies keeps prices reasonable.	2.58	1.94	2.95	5.88 ^c	6.01 ^c	.99 ^b		How often do you have problems with or complaints about the products you buy?	2.61	2.77	3.01	2.90 ^b	2.91 ^b	2.93 ^a
Companies are unjustified in charging the prices they charge.	2.92	2.88	2.85	0.05	0.04	0.03		How often do you have problems with or complaints about the prices you pay?	2.58	2.00	2.50	3.94 ^b	5.11 ^c	4.36 ^b
Most prices are fair.	2.67	2.31	2.60	1.68	1.15	1.15		How often do you have problems with or complaints about advertising?	1.92	2.06	2.05	0.65	0.79	0.60
In general, I am satisfied with the prices I pay.	2.67	2.44	2.85	2.92 ^a	2.57 ^a	2.59 ^a	Wilks' Lambda	How often do you have problems with or complaints about the stores at which you buy products?	1.92	1.81	2.45	5.92 ^c	3.18 ^b	4.42 ^b
				.361 ^c	.357 ^c	.179 ^b					.362 ^c	.360 ^c	.280 ^b	
ADVERTISING FOR PRODUCTS								IMPORTANCE LEVEL						
Most advertising provides consumers with essential information.	2.69	2.81	3.20	4.35 ^b	2.72 ^a	2.63 ^b		How important to you is the quality of most products available to buy?	1.58	1.38	1.60	0.80	0.82	0.62
Most advertising is very annoying.	3.08	2.75	2.65	2.14	1.50	1.95		How important to you are the prices you must pay to purchase most products?	1.67	1.75	1.90	0.80	0.59	0.78
Most advertising makes false claims.	2.81	2.77	2.76	0.43	0.11	0.13		How important to you is most of the advertising you read, see, and hear?	2.17	2.38	2.70	4.37 ^b	6.30 ^b	6.31 ^b
If most advertising was eliminated, consumers would be better off.	3.67	3.81	2.95	5.77 ^c	5.30 ^c	4.79 ^c		How important to you are the selling conditions at most of the stores at which you buy products?	1.73	1.69	1.90	0.79	0.80	0.60
I enjoy most ads.	2.58	2.88	2.50	1.69	1.17	1.18	Wilks' Lambda				.223 ^b	.221 ^b	.220 ^b	
Advertising should be more closely regulated.	2.67	2.06	2.65	4.71 ^c	5.00 ^c	4.29 ^c		RETAILING OR SELLING						
Most advertising is intended to deceive rather than to inform consumers.	2.67	2.81	2.85	0.72	0.98	0.79		Most retail stores serve their customers well.	2.42	2.38	2.20	0.79	1.03	0.74
Wilks' Lambda				.356 ^c	.251 ^b	.248 ^b		Because of the way retailers treat me, most of my shopping is unpleasant.	3.08	3.81	3.80	5.48 ^b	5.29 ^c	4.77 ^c
RETAILING OR SELLING								I find most retail salespeople to be very helpful.	2.17	2.06	2.60	4.38 ^b	2.75 ^a	1.66 ^b
Most retail stores provide an adequate selection of merchandise.	2.17	2.31	2.35	0.75	0.80	0.59		Most retail stores provide an adequate selection of merchandise.	2.17	2.31	2.35	0.75	0.80	0.59
In general, most middlemen make excessive profits.	2.58	2.88	3.25	5.97 ^c	3.20 ^b	4.42 ^b		When I need assistance in a store, I am usually NOT able to get it.	3.67	3.31	3.15	4.36 ^b	4.38 ^b	4.40 ^b
Most advertising is intended to deceive rather than to inform consumers.	2.67	2.81	2.85	0.72	0.98	0.79		Most retailers provide adequate service.	2.25	2.31	2.70	4.13 ^b	4.19 ^b	4.20 ^b
Wilks' Lambda				.356 ^c	.251 ^b	.248 ^b					.363 ^c	.359 ^c	.357 ^c	

Data in Table 4 show that there are significant attitudinal differences between the Hispanic subpopulation groups regarding 4 out of the 7 pricing statements. The strong multivariate results lend support for H PRICE. English-speaking Hispanics were more prone to think that most products they buy are overpriced, and Spanish-speaking Hispanics indicated a higher level of agreement that most prices are reasonable considering the high cost of doing business. Bilinguals, followed by Spanish-speaking respondents, showed a higher level of agreement with the statements: (1) Competition between companies keeps prices reasonable; and (2) In general, I am satisfied with the prices I pay. Data in Table 5 show that Anglos generally have more positive attitudes toward current pricing strategies than Hispanics.

Advertising for Products

The Wilks' Lambda value in Table 4 indicates that Hispanic subcultural identification has a significant effect on attitudes toward advertising, thus supporting H ADVER. While Spanish-speaking Hispanics showed a higher level of agreement with the statement, "Most advertising provides consumers with essential information," English-speaking respondents showed a higher level of agreement with the statement, "If most advertising was eliminated, consumers would be better off." Bilinguals thought that advertising should be more closely regulated. Table 5 shows that there are few significant differences between Anglos and Hispanics regarding advertising. In general, however, Hispanics have more favorable attitudes toward advertising.

Retailing or Selling

Data in Table 4 show that there are 5 out of 7 significant differences between Hispanic groups regarding retailing or selling practices. H RET/SEL is accepted as there are also significant multivariate results. Low Hispanic identifiers indicated stronger agreement with the statements: (1) Because of the way retailers treat me, most of my shopping is unpleasant; and (2) When I need assistance in a store, I am usually not able to get it. On the other hand, high Hispanic identifiers feel that retailers provide adequate service and that most middlemen make excessive profits. Bilinguals, and then Spanish-speaking respondents, find most retail salespeople to be very helpful. Table 5 shows that once all Hispanics are grouped, there is, in general, not a difference between Anglos and Hispanics regarding retailing and selling practices.

Marketing in General

Three out of the four items in Table 4 resulted in a significant difference. Coupled with the multivariate results, H MKTG is accepted. Interestingly, bilingual individuals indicated the strongest agreement with the general statements. Table 5 indicates that Hispanics are more likely than Anglos to think that most businesses operate on the philosophy that the consumer is always right.

Satisfaction with Marketing Areas

Data in Tables 4 and 5 indicate the acceptance of H SATISF. Spanish-speaking individuals appear to be more satisfied with advertising and the selling conditions at most stores where products are purchased. When Hispanics are compared to Anglos, the former are more satisfied with prices of most products and with most advertising.

Problem Frequency

H PROB FRE is accepted as Tables 4 and 5 indicate that ethnic identification has a significant effect on problem frequency. (Problem frequency was measured with a 5-point scale where 1 = very seldom, 5 = very often.) English-speaking Hispanics, or low ethnic identifiers, appear to have more frequent problems with purchased products and with the stores where products are purchased. On the other hand, Spanish-speaking Hispanics have more frequent problems with prices that they pay. When Hispanics are compared to Anglos, the latter report more problem frequency with products, prices, and advertising.

Importance Level

The mixed results in Tables 4 and 5 regarding the importance placed on marketing issues lead to the nonacceptance on H IMP MKT. (Importance was measured with a 5-point scale where 1 = extremely important, 2 = very important, 3 = somewhat important, 4 = not too important, 5 = not at all important.) Only one out of the 4 items resulted in a significant difference. Consistent with other related findings, Spanish-speaking Hispanics place more importance on advertising. Table 5 shows that Anglos place more importance on prices and that Hispanics place more importance on advertising.

Summary and Conclusions

Significant differences between Anglo-Americans and Hispanics and among Spanish-, bilingual, and English-speaking Hispanics were found for many facets of

marketing practice. The differences generally appear to be due to subculture rather than to income or social class effects. The results are summarized in terms of significant characteristics of the ethnic group.

Hispanics compared to Anglo-Americans

- are more satisfied with purchased products
- think that quality of purchased products has consistently improved over the years
- believe that most prices are reasonable and fair
- are more satisfied with prices they pay
- think that most advertising provides essential information
- enjoy most ads
- think that most businesses operate on the philosophy that the consumer is always right
- are more satisfied with prices and all advertising

- place more importance on prices

Anglos compared with Hispanics think that:

- products are not made as well as they used to be
- too many of the products are defective
- companies that make products don't care enough about how well they perform
- most products are overpriced
- most middlemen make excessive profits; and have more complaints regarding purchased products, prices, and advertising
- place more importance on advertising and selling conditions.

Spanish-speaking, compared to English-speaking, Hispanics think that:

Table 5
Attitudinal Differences Between Anglos and Hispanics Towards Marketing Practices

	Anglos (n=101)	Hispanic (n=122)	T Value		Anglos (n=101)	Hispanic (n=122)	T Value
PRODUCT QUALITY				MARKETING IN GENERAL			
The quality of most products I buy today is as good as can be expected.	2.57	2.24	1.58	Most businesses operate on the philosophy that the consumer is always right.	2.69	2.23	2.29 ^b
I am satisfied with most of the products I buy.	2.29	1.92	2.21 ^b	Despite what is frequently said, "let the buyer beware" is the guiding philosophy of most businesses.	2.65	2.65	0.00
Most products I buy wear out too quickly.	2.41	2.75	1.52	Most businesses seldom shirk their responsibility to the consumer.	2.92	2.90	0.10
Products are not made as well as they used to be.	2.04	2.71	2.90 ^c	Most businesses are more interested in making profits than in serving consumers.	2.24	2.49	1.11
Too many of the products I buy are defective in some way.	2.80	3.25	2.02 ^b	SATISFACTION WITH MARKETING AREAS			
The companies that make products I buy don't care enough about how well they perform.	2.71	3.33	2.49 ^c	The quality of most of the products available to buy.	2.33	2.22	0.73
The quality of products I buy has consistently improved over the years.	3.02	2.31	3.37 ^c	The prices of most products.	3.37	2.65	3.67 ^c
PRICE OF PRODUCTS				PROBLEM FREQUENCY			
Most products I buy are overpriced.	1.75	2.22	2.65 ^c	How often do you have problems with or complaints about the products you buy?	2.59	2.10	2.29 ^b
Businesses could charge lower prices and still be profitable.	1.92	2.10	0.98	How often do you have problems with or complaints about the prices you pay?	3.43	2.43	4.19 ^c
Most prices are reasonable considering the high cost of doing business.	3.10	2.45	2.99 ^c	How often do you have problems with or complaints about advertising?	2.90	2.12	3.15 ^c
Competition between companies keeps prices reasonable.	2.65	2.49	0.69	How often do you have problems with or complaints about the stores at which you buy products?	2.33	2.18	0.72
Companies are unjustified in charging the prices they charge.	2.71	2.88	0.84	IMPORTANCE LEVEL			
Most prices are fair.	3.29	2.51	3.86 ^c	How important to you is the quality of most products available to buy?	1.39	1.55	1.24
In general, I am satisfied with the prices I pay.	3.51	2.65	3.73 ^c	How important to you are the prices you must pay to purchase most products?	1.45	1.80	2.37 ^b
ADVERTISING FOR PRODUCTS				RETAILING OR SELLING			
Most advertising provides consumers with essential information.	2.92	2.43	2.03 ^b	Most retail stores serve their customers well.	2.37	2.35	0.09
Most advertising is very annoying.	2.47	2.76	1.25	Because of the way retailers treat me, most of my shopping is unpleasant.	3.55	3.61	0.28
Most advertising makes false claims.	2.71	2.78	0.37	I find most retail salespeople to be very helpful.	2.45	2.33	0.57
If most advertising was eliminated, consumers would be better off.	3.41	3.39	0.08	Most retail stores provide an adequate selection of merchandise.	2.12	2.33	1.23
I enjoy most ads.	3.10	2.63	2.17 ^b	In general, most middlemen make excessive profits.	2.25	2.98	3.85 ^c
Advertising should be more closely regulated.	2.24	2.47	1.03	When I need assistance in a store, I am usually not able to get it.	3.00	3.35	1.54
Most advertising is intended to deceive rather than to inform consumers.	2.75	2.82	0.33	Most retailers provide adequate service.	2.49	2.47	0.10

^ap < .10
^bp < .05
^cp < .01

- most prices are reasonable
- competition between companies keeps prices reasonable
- most advertising provides essential information
- most middlemen make excessive profits
- most retailers provide adequate service
- most businesses operate on the philosophy that the consumer is always right
- most businesses seldom shirk their responsibility to the consumer; and find most retail salespeople helpful
- are more satisfied with selling conditions
- place more importance on advertising.

English-speaking, compared to Spanish-speaking, Hispanics think that:

- products are not made as well as they used to be
- too many products are defective
- most products are overpriced
- consumer would be better off if most advertising was eliminated
- when assistance is needed in the store, not able to get it; and have more complaints about stores.

Bilingual individuals generally tend to have attitudes toward marketing practices that are between Spanish- and English-speaking individuals. When analyzing attitudes toward retailing/selling and the degree of problem frequency, it is difficult to conclude that bilinguals are closer to either Spanish- or English-speaking individuals. In some cases (i.e., satisfaction with retail store merchandise selection) bilinguals are more similar to Spanish-speaking individuals, and in other instances (i.e., shopping is unpleasant because of salesperson treatment), they are more similar to English-speaking individuals. Bilinguals tended to be more similar to English-speaking Hispanics in regard to attitudes toward advertising. Generally, the pattern of findings for bilingual attitudes toward marketing does support an assimilationist viewpoint, although bilingual individuals do not always fall between Spanish- and English-speaking individuals.

In conclusion, many differences in attitudes toward marketing practices were found between Anglos and Hispanics and between Hispanics with varying degrees of ethnic identification. Most of these differences still remained even after social class and income effects were removed. This result suggests that social class and income effects did not greatly vary with subculture. One might speculate that these subpopulation differences are due to the basic underlying characteristics of low- and high-Hispanic identification. However, future research might concentrate on further explaining why these strong marketplace differences exist.

These findings also have an interesting implication for subculture theory. Consumer behaviorists refer to subcultures because they have values customs, traditions, beliefs, and other behavioral patterns that are peculiar to a particular group within a culture (Loudon and Della Bitta 1988). However, we now see that a subcultural variable probably should be further broken down and more specifically defined.

The finding of many attitudinal differences toward marketing practices between the consumer groups indicates that separate marketing mixes and programs be targeted toward these language-based segments, even within the same metropolitan geographical market. The existence of separate broadcast media, prior evidence of certain segments having particular characteristics, and strong differences regarding advertising suggest that separate ad themes, media, and distributional policies be developed and maintained. For example, since the findings indicate that Anglos and low Hispanic identifiers have negative attitudes toward current product quality and pricing strategies, the marketer might place much more emphasis on higher quality, both with the product itself and in advertising. A separate marketing campaign for bilingual individuals may also be effective.

Endnote

1. Although the term "Hispanic" is used throughout this paper, the data have been collected for the largest specific subset of Hispanics, namely Mexican-Americans. The Mexican-American segment constitutes approximately 62% of the U.S. Hispanic market (Bureau of the Census 1980). For simplicity, the term "Hispanic" is used in this paper; it does not imply that all Hispanics exhibit the same behavior.

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