Multicultural Market Research

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Multicultural Market Research: Breaking Out of the Old Marketing Research Box

Michael Halberstam
President, Interviewing Service of America

It was only a couple of years ago that I was touting the ease with which market research could be conducted among different ethnicities and nationalities in the US, while at the same time chiding companies for ignoring the growing power of these groups. It was relatively easy to target and interview almost all potential respondents via telephone, recruit them to a focus group or ask them to take part in a car clinic or in-home ethnography. However, the cost of conducting research among these groups is always higher than for a general population study even with participation rates being slightly higher as compared to research among the general population. Bi and multilingual interviewers, focus group moderators and market researchers are more accessible than ever. But what happens next?

There are exciting implications for these new technologies especially when collecting data among multicultural/multilingual populations.

Imagine a large food or consumer package goods manufacturer is looking to understand the shopping behavior of Hispanic or Asian Americans. Traditionally, they would conduct research using one of the classic methodologies I mentioned above. But in the last one to two years some exciting, new modes of data collection have gotten market researchers excited. Modes such as online focus groups, mobile research (using SMS, URLs or Apps), text mining, surveys on social media research and in-person surveys through tablets and smart phones as well as neuroscience have created an amazing buzz. Of particular import for market researchers is the high degree of cell only households and the growing rate of smart phones among minorities. The Center for Disease Control's ongoing National Health Interview Survey reveals this tidbit from the July to December 2010 data: Hispanic adults (38.4%) were more likely than non-Hispanic white adults (25.0%) or non-Hispanic black adults (31.1%) to be living in households with only wireless telephones.

There are exciting implications for these new technologies especially when collecting data among multicultural/multilingual populations. While focus groups and telephone interviewing may never go away, online and mobile communities can now be built for almost any group

The constant improvements in technology will continue to lead to better, possibly more inexpensive, and more timely data for multicultural agencies and clients.

in almost any language. These can be used multiple times thereby keeping the overall costs of conducting research down. For example, a Chinese community panel comprised of N=600 participants (150 each on NY, SF, LA and 75 each in Houston and Chicago) can be used on a regular basis with only limited refreshing of the panel. Using mobile technology a pre-recruited group of Hispanic supermarket shoppers in LA and Houston can activate an App on their Smart phone that allows them to take pictures of the products they buy, view and consider when they shop. Data is received by the client during the shopping experience. Set up properly, respondents can receive coupons our communications on their device from the client during their visit.

The constant improvements in technology will continue to lead to better, possibly more inexpensive, and more timely data for multicultural agencies and clients. Marketers have little excuse not to conduct market research in these growing and important communities.

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Other Market Experts and Business Leaders

The following companies have expertise in marketing to other cultural and niche consumer groups.

Canadian
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in FRENCH only Inc./in SPANISH too! Translations
Ipsos Public Affairs
Kang & Lee Advertising
MediaMorphosis
Object Design & Communications, Inc.

Disability Market
Creative Consumer Research
EIN SOF Communications, Inc.
Open Doors Organization
The ADCOLOR® Industry Coalition

European Market
Améredia, Inc.
Kang & Lee Advertising
Russian-American Media, LLC

Filipino American Market
Améredia, Inc.
DAE Advertising
INQUIRER.NET - The Philippine Daily Inquirer Online
Kang & Lee Advertising
MediaMorphosis
Object Design & Communications, Inc.
SixthSense Communications

Gay/Lesbian Market
Améredia, Inc.
Asterix Group, Inc.
Creative Consumer Research
Factory 360
GlobalWorks Group, LLC
House of Marketing Research
Miami Market Research, Inc.
Multicultural Marketing Resources, Inc.
New American Dimensions
Nieto Group
Prime Access
The ADCOLOR® Industry Coalition
UNITY Journalists
Walton Isaacson

General Market
Acento Advertising
Asterix Group, Inc.
Améredia, Inc.
Campbell-Communications Research & Consulting
Cardenas Marketing Network, Inc.
d expósito & Partners
Ethnic Technologies, LLC
Factory 360
Grupo Gallegos
House of Marketing Research
Inspired Health Strategies
LatinoEyes®, a division of C+R Research
Marketing Werks
MediaMorphosis
Miami Market Research, Inc.
Millward Brown
MRSI (Marketing Research Services Inc.)
Nieto Group
Q-insights
Sulekha.com - Connecting Indians Worldwide
The ADCOLOR® Industry Coalition
Urias Communications
Valassis
VanguardComm
whitfieldbarrett marketing communications
WING

Jewish Market
Améredia, Inc.
Kreizen

Latin American Market
Acento Advertising
Améredia, Inc.
Casanova Pendrill
Creative Consumer Research
Daniel Gonzalez & Associates
Latina Media Ventures
LatinoEyes®, a division of C+R Research
Listen Up Español
Millward Brown
MRSI (Marketing Research Services Inc.)
People en Español
PM Publicidad
Redbean Society
The Mundial Group, Inc.
WING

Middle Eastern Market
Améredia, Inc.
Creative Consumer Research
Kang & Lee Advertising
Kreizen
MediaMorphosis
Object Design & Communications, Inc.

Native American Market
Améredia, Inc.
Creative Consumer Research
The ADCOLOR® Industry Coalition
UNITY Journalists

Russian/Polish Market
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Ethnic Technologies, LLC
Kang & Lee Advertising
MediaMorphosis
Object Design & Communications, Inc.
Russian-American Media, LLC

Senior/50+ Market
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Campbell Communications
Creative Consumer Research
d expósito & Partners
EIN SOF Communications, Inc.
Millward Brown
Multicultural Marketing Resources, Inc.
Santiago Solutions

South Asian Market
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Comcast
DAE Advertising
Ethnic Technologies, LLC
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Kang & Lee Advertising
KOMLI Media, Inc.
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SixthSense Communications
Sulekha.com - Connecting Indians Worldwide
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U.S. Emerging African Market
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Ethnic Technologies, LLC
MediaMorphosis
New American Dimensions

Urban Market
d expósito & Partners
Prime Access
SMSi-Urban Call Marketing Inc.

Women in Business Market
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Asterix Group, Inc.
Creative Consumer Research
Latina Media Ventures
LatinoEyes®, a division of C+R Research
Multicultural Marketing Resources, Inc.
Nieto Group
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Youth and Teen Market
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Améredia, Inc.
Creative Consumer Research
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EIN SOF Communications, Inc.
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