A content analysis of print advertising in Hispanic magazines

David Enríquez

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A CONTENT ANALYSIS OF PRINT ADVERTISING IN HISPANIC MAGAZINES

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts
in
Interdisciplinary Studies

by
David Enriquez
June 1997
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Approved by:

Dr. Nabil Razzouk, Chair, Marketing

Dr. Ernesto Reza, Management

Dr. Risa Dickson, Communications

6-11-97
ABSTRACT

The present research report summarizes the findings from a content analysis of print ads in Hispanic magazines. The investigation was designed to identify the type of information and the communication patterns used in the ads. Key marketing and advertising implications for decision makers and managers involved in marketing to Hispanics, particularly women, were also examined. Six women's magazines targeting different Hispanic women-market segments were utilized for the study: Vanidades, Eres, Marie Claire, Cosmopolitan, Buen Hogar, and TV y Novelas.

The study was based on established methodological procedures for analyzing content information in magazines (Resnick, Krugman, and Stern, 1977). The results showed that the ads in Spanish-version, women magazines, were very informative; in fact, they were more informative than some of their English equivalents. Also, it was found that there was a strong preference for the inclusion of Hispanic characters and Spanish language for the delivery of the advertising messages. Marketing and advertising managers wishing to effectively target the Hispanic market may benefit from the findings reported in this study, particularly in relation to decisions on
selecting advertising strategies for consumer products
and other related issues.
ACKNOWLEDGMENTS

I would like to thank my committee chair, Dr. Nabil Razzouk who has given me an endless amount of guidance and encouragement from day one until the end. Also, I would like to thank my committee members Dr. Risa Dickson and Dr. Ernesto Reza, who have both given me useful and needed suggestions and direction.

Special thanks to Editorial Televisa for donating the magazines and other research materials used in this study.
To my wife Nancy
and our two children:
   Asael and Areli.
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Introduction

The Hispanic population in the U.S. is growing seven times faster than the general population "from just under 28 million in 1996 to an expected 32 million in 2001" (Edmonson, 1997, p.17). Consequently, it is not surprising that more marketers are attracted to the Hispanic market. Although it is unified by the Spanish language, the Hispanic market in the U.S. represents a vast array of subcultures, customs and traditions, and different levels of acculturation.

In 1996, the top fifty Hispanic advertisers alone spent $332 million to reach Hispanic consumers (Zate, 1996, p.46). In an attempt to capture the $223 billion purchasing power of U.S. Hispanics, who have an average household income of $22,860, marketers have kept raising their media and marketing expenditures year after year. In 1996, $1,198.3 million were spent on advertising to Hispanics, including $35 million in magazine expenditures (Douglas, 1996, p.48).

In a constantly changing market, print advertising is increasingly gaining preference by advertisers who are targeting Hispanic women. Advertisers agree that effective print communication involves knowing what to say and how to say it, especially with the targeted audience in mind. To facilitate this job, the publishing
company of magazines used in the study has available a "Readers' Profile of Spanish-Language Magazines for the U.S. Hispanic Market" (Editorial Televisa, 1996).

The main thrust of the present study is to understand how to effectively utilize magazines as a channel of communication to Hispanics. Thus, this study set out to evaluate the content of print ads in Hispanic women magazines and to determine their informative value. Instead of digging into subjective matters, such as whether an ad is informative or persuasive, the study focused on information cues. These cues, previously used in other content analysis studies, were cited by Madden, Caballero, and Matsukubo (1986), as "a set of evaluative criteria that reflect a morphology of factors identified as information cues which could potentially be used in intelligent decision-making" (p.39).

**Research Goals**

This study explores the rationale behind advertising utilized to reach Hispanics through Spanish-Language magazines. This issue has not been extensively researched; therefore, this study explores new avenues for further investigation and enrichment.

Specifically, the main research objectives are as follows: to determine how informative are print
advertisements in Hispanic women-magazines, to analyze communication patterns used, and to identify implications for marketing and advertising decision makers targeting to Hispanic women.

Methodology

The framework and research methodology employed for this study are described in the following sections:

Design

This study is descriptive in nature and is defined by Malhothra (1993), "As an objective, systematic and quantitative description of the manifest content of a communication" (p.208). The methodology applied in this study follows the guidelines used by previous research studies; specifically, those conducted by Madden, Caballero, and Matsukubo (1986) and Razzouk and Al-Khatib (1993) who utilized Resnik, Krugman, & Stern's 1977 Model of Classification of Information Cues.

As in previous studies, it was assumed that "an ad was required to contain only one of fourteen information criteria in order to be considered informative" (Madden, Caballero, & Matsukubo, 1986, p.38-45). These fourteen information criteria are listed in Table 6.

Sample

Three hundred and eighty-six full-page ads from six
different Hispanic women's magazines were analyzed, coded, and tabulated for purposes of the study. These ads were obtained from randomly selected magazine issues, twenty-two out of seventy-two, published between January of 1995 and December of 1996. See Tables 1 and 2.

Table 1
No. of Ads per Magazine

<table>
<thead>
<tr>
<th>Name of Magazine</th>
<th># of Mag</th>
<th># of Ads</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marie Claire</td>
<td>2</td>
<td>8</td>
<td>2.1</td>
</tr>
<tr>
<td>Buen Hogar</td>
<td>1</td>
<td>58</td>
<td>15.0</td>
</tr>
<tr>
<td>TV y Novelas</td>
<td>1</td>
<td>26</td>
<td>6.7</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>6</td>
<td>60</td>
<td>15.5</td>
</tr>
<tr>
<td>Vanidades</td>
<td>5</td>
<td>123</td>
<td>31.9</td>
</tr>
<tr>
<td>Eres</td>
<td>3</td>
<td>111</td>
<td>28.8</td>
</tr>
<tr>
<td><strong>Totals:</strong></td>
<td><strong>22</strong></td>
<td><strong>386</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Measures**

For each ad in the sample fourteen information variables were systematically examined and measured as dichotomous data items for the content analysis. For the purposes of the study, other relevant information cues were also added, (see Appendix A).

**Procedure**

Each one of the ads was reviewed and analyzed by the author for content. The examination focused on measuring whether each ad was informative or non-informative in regards to each of the fourteen information cues.
Table 2
Type of Magazine

<table>
<thead>
<tr>
<th>Name of Magazine</th>
<th>Positioning Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marie Claire</td>
<td>The sophisticated Latin America woman's magazine with an European flair</td>
</tr>
<tr>
<td>Buen Hogar</td>
<td>The essential service magazine for the Hispanic homemaker</td>
</tr>
<tr>
<td>TV y Novelas</td>
<td>The insider magazine on Latin show business and its stars</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>The positive magazine for the independent Hispanic woman</td>
</tr>
<tr>
<td>Vanidades</td>
<td>The Latin Women's beauty and fashion leader</td>
</tr>
<tr>
<td>Eres</td>
<td>The impact magazine for young Hispanic people</td>
</tr>
</tbody>
</table>


Coding accuracy was established independently by the project advisor, who verified the accuracy of data, the coding process, and the inter-rated reliability factor (93%). The data was coded then entered into a computer for analysis using a statistics software program, SPSS for Windows. The data was checked for accuracy and consistency before running frequencies and statistical analyses.

Results

Table 3 shows the type of products most frequently advertised in Hispanic women magazines. The breakdown of
the products advertised is as follows: personal care (30.6%), food & beverages (17.8%), and clothing and accessories (10.1%). Other products (25.9%) included: schooling and education (3.1%), telecommunication services (2.8%), toys and children's items (2.5%), and re-habilitation and spa services (2.5%), among others.

<table>
<thead>
<tr>
<th>Product</th>
<th>mc</th>
<th>bh</th>
<th>tv</th>
<th>co</th>
<th>va</th>
<th>er</th>
<th>Row</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>food &amp; beverage</td>
<td>29</td>
<td>6</td>
<td>7</td>
<td>10</td>
<td>16</td>
<td>68</td>
<td>68</td>
<td>17.6</td>
</tr>
<tr>
<td>personal care</td>
<td>6</td>
<td>5</td>
<td>12</td>
<td>34</td>
<td>31</td>
<td>31</td>
<td>118</td>
<td>30.6</td>
</tr>
<tr>
<td>laundry</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>0.8</td>
</tr>
<tr>
<td>medicine</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>8</td>
<td></td>
<td>18</td>
<td>4.7</td>
</tr>
<tr>
<td>auto/care</td>
<td>1</td>
<td>1</td>
<td></td>
<td>4</td>
<td>1</td>
<td></td>
<td>7</td>
<td>1.8</td>
</tr>
<tr>
<td>liquor &amp; tobacco</td>
<td>1</td>
<td></td>
<td>2</td>
<td>5</td>
<td>10</td>
<td></td>
<td>18</td>
<td>4.7</td>
</tr>
<tr>
<td>home appliances</td>
<td>2</td>
<td>3</td>
<td></td>
<td>8</td>
<td>1</td>
<td></td>
<td>15</td>
<td>3.9</td>
</tr>
<tr>
<td>clothing</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>17</td>
<td>16</td>
<td>39</td>
<td>10.1</td>
</tr>
<tr>
<td>other</td>
<td>16</td>
<td>3</td>
<td>11</td>
<td>42</td>
<td>28</td>
<td>100</td>
<td>100</td>
<td>25.9</td>
</tr>
<tr>
<td>Column</td>
<td>8</td>
<td>58</td>
<td>26</td>
<td>60</td>
<td>123</td>
<td>111</td>
<td>386</td>
<td></td>
</tr>
<tr>
<td>Total %</td>
<td>2.1</td>
<td>15.0</td>
<td>6.7</td>
<td>15.5</td>
<td>31.9</td>
<td>28.8</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>


The first three categories listed above, personal care, food and beverages and clothing and accessories, accounted for 58.5% of all products advertised. Personal care products were most likely to appear in *Cosmopolitan*,
Vanidades, and Eres. On the other extreme, product
categories such as laundry and detergent (.08%),
auto/auto care (1.8%), and home appliances (3.9%) seemed
to have very little preference among advertisers.

Another area of interest in this study was to
identify the spokesperson in the ads. Table 4 shows a
large number of ads (41.2%) being self-promoted (i.e.,
the ads did not have an identifiable spokesperson).

Table 4
Who is the Spokesperson in the Ad?

<table>
<thead>
<tr>
<th>Magazine</th>
<th>male</th>
<th>female</th>
<th>children</th>
<th>outsider</th>
<th>self</th>
<th>couple</th>
<th>Row</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marie Claire</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td></td>
<td>8</td>
<td>2.1</td>
</tr>
<tr>
<td>Buen Hogar</td>
<td>2</td>
<td>19</td>
<td>10</td>
<td>1</td>
<td>25</td>
<td>1</td>
<td>58</td>
<td>15.0</td>
</tr>
<tr>
<td>TV y Novelas</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td></td>
<td>13</td>
<td></td>
<td>26</td>
<td>6.7</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>5</td>
<td>32</td>
<td>2</td>
<td></td>
<td>21</td>
<td></td>
<td>60</td>
<td>15.5</td>
</tr>
<tr>
<td>Vanidades</td>
<td>10</td>
<td>25</td>
<td>5</td>
<td>1</td>
<td>54</td>
<td>1</td>
<td>123</td>
<td>31.9</td>
</tr>
<tr>
<td>Eres</td>
<td>25</td>
<td>29</td>
<td>5</td>
<td>2</td>
<td>39</td>
<td>11</td>
<td>111</td>
<td>28.8</td>
</tr>
<tr>
<td>Column</td>
<td>46</td>
<td>139</td>
<td>25</td>
<td>4</td>
<td>159</td>
<td>13</td>
<td>386</td>
<td></td>
</tr>
<tr>
<td>Total %</td>
<td>11.9</td>
<td>36.0</td>
<td>6.5</td>
<td>1.0</td>
<td>41.2</td>
<td>3.4</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

However, where a spokesperson was used in the ads
(58.8%), more women (36.0%) than men (11.9%), performed
the communication role. Non-expert and outsiders were
less likely to be used (1.0%).
Most of the Hispanic Market advertisers and mass media researchers agree that "Hispanics are more effectively reached (74%) in their own language and most of them read some type of Spanish-language print" (La Opinion, 1997). The results of this study (Table 5), supported previous findings which indicate a remarkable preference for the use of Spanish language and Hispanic characters as the most utilized way to reach this audience (55.4%). However, it was found that a significant number of ads combined the use of Western characters and Spanish language to deliver the message (37%). Last, a small number of ads (6.7%) used Western characters and English language to deliver the message.

The main objective of this research was to assess the nature and type of information in these ads. Table 6 illustrates the frequency of appearance of the fourteen information criteria. First of all was "performance" (90.4%), followed by "packaging or shape" (76.4%), "components or content" (52.3%), "availability" (45.3%), and "price" (14.5%). Some of the criteria with the lowest frequencies per ad were: "new ideas" (1.6%), "independent research" (1.0%), "company research" (0.05%), and "taste" (0.03).
The total number of informational cues identified in the 386 ads was 1,267, averaging 3.282 cues per ad. The research findings in this study were compared to those found in a similar study of U.S. women’s magazines. U.S. magazines averaged 1.335 cues per ad (Madden, Caballero, & Matsukubo 1986, p.42), while Spanish magazines in this study averaged 3.282 cues per ad.

Moreover, almost all Spanish magazines included at least one information clue (98.7%), while U.S. magazines with at least one criterion accounted for 75% (as indicated in Table 7).

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Western combined</th>
<th>All Western</th>
<th>Spanish combined</th>
<th>All Spanish</th>
<th>Mixed</th>
<th>Row</th>
<th>Tot. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marie Claire</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>8</td>
<td>2.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buen Hogar</td>
<td>19</td>
<td>3</td>
<td>36</td>
<td>58</td>
<td>15.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV y Novelas</td>
<td>3</td>
<td>1</td>
<td>22</td>
<td>26</td>
<td>6.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>28</td>
<td>4</td>
<td>28</td>
<td>60</td>
<td>15.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vanidades</td>
<td>56</td>
<td>14</td>
<td>1</td>
<td>52</td>
<td>123</td>
<td>31.9</td>
<td></td>
</tr>
<tr>
<td>Eres</td>
<td>37</td>
<td>73</td>
<td>1</td>
<td>111</td>
<td>28.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column</td>
<td>143</td>
<td>26</td>
<td>1</td>
<td>214</td>
<td>1</td>
<td>386</td>
<td></td>
</tr>
<tr>
<td>Total %</td>
<td>37.0</td>
<td>6.7</td>
<td>.3</td>
<td>55.4</td>
<td>.3</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Table 5
Use of Characters
### Table 6
#### Frequency of Appearance of the Fourteen Criteria

<table>
<thead>
<tr>
<th>Rank</th>
<th>Criteria</th>
<th># of Ads</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>performance</td>
<td>349</td>
<td>90.4</td>
</tr>
<tr>
<td>2</td>
<td>packaging or shape</td>
<td>295</td>
<td>76.4</td>
</tr>
<tr>
<td>3</td>
<td>components or content</td>
<td>202</td>
<td>52.5</td>
</tr>
<tr>
<td>4</td>
<td>availability</td>
<td>175</td>
<td>45.3</td>
</tr>
<tr>
<td>5</td>
<td>price</td>
<td>56</td>
<td>14.5</td>
</tr>
<tr>
<td>6</td>
<td>quality</td>
<td>51</td>
<td>13.2</td>
</tr>
<tr>
<td>7</td>
<td>especial offers</td>
<td>29</td>
<td>7.5</td>
</tr>
<tr>
<td>8</td>
<td>nutrition</td>
<td>22</td>
<td>5.7</td>
</tr>
<tr>
<td>9</td>
<td>guarantees or warranties</td>
<td>20</td>
<td>5.2</td>
</tr>
<tr>
<td>10</td>
<td>safety</td>
<td>12</td>
<td>3.1</td>
</tr>
<tr>
<td>11</td>
<td>new ideas</td>
<td>6</td>
<td>1.6</td>
</tr>
<tr>
<td>12</td>
<td>independent research</td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td>13</td>
<td>company research</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>14</td>
<td>taste</td>
<td>1</td>
<td>0.3</td>
</tr>
</tbody>
</table>

No. of Ads= 1, 267  No. of Criteria per Ad= 3.282

This finding is further supported by the data in Table 8, which shows the percentage of informative ads in Hispanic magazines at 98.7% as compared to 85% for U.S. English magazines.
### Table 7
Comparison between Hispanic Magazines vs. U.S. Magazines

<table>
<thead>
<tr>
<th># of Criteria per Ad</th>
<th>Hispanic Magazines</th>
<th>* U.S. Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of ads</td>
<td>% of sample</td>
</tr>
<tr>
<td>One criterion</td>
<td>381</td>
<td>98.7%</td>
</tr>
<tr>
<td>Two criterion</td>
<td>107</td>
<td>27.7%</td>
</tr>
<tr>
<td>Three criterion</td>
<td>95</td>
<td>24.6%</td>
</tr>
<tr>
<td>Four criterion</td>
<td>63</td>
<td>16.3%</td>
</tr>
<tr>
<td>Five criterion</td>
<td>74</td>
<td>19.1%</td>
</tr>
<tr>
<td>No criterion</td>
<td>5</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

*Source: Adapted from Madden, Caballero, and Matsukubo, 1986.*

### Table 8
Informative vs. Non-Informative

<table>
<thead>
<tr>
<th>Hispanic Magazines</th>
<th>I*</th>
<th>N</th>
<th>%</th>
<th>(%)</th>
<th>U.S. Magazines</th>
<th>I*</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buen Hogar</td>
<td>7</td>
<td>1</td>
<td></td>
<td>100</td>
<td>Family Circle</td>
<td>80</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Vanidades</td>
<td>122</td>
<td>0</td>
<td></td>
<td>0</td>
<td>Glamour</td>
<td>93</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Eres</td>
<td>108</td>
<td>2</td>
<td></td>
<td>100</td>
<td>Teen</td>
<td>37</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>237</td>
<td>3</td>
<td>98.7</td>
<td></td>
<td>Totals</td>
<td>210</td>
<td>65</td>
<td>85.0</td>
</tr>
</tbody>
</table>

I* = Informative; N = Non-Informative, and % = Percentage of Informative Ads to the Total Sample. (*) Source: Adapted from Madden, Caballero, and Matsukubo, 1986.
Discussion

In this study, Hispanic magazines were found to be highly informative. Description of a product and/or service was the most frequent information cue used, followed by price and quality. The observation of this communication pattern could be associated with a traditional Hispanic buying criteria known as "The Three B's," which stands for "bueno" (good), "bonito" (good appearance), and "barato" (inexpensive). Advertisers and marketers targeting the Hispanic consumer should be familiar with this key culturally-relative marketing concept which is generally perceived by Hispanics as "getting a good deal." Understanding "The three B's" also helps to discredit the argument that price, which ranked fifth in this study (14.5%), is always the most effective product attribute appealing to Hispanics (Segal & Sosa, 1983, p.126).

The study also showed that the least-viewed information cues in these ads were "taste," "company research," "independent research," "new ideas," and "safety." These irrelevant aspects should not be a major concern because they do not relate directly to "The three B's" of Hispanic consumers. Therefore, marketers and advertisers should focus their attention on more relevant product attributes such as performance, price, and
quality. The study also provides indirect support for the belief that brand recognition/association is a major purchasing decision factor for Hispanic consumers, especially those who are not fully acculturated and prefer more familiar brands, which may have been viewed in their countries of origin (Muñoz, 1997, p.4). For many of these consumers a familiar brand name becomes the most dominant criteria for product/service choice, in the absence of other relevant information.

Closely related to branding is "labeling and packaging or shape." This information cue, which ranked second (76.4%) in this study suggests that advertisers should seek to further enhance brand's acceptability through effective labeling and packaging. Such strategy could accentuate the desired image for the product and aid in its positioning. This process has been successfully used by large consumer-goods manufacturers such as Revlon, Guess, Coke, and Fisher-Price. Thus, knowing that Hispanics are very brand-loyal, marketers should be culturally sensitive, creative, and willing to develop a long-term benefit approach instead of concentrating on short-term results only (Minor, 1992, p.30-31).

Among the products most commonly advertised to Hispanic women, those in the categories of personal care
(30.6%) and clothing and accessories (10.1%) were more often used in targeting this profitable segment. This finding confirms what it is known about Hispanic women's consumption habits: "Most Hispanic women are proud of how they dress and many tend to spend a significant amount of their income on their physical appearance" (Valdés & Seoane, 1996, p.330). Consequently, advertisers should not only "keep trying what works," but also understand Hispanic women's key role--as decision-influencer--in Hispanic households (Santoro, 1991, p.28).

Additionally, advertising to Hispanics should be handled with an in-depth understanding of cultural differences. With respect to this matter, Patricia Braus (1993) asserted that, "To reach Hispanics successfully, a business must capitalize on shared traits. But there are also profound differences between Hispanic groups that cannot be ignored" (p.480). An obvious implication is that the "one-ad-fits-all" approach should be eliminated. Failure to do so could be interpreted by the Hispanic audience as a lack of interest on behalf of the advertisers. Such reactions could be in detrimental to marketing what otherwise might be viable products. Moreover, "the unsuccessful results of an undifferentiated marketing strategy to Hispanics could end on ethnic marketing myopia" (Bellenger & Valencia,
Thus, a proactive solution calls for some necessary steps to be followed. For example, simple translations should be avoided to prevent language pitfalls. It has been demonstrated that an advertising message, once translated, could have a different meaning in other languages. This study identified a number of direct-translated ads that the researcher considered vague, culturally inappropriate, and overall ineffective.

Another factor to consider is that each Hispanic Dominant Market Area (DMA), has its own demographic characteristics; for instance what might work for Mexican-Americans in Los Angeles, who represent 78% of the Hispanic population, could have little or no impact with Cuban-Americans in Miami (52%), or the Puerto Rican (29%) and Dominican (23%) communities in New York (Gonderil, 1996, p.5). In spite of these demographic differences, the common denominator in marketing to Hispanics is "the emotional appeal." Isabel Valdés and Marta H. Seoane (1996) emphasized that when marketing to Hispanics, "A company message should be designed with an emotional hook in order to obtain 'share of heart,'" (p.340). In other words, advertisements to Hispanic consumers should show real-life scenarios, real-life characters, and a real understanding of Hispanic
Consistent with what has been previously suggested, this study supports the conclusion of other researchers who have noted that the combination most widely used to get the message across to female Hispanics is using Hispanic female spokespersons and the Spanish language, or "tailored advertising programs" (Albonetti & Dominguez, 1989, p.16). It was observed that this preference for female spokesperson and Spanish language matched Editorial Televisa's targeted audience in regard to their level of acculturation.

Message content was found to be targeted to the female audience whose language preference is Spanish (75%) according to Editorial Televisa's Reader Profiles (1996). These Hispanic consumption patterns and segmenting strategies have been previously studied. Advertisers and researchers agree that "the degree of acculturation or assimilation into mainstream American culture is the most important factor in segmenting U.S. Hispanics" (Valdez & Seoane, 1996, p.325-326).

A different category, combination of Western characters and Spanish language (37%), was closely related to Editorial Televisa's target segment whose language preference was either English or Spanish. Last, only 6.7% of all the ads utilized Western characters and
English language when delivering the advertising message. This percentage was also closely related to magazines' readers who preferred English versions (4.3%) (Editorial Televisa, 1996).

Although magazines represent approximately 3% of the 1996 Hispanic market advertising expenditures, $1,198 M, (Zate, 1996, p.47) advertisers believe that a new emerging breed of avid Hispanic readers should be capitalized on; in fact, some steps have already been taken. In 1996, publishers introduced into the U.S. Hispanic market new magazines such as People en Español, Latina, and Newsweek en Español, among others, with the hope of getting a slice of the market share (Kelly, 1997, p.17).

Dick Thomas (1996) warns marketers to be aware of "the dynamics of acculturation and to strive to understand its implications for their product lines and brands" (p.1). Consequently, in addition to mastering segmentation strategies based on degrees of acculturation, marketing and advertising managers should take advantage of this market opportunity by adequately selecting ad components that have proven to work for Hispanics, including use of Spanish language, Spanish characters, "The Three B's," and an emotional appeal, whenever possible.
This study explored the nature and amount of information content in Hispanic women magazines advertisements. Overall, the results indicate that current practices in this area appear to mirror accepted norms and established expectations among the Hispanic women consumers. Further research in this area is needed to assess the changes in advertising practices as the Hispanic population becomes further acculturated into the U.S. culture.
APPENDIX A

Information Content Analysis Form

General Data

Magazine_________Number_________Year________

1. Type of Product; Brand Name:
   1. _____ food & beverages
   2. _____ personal care (cosmetics, perfumes, etc.)
   3. _____ laundry and household
   4. _____ medicine & health care
   5. _____ auto/auto care
   6. _____ liquor & tobacco
   7. _____ home appliances/furnishings
   8. _____ clothing and accessories
   9. _____ other: ____________________________

2. Nature of Advertisements:
   1. _____ strictly comparative
   2. _____ implied comparative
   3. _____ non-comparative
   4. _____ superlatives

3. Nature of Comparison:
   1. _____ competition names
   2. _____ competition shown
   3. _____ competition named and shown
   4. _____ competition implied
   5. _____ superlative

4. Number of Products Compared:
   1. _____ 1
   2. _____ 2
   3. _____ 3
   4. _____ 4
   5. _____ 5 or more

5. Does advertisement use Local Characters?
   1. _____ western characters and Spanish language
   2. _____ western characters and English language
   3. _____ Spanish characters and English language
   4. _____ Spanish characters and Spanish language
   5. _____ Mixed

6. Does Advertisement Involve a Family Scene?
1. ______yes
2. ______no

Criteria of Evaluation

7. **Price**: What does the product cost?
   1. ______yes
   2. ______no

8. What is the product’s value retention capability?
   1. ______yes
   2. ______no

9. What is the need satisfaction capability/dollars?
   1. ______yes
   2. ______no

10. **Quality**: Distinguishing quality characteristics from other products (workmanship, excellence of material, structural superiority, etc.).
    1. ______yes
    2. ______no

11. **Special Offers**: Is there a limited-time/non-price deals available with a particular purchase?
    1. ______yes;
       specify:________________________________________
    2. ______no

12. **Taste**: Is evidence presented from an independent source that the taste of the product is superior to others?
    1. ______yes
    2. ______no

13. **Nutrition**: Is there an specific date given concerning nutritional value of the product?
    1. ______yes
    2. ______no

14. Is there an specific comparison made with other products?
    1. ______yes
    2. ______no
15. **Performance**: What does the product do?
   1. _____yes
   2. _____no

16. How well does it perform relative to other products?
   1. _____yes
   2. _____no

17. **Components/Contents**: What is the product composed of?
   1. _____yes
   2. _____no

18. What ingredients does it contain?
   1. _____yes
   2. _____no

19. What ancillary items are included with the product?
   1. _____yes
   2. _____no

20. **Availability**: Where can the product be purchased?
    1. _____yes
    2. _____no

21. When will the product can be purchased?
    1. _____yes
    2. _____no

22. **Packaging or Shape**: What packages or shapes is product available in?
    1. _____yes
    2. _____no

23. Is there a direct comparison of package or shape with other products?
    1. _____yes
    2. _____no

24. **Guarantees/Warranties**: What post-purchase assurance accompany the product?
    1. _____yes
    2. _____no

25. **Safety**: What safety features are available on the
product compared to alternative choices?
1. yes
2. no

26. Price Energy: What is the energy consumption of the product as compared with alternatives?
1. yes
2. no

27. Independent Research: Are results of research gathered by an independent firm presented?
1. yes
2. no

28. Company Research: Are data gathered by the company to compare its products with a competitor presented?
1. yes
2. no

29. New Ideas: Is a totally new concept introduced?
1. yes
2. no

30. Price: Are the advantages of a new concept presented?
1. yes
2. no

31. Who is the spoke person in the commercial?
1. male parent/ grand parent
2. female parent/ grand parent
3. children
4. non-family experts
5. other, please specify ________________

32. Is a Woman in the Advertisement?
1. yes
2. no

33. Dependency; Dependent on Male’s Protection?
1. yes
2. no

34. Women as Sex Object; Sex is related to product?
1. yes
2. no
BIBLIOGRAPHY


