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## Univision Study Reveals Factors Influencing Purchasing Decisions Among Hispanic Consumers

**NEW YORK, NY – JULY 27, 2012** – Univision Communications Inc., the leading media company serving Hispanic America, revealed the findings of a study, conducted in partnership with SmartRevenue, that tracks the “Hispanic Path to Purchase” in the snacks and frozen foods categories. The study zeroed in on the decision making process for Hispanics, beginning before they set foot in the store, until the actual purchase itself.

“Understanding how and why Hispanics make their purchase decisions is crucial data when developing a proper roadmap that links pre-store and in-store influencers,” said Elizabeth Ellers, executive vice president, Corporate Research, Univision Communications Inc. “Univision’s Path to Purchase study will help brands gain a better understanding of their Hispanics consumers, and in turn, it may result in a shift from a one-size-fits-all approach to a more shopper-centric marketing strategy.”

During Univision’s Hispanic 411 webinar, Ellers and Liz Sanderson, vice president of Brand Solutions, Univision Communications Inc., discussed the survey’s key findings, including:

**Prepping traditional meals for family are of high value, but the need for convenient foods is increasing.** In the Hispanic home, cooking traditional foods goes beyond providing healthy, nutritious meals; it represents the importance of family time and offers a way to keep the Hispanic culture alive. Yet with today’s increasingly busy lifestyles, Hispanic shoppers are experiencing a paradigm shift in their meal prep, trip planning and shopping frequency; especially if they recently moved from their country of origin to the U.S. This shift in planning is not something non-Hispanics wrestle with, so it means that many Hispanics are left needing to develop new and convenient meal and food planning strategies. This results in an opportunity for brands to reach Hispanic shoppers with messaging that reflects both needs – maintaining tradition and convenience.

**Hispanics prepare “hybrid meals” to bridge the divide between traditional tastes and convenience.** Hispanics are significantly less inclined than non-Hispanics to rely on frozen foods to create an entire meal (46 percent vs. 59 percent of non-Hispanics); however, 42 percent of Hispanics will incorporate frozen products as part of the meal they are preparing, creating “hybrid meals.” For example, among Hispanic consumers, pancakes and waffles were purchased more than any other type of frozen food. Almost half (47 percent) purchase these items to use as part of a meal, rather than served alone, indicating that versatility of frozen foods is a key driver in preference.

**Different food options are considered and prepared for “la merienda” and snack occasions.** The Path to Purchase study revealed that Hispanics are more likely to incorporate snacks throughout their day than non-Hispanics (23 percent vs. 15 percent of non-Hispanics), as well as consume snacks at work. Additionally, because of the Hispanic custom called, “merienda” (getting

together to eat a small meal in the afternoon), Hispanics and non-Hispanics differentiate on the foods they choose to eat for snacks.

**Hispanic shopping trips are more likely to be socially influenced.** Although restocking is a leading trip driver for both Hispanics and non-Hispanics, the study illustrated Hispanics' focus on family by revealing that nearly 40 percent of Hispanics shop with their immediate family, while only 18 percent of non-Hispanics do so. The study also found that Hispanics are more likely to consider recommendations from friends or family members (36 percent) compared to non-Hispanics (22 percent) when making frozen food purchases.

**Satisfying others is critical for frozen and snack purchases.** Aside from taste and flavor as the top purchase drivers for Hispanics, knowing that others will be satisfied is the third most important factor in deciding to make a purchase – 59 percent of Hispanics cite “knowing others will like it” as a factor when purchasing a frozen food vs. 36 percent of non-Hispanics. With snacks purchases, 66 percent of Hispanics cite this factor compared to 58 percent of non-Hispanics.

This study, fielded by SmartRevenue, consisted of interviews of 1,018 Hispanics and non-Hispanic adults. Five retailers across 11 major markets in the U.S. were used in the study. The survey was conducted in both English and Spanish.

#### **About SmartRevenue**

SmartRevenue is pioneering the field of consumer and shopper-centric technologies and methods, which provides manufacturers, retailers, and service providers with specific customer insights and strategies that help companies know where the purchase decision is made to optimize sales & marketing strategies and improve top- and bottom- line performance. SmartRevenue integrates quantitative ethnography, advanced analytics, technology, and real world experience to deliver next-generation customer solutions. The company, which maintains offices in Stamford, CT; Bentonville, AR; Dallas TX; and Santa Cruz, CA, counts many of the largest global manufacturers, retailers, and service providers as clients. More information is available at [www.smartrevenue.com](http://www.smartrevenue.com).

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