

## CHAPTER 2

### THE COMPOSITION OF THE HISPANIC/LATINO MARKET

#### *Chapter 2: Essay & Short Answer Questions:*

1. What do you think about the implications of homogeneity and diversity of the Hispanics?

There are very critical specifications that make Hispanics an extremely targetable group in spite of their specific cultural considerations. The homogeneity is because of historical and cultural roots. Religion, language and many other cultural aspects tie the Hispanics together. There are dominant homogeneities, which are very distinct. Mexicans are a very vast part of US Hispanic market.

2. What are the implications of Geographic dispersion of the Hispanics?

The implications of geographic dispersion of Hispanics are as follows:

- a. Influence the non-Hispanic group of people by influence of
- b. Acquisition of English as a second language.
- c. Marketers can reach them and not consider them typically Hispanic and put extra efforts.
- d. They preserve their cultural roots, they try to become bilinguals or adapt bicultural habits.

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#### *Chapter 2: Multiple Choices*

1. Consumers from this country tend to be very heterogeneous. Some are very knowledgeable consumers while others need more information.

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|-----------|---------------|
| a. México | c. Argentina  |
| b. Cuba   | d. Costa Rica |

2. Where do most Hispanics living in the U.S. come from (or heritage from)?

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|-----------------------|------------------|
| a. Dominican Republic | c. Puerto Rico   |
| b. Mexico             | d. South America |