

# [Targeting minorities is a sound business practice](https://assignbuster.com/targeting-minorities-is-a-sound-business-practice/)

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1Targeting Minorities is a Sound Business Practice Introduction A target market is the market segment which a particular product is marketedto and often   
  
defined by age, gender, and/or socioeconomic grouping. Smart businesses are discovering the   
  
buying power of the nation's minorities. Experts say that minority consumers show a high   
  
degree of loyalty. When a business addresses their need directly, it can have an enormous   
  
impact. The explosion of ethnic and racial populations across the U. S. has caused business to   
  
realize that targeting minorities is a sound business practice.   
  
  
Sound Advice   
  
Don't make the mistake of thinking that all minorities are alike. The four major   
  
sub-groups of the Hispanic market are Mexican, Cuban, Puerto Rican, and " other Hispanic."   
  
which includes Spanish-speaking people from Central and South America, the Caribbean and   
  
Spain. There's a tremendous difference between the preferences and buying patterns of. Puerto   
  
Ricans living in New York, Cubans in Miami, and Mexicans in the southwestern states.   
  
There are more than two dozen ethnic groups within the Asian community. Within the   
  
African-American segment, French-speaking Haitian-born Americans, for example, may have   
  
little in common with American-born blacks.   
  
Equally important are generational differences. Consequently, it's virtually impossible   
  
to create generic advertising or promotional tools that appeal to all segments. The solution is to   
  
pick a very specific target and tailor your message to their needs. If trying to attract more than   
  
one target, it would be wise to create more than one message.   
  
Learn as much as you can about your potential customer's traditions and beliefs. Be   
  
careful when translating English, especially slogans, into foreign languages. Sharpen your   
  
sensitivity to cultural slurs or taboos. Successful marketers have their promotional materials   
  
reviewed by members of the minority group or groups being targeted.   
  
The protocol of customer relations in any culture is always prompt, courteous service.   
  
However, the requirements of courtesy may differ among various ethnic groups. Asian-   
  
Americans place great value on respect for elders, whom salespeople should treat with honor   
  
and greet specifically, if not first, when they come to the store with younger family members.   
  
Asian-Americans differ, however, in their behavior as customers.   
  
" Chinese-Americans ask many questions," says David Hsu, co-owner of Huan Yuan   
  
Restaurant in Oakland, California, " and they are very picky." They want informed answers   
  
without high-pressure selling, which they find impolite. Korean- and Filipino-Americans, in   
  
contrast, ask few if any questions. " Koreans are very sensitive about loss of face," says Harry   
  
Kim, chairman of the San Francisco-Seoul Sister City Committee, so they are uncomfortable   
  
showing they don't know.   
  
Latinos also ask few questions and are highly brand-conscious. They are turned off by   
  
sales pressure and will walk away. Caucasian and African-American customers, on the other   
  
hand, may ask numerous questions. Caucasians are very careful about details.   
  
The Korean style of business is, " We make a friendship, then do business with friends,"   
  
says Hiroyasu Kitagawa, San Francisco manager of Matsuzakaya department store. Asian-   
  
American etiquette Chinese-Americans depart from this style; they wrap up a transaction in a   
  
single meeting, with " no time to develop a relationship."   
  
Socializing is part of the Hispanic business culture, and politeness toward all is essential.   
  
As for etiquette, last names and handshakes, or hugs, are used, and punctuality is required. In   
  
African-American and Caucasian companies, first names are often used, firm handshakes are the   
  
gesture of greeting, and punctuality is appreciated.   
  
  
Conclusion   
  
Ethnic groups respond to ads tailored to them. Cultural sensitivity is imperative when   
  
developing promotional tools. Always keep in mind that some colors can be offensive, words   
  
can often translate poorly, and certain products or services may conflict with religious or   
  
moral beliefs. Using the language of the group is essential   
  
Ethnic groups provide a large and growing market for business operators and   
  
entrepreneurs. While these markets have existed for a long time in larger cities, they are   
  
becoming increasingly significant in smaller communities.   
  
Ethnicity, as parts of their cultures, have proven to provide loyalty to the businesses   
  
which do their research and provide the diverse groups the products and services which are   
  
important to them, and in the manner to which they can relate.   
  
  
  
  
  
  
  
  
  
  
  
  
  
  
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