
Communication Patterns, Mediation Behaviors, and Advertising Attitudes: A Study of Hispanic Mothers

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EXECUTIVE SUMMARY

This research tests the cross-cultural applicability of the Family Communications Pattern (FCP) on Hispanic mothers. Most models that attempt to explain consumer behavior have been developed in the United States on Anglo consumers. As the United States gets more diverse and groups such as the Hispanics become the largest minority, there is concern among consumer behavior researchers that these models may not be appropriate or adequate to use on non-Anglo consumers (Durvasula, Lysonski, & Netemeyer, 1993). A survey of Hispanic mothers reveals that the FCP model is fairly robust in both identifying communication patterns and in predicting relationships between communication patterns and advertising attitudes and mediation behaviors. The results also show that Hispanic mothers advertising attitudes are rather positive and this is an important finding for practitioners as they try to both understand and affect attitudes of Hispanic consumers using television advertising.

Key words: Family Communications Pattern, Acculturation, Advertising attitudes, Mediation behaviors