Ethics and Policy Issues for Internet Advertising: Targeting Multicultural Consumers in the Digital Marketing Era

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Given the technology use among ethnic populations, advertisers are allocating greater percentages of their multicultural advertising budgets towards the internet. The association between an organization's multicultural and internet advertising is explained through the size of its total advertising expenditures. African Americans and Hispanics can be seen as vulnerable consumers in the context of food & beverage and restaurant industries; given their pre-disposition to diet-related health maladies. Food & beverage marketers spending more on multicultural advertising, expend more on internet advertising. As an organization has societal moral obligations that increase with its size, public policy and managerial implications is discussed.

INTRODUCTION

Shopper marketing refers to the planning and execution of all marketing activities from the point where a customer becomes a shopper until the point-of-purchase (Shankar, et al. 2011). The shopper marketing practice has become more prevalent in recent years as the internet has opened up new opportunities for marketers to influence shopper attitudes and behavior through multiple digital touchpoints. Thus, internet advertising has become one of the fastest growing practices for marketers to connect with consumers; emerging as a key industry marketing application among both manufacturers and retailers (Tiago & Verissimo, 2014).

Similarly, in what has long been viewed as a niche practice, *multicultural marketing*, the strategic and tactical approach to target one or more audiences of a specific minority ethnicity or race through marketing communications, is becoming a mainstream marketing norm in the United States (Franklin, 2014; Taylor, 2011; Ouellet, 2007; Cui, 1997). The predominant racial and ethnic populations of the United States (African Americans, Asian Americans and Hispanics) have significant buying power:

defined as the total personal income that is available, after taxes, for spending on goods and services, of approximately $3.2 trillion, constitute over 36% of the population and are growing in population faster than Whites (Humphreys, 2015). As a result, many organizations have acknowledged these changing demographic trends in the United States and have allocated their marketing resources accordingly. Presently, the total advertising spending on multicultural marketing is approximately $11 billion dollars (Coffey, 2013; Korzenny & Korzenny, 2011; Miller, 2012).

As both multicultural and internet advertising have become popular marketing practices, American marketers have begun to combine the two approaches. The percentage of marketers spending more than 20% of their multicultural budgets on internet media is on the increase (Emarketer, 2012; Wentz, 2012). Specifically, more than half of U.S. marketers are expected to expend more on digital media efforts to reach the multicultural segments of the population (Emarketer, 2012; Wentz, 2012). With regard to the preferred multicultural populations targeted via internet advertising, a majority of organizations target Hispanic, followed by African-American and Asian-American segments (Emarketer, 2012).

Aside from the fact that ethnic and racial minorities are growing in number and have greater purchasing power than ever before, they have become attractive market segments due to their distinctive digital consumption characteristics. Racial and ethnic minority groups, which had once traditionally been on the negative side of the Digital Divide (Dimaggio, et. al., 2004) of basic internet access, now surpass the White majority in the consumption of the internet (Pew Research Center, 2015a, 2015b & 2014). Additionally, racial and ethnic minority groups tend to use their cell phones for a wider range of activities (Pew Research Center, 2015b). Non-Whites (12% of African Americans and 13% of Latinos) are more smartphone-dependent for internet access, compared with 4% of Whites (Pew Research Center, 2015b). Given these statistics, marketers are highly motivated to target multicultural consumers via the internet. One of the category leaders in this practice are food & beverage and restaurant marketers (Montgomery, Grier, Chester & Dorfman, 2013; Montgomery & Chester, 2009).

Extant literature finds evidence that ethnic and racial minorities tend to be targeted for high-calorie foods and beverages more than the White population (Williams, Crockett, Harrison & Thomas, 2012; Grier and Kumanyika, 2008). Although such targeting is a common practice among food & beverage and restaurant marketers, market segmentation relative to race and ethnicity may result in potentially negative consequences. Specifically, the controversy occurs when consumers perceived as *vulnerable* are targeted with products that are considered harmful (Smith & Cooper-Martin, 1997); e.g., unhealthy foods such as fast food, snack foods or sugary drinks. Vulnerable consumers are defined as those populations who are more susceptible to physical harm, because of characteristics that limit their ability to maximize their well-being (Smith & Cooper-Martin, 1997). Many racial and ethnic groups suffer disproportionately from health issues that can be attributed to unhealthy diets (Centers for Disease Control, 2012). When a detrimental product is targeted to a vulnerable group, it can be subjected to scrutiny (Cui, 1998). As a result, these companies may receive negative publicity or, at worst, be litigated for damages (Cui & Choudhury, 2003).

Therefore, it can be argued that the aforementioned, predominant U.S. multicultural groups—specifically African Americans and Hispanics in the context of food & beverages and restaurants products—are vulnerable consumers, as these groups can be more susceptible to the aforesaid diet-related health maladies. In other words, a food & beverage or restaurant organization targeting vulnerable consumers may be accused of unethically exploiting these populations; a marketplace *omission*, chronically failing to acknowledge the health perspectives of multicultural consumers (e.g., Bennett, et. al., 2016). Presently, the concern is amplified as many African Americans and Hispanics are more technology-dependent than the majority White population (Pew Research, 2015a). As a result, racially and ethnically-targeted internet advertising can be polarizing, depending on whether the product advertised is perceived as directly—or indirectly—harmful. Donaldson (1982) posits that an organization has a moral dimension by exercising principled reasoning in its decisions; having the capacity to control policies and procedures qualifies them as moral agents. An organization is also a for-profit institution having societal responsibilities—the larger an organization becomes, the greater these obligations (Carroll, 1999; Steiner, 1971). Therefore, it is important to understand the relationship between an organization's multicultural advertising resources, in tandem with its internet advertising resources. Are larger organizations, with greater resources, better able to facilitate these burgeoning advertising practices? A better understanding of this association will give greater perspective as it relates to food & beverage and restaurant organizations. Although there is some research examining multicultural advertising via the internet (e.g., James, 2016), there is a dearth of literature on this subject matter.

The purpose of this paper is to better explain the relationship between multicultural and internet advertising expenditures, which can provide context to understand its potential managerial, ethical and subsequent policy implications relative to food & beverage and restaurant marketers. In addition, this research provides initial evidence for the characteristics of food & beverage and restaurant organizations that are engaging in multicultural advertising via the internet. The issues warranting policy implications are: (1) the use of racially and ethnically-targeted food, beverage and restaurant internet advertising activities and (2) the promotion of products of potential ill repute (unhealthy food and beverages) to vulnerable segments (multicultural consumers).

A literature review is presented giving theoretical foundation and a context for the research questions relative to the multicultural and internet advertising expenditures. The methodology for the empirical analysis is presented. Lastly, a discussion on managerial and policy issues on multicultural digital marketing and future research implications is discussed.

LITERATURE REVIEW

Having the prerequisite expertise and resources to properly execute advertising campaigns are valuable, rare, inimitable and non-substitutable; making it possible for advertisers to develop and maintain competitive advantages (Srivastava, Fahey & Christensen, 2001; Barney, Wright & Ketchen, 2001). Therefore, advertising expenditures are an effective proxy for capturing a firm's intangible assets such as brand name and reputation, which can provide a path to accumulate further tacit resources such as brand loyalty (Dierickx & Cool, 1989; Mahoney & Pandian, 1992).

The complexity of the American multicultural population requires marketers to employ culturally-nuanced sophistication to comprehend the consumer characteristics of the racial and ethnic minority population including their demographics, media consumption and purchasing patterns (Taylor, 2011; Holland & Gentry, 1999). When understood, multicultural segmentation and its related marketing activities can be cost effective; making a contribution to a company's competitive position (Cui & Choudhury, 2002; Cui, 1997). As a result, multicultural marketing has proven to be efficient and effective for many firms to capture growth opportunities relative to their businesses. It can be argued that having the necessary tacit knowledge to manage multicultural marketing resources—specifically for the internet—are more valuable and rare to an organization.

The Internet is a relatively new medium that has garnered marketing interest since the late 20th century. Both manufacturers and retailers attempt to take advantage of the prowess of internet advertising; leveraging it for more effective and efficient ways to improve shopper marketing initiatives (Ståhlberg & Maila, 2012). Competitive pressures predicate internet marketing efforts as marketplace tension plays the most prominent role in a firm's decision to utilize digital media for marketing purposes (Tiago, & Veríssimo, 2014).

As a reflection of the growing multiculturalism of U.S., the unique digital behaviors of racial and ethnic populations and competitive pressures American marketers are exerting greater efforts to reach multicultural consumers, through internet advertising (Wentz, 2012). However, companies with a competitive advantage in terms of their larger advertising expenditures will have more resources to facilitate their internet and multicultural advertising initiatives. Thus, we posit that advertisers, who allocate their multicultural marketing dollars towards internet-focused, multicultural shopper marketing and other digital efforts, will be explained through the size of their total advertising budgets. With this background and context, the following research question is proffered:

RQ1: Do the resources of a company—in terms of its total advertising spend—mediate the relationship between multicultural and internet advertising expenditures?

In some product categories, multicultural consumers outspend non-Hispanic White Americans by great margins; specifically, high-touch, non-durable goods such as food and beverage products (Cui & Choudhury, 2002; Cui, 1997). This fact, in tandem with the over-consumption of the internet by racial and ethnic consumers, makes food & beverage and restaurant marketers amenable to targeting multicultural segments via the internet. Multicultural advertising via internet can enable the consumption of food & beverages and the use of the quick-service restaurants among racial and ethnic consumers, defined as *response elasticity* (Cui & Choudhury, 2002); the extent to which a consumer market can be influenced by the effect of stimuli such as an advertising campaign.

The specialized and personal communication the Internet provides has offered multicultural consumers a means of establishing and maintaining a virtual ethnic identity; a possible explanation as to why many American racial and ethnic consumers over-index on the consumption of social and digital media (Krogstad, 2015; Lindridge, Henderson & Epko, 2015). Many food, beverage, and quick-service restaurant companies in the U.S.—for example Coca-Cola, Burger King, McDonald's, Pepsi and Yum! Brands—are using various forms of digital media to promote their products (Montgomery & Chester, 2009). Food & beverage and restaurant companies with larger advertising resources (e.g., Coca-Cola) can exert even greater influence on a multicultural shopper's purchase behavior through digital shopper marketing initiatives (Krafft & Mantrala, 2006; Reinartz, et al., 2011).

Given the definition of Shopper Marketing, a company's digitally-targeted messages can shape consumer behaviors, and its potential negative impact can be more significant when consumers are considered *vulnerable* based on their dependency on digital technology and an inclination to certain diet-related health conditions. In any marketing exchange process, a consumer's physical disadvantage (over-reliant internet access and a predisposition to diet-related health maladies) may lead to restricted decision-making (Cui & Choudhury, 2003). Therefore, an ethical consideration is that larger organizations—indicative of larger advertising resources—have a greater moral dimension and the resources to address social issues related—or not clearly related—to their financial bottom lines (Spence, 1999). Thus, the following research question is posited:

RQ2: Is the internet advertising expenditures, by food & beverage and restaurant marketers, different among those companies who spend more on multicultural advertising, versus those companies who spend less on multicultural advertising?

METHODOLOGY

Sample

As the focus is on vulnerable consumers, defined in this paper by African American and Hispanic populations, we compiled advertiser data for multicultural advertising spending for 2009 and 2011 for the top 25-to-50 advertisers that market to both African Americans and Hispanics. Multicultural spending data is freely accessible from 2004 for the Hispanic market and 2007 for the African-American market (Advertising Age Data Center, 2016; Nielsen, 2008). However, a majority of this data is incomplete, especially for the African-American market. The years, 2009 and 2011, were the two points in time that provided the most robust sample of spending data for both African American and Hispanic segments. The African-American spending for 2009 was sourced from Nielsen via *Target Market News* (2012 & 2009). The source for the 2011 African-American spending was from *Advertising Age* (2012, p. 21, 23-26) and Nielsen (2013, p.28; 2012, p.13). The 2009 Hispanic spending figures were sourced from *Advertising Age* (2011, p. 8-10; 2010, p.8-10). The source for the 2011 Hispanic spending figures was *Advertising Age* (2013, p. 8-10). Asian-American market spending is not considered for our analysis as the expenditures for the this segment are rarely published as less than 1% of advertising dollars are spent in Asian-

American media (Coffey, 2013; Zmuda, 2013). Lastly, Asian Americans are not considered or defined as a vulnerable ethnic minority consumer group for this paper.

Total advertising and internet spending figures for 2009 and 2011 were sourced from the Advertising Age DataCenter (2016). The final dataset had a sample of N=27 companies. To meet the univariate assumptions of normality for subsequent analysis, a base-10 logarithm (log) was performed on these variables. Please see the appendix for advertising expenditures of 27 observations across 25 companies used in this analysis.

Operationalization of variables

Multicultural Advertising Spend (Independent Variable)

Multicultural advertising spending is a combination of expenditures, targeted to African-American and Hispanic consumers. The methodology for the 2009 figures, sourced by The Nielsen Company, included tracking of the following media sources for each year—Radio: 92 stations across 28 markets with these formats included: Black News & Talk, Gospel, Urban, Smooth Jazz, Urban, Urban AC, and Urban Oldies. Network & Syndication TV: 3 television networks (13 programs) and 16 Syndication programs includes programs with an African-American audience composition of 50% or greater. National Magazines: 12 titles. Cable TV: BET & TV One, as well as 61 programs across 16 additional networks provided the programing base; achieving an African-American audience composition of 50% or greater. Spending for 2011 was sourced from Nielsen *Ad*Views*, rank based on African-American spending in cable, syndicated and network television, spot radio and national Magazine. The African-American media spend for 2009 and 2011 had a high correlation (r=.751, p<.000) and were averaged together for a single measure of African-American media spending.

The 2009 and 2011 Hispanic spending was derived from an Advertising Age Data Center analysis of Kantar Media (www.kantarmediana.com) and represent the sum of: broadcast TV and cable networks, Spanish-language magazines, Spanish (including Publisher Information Bureau (PIB)-monitored Spanish-language magazines), Spanish-language newspapers, Spanish-language spot TV and Spanish-language websites. The Hispanic media spend for 2009 and 2011 had a high correlation (r=.814, p<.000) and were averaged together for a single measure of Hispanic media spending.

The final step to derive this variable was to combine African-American and Hispanic spending together. The relationship between African-American and Hispanic spending is highly correlated (r=.676, p<.000) and were averaged together for the single measure of multicultural spending. Univariate statistics for log(multicultural advertising spending) is M=7.47, SD=.23.

Total Advertising Spend (Mediator)

Total Advertising Spend is sourced from Advertising Age's DataCenter, containing measured media from Kantar Media (kantarmediana.com), based on spending in 19 media: magazine (consumer magazines, Sunday magazines, local magazines, business-to-business magazines), newspaper (local newspapers, national newspapers, free-standing inserts), TV (broadcast network TV, spot TV, syndicated TV, network cable TV), radio (network radio, national spot radio, local radio), Spanish-language media (magazines, newspapers, TV networks), outdoor and internet (display advertising; excludes paid search, video and other forms of internet advertising). Unmeasured spending figures are Advertising Age's Data Center estimates including direct marketing, promotion, internet paid search, social media and other forms of spending not included in the 19-measured media. The 2009 and 2011 total advertising spend figures were highly correlated (r=.746, p<.000) and were averaged together for a single measure of total advertising spending. Univariate statistics for log(total advertising spend) is M=9.10, SD=.28.

Internet Advertising Spend (Dependent Variable)

For 2009 and 2011, internet advertising spending is measured by display advertising; excluding paid search, video and other forms of internet advertising from Advertising Age's DataCenter. The 2 years of internet spending data are highly correlated (r=.714, p<.000) and were averaged together for a single measure of internet spending. Univariate Statistics for log(internet advertising spend) is M=7.65, SD=.44.

ANALYSIS

Test for Mediation

To determine the indirect effect of total advertising expenditures on the relationship between the multicultural and internet advertising spend, a mediation analysis using Hayes Process Model 4 (Hayes, 2013) was employed to answer the first research question. As total advertising spend for 2009 and 2011 includes Spanish-language media (magazines, newspapers, TV networks) and internet advertising spending, it was important to ensure there would be no issues of multicollinearity among these variables in the mediation analysis. A linear regression was performed on the mediation model in Figure 1 to test for multicollinearity. The variance inflation factor (VIF) for variables in the b and c'-paths was less than 5 for: log(total advertising spend) (1.73), and log(multicultural advertising spend) (1.72) when regressed on internet spend. There is some correlation but not concerning as the rule-of-thumb states that a VIF between 5 and 10 is problematic. Thus, there was no evidence of multicollinearity for subsequent analysis.

The total effect, c-path, of log(multicultural advertising spend) has a significant effect on log(internet advertising spend) ($\beta_{\text{c-path}}$=.86, p=.02). In the mediation model, the a-path, the relationship between log(multicultural advertising spend) and log(total advertising spend), is significant ($\beta_{\text{a-path}}$=.77, p<.000). Log(total advertising spend) has a significant relationship with log(internet advertising spend) in the b-path ($\beta_{\text{b-path}}$=.94, p <.00). Lastly, the direct effect of log(multicultural advertising spend) on log(internet advertising spend)—c'-path—is no longer significant ($\beta_{\text{c'-path}}$=.13, p =.73). The indirect effect of multicultural advertising spend on internet advertising spend, mediated through total advertising spend, is significant as the 95% confidence interval does not cross zero ($\beta_{\text{a-path -> b-path}}$=.72, 95% CI .09-1.34). Thus, there is evidence for a full mediation of the relationship of multicultural advertising spend on internet advertising spend, through total advertising expenditures. Please see the table 1 for a summary of the results.

FIGURE 1
MEDIATION MODEL: RELATIONSHIP OF INTERNET ADVERTISING SPEND TO MULTICULTURAL ADVERTISING SPEND, MEDIATED BY TOTAL ADVERTISING SPEND

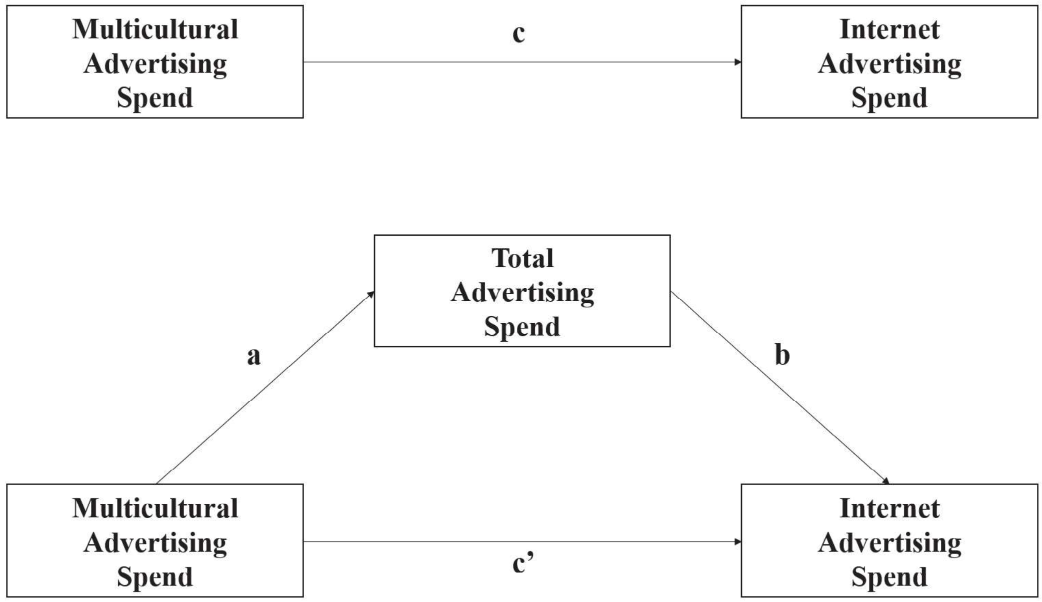


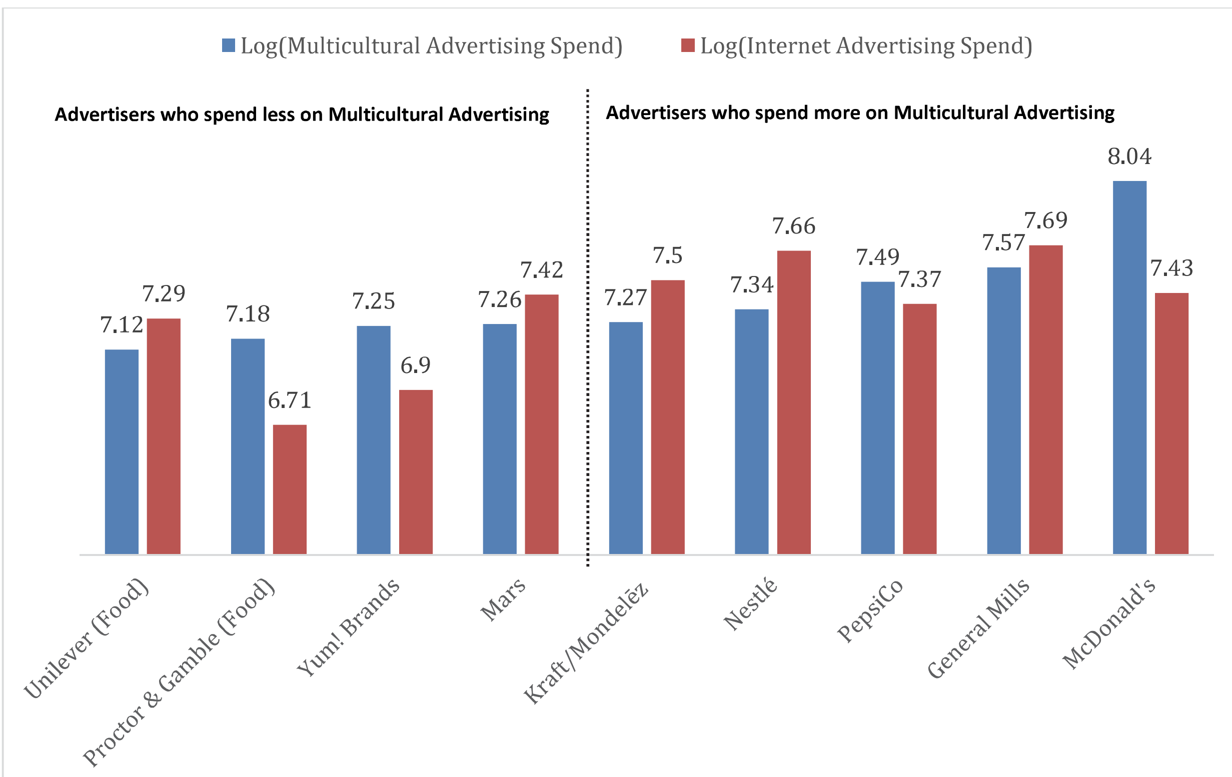
TABLE 1
RESULTS OF MEDIATION MODEL

	β	*SE*	*t*	95% CI	*p*
c-path **Log(Internet Advertising Spend)**	.86	.33	2.58	.17-1.58	.02
a-path **Log(Internet Multicultural Spend)**	.77	.18	4.28	.40-1.13	<.00
b-path **Log(Total Advertising Spend)**	.94	.33	2.90	.27-1.62	<.00
c’-path **Log(Internet Advertising Spend)**	.13	.38	.34	-.66-.92	.73
Indirect effect of Multicultural Advertising Spend on Internet Advertising Spend through Total Spend	.72	.31		.09-1.34	

a-path: $F(1,25) = 18.32$, $p<.00$, $R^2=.42$
b and c’-path: $F(2,24) = 8.52$, $p<.00$, $R^2 = .42$
c-path: $F(1, 25) = 6.66$, p=.02, $R^2 = .21$

To address research question 2, the non-food & beverage and restaurant advertisers were removed from the present dataset for subsequent analysis. This resulted in a sample size of n=9. The descriptives for log(multicultural advertising spending) is M=7.39, SD=.28 and log(internet advertising spend) is M=7.33, SD=.33. A median split on the multicultural spend variable was done to create 2 groups: (1) food & beverage and restaurant advertisers that spend less on multicultural advertising and (2) food & beverage and restaurant marketers that spend more on multicultural advertising. A significant t-test ($t(7) = -2.87$, $p = .03$) demonstrated that food and beverage marketers who spend more on multicultural marketing also spend more on internet marketing ($M_{IntMoreMCM}$=7.52; $M_{IntLessMCM}$=7.08). The marketers with significantly higher multicultural and internet advertising expenditures are: General Mills, Kraft/Mondelēz, McDonald's, Nestlé and PepsiCo. The food & beverage and restaurant advertisers who spend less on multicultural and subsequently less in internet advertising are: Mars, Proctor & Gamble (Food)[2], Unilever (Food) [1] and Yum! Brands. All 9 marketers are in Figure 2, detailing the means of the log of their internet and multicultural advertising expenditures.

FIGURE 2
MEANS OF LOG (INTERNET ADVERTISING SPEND) AND LOG(MULTICULTURAL ADVERTISING SPEND) BY FOOD & BEVERAGE AND RESTAURANT MARKETER[(1) (2)]



DISCUSSION

There are some limitations to this analysis. First, this sample only represents the larger marketers in terms of total, internet and multicultural advertising spending. Since robust multicultural advertising expenditure data is proprietary, we had small number of observations for our analysis. Secondly, the food & beverage and restaurant marketers—in this sample—are the only representative of 9 advertisers, due in part to the overall smaller sample size. Lastly, these spending figures account for only 2 years of data. A larger sample size and more representative years of multicultural, internet and total advertising spending data can be investigated to determine the differences and relationship of multicultural advertising spending by internet advertising spending. Subsequent analysis can investigate the advertising spending patterns of medium-to-small marketers to further validate the mediation model.

In the paper, the relationship between a marketer's advertising expenditures on internet and multicultural consumer group, was analyzed and the differences in internet spending among food & beverage and restaurant marketers was investigated. The mediation analysis suggests that the relationship of a marketer's multicultural advertising expenses on internet advertising spend is fully mediated by the indirect effect of an organization's total advertising spend. The mediated effect demonstrates that a marketer's total advertising spend provides an intangible asset in terms of resources, thus answering research question 1. Managerial implications are that marketers develop their overall advertising initiatives and expenditures into a competitive advantage. Doing so may encourage these organizations to be more effective multicultural and internet advertisers—also an advantage when executing multicultural advertising via the internet. The findings also suggest larger companies may be more efficient multicultural advertisers via the internet. Ethically, the findings suggest that a larger advertising spend—indicative of a larger organization—has a greater societal responsibility in doing business.

In addition to and consistent with the mediation analysis across all categories of advertisers, food & beverage and restaurant marketers that spend more on multicultural advertising, also spend more on internet advertising compared with food and beverage companies who spend less on multicultural advertising, providing evidence to answer research question 2. This finding suggests that food and beverage marketers do allocate more of their multicultural advertising dollars towards internet advertising.

EXISTING PUBLIC POLICIES ON INTERNET MARKETING

Extant literature has demonstrated that marketing efforts targeted to racial and ethnic groups not only influence their consumption behavior, but also change their perceived norms on healthy eating and food-related information and choices (Grier & Kumanyika, 2008; Grier, et al., 2007). Relative to a marketer's—specifically food & beverage and restaurant marketer's—advertising efforts towards U.S. Hispanics and African Americans via internet, there is an ongoing need to address the current policies of internet advertising.

While there are laws that have been suggested or implemented to levy taxes on foods of low nutritional value (e.g., Jacobson & Brownell, 2000) and to regulate portion size control (e.g., Young & Nestle, 2002), a systematic review of legislative efforts for internet marketing shows that internet advertising policies—designed specifically for multicultural consumer groups—are generally, to-date, non-existent. Currently, no policy exists to regulate the promotion of food and beverages for the sake of the health and well-being of racial and ethnic minorities. Thus, there exists a need to formulate policies addressing the issues and concerns of these populations that are exposed to internet shopper marketing and other internet advertising initiatives. Policy makers need to address whether the government should implement stricter regulation on internet marketing practices such as digital coupons, or frequency and timing of advertisements; similar to broadcast advertising.

An ethical guide is for food & beverage and restaurant marketers to become organizations of *compassion* instead of those that *care*. Several studies in the ethics literature make a distinction between corporations that care and those that have compassion (French & Weis, 2000; Simola, 2003; Solomon, 1998). Compassion is a more focused feeling than caring; it is linked with sympathy and understanding. When selecting advertising channels, food & beverage and restaurant marketers need to ensure their decisions are reflective of compassion—and not exploitative—of the multicultural consumer. To goal is to reduce marketplace *commission*, where multicultural consumer experiences and perspectives are inclusive, but are mitigated in an unethical manner (Bennett, et. al., 2016). Although some food & beverage companies promote healthy lifestyles (e.g. Mondelēz's Healthy Recipes on their websites (Kraft Foods, 2017), or Coca Cola's promotional campaign on daily exercise and good nutrition through sponsorship of active and healthy living programs (The Coca-Cola Company, 2015)), it can be argued that those initiatives are still in the caring stage rather than compassion.

CONCLUSION: IMPLICATIONS FOR FUTURE RESEARCH AND PUBLIC POLICY

Food & beverage and restaurant organizations employ various internet-based advertising strategies to reach multicultural groups such as mobile marketing; specifically to reach multicultural adolescents (e.g., Chester & Montgomery, 2008; Montgomery, Grier, Chester, & Dorfman, 2012; Montgomery & Chester, 2011; Montgomery, Grier & Chester, 2011; Montgomery & Chester, 2009). However, as presented in this paper, African Americans and Hispanics, across all ages, can be considered vulnerable due to health maladies and the remnant effects of the Digital Divide on their internet consumption. Further research into this area from a public health perspective is needed to gain insight into the populace's perceptions, concerns and personal strategies for dealing with internet shopper marketing; especially as they pertain to individuals from multicultural backgrounds. In other words, how do shopper marketing initiatives affect shopper welfare for vulnerable consumers? For example, it will be important to explore consumer attitudes about internet advertising that is targeted, based on demographic characteristics such as: race, ethnicity and other control variable such as gender and income. How do multicultural consumers perceive the risks and benefits of these practices, which may be dependent upon the product or brand that is advertised? The size—or perceived size—of the organization is important to determine if they have a moral obligation. Lastly, a larger sample size of food & beverage and restaurant marketers can allow us to profile the characteristics of organizations that spend more on multicultural and internet advertising via cluster analysis or another methodology.

ENDNOTES

1. Proctor & Gamble food brand was Pringles, which was sold to Kellogg's in 2012 (http://news.pg.com/press-release/pg-corporate-announcements/pg-completes-sale-pringles-kellogg)
2. Unilever Food Brands consist of: Hellmann's Knorr, Lipton, Magnum, Ben & Jerry's, Breyer's, Country Crock, Fruttare, I Can't Believe It's Not Butter, Imperial, Klondike, Popsicle, Brummel & Brown Yogurt and Promise (https://www.unilever.com/brands/?category=408118&country=408018)

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APPENDIX
RAW ADVERTISING EXPENDITURES FOR: AFRICAN AMERICANS, HISPANICS, INTERNET AND TOTAL FOR YEARS: 2009 AND 2011

Company	African-American Advertising Spend		Hispanic Advertising Spend		Internet Advertising Spend		Total Advertising Spend	
	2009	2011	2009	2011	2009	2011	2009	2011
Allstate Insurance	$10,166,100	$19,544,000	$34,657,000	$53,387,000	$16,200,000	$86,900,000	$390,100,000	$860,600,000
AT&T	$22,609,400	$22,669,000	$101,909,000	$111,067,000	$148,200,000	$155,300,000	$2,797,000,000	$2,359,000,000
Comcast now Xfinity	$20,344,800	$24,456,000	$39,407,000	$56,420,000	$47,800,000	$211,100,000	$653,300,000	$2,465,372,000
Ford Motor	$11,576,700	$19,171,000	$34,635,000	$62,500,000	$142,200,000	$90,200,000	$1,516,800,000	$2,141,300,000
General Mills	$16,167,359	$16,003,483	$79,144,000	$97,251,000	$39,500,000	$59,900,000	$993,400,000	$1,001,700,000
General Motors	$29,618,400	$23,906,000	$79,144,000	$79,385,000	$208,900,000	$241,800,000	$2,214,900,000	$3,055,700,000
Johnson & Johnson	$40,611,600	$28,266,000	$59,012,000	$74,458,010	$59,500,000	$42,000,000	$2,060,900,000	$1,939,600,000
Kraft now Mondelēz	$11,850,100	$10,816,035	$17,752,000	$51,322,000	$21,300,000	$46,700,000	$1,748,400,000	$966,900,000
L'Oréal	$25,869,900	$43,763,000	$42,686,000	$77,863,000	$5,800,000	$24,800,000	$1,833,600,000	$2,124,600,000
Mars, Inc.	$7,624,517	$8,790,556	$33,828,000	$49,050,000	$12,700,000	$54,300,000	$779,000,000	$631,500,000
McDonald's	$31,146,000	$38,093,000	$102,235,000	$114,167,000	$26,700,000	$27,300,000	$1,236,400,000	$1,366,900,000
Nestlé	$14,016,000	$10,296,800	$40,875,000	$39,325,410	$44,200,000	$47,500,000	$1,332,600,000	$974,300,000
Nissan	$6,271,827	$6,844,588	$28,521,000	$32,662,000	$59,800,000	$39,800,000	$690,900,000	$940,800,000
PepsiCo	$18,800,000	$18,020,000	$47,017,754	$55,729,237	$30,300,000	$18,200,000	$958,200,000	$944,300,000
Proctor & Gamble (Food)	$8,182,728	$10,617,990	$20,594,334	$28,456,497	$3,911,700	$6,743,100	$159,178,200	$193,888,500
Proctor & Gamble (Personal Care)	$55,249,272	$71,692,010	$139,051,666	$192,136,503	$96,388,300	$166,156,900	$4,025,532,900	$4,777,611,500
Sprint	$9,911,600	$16,539,508	$64,565,000	$73,287,000	$325,500,000	$114,400,000	$1,500,000,000	$1,400,000,000
State Farm Insurance	$5,809,200	$13,934,719	$70,148,000	$73,893,000	$45,000,000	$70,400,000	$550,000,000	$858,100,000
Time Warner now Charter Communications	$15,040,000	$13,440,679	$25,539,000	$32,858,000	$42,800,000	$55,000,000	$1,848,100,000	$2,050,900,000
Toyota	$14,360,000	$20,633,000	$63,569,000	$86,178,000	$51,900,000	$137,900,000	$1,286,300,000	$1,727,600,000
U.S. Government	$25,615,100	$22,439,000	$19,258,000	$34,528,238	$29,700,000	$48,000,000	1,034,100,000	$738,500,000
Unilever (Food)	$10,493,548	$8,543,540	$25,524,220	$13,738,520	$20,601,000	$18,565,000	$815,346,000	$609,778,000
Unilever (Personal Care)	$17,121,052	$13,939,460	$41,644,780	$22,415,480	$12,099,000	$20,935,000	$478,854,000	$2,634,895,000
Verizon	$32,960,000	$29,304,000	$116,201,000	$114,616,000	$242,200,000	$241,700,000	$3,020,000,000	$2,523,000,000
Wal-Mart	$26,572,700	$19,181,000	$62,853,000	$60,875,000	$50,200,000	$34,500,000	$1,729,500,000	$1,890,900,000
Walt Disney	$13,524,000	$12,623,100	$31,538,000	$31,604,000	$102,800,000	$115,300,000	$2,003,800,000	$2,112,200,000
Yum! Brands	$13,160,000	$10,285,893	$33,353,000	$23,048,000	$9,900,000	$6,300,000	$882,400,000	$835,000,000
MEAN	$19,061,922	$20,511,606	$53,876,361	$64,526,700	$70,225,926	$80,803,704	$1,427,355,967	$1,634,257,222