



Book Review

Review of “Hispanic Marketing: The evolution of the Latino consumer” by Felipe Korzenny, Sindy Chapa, and Betty Ann Korzenny

Reseña “Mercadotecnia Hispana: La evolución del consumidor latino” por Felipe Korzenny, Sindy Chapa, y Betty Ann Korzenny

Alessandra Noli-Peschiera ¹

¹ Center for Hispanic Marketing Communication, Florida State University, Florida, United States of America;
anolipeschiera@fsu.edu; ORCID: 0009-0009-0351-3198

Received: 05/29/2025; Accepted: 08/26/2025; Published: 01/09/2026.

DOI: <https://doi.org/10.54167/ejbei.v3i1.2197>

Abstract: This review examines the fourth edition of *Hispanic Marketing: The Evolution of the Latino Consumer*, authored by Dr. Felipe Korzenny, Dr. Sindy Chapa, and Dr. Betty Ann Korzenny. The book provides a comprehensive exploration of Hispanic consumer behavior in the United States, bridging cultural theory with practical marketing applications. It traces the historical development of Hispanic marketing, integrates contemporary topics such as influencer marketing and artificial intelligence, and offers real-world case studies that connect theory to practice. This review highlights the book’s relevance for students, academics, and practitioners, underscoring its role as an authoritative resource in multicultural marketing.

Keywords: Hispanic marketing, Multicultural communication, Consumer behavior, Acculturation, Cultural theory, Influencer marketing, Artificial intelligence.

Resumen: Esta reseña examina la cuarta edición de *Hispanic Marketing: The Evolution of the Latino Consumer*, escrita por el Dr. Felipe Korzenny, la Dra. Sindy Chapa y la Dra. Betty Ann Korzenny. El libro ofrece una exploración integral del comportamiento del consumidor hispano en los Estados Unidos, vinculando la teoría cultural con aplicaciones prácticas de marketing. Traza el desarrollo histórico del marketing hispano, integra temas contemporáneos como el marketing de influencers y la inteligencia artificial, y presenta estudios de casos reales.

How to cite / Como citar:

Noli-Peschiera, A. (2026). Review of “Hispanic Marketing: The evolution of the Latino consumer” by Felipe Korzenny, Sindy Chapa, and Betty Ann Korzenny. *Economicus Journal of Business and Economics Insights*, 3(1), 109–112.
<https://doi.org/10.54167/ejbei.v3i1.2197>



Este artículo está bajo los términos de la Licencia Creative Commons Atribución/Reconocimiento NoComercial 4.0 Internacional. This article is under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License. (<https://creativecommons.org/licenses/by-nc/4.0/>).

que conectan la teoría con la práctica. Esta reseña destaca la relevancia del libro para estudiantes, académicos y profesionales, subrayando su papel como recurso autorizado en el marketing multicultural.

Palabras clave: Marketing hispano, Comunicación multicultural, Comportamiento del consumidor, Aculturación, Teoría cultural, Marketing de influencers, Inteligencia artificial.

Book Details

Felipe Korzenny, Sindy Chapa, & Betty Ann Korzenny

Hispanic Marketing: The Evolution of the Latino Consumer

Routledge, London.

4th. Edition, 2024. Pages: 514

e-ISBN: 9781003230755

<https://doi.org/10.4324/9781003230755>

Introduction

The Hispanic market in the United States represents one of the fastest-growing and most influential consumer segments. With over 60 million Hispanics living in the United States, their cultural, linguistic, and economic impact has reshaped the marketing landscape. *Hispanic Marketing: The Evolution of the Latino Consumer* (Fourth Edition) (Korzenny et al., 2024) arrives at a critical juncture, offering a comprehensive synthesis of theory, history, and practice. Authored by three leading scholars in the field, the book has become a cornerstone text for multicultural marketing education and practice, widely adopted in universities across the globe and referenced by industry professionals.

This review provides an extended analysis of the book's contributions, highlighting its theoretical foundations, historical perspectives, practical applications, and pedagogical strengths. It also situates the book within broader debates on multiculturalism, consumer identity, and the future of marketing in a digitally connected world.

Theoretical foundations

The book begins by grounding Hispanic marketing in cultural theory, drawing on seminal frameworks such as Hofstede's cultural dimensions and Hall's high- versus low-context communication theory. These theories provide a lens for understanding how cultural values shape consumer behavior, communication styles, and brand perception.

Hofstede's Dimensions: The authors explore how cultural values such as collectivism, power distance, masculinity vs femininity, short-term orientation, uncertainty avoidance, and indulgence manifest in Hispanic consumer behavior, influencing aspects such as preferences for family-oriented messaging, respect for authority, and risk-averse purchasing decisions, among others.

Hall's Communication Context Theory: Hispanic culture is situated within high-context communication, emphasizing implicit meaning, relational cues, and non-verbal communication. This has direct implications for advertising strategies, where symbolism and emotional resonance often outweigh literal messaging.

By situating Hispanic culture within these frameworks, the authors provide readers with a robust theoretical foundation that informs segmentation, targeting, and positioning strategies.

Historical evolution of Hispanic marketing

One of the book's enduring strengths is its historical perspective. Earlier editions traced the evolution of Hispanic marketing from its origins in newspapers and radio to the rise of specialized agencies such as Lopez Negrete, Cien+, and dexpósito & Partners. The fourth edition expands this narrative by incorporating contemporary developments, including:

- The transition from traditional media to digital platforms.
- The role of Hispanic-focused agencies in shaping mainstream marketing.
- The increasing visibility of Hispanic consumers in national campaigns.
- The rise of new technologies such as artificial intelligence (AI), and how they are leveraged in marketing practice.

This historical trajectory underscores the resilience and adaptability of Hispanic marketing, while also highlighting the challenges of representation and authenticity in advertising.

Contemporary perspectives and innovations

The fourth edition introduces several new topics that reflect the changing dynamics of Hispanic consumer behavior:

Bilingualism and Language Dynamics: The book explores how bilingual consumers navigate language in advertising, with implications for message framing, brand identity, and cultural resonance.

Influencer Marketing: Hispanic influencers are analyzed, with the lens of reference groups, as cultural intermediaries who bridge brands and communities, leveraging authenticity and relatability.

Boycotting Behavior: The authors examine how cultural identity informs consumer activism, with boycotts serving as expressions of collective values.

Artificial Intelligence: The integration of AI into marketing strategies is discussed, particularly in relation to personalization, predictive analytics, and ethical considerations.

These additions ensure the book remains current and forward-looking, addressing both opportunities and challenges in engaging Hispanic consumers in a digital age.

Bridging Theory and Practice

A defining strength of the text is its seamless integration of theory with practice. Each chapter transitions from conceptual frameworks to actionable strategies, equipping practitioners with culturally resonant approaches.

Market Research: A dedicated chapter emphasizes culturally sensitive methodologies, highlighting the importance of language, cultural context, and acculturation in survey design and data interpretation.

Case Studies: Campaigns from Walmart, McDonald's, Cheetos, Pepsi, and Coca-Cola, among others, provide concrete examples of theory applied in practice. These case studies detail target demographics, execution strategies, and performance metrics, making the book highly accessible and practical.

Pedagogical Utility: As an instructor of Hispanic Marketing Communication at Florida State University, I have found the book's organization invaluable for structuring courses across varying semester lengths and modalities (in-person vs online). Students consistently report feeling represented and intellectually challenged by its content, with case studies serving as particularly effective learning tools.

Contributions of the Fourth Edition

The latest edition introduces several new features:

- Expanded coverage of bilingualism and language dynamics.
- Insights into cause-related marketing and boycotting behavior, among other emerging communication phenomena.
- Twenty-eight new case studies with updated figures and conceptual models.
- Instructor resources, including manuals, slide decks, and test banks.

These additions enhance both the pedagogical and practical value of the text, ensuring its relevance for diverse audiences.

Critical reflections

While the book is comprehensive, its emphasis on the U.S. Hispanic market raises questions about applicability in other contexts. Hispanic consumers in Latin America, Europe, or Asia may exhibit different cultural dynamics, suggesting opportunities for comparative research. Additionally, the integration of AI into marketing strategies warrants deeper exploration of ethical implications, particularly regarding privacy, bias, and representation.

Nevertheless, the book's strengths far outweigh its limitations. Its balance of theory, history, and practice makes it an indispensable resource for understanding Hispanic marketing in the U.S.

Conclusion

Hispanic Marketing: The Evolution of the Latino Consumer (Fourth Edition) stands as an authoritative and illuminating text in the field of multicultural marketing communication. For practitioners, it offers a roadmap for engaging Hispanic consumers with authenticity and cultural sensitivity. For students, it provides a comprehensive foundation in theory and practice, shaping the next generation of marketers. For general readers, it offers valuable insights into cultural nuance and consumer diversity in the United States.

This book is essential reading for undergraduate and postgraduate students of marketing, as well as industry professionals seeking to understand and respond to the complexities of Hispanic consumer behavior. Its blend of theory, history, and contemporary practice ensures its relevance across academic, professional, and societal contexts.

"The author has read and agreed to the published version of the manuscript."

Conflicts of Interest: "The author declares no conflicts of interest."

References

Korzenny, F., Chapa, S., & Korzenny, B. A. (2024). *Hispanic Marketing: The Evolution of the Latino Consumer* (4th ed.). Routledge. <https://doi.org/10.4324/9781003230755>